

MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

MILWAUKEE/NARI LUNCH MEETING TUESDAY, OCTOBER 21, 2008

CROWNE PLAZA MILWAUKEE-WAUWATOSA
10499 INNOVATION DRIVE • WAUWATOSA (Corner of Hwy. 100 and Watertown Plank Road)

Asbestos: How and Why You Should Be Addressing It on Each of Your Renovation Projects

You're invited to join your peers at Milwaukee/NARI's October Membership meeting, where you'll have an opportunity to network plus gain valuable insight on a topic with which all remodeling contractors should be familiar – asbestos.

You can find asbestos in hundreds of products besides pipe wrap, floor tile and vermiculite. Ada Duffey, CR, CLC, President – Milwaukee Lead & Asbestos Information Center, Inc. will provide an overview on Asbestos Rules and Regulations.

A mineral that comes from the ground and used for thousands of years in such products as table cloths, firefighter clothes, brake pads, and Christmas tree flocking, asbestos was seen as a great building material since it was light, cheap, durable, had high tensile strength, and was indestructible by chemicals and fire. It was used in thousands of building products, including surfacing material (fireproofing, plaster, and stucco), thermal system insulation (pipe and boiler wrap), and miscellaneous materials like ceiling tile, floor tile, drywall/mud, fire doors, transite, vermiculite (contaminant), window glaze, and caulk.

However, when negative health affects came about, including asbestosis, mesothelioma, and lung cancer, new rules and regulations were put in place.

Ada will provide an overview on Asbestos Regulations, including what is required for more than 4-family units, proper disposal, when to pull a permit, how to certify contractors and inspectors, and other recommendations.

You will earn .5 CEUs and .5 State Qualifier Credits by attending this meeting and presentation. Please join us to learn how this issue can impact your company.

Registration:	11:30 a.m.
Lunch:	Noon
Program:	12:30 p.m.

COST:	Pre-Registration:	\$15.00
	Walk-ins:	\$20.00



Ada Duffey

MENU: Open Faced Prime Rib Sandwich, mixed field greens with choice of dressing, fresh vegetable medley, twice-baked potatoes, bakery rolls, butter, regular and decaf coffee, and hot tea.

MEMBER SHOWCASE: Aetna Corporation will be the Member Showcase for the day. Please be sure to stop by to learn about how this company can help your business.

BUSINESS CARD BOARD: You will be able to display your business cards at the registration table. This is another great way to get your name out to members who may have a need for your product and/or service. We request that you pick up any remaining cards at the end of the day so room can be made for next month's meeting.

JACKPOT DRAWING: One lucky member will win \$75.00! Just pre-register with the office, be the official representative of your company, and be present for the drawing. You could be a winner!!

Certified Professionals can earn .5 CEUs and .5 State Qualifier Credits for attending this program.

Registration Deadline: Friday, October 17

presidents LETTER

Several leaders from Milwaukee/NARI attended the National NARI Fall House of Delegates Meeting and Hanley Wood Remodeling Show held in Baltimore in early September. This was a great opportunity for these individuals to share the successes from our chapter and learn from members of the other 59 NARI chapters on how to better serve our members. It is the combination of services that are offered by both our chapter and from the national association that increase your opportunities to enhance your business.

During the meeting, there was a full day set aside for the Leadership Summit. This training included information on how to run Board meetings more effectively, how to plan for the next generation of contractors, how to be inclusive of each individual member so as to not be perceived as a clique, and information on non-dues revenue opportunities to grow the chapter. Mark Brick, CR, from B&E General Contractors presented how successful the Milwaukee/NARI Foundation Rummage Sale has been in just three short years. This presentation provoked much interest from other chapters on how to implement this type of non-dues revenue generation for their respective chapters. Thank you, Mark, for this very well done presentation!

Educational opportunities were also a large topic of conversation in Baltimore. Milwaukee/NARI leadership is working hard with our Education/Certification Committee to enhance the educational offerings to our members and to further promote the NARI certifications and certification classes held at Milwaukee/NARI. Now is a great time to seriously consider becoming a CR, CKBR, CLC, etc. with the upcoming class in January. You can further your knowledge of home remodeling and to be in a better position to promote your services.

An update was provided on the NARI Marketing Campaign that is going to help promote the use of a NARI contractor to consumers throughout the country. While the Milwaukee/NARI Marketing Committee expends a great deal of energy and resources to help promote your companies locally, the additional exposure provided by National NARI advertising will further help make NARI a household name. Across the country, members have asked NARI to provide marketing opportunities, and not only have they listened, they are taking action to provide that exposure.

Other committees met on a national level to discuss actions from their respective groups. The leaders from Milwaukee/NARI bring back this knowledge and share it with the other leaders and committee chairs to help provide more value to your membership dollar. You're not just a member of Milwaukee/NARI, but also a member of National NARI, with both organizations working towards your best interests in home improvement and remodeling.

Best regards,

Scott Cline
President

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11815 W. Dearbourn Avenue, P.O. Box 26788
Wauwatosa, WI 53226
Office Phone: (414) 771-4071
Web Site: www.milwaukeeenari.org
E-Mail: info@milwaukeeenari.org

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membership COMMITTEE

The Board of Directors met on September 16, 2008 and reviewed and voted to approve the following membership applications:

Advanced Window & Door Solutions – Window & Door Suppliers
12100 W. Silver Spring Road – Milwaukee, WI 53225-6517
Mark Heard, 414-464-8550

Bunker Construction, Inc. – General Contractors
225 Regency Court, Ste. L105 – Brookfield, WI 53045
Mark Bunker, 262-782-2724

Clean Air Technologies – Duct Cleaning
5349 N. Lovers Lane Road – Milwaukee, WI 53216
Bill Hussell, 414-431-1872

Elliott's Floorstore – Floor Coverings
3055 N. 124th Street – Brookfield, WI 53005
Nick Elliott, 262-641-0088

Heather-Scott Designs, Inc. – Interior Design
3745 Dominic Drive – Brookfield, WI 53045
Heather Scott, 262-227-7386

Kitchen Creators, Inc. – Cabinets
1005 Richards Road, Ste. M – Hartland, WI 53029
Jay Trudell, 262-367-9439

Welcome aboard and we look forward to you attending future Milwaukee/NARI functions.

The Membership Committee has recently been very busy attending events, including an Open House on Thursday, September 11, at Milwaukee Millwork, an Open House at Rundle Spence on Thursday, September 18, and the Alside Supply Open House on Thursday, September 25. At these events we are able to visit with non-members and are afforded an opportunity to present the many benefits that are available to Milwaukee/NARI members.

The Membership Committee hosted the Information Booth at the 2008 Fall Home & Remodeling Show, which afforded us the opportunity to meet with many new member contractors to try and encourage them to become involved in our Milwaukee/NARI programs and familiarize them with the many Milwaukee/NARI benefits available to them.

The Membership Committee will meet October 2, 2008 to finalize plans for the "Fall Super Blitz" to recruit new members. We are setting up a breakfast and a luncheon meeting at Kelley's Bleachers located at 52nd and Bluemound Road. We have a large list of prospects to invite and can use even more of your prospects to send invitations to attend this event. So, assemble your list of names and either fax or e-mail it to the office and we will do our best to sign them up for membership.

We are looking forward to meeting with you at the noon luncheon meeting on October 21, 2008 at the Crowne Plaza.

Unfortunately, there are a few companies that have decided to discontinue their membership. They are as follows:

All-Star Supplies, LLC
Audio Ventures
Avante' Power, Inc.
Morgan Wightman Supply Co.
Wisconsin Window Sales

Respectfully submitted,

Bill Bobrowitz
Membership Chairman

Member Showcase Participants Needed

At each of Milwaukee/NARI's monthly membership meetings, one or two member companies get an opportunity to serve as a Member Showcase, displaying their products and services in a high traffic area during the dinner meeting's cocktail hour, or the breakfast and lunch meeting's registration period, getting an opportunity to talk with other members on how they can assist their business. Members mingle with the Showcase participants, getting information on what the company offers.

There are opportunities for your business to serve as a Member Showcase at a Milwaukee/NARI membership meeting in 2009. For your participation, you and your company receive the following benefits:

- Promotion in the association newsletter prior to the meeting
- Present company information in a relaxed atmosphere
- Introduction to members at the meeting by Program Committee representatives
- Two complimentary meals
- "Member Spotlight" article in Milwaukee/NARI newsletter
- Photo of booth display in post meeting newsletter
- 50 percent discount if you do another Member Showcase within 24 months of your initial participation

In return for these benefits, Milwaukee/NARI Member Showcase participants provide the following:

- Information on the company to those interested in your business
- Marketing materials on your business – promotional items, discount certificates, etc.
- A short background on the company and staff exhibiting for use during the introduction
- \$250 (to be invoiced by the Milwaukee/NARI office)

If you would like to be a Member Showcase participant, please contact the Milwaukee/NARI Office at 414-771-4071 or info@milwaukeeenari.org.

Upcoming Milwaukee/NARI Events

Please mark the following events on your calendar:

Friday, October 17

Wisconsin Remodeler of the Year
Award entry deadline

Tuesday, October 21

Milwaukee/NARI Monthly
Membership Meeting – 11:30 a.m.;
Crowne Plaza Milwaukee-Wauwatosa

Tuesday, November 18

Milwaukee/NARI Monthly
Membership Meeting and Election
Night – 6:00 p.m.; The Wisconsin
Club

Monday, December 1

National Contractor of the Year (CotY)
Award entry deadline

Friday, December 12

Milwaukee/NARI Holiday Party –
6:00 p.m., Davians in Menomonee Falls

Tuesday, January 20

Milwaukee/NARI Monthly
Membership Meeting –
11:30 a.m. Lunch; The
Italian Community Center

Friday, January 23

Milwaukee/NARI WRA Presentation
Dinner: 6:00 p.m., The Wisconsin Club

Thursday, February 5 –

Sunday, February 8 – 47th
Annual Milwaukee/NARI Home
Improvement Show: Wisconsin
Exposition Center at State Fair Park

Tuesday, February 17

Milwaukee/NARI Monthly
Membership Meeting – 6:00 p.m.
Dinner; The Venice Club, Brookfield

Tuesday, March 17

Milwaukee/NARI Monthly
Membership Meeting – 11:30 a.m.
Lunch; Alioto's, Wauwatosa

Tuesday, April 21

Milwaukee/NARI Monthly
Membership Meeting – 7:45 a.m.
Breakfast; Location TBA

Friday, April 23

4th Annual Milwaukee/NARI
Foundation Rummage Sale:
Milwaukee/NARI Office

Saturday, May 2 – Sunday, May 3

10th Annual Spring Home
Improvement Showcase – A Tour of
Remodeled Homes

Tuesday, May 19

Milwaukee/NARI Monthly
Membership Meeting – 11:30 a.m.
Lunch; Location TBA

For a complete list of activities and committee meetings, go to www.milwaukeevari.org/calendar-events.php.

plaster	drywall mud	ceiling tile	asphalt roofing	transite siding
window glazing	window caulk	sheet goods/linoleum	vermiculite	pipe insulation

What do all these materials have in common?

They can be **asbestos** containing!

The only way to know if a material contains asbestos is to have it analyzed at a laboratory
Even new building products today can contain asbestos.

Wondering what to do about asbestos?

1. Have building materials sampled and analyzed before beginning your projects – no matter what age building
2. Train your workers to have newly uncovered suspect materials sampled for asbestos
3. Train your workers how to remove asbestos safely. Certification courses are only 4-5 days – And it opens you to a whole new revenue generating market!! (if you are not sampling for asbestos already – you are probably already disturbing asbestos And not appropriately protected – so might as well do the work safely And generate revenue!!)

Looking to expand your business? Why subcontract out work you can do – after 4-5 days worth of training!

Contact Milwaukee Lead/Asbestos Information Center, Inc. to sign up for asbestos classes now!

Visit our website www.mlaic.com to view upcoming classes and to see a list of certified contractors and consultants.

Learn about Department of Natural Resources asbestos disposal requirements – even from residential homes!

Milwaukee Lead/Asbestos Information Center, Inc. 2223 S. Kinnickinnic Avenue Milwaukee, WI 53207 414-481-9070

Order 2008 WRA Entry Binders Today!



Don't miss your opportunity to gain recognition for the terrific work you complete on homes throughout southeastern Wisconsin. Entries for the

2008 Wisconsin Remodeler of the Year competition are due to the Milwaukee/NARI office on Friday, October 17. Also, you can make a nomination for one or more of the Local Achievement Award categories.

Mark your calendar for the Friday, January 23, Awards Dinner at The Wisconsin Club in Milwaukee, which will be hosted by Paul Kronforst of the WISN-AM 1130 "Remodeling Show."

Make sure you're part of the excitement – order your binders today to enter the 2008 Milwaukee/NARI Wisconsin Remodeler of the Year Awards.

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Media Clippings & Web Site Results

The press clipping results for July 2008 were:

Advertising Value: \$36,752.52

Public Relations Value: \$110,257.56

Regarding the association Web site, results for August 2008 are as follows:

Number of visits: 4,683 Hits: 21,808,342

Quick Steps to Better Sales

Here are some QUICK and easy steps to help you become better at sales.

Quiet, quiet, quiet: Know when to be quiet. Let your customers do most of the talking. They will tell you how to sell to them.

Understand your customer's needs: In order to sell to a customer, you have to know what he or she needs.

Initiate questioning: Ask your customer what it is he or she is looking for, how much they are willing to spend, and what special features or benefits he or she is looking for. Then, invite them to ask you questions.

Customize the product: After you have figured out exactly what it is that your customer wants, find a product that will best fulfill all of his or her needs and wants.

Know when to close: Once you've completed all of the steps above, you should be ready to close. Don't talk through the close and allow your customer time to change his or her mind. Once the deal is done, you will both feel better.

The next time you are making a presentation and get stuck, just remember these QUICK sales tips.

Source: *Creative Selling*, Volume 35 Issue 11

September Breakfast Meeting

More than 80 members attended the Membership Meeting at the Sheraton Milwaukee Brookfield on September 16, to hear an informative presentation on mold remediation by Dave Schultz of Badger Remediation Services in Wauwatosa. Thanks to The Starr Group and ForeSight Home Performance for serving as the Member Showcases for the day.



September Lead Seminars

More than 60 members attended one of the two Lead Paint – The New EPA Rule seminars held in the Ron Ziglinski, CR Education Center inside the Milwaukee/ NARI office on September 18.

Thank you to Ada Duffey, CR, CLC, and Bill Doyle, both of Milwaukee Lead & Asbestos Information Center, Inc. for sharing their insight and experience on this important topic.



Aetna Corporation Builders Hardware has been a decorative hardware retailer for over 50 years, with its location in Brookfield since 1976. Being in the hardware business for that many years, Aetna has seen many trends come and go. Jackie Schweitzer, representing the third generation in the family owned business, stated, "The polished brass and antique brass that my father and grandfather sold have given way to satin nickel and oil-rubbed bronze. Where homeowners once had a few hundred knobs and handles to choose from, they now have thousands of available styles in a multitude of finishes. It's a really fun time to be selecting hardware; homeowners see knobs and pulls as an opportunity to express their personal style. From t-shirt knobs in the laundry room to poker handles in the rec room, our customers really have a lot of fun. If my grandfather were alive today, he'd be amazed by the variety of options available to homeowners."

One of the trends in cabinet hardware is to stagger handle sizes to fit the scale of the door or drawer. This look has been popular for some time in modern kitchens where homeowners select stainless steel rod-shaped pulls. Increasingly, this style is trickling down to more traditional hardware styles. Cabinet hardware manufacturers are expanding their collections to include popular handles in two to three sizes.

"While this trend may prove frustrating for carpenters, many homeowners are gravitating to this look," Schweitzer advised.

Aetna's staff communicates with both homeowners and contractors to simplify hardware selection and installation for both. "With any hardware selection, we carefully label the homeowners selections for placement," she said. "This eliminates confusion on the jobsite, especially when homeowners may have three different handle sizes in the same room. It's an important part of my job to work with homeowners not only to find hardware that will complement their design goals while meeting their practical needs, but also to make sure that their wishes are carried out by contractors."

Whether working with customers who are gutting their homes and starting over or putting new hardware on existing millwork, Aetna staff finds that the majority of their customers are interested in satin nickel or oil-rubbed bronze finishes. "When I attended the Kitchen and Bath Industry Show in April, I noticed a fair amount of polished nickel products being introduced. Polished nickel is a shiny version of satin nickel that is a little warmer than chrome," Schweitzer said "I am not sure if this finish will take off in the Midwest like it seems to be elsewhere, but I am seeing more interest in it mainly for bathrooms." Aetna staff works diligently to stay on top of trends and show products in their showroom before customers ask for them.

Aside from staying on top of trends, Aetna's staff realizes that many homeowners and contractors are in a time crunch to finish a project. For that reason, they carry in-stock more than 50 lines of bath accessories, thousands of pieces of cabinet hardware, and door hardware from Schlage. Aetna also carries all the necessary items to finish a job such as hinges, pocket door hardware, storm door hardware, doorstops, and hooks. Like other Milwaukee/NARI members, Aetna is going

green and offers free recycling of old hardware for homeowners and contractors.

For more information on Aetna Corporation Builders Hardware, 13745 W. Capitol Drive, call (262) 781-0900.

foundationCORNER

Members Needed to Participate in Technical School Panel Discussions

As has been done over the last few years, the Milwaukee/NARI Foundation will go directly to Milwaukee Area Technical College and Waukesha County Technical College to meet with students pursuing a career in home improvement and remodeling.

With a great deal of enthusiasm from the instructors at the school, dates are being set for November to have two-hour panel discussions/luncheons at two MATC locations and at WCTC.

Please contact Dave Amoroso of Ron Sonntag Public Relations at 414-354-0200 ext. 108 or the Milwaukee/NARI Office at 414-771-4071 if you would like to participate in one of the panel discussions.

Holiday Party Silent Auction

As part of the Milwaukee/NARI Holiday Party on Friday, December 12, the Milwaukee/NARI Foundation will offer party attendees an opportunity to do some holiday shopping, while supporting the Foundation's programs, through a silent auction.

The following items have been secured to date:

- One (1) Surface Street 12' x 24' billboard with a four-week posting (includes two-hours of creative services and poster production) from Clear Channel Outdoor (\$1,500 Value)
- Four Milwaukee Bucks tickets/\$100 restaurant gift card from von Briesen & Roper, s.c.
- Decorative holiday pot/planter from Landworks Inc.
- Green Bay Packers Winter Coat from Renovators Ltd.
- \$250 in Retail Certificates from Ron Sonntag Public Relations
- \$250 in Retail Certificates from Milwaukee Millwork
- \$200 in Retail Certificates from Western Building Products
- \$100 Envoy Restaurant Gift Card from WISN-AM
- \$1,000 Ladies Watch from B&E General Contractors
- Holiday Rug from Carpet Town
- Retail Certificates Package from Callen Construction and United Products Corporation

Special thanks to the companies that have donated prizes for the auction.

If you would like to make a donation to the Holiday Party Silent Auction, with all proceeds benefiting the scholarship programs funded by the Milwaukee/NARI Foundation, please contact the Milwaukee/NARI Office at 414-771-4071 or info@milwaukeeenari.org.



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NEW Milwaukee/NARI Member Benefit

The Starr Group has completed a program designed especially for Milwaukee/NARI members.

What you can expect with your exclusive MILWAUKEE/NARI INSURANCE PROGRAM

- Errors & Omissions including Carpentry
- 5% additional discount for Milwaukee/NARI members insured with The Starr Group and Frankenmuth Insurance Company
- Earn Frequent Flyer Miles with continuous monthly automatic credit card payment option
- Automatic Limited Fungi or Bacteria Liability Coverage \$50,000
- Automatic Employment Practices Liability
- Automatic Pollution Coverage at Jobsite
- Expanded Trade Show & Booth Coverage
- Employee Theft Coverage from the Homeowner

Please note: The Starr Group will donate quarterly 1% of every program premium dollar to the Milwaukee/NARI Foundation

*This is not a policy, but merely a general description of available coverages.



OCTOBER 2008

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1. 4:00 p.m. Education/ Certification Committee Meeting	2. 8:15 a.m. Foundation Board Mtg. 9:45 a.m. Membership Committee Mtg.	3. 9:00 a.m. Ethics Committee Mtg.	4.
5.	6.	7.	8. Noon Program Committee Mtg.	9. 9:00 a.m. Finance Committee Mtg.	10. 9:00 a.m. – 4:00 p.m. Minnesota Award Entry Judging	11.
12.	13.	14. 11:00 a.m. Executive Committee Mtg. Noon Board Mtg.	15. 9:00 a.m. Marketing Committee Mtg.	16.	17. 4:00 p.m. WRA Entry Submission Deadline	18.
19.	20.	21. 11:30 a.m. Monthly Membership Meeting – Crowne Plaza Milwaukee- Wauwatosa	22.	23.	24.	25.
26.	27.	28. Noon Ethics Committee Mtg.	29.	30.	31.	

For a complete list of activities and committee meetings, go to www.milwaukeevari.org/calendar-events.php.

Question: What is the recommended interval for inspecting gas fireplaces and wood stoves and are they safer than wood burning appliances?

Answer: Most all gas hearth product manufacturers recommend annual inspection and cleaning for safety and better efficiency, including gas logs. Also the National Fire Protection Association and the Chimney Safety Institute of America recommend annual inspection or cleaning of all chimney and vents servicing fireplaces and hearth appliances. The most recent statistics were released in August 2008 by the United States Consumer Product Safety Commission, reporting 24,500 residential fireplace and chimney connector structure fires annually. The Consumer Product Safety Commission (CPSC) reports that 69 percent of carbon monoxide poisoning deaths were related to home heating systems and notes that proper installation, operation and maintenance of fuel-burning appliances (regardless of fuel type) is the most important factor in reducing the risk of CO poisoning.

Just a few years ago, the CPSC reported over 10,000 trips to emergency rooms for carbon monoxide poisoning. Many home improvement projects make homes tighter and more energy efficient, making annual inspection of chimney and hearth appliances even more important.

Fire prevention week, which is October 5-11, was established to commemorate the Great Chicago Fire, the tragic 1871 fire that killed more than 250 people, left 100,000 homeless, destroyed more than 17,400 structures, and burned more than 2,000 acres. The fire began on October 8, but continued into and did most of its damage on October 9, 1871.

While the Great Chicago Fire was the best-known blaze to start during this fiery two-day stretch, it wasn't the biggest. That distinction goes to the Peshtigo Fire, the most devastating forest fire in American history. The fire, which also occurred on October 8th, 1871, roared through Northeast Wisconsin, burning down 16 towns, killing 1,152 people, and scorching 1.2 million acres before it ended.



Royal Chimney Service Howard Rowell/CCS

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414-771-2282 • howard@royalchimney.com • www.royalchimney.com



Clean Sweep At The White House!

August 2008 marked the seventh trip for Milwaukee/NARI members Howard Rowell from Royal Chimney Service and Jeff Schmittinger from Wisconsin Chimney Technicians to service the chimneys at the White House in Washington, D.C.

There are 18 chimneys at the White House that serve 36 wood burning fireplaces at the Executive Residence and the West Wing. Every two years since 1994, Howard and Jeff have been on the White House chimney sweeping team to clean and video inspect the inside of the chimneys for safety. The seven-man team is set up by Jeff and includes Chimney Safety Institute of America Certified Chimney Sweeps from across the country. Each year is a different experience, as new team members get introduced to the different characteristics of each fireplace, along with history of what to monitor from prior year notes on the condition and amount of creosote in each chimney system.

When asked what was special about this trip, Howard said, "Each time I service the White House chimneys is special because I can visualize the President, Executive Staff, Kings, Queens, and other dignitaries from around the world that have walked the same halls and took comfort in the same fireplaces I'm servicing. In some small way, I feel my contribution as a chimney professional has helped to provide the peace and comfort for those facing monumental decisions for America and the world. It's also interesting watching the other trades working at the White House, sometimes revealing hidden artifacts. This year the main hallway of the first floor was being painted and some ceiling high cabinets were removed revealing an engraved dedication in the wall from the Truman administration renovation that hadn't been seen for decades."

When asked which fireplaces were the dirtiest this year, Howard said, "The top three fireplaces that were used most the past couple of years were the Oval Office, Vice Presidents Office, and the Lincoln Bedroom. All 36 fireplaces were in need of cleaning though, and our job is to make sure there is never enough creosote in the chimney to allow a chimney fire to happen," Rowell said.

When asked if this year's trip was a success, both Howard and Jeff readily agreed. "They still call it the 'White House' when we are finished and that is paramount as professionals in our trade," Jeff said.

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congratulations CORNER

Congratulations to...

Town & Country Electric, a division of Faith Technologies, Inc., received the Excellence in Construction Pyramid award at the 18th annual Associated Builders and Contractors national awards ceremony in Washington, DC for its work on the United States Postal Service design build project.

The company also received the "Patriot Award" from the National Committee for Employer Support of the United States Air Force National Guard and Reserve. The Patriot Award is given in recognition of employers whose policies and practices are supportive of their employees' participation in the National Guard and Reserve.

Topic Ideas Sought for Member Seminars

Over the last several months, Milwaukee/NARI has been conducting a variety of seminars for its members in an effort to keep them updated on new rules and regulations, as well as to help them operate their businesses more effectively.

We'd like to hear from you as to what other topics you'd like to see addressed either by an outside source or another association member with expertise in a particular area of business.

If you have a topic that you would like addressed in a seminar, please contact the Milwaukee/NARI Office at 414-771-4071 or info@milwaukeevari.org.

Five Questions with... Tony Rink, CR



1. What made you decide to pursue the Certified Remodeler designation?

Initially, it was my desire to set myself apart from the masses. Back in 1999 when I took the exam, I was one of about 800 Certified Remodelers in the country. I knew this number would grow, and I didn't want to have to explain to a prospective

client why I wasn't certified. I wanted the edge instead. There was also a lot of enthusiasm from Milwaukee/NARI, especially from the individuals that were already certified. I knew that I could promote myself with credentials that my competitors didn't have. What I didn't realize at the time is just how much knowledge I would gain through the study courses and the exam. To this day, I still have all the study information and my class notes. This has served as a reference several times over the past nine years.

2. How have you used your CR in marketing your business?

I immediately added the CR designation to my business card. I used it as a talking point at client meetings, just as you would mention any industry related accomplishments. We added this information to our website, including photos and a description of the process; and started including the Certified Professional brochure in our presentation folder. I started using the CR stamp on our contracts. I couldn't wait for a prospective client to ask me about the certification; that was my opportunity to impress upon them the significance of working with a certified professional.

3. Having taken the certification study group at Milwaukee/NARI, what would you say had the biggest impact on your exam preparation?

All the material is informative and very helpful, but I think being taught HOW to study for the exam was the most help. Getting instruction from volunteers that had recently passed the exam meant that their lessons were focused on the exam rather than their own experiences, or stuff I already knew.

4. How have you planned your CEU's each year in order to recertify?

I keep a recertification file in my desk. This is where I keep a copy of every seminar or other qualifying activity from the past year. There's not really a lot of planning needed. There is enough happening in our industry that we as Remodelers have to keep up on to qualify for the CEU's. Obtaining the CEU's is not really all that hard, it's more

a matter of being organized, and knowing what you participated in. I'd bet that most Certified Professionals that think it's hard to get the CEU's needed just don't have the information filed in a folder, and of course trying to do it by memory is nearly impossible.

5. As a business owner, what advice would you have for other business owners that have employees eligible to become NARI certified?

I'd say that this is a very good investment in your people. After I became a CR we had another person become a CLC, then another CLC after that. Most recently our designer became a CKBR. Now we are a company that can boast four Certified Professionals. Although it's true that having multiple Certified Professionals on staff is a time commitment to those employees as well as a financial commitment to the employer, it makes for a more knowledgeable and motivated employee. This can also cause an internal competition between employees, and that's not a bad thing.

GOVERNMENT AFFAIRS COMMITTEE

Building Milwaukee Award Nominations Sought

We continue to seek nominations for Milwaukee/NARI's "Building Milwaukee Award," which is presented at our November Election Night Meeting. Last year's recipient was Milwaukee County Executive Scott Walker.

The nominee should be an individual that has made an impact on Milwaukee and its citizens. If you have someone you would like to nominate, please submit your candidate's name and brief background information to info@milwaukeeenari.org.

Respectfully submitted,

Ken Skowronski, CR
Government Affairs Chairperson

In Memory

We ask all Milwaukee/NARI members to remember Herman Fillingner, the founder of A. Fillingner, Inc., who recently passed away.

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