



MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

October 2006

NEWSLETTER

ELECTION NIGHT & DINNER MEETING “BUILDING MILWAUKEE AWARD” PRESENTATION TUESDAY, NOVEMBER 21, 2006

WISCONSIN CLUB • 900 W. WISCONSIN AVENUE • MILWAUKEE

ELECTION NIGHT! The November monthly membership meeting is one of the most important meetings of the year – the night where the Milwaukee/NARI members are afforded the opportunity to voice their opinion as to whom they wish to have represent the organization and all members as Officers and Board Members. This is an obligation that each member should fulfill with great care, as your vote does make a difference.

We realize that circumstances may arise that preclude you from attending this meeting. Taking that into consideration, proxy ballots will be mailed to all members. These ballots may be returned to the office so your vote can be counted at the meeting. Any ballots returned after the dinner meeting will not be counted.

IMPORTANT – Only the company’s official Milwaukee/NARI representative is eligible to vote.

BUILDING MILWAUKEE AWARD: This year’s “Building Milwaukee Award” recipient is Steve Tennes of Milwaukee Habitat for Humanity. With Habitat for Humanity since 1999, Steve is primarily involved as construction staff and coordinator for the affiliate’s Habitat for Humanity AmeriCorps program. From 2004 to 2006, he helped plan and served as coordinator for Milwaukee Habitat’s “HOME BUILDERS BLITZ 2006.”

Steve graduated summa cum laude from Carroll College with majors in Geography and Psychology. He continued his studies in the Urban and Regional Planning masters program at the University of Illinois, Urbana-Champaign.

The Milwaukee Habitat for Humanity “Home Builders Blitz” was held June 5 – 9, 2006. During the week, 10 new two-story homes were built from start to finish in the Metcalf Park neighborhood. Over 1,000 people worked on the homes and many area contractors, suppliers, and businesses contributed materials and labor for this project.

Please join us as we recognize Steve Tennes and elect the men and women who will lead the association in 2007.

Registration & Cocktails:	6:00 p.m.
Dinner:	7:00 p.m.
Election and Program:	8:15 p.m.

COST :	Pre-Registration:	\$30.00
	Walk-ins:	\$35.00

Details Continue on Page 3

presidents LETTER

October is synonymous with “harvest time.” It takes me back to my days growing up on a dairy farm. As the only boy of seven kids, I spent most of my time out in the fields (or in the barn!). This time of year, we were always challenged with getting the silo filled and the corn in the cribs before the snow fell. Some years we fared better than others.

The dictionary lists several definitions of “harvest.” There are three that I find interesting:

- The crop that is gathered or ripens during a season.
- Season during which crops are gathered.
- To experience the consequences of previous actions or behaviors.

The first two definitions are specific as to a commodity or a time of year. However, the third definition lends itself well to the members of Milwaukee/NARI and the home improvement and remodeling industry as a whole.

In my youth, we planted in the spring and harvested in the fall. That was it. If you missed this simple timeline, it was going to be a long winter.

In today's day and age, the successful home improvement contractor needs to be planting and harvesting year round. A steady stream of prospects is necessary to create the projects needed to keep your business healthy.

Have you ever been so busy with “harvesting” that you neglected to keep up with “planting” or marketing your business? Did you get caught up with the workflow and suddenly realize your pipeline is dry? It can take months to get your pipeline full again. This is the negative outcome of “experiencing the consequences of previous actions or behaviors.”

Most people would surely prefer to have a bountiful harvest year round. This requires a healthy balance of ongoing marketing and efficient production. Now is a great time to review your marketing plan and lay out a consistent planting schedule for the coming year.

Through Milwaukee/NARI, you can make plans now to participate in the February Home Improvement Show, the May Spring Home Improvement Showcase, and the September Fall Home & Remodeling Show. There are sponsorship opportunities available in conjunction with these three events to further enhance your exposure and participation.

You can also place an ad on the association Web site or in the Resource Guide produced annually in May, or attend a couple of the monthly membership meetings and one of the regularly scheduled educational seminars. The association is always conducting activities that will help you with your marketing endeavors.

As you enjoy the harvest of your own garden or those of farmers across the state and country, remember to continue planting. That will surely lead to a bountiful, and consistent, harvest.

Best regards,

**Paul Kraemer, CIC, CRM
President**

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Milwaukee/NARI Home Improvement Council, Inc.

11815 W. Dearbourn Avenue, P.O. Box 26788

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President:	Paul Kraemer, CIC, CRM – Starr Insurance Group, Greenfield
Vice President:	Scott Cline – J & B Construction Inc., Milwaukee
Vice President:	Michael Heuser, CR – Kelmann Corp., Wauwatosa
Vice President:	Thomas Weiher, CR, CKBR – Carmel Builders, Inc., Menomonee Falls
Secretary:	Diane Ausavich, CR – Carl Krueger Construction, Inc., Milwaukee
Treasurer:	Kevin Anundson, CR, CKBR – The OAR Group, Muskego
Executive Director:	David Feldner, CAE

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Dinner Meeting continued

MENU: House Salad, Stuffed Chicken Marsala, Fresh Vegetable, Rolls & Butter, and New York Cheesecake w/Strawberries.

MEMBER SHOWCASE: Buckley Tree Service is the Member Showcase for the night. Please be sure to stop by to learn about how this company can help your business, plus express your gratitude for their support.

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 evening so room can be made for next month's meeting.

LARRY THEROUX FUNDRAISER: Raffle tickets will be sold and donations will be accepted at the registration table to raise funds to offset medical care for Larry Theroux of LJT Home Improvements. – (see p.9 story)

NARI FOUNDATION FUNDRAISER: Nick-N-Willy Fundraising Coupon Cards, sponsored by Ferguson Enterprises, will be sold at the registration table for \$10. All proceeds benefit the Milwaukee/NARI Foundation. – (see p.9 story)

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!!

Registration Deadline: Friday, November 17.

Resume & Job Posting Available on Web Site

Milwaukee/NARI continues to offer members the chance to post a job opening on the association Web site that can be accessed by those looking for a job in the home improvement and remodeling industry.

This free service is listed under "Employment Opportunities" on www.milwaukeevari.com. Go to "NARI Member Access" and type in the password – Remodeling. Under "NARI Member Job Site Links," click on "Add a Job Posting" and complete the information on the form. The information will be on the site until a request is made to have it removed or for 90 days,

whichever comes first. To have the information taken off the site, call the Milwaukee/NARI office at 414-771-4071.

In addition, individuals looking to start work in the industry can post their resume on the site for viewing by association members. There have already been many people that have taken advantage of this opportunity and all members are encouraged to visit this area to see if there may be a fit for their company.

This is a great opportunity to secure a new employee and there's no cost. We strongly encourage you to take advantage of this service to enhance your business.



NARI National Offers Teleseminar Educational Opportunities

The National NARI office is offering two marketing teleseminars next month that are available to all association members. The following topics will be covered:

Thursday, November 16: "Iron Clad Construction Contracts"
Tuesday, November 21: "Using Slow Season to Best Advantage"

The teleseminar leader is Adrienne Zoble, owner of her own market consulting and speaking business since 1977.

Individual sessions are \$75.00 for each member and staffer

on the line, whether participating or just listening. Each seminar will run from 9:00 – 10:30 a.m. CST.

Registering early is suggested, as each session is limited to 25 people. Members can register via e-mail at azoble@azoble-assoc.com, by fax at 970-282-1152, or reserve space via credit card (Visa, MasterCard, or Discover) at 970-282-1150. Include your phone number, fax, and e-mail address. You can also visit www.azobleassoc.com/payment.html to make a secure online credit card payment.

membership COMMITTEE



*L-R Front Row: Pamela Mackovich, Paul Kraemer, and Gary Sannes.
L-R Back Row: Kevin Anundson, Scott Cline, and Ann Anundson.*

Looking at the picture that accompanies this article, it seems to indicate that a good time was had by everyone on the Annual Dinner Cruise aboard the Prestige Yacht on Pewaukee Lake. How can you receive an invitation to join us for this exciting event? Just recruit a new member and you will be eligible to join the rest of the members of Milwaukee/NARI that have done the same and enjoy a few hours of food, fun, and relaxation. There were approximately 50 members on board the cruise and, I am told, the Prestige Yacht can accommodate approximately 100 people. So, keep in mind that for the next annual boat cruise, we have room for you.

Regarding incentives, at the September breakfast meeting, we had some lucky winners that were awarded some great prizes for recruiting new members to date. The winners were as follows:

Our President, Paul Kraemer of The Starr Group, received 2 Milwaukee Bucks Basketball Tickets, plus a \$50.00 food certificate.

Jim Pitzen of Pitzen Design, Ltd., received a \$100.00 gift certificate to the Fireside Dinner Theatre in Fort Atkinson.

Kevin Anundson of The OAR Group, received a \$100.00 gift certificate to the Kalahari Resort in Wisconsin Dells.

Sounds like worthwhile reasons to be involved and recruit a member or two. Be sure to check the newsletter to find out who and what members won at the October luncheon membership meeting.

On October 10, 2006, the Board of Directors met to review and approve the following applicants to membership. They are as follows:

Argus Security Corporation – Security Systems
W377 S10669 Betts Road, Eagle, WI 53119
James Prost, 262-594-3629

Habitat for Humanity of Waukesha County - Remodeling-
Rehabilitation
Box 1143, Menomonee Falls, WI 53052
Peter C. Buchholz, 262-502-4289

Health Retreat, Inc. – Hot Tubs, Spas, Saunas
P.O. Box 467, Pewaukee, WI 53072
Jon Reimer, 414-732-6099

Home Fixtures, LLC-d/b/a efaucets.com – Remodeling,
General
P.O. Box 044271, Racine, WI 53404
Becky Hoey, 262-639-2139

Reality Construction, LLC – Basement Remodeling,
Bathroom Remodeling, Kitchen Remodeling
1098 Winterberry Road, Oconomowoc, WI 53066
Michael Bartelt, 262-502-3526

We are happy to welcome you as a new member. We hope you will get involved in all the opportunities that Milwaukee/NARI brings your way. This will help make your investment within the association pay off. Check your mail for information about all the upcoming activities that Milwaukee/NARI conducts. Take a little time to attend a few functions and to meet some of your fellow members. You will find out that networking does pay off.

The Fall Home & Remodeling Show helps to give me the opportunity to visit and get more acquainted with our members that exhibit at the Show. I was able to collect 123 business cards and was surprised to find that only 22 cards had the NARI logo imprinted on the card. I believe that the NARI logo is a major benefit for a member. Milwaukee/NARI has created tremendous consumer awareness and consumers do recognize the logo and feel more at ease knowing a NARI member will be conducting their home improvement project. Don't let this huge benefit go down the drain. USE THE LOGO.

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

AK Construction & Remodeling, Inc.
American Family Insurance
CCC & W Deck Cleaning & Power Washing Co.
Ewald Automotive Group-Ewald Purchase Program
Gutter Gardian
Home Improvements by Gunther
Lake Country Plumbing
T.C.B. Disposal, Inc.
TAMKO Roofing Products
Wilke Systems-div of G.H. Wilke, Inc.

Respectfully submitted,

Bill Bobrowitz
Membership Chairman

Media Clippings & Web Site Results

The press clipping results for August 2006, were:

Advertising Value: \$40,009.09

Public Relations Value: \$120,027.27

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

Number of visits: 7,951

Hits: 3,670,598

Motivate With The Right Rewards

Different personalities are motivated by different rewards. A shy staffer probably wouldn't enjoy being singled out for praise in a large meeting, and a bookworm might not appreciate tickets to a basketball game. Here are some common workplace personalities and suggestions for motivating them:

- **Lifestylers:** These are the employees who work to live, not live to work. They enjoy work, but they also want flexibility. They are typically prepared to do whatever is necessary to get the job done. *Strategy:* Motivate them with free time to pursue their personal passions.

- **Knowledge sponges:** These are the people who love to tinker and explore. As long as they're learning, they're happy. They evaluate their work in terms of whether they're being

intellectually stretched or whether they are acquiring a new skill. They are quick to become bored, particularly if they are in what they see as a dead-end job. *Strategy:* Motivate them by supporting their career development. Send them to seminars or give them additional training.

- **Affinity seekers:** The personal mantra of an affinity seeker is "I need to work with people. I'm a people person." Fun for them is going out after work with other members of the group. They are not happy working by themselves. As a general rule, they are not drawn to telecommuting. *Strategy:* Reward them with mementos of their group membership, whether a photo of the team or a plaque commemorating a particular project. They are also motivated by team-building events that take place at off-site meetings.

Narrow Your Market - Hit Your Target

To some business owners, the thought of specializing is terrifying. They think that if they specialize they'll miss a huge part of their potential market.

The reality is that if they don't specialize then their target market will be way too broad. Marketing to a general audience can put a huge strain on a marketer's budget and reduce a campaign's return on investment.

It's important for every business to find its niche, so it can market to those who will use its products or services, not to those who can.

Let's face it, you can't be everything to everyone - and you shouldn't try to be. The best marketing experts know that the more they keep driving down to their niche, and right for that specific group, the more success they have. That's because they focus their message.

So how do you find out what your niche is and who the people are that will use it?

If you've been in business for a little while, finding your target market is easy. Just pull out your client/customer records and ask yourself:

- What people or businesses use my services and/or products the most?

- What are the common demographics of my customers? What income level are they at? Do they rent or do they own their own homes? Are they young and single, middle aged with children, or older and retired? Are they male or female?

- What are the commonalities that my best business-to-business clients share? Are they e-commerce companies? How many employees do they have? Are they large profit or not-for profit?

By determining what your customers have in common and what common products or services these customers purchase, you've just discovered your niche and the market you should be targeting.

If you're just starting out and need to discover what your niche is and whom you should be marketing to, then you first need to ask yourself two questions: what are you best at doing and what do you like doing the most. Your answers to those questions should determine what your company specializes in.

To find out who will use your services or buy your products check out your competition to learn how they do business and what customers they attract. You should also conduct a survey to profile and build a database of potential clients/customers to market to.

Specializing might be a terrifying thought, but throwing money into a marketing campaign that only focuses on the possibles - not the probables - is even scarier.

Source: By Shannon Cherry © 2005, <http://www.marketing-mag-biz/archives/archive-marketing/narrow-your-market.htm>

Upcoming Milwaukee/NARI Events

Please mark the following events on your calendar:

Tuesday, November 21: Monthly Membership Meeting at the Wisconsin Club – 6:00 p.m. Cocktail Hour, 7:00 p.m. Dinner, 8:15 p.m. Meeting, including Board of Director Elections and “Building Milwaukee Award” presentation

Friday, December 1: CotY Award Submission Deadline – information on ordering binders is at www.nari.org

Friday, December 8: Milwaukee/NARI Holiday Party at the Cafe Rouge at the Pfister Hotel

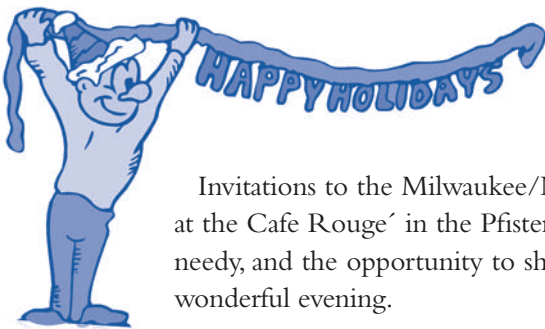
Tuesday, December 12: Certified Professional Orientation Meeting – Milwaukee/NARI Education Center, 6:00 p.m.

Friday, January 19: Wisconsin Remodeler of the Year Awards Dinner at Davian’s in Menomonee Falls

Thursday, February 8 – Sunday, February 11: 45th Annual Milwaukee/NARI Home Improvement Show at the Wisconsin Exposition Center at State Fair Park

Saturday, May 5 – Sunday, May 6: Eighth Annual Milwaukee/NARI Spring Home Improvement Showcase – tour of recently completed projects by association members.

Wednesday, July 18: Milwaukee/NARI Foundation Golf Outing at Ironwood Golf Course in Sussex.



NARI Holiday Party December 8

Invitations to the Milwaukee/NARI holiday party will be mailed soon. The party will be Friday, December 8, at the Cafe Rouge in the Pfister Hotel, with a delicious dinner, wonderful entertainment, a gift donation for the needy, and the opportunity to share the holiday spirit with your remodeling peers. Make sure you're part of this wonderful evening.



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foundationCORNER

The month of October has provided an opportunity for Milwaukee/NARI to meet with more than 200 students that are pursuing home improvement and remodeling degrees at local technical schools.

Panel discussions were held on Monday, October 2, at MATC – South; Tuesday, October 3, at MATC – Downtown; and Monday, October 16, at WCTC. In addition to the knowledge and insight shared by panelists, \$500 in scholarships were given away at each school.

Thanks to the following members for participating on the panels:

Wayne Abendschein – 1st Choice Heating & Cooling
Diane Ausavich, CR – Carl Krueger Construction, Inc.
Kelly Behnke, CR, CKBR – S.J. Janis Company
Phil Callen – Callen Construction, Inc.
Ken Connor, CR – K. Steven Remodeling
Mike Ellery, CR, CKBR – S.J. Janis Company
Don Gumienny – Electrical Concepts, Inc.
Dean Herriges, CR, CKBR – Urban Herriges & Sons
Nick Kerzner, CR, CKBR – Kerzner, Inc.

Brian Kowalke, CR – Pikel Construction & Remodeling
Mike McIntosh, CR – Preferred Aluminum Trim & Siding
Jim Pitzen – Pitzen Design Ltd.
Mal Richert, CRS – Fred Richert Pump Co.
Bob Sebastian, CR, CKBR – S.J. Janis Company
Ken Skowronski, CR – KS Remodelers

We also want to remind members that the Foundation has Nick-N-Willy Fundraising Coupon Cards sponsored by Ferguson Enterprises for sale, \$10 per card, with 10 punches per card. With the card, you buy a regular priced pizza, and get one large, one topping pizza for free. Perfect for gifts to employees and vendors, all money raised will be used to fund scholarships for trade and technical school students.



Visit www.milwaukeeenari.com or call the Milwaukee/NARI office at 414-771-4071 to order the coupon card or for more information.

Fundraising Activities Set for Larry Theroux

As many of you know, Larry Theroux of LJT Home Improvements suffered a tragic accident earlier this summer, as a fall from a roof left him a quadriplegic.

Larry's wife Lynn and their sons Nick and Brandon are carrying on with the business, but as you can imagine, the severity of Larry's injury has resulted in the purchase of equipment, therapy, and in-home care.

To assist the family with providing the level of care Larry requires, Milwaukee/NARI members are asked to consider participating in two upcoming fundraising activities. The first is Sunday, October 29 from 8:00 a.m. – 1:00 p.m., with a pancake breakfast at the Oak Creek Community Center, 8580 S. Howell Avenue. Advance tickets are \$5 for adults, \$6 at the

door the day of the event. Call 414-768-5840 for tickets.

The Oak Creek Community Center will host a fundraising benefit on Saturday, January 27 from 5:00 p.m. – 11:00 p.m. Food and beverage will be sold, with a giant raffle, including airline tickets, home improvement products, and cash giveaways, up for grabs. To purchase tickets or make donations to the raffle, call Deana Geers of U.S. Aluminum at 414-698-8492.

Contributions can be made to The Larry Theroux Benefit Fund, M&I Marshall & Ilsley Bank, 8900 S. Howell Ave., Oak Creek, WI 53154.

We thank you for your consideration.

Congratulations Corner

Kelmann Corporation and **Kerzner, Inc.** have both been selected as finalists in the Wisconsin Better Business Bureau 2006 "Torch Awards," which recognizes a company's business ethics and integrity.

American TV & Appliance and **Coello & Associates** participated in the "Extreme Makeover" house that was built in Dundee, Wisconsin earlier this month.

Weather-Tek Design Center, Inc., a distributor of Marvin Windows, recently was notified that Marvin Windows and Doors ranked highest in architect satisfaction. The ranking was based on a national architect satisfaction study conducted by J.D. Power and Associates and McGraw Hill Construction.

Congratulations to all members and best wishes for continued success.

Strategic Plan Objectives

The Milwaukee/NARI Board of Directors, Strategic Planning Task Force, chapter members, and staff have been working over the past several months on developing a formal strategic plan for the chapter.

With the direction of Sandra Shirk-McNeely of The Abbey Group, the chapter leadership...

- evaluated surveys completed by members;
- conducted a full-day strategic planning session on Friday, August 4;
- revised a draft work plan;
- approved the following work plan for the chapter:

GOAL 1: Recognized as the Leading Resource of Remodeling Industry Professionals

Strategy A: Promote all certification opportunities

- Objective 1: Highlight certification on website and directory
- Objective 2: Increase number of members certified
- Objective 3: Increase hits for certified professionals

Strategy B: Enhance consumer education and awareness

- Objective 1: Conduct consumer seminars
- Objective 2: Expand marketing to print and other media
- Objective 3: Enhance public events (tours/shows)
- Objective 4: Promote code of ethics and arbitration process
- Objective 5: Promote diversity of specialized contractors
- Objective 6: Further develop strategic alliances

Strategy C: Enhance member education and awareness

- Objective 1: Conduct mandatory orientation for new members
- Objective 2: Provide mandatory education offerings for CEO or leaders of member company (a. meetings, b. seminars)

GOAL 2: 1000 MEMBERS BY 2009

Strategy A: Identify prospects/Enhance diversity

- Objective 1: Approach area chambers of commerce
- Objective 2: Approach minority owned businesses and groups
- Objective 3: Update database for direct mail campaign

Strategy B: 90% retention

Strategy C: Develop associate membership

- Objective 1: Offer special benefits based on membership category

Strategy D: Expand show/meeting/participation

- Objective 1: Attend supplier meetings and shows
- Objective 2: Enhance NARI show display – Task Force
- Objective 3: Increased visibility at industry trade shows

Strategy E: Develop associate member benefits

- Objective 1: Expand based on member needs

Strategy F: Enhance member orientation

- Objective 1: Reiterate benefits

Announced



GOAL 3: Increase professional development for members

Strategy A: Develop education plan

Objective 1: Develop program “Milwaukee/NARI way”
(use current education resources: bylaws, ethics, certification program, professional providers)

Strategy B: Promote member to member business

Objective 1: Discounts and co-op advertising

Strategy C: Develop plan to take advantage of buying power of the group

Objective 1: Develop member benefits

GOAL 4: Provide structure and resources to accomplish other goals

Strategy A: Provide the governance structure necessary to achieve the strategic plan goals

Objective 1: Ensure that the board supports the strategic direction

Objective 2: Implement committee/sub-committee structure to achieve the goals

Objective 3: Improve the effectiveness and efficiency of the board and board meetings

Strategy B: Ensure that effective technology systems are in place

Strategy C: Ensure that financial and human resources are available to support the goals

This 3-5 year work plan is the roadmap for the association with the committees, Board, volunteers, and staff responsible for meeting the stated objectives. This is a “living document” that will change over time, however, this plan will bring the chapter the success you demand and we expect from our organization and our leaders.

Special thanks to the Strategic Planning Task Force: Dave Amoroso, Kevin Anundson, Paul Kraemer, Howard Rowell, Gary Sannes, and Tom Weiher.

GOVERNMENT AFFAIRS COMMITTEE

Steve Tennies to Receive "Building Milwaukee Award"

The annual "Building Milwaukee Award" will be presented to Steve Tennies of Habitat for Humanity on Tuesday, November 21 (see front page), for coordinating the 2006 "Home Builders Blitz."

Members from Milwaukee/NARI and the MBA worked to make these homes a reality. The 10 homeowners and their families purchased and moved into their new homes within two weeks after the event. Carmel Builders and Bartelt Filo Design Build were two NARI members that contributed to the building of two of the homes along with many other NARI members. Please plan on attending the November 21, meeting, to honor Steve and all the NARI members who contributed to this wonderful event.

Right To Cure Law

This new law that went into effect October 1, 2006 applies to Remodelers, contains requirements for Remodelers and consumers that must be followed for reporting construction defect claims prior to filing a lawsuit. It outlines procedures and timetables for consumers to report complaints and procedures and timetables for remodelers to remedy or repair.

As of October 1, Remodelers are required to hand out the "Right To Cure" brochure developed by the Wisconsin Department of Commerce. Please visit the Department of Commerce web site for information on this bill and to print out a copy of the brochure (<http://commerce.wi.gov/SB/SB-DivPublications.html>). Copies of this brochure will also be available at the Milwaukee/NARI office.

Respectfully submitted,

Michael L. Heuser, CR
Government Affairs Chairperson



Membership E-Mail Alerts

Just a reminder that if you wish to receive e-mails from the Milwaukee/NARI office with important updates on chapter activities, programs and seminars, we need your e-mail address.

If you haven't done so already, please provide a current e-mail address for your company's designated representative to info@milwaukeevari.com to start receiving these updates.

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member SPOTLIGHT: WindsorONE

Founded in 1972, Windsor Mill is one of the largest manufacturers of high-quality trim boards and moldings in the U.S. and manufactures the WindsorONE™ brand of interior and exterior trim and specialty boards and moldings.

Brad Stare is the territory sales manager for Windsor Mill, and manages the ordering process, merchandising the product, training account personnel, and working with outside sales people to create demand at the Remodeler, builder, and contractor level.

“WindsorONE is a whole-house solution,” Stare explains. “Years of continually improving and perfecting our line of boards and specialty boards have allowed Windsor Mill to develop a comprehensive suite of products for the entire home. On interiors or exteriors, WindsorONE boards and moldings are milled to such high tolerances and exacting measurements that the applications are limitless.”

Stare emphasizes that a contractor has an advantage by choosing WindsorONE products.

“First of all, we offer a superior product,” he says. “WindsorONE is essentially the only nationally branded, triple-primed, fingerjointed wood product on the market. What this means is rather than spread ourselves thin, we have chosen to focus and specialize in trim boards and moldings. Our product is not a commodity. We take the time and effort to bring the most perfect, highest-quality product we can to the market.”

Windsor Mill has been a member of NARI for three years, both at the national level and in the Milwaukee chapter.

“As a NARI professional, Windsor Mill brings a quality product to the industry,” Stare says. “Our key role is to educate customers on the value of using architecturally correct moldings and high-quality trim and specialty boards with crisp, straight edges. As a manufacturer, Windsor Mill believes a sale is not a success without proper education, meaning that customers will learn how to use the product correctly to achieve maximum benefits. Proper education can only be considered a gain for the industry.”

The importance of being an educated and ethical professional is well illustrated in the following anecdote told by Stare. It is a situation that would cause any contractor to cringe:

“About a year ago, a contractor in Westchester County, New York, was frantic to obtain WindsorONE installation instructions for a beaded ceiling. Windsor Mill offers general installation instructions for our entire line of products, but not a step-by-step guide for each. Most contractors know general techniques, and installing a beaded ceiling would fall into this category. After an hour or so of not receiving the instructions, the contractor called back.

“Apparently he had already installed 2,000 square feet of 3.5” beaded ceiling and face-nailed all of it. Bead board can be

face-nailed with the nail heads exposed or nailed on the tongue-and-groove seam and hidden by the next piece of bead board. The customer had appeared at the jobsite and was livid about the visible nailheads.

“The contractor told the customer that the manufacturer had recommended that the beaded ceiling be installed in this way. Upon hearing that, the customer wanted proof, so the contractor asked us to write a letter proving that was what was recommended for installation.

“We, of course, said no, for reasons such as liability issues, etc. He tried to persuade us, asking if we could do it just this one time, just for this one job, and then said we might change our minds if we knew who the customer was.

“Turned out the customer was Donald Trump. And what did he say to the contractor? ‘You’re fired!’

“The moral of the story is, if you’re not a NARI Remodeler and you don’t educate yourself, you too could be fired. This is why being a member of an association is so important, both for you as Remodelers and manufacturers, and for your customers.”

Stare states that he and Windsor Mill are strong supporters of NARI. “The nature of our business is to offer a quality product to our customers,” Stare says. “We participate in NARI events, such as the October 17th membership meeting, luncheons, and golf outings to support the association but also to expose members to our quality product. We strive to educate our customers and potential customers so that they will have and use a product that will perform for them for years to come.”

Stare adds that being a NARI member gives more credibility to his company and helps support its message of offering a quality product. “It’s an honor to be part of such a well-esteemed, well-known, and well-established association,” he says. “Membership in NARI also allows for a mutual support between our company and the association. We get to build relationships with members and thus get a fuller understanding of what our customers are thinking and what they want – ultimately this helps us spread the word about our product.”

To homeowners planning a remodel, Stare said he always recommends choosing qualified NARI Remodelers and NARI-certified suppliers. “NARI has stringent criteria to meet for certification and choosing a Remodeler or manufacturer who adheres to these standards ensures quality. Their remodeling projects will go a lot smoother and move more quickly,” he says.

To the DIYers, Stare says they “need to understand that sometimes it’s not just a simple project where they can just go to



Continued on next page

a big-box retailer and get all the know-how needed. They need to find the proper resources for installing and using the products correctly to avoid future issues. Once they've educated themselves, it's up to them to make the judgment call – do it yourself or hire a professional. More often than not, homeowners should hire a professional.

“The best tip is to be educated – learn the manufacturer's latest installation procedures and the product will work for you the way it is supposed to.”

Stare knows that a prosperous company builds on the success of its customers.

“A successful business will keep the big picture in mind and try to understand what the customer wants and needs, perhaps before he or she even realizes it. Once you understand what your customers need, then you've figured out in what areas you can best service them through education,” he says.

For more information on how WindsorONE can provide assistance on your client's next project, visit www.windsorONE.com.

Include Ad on NARI Web Site in 2007 Budget

As you plan your advertising budget for 2007, consider allocating funds to have a banner or tile ad on the Milwaukee/NARI Web site.

You'll reach an extremely targeted audience at www.milwaukeevari.com as the Web site is averaging more than 6,300 visits each month for 2006. In addition, the site is averaging over 3,900 unique visitors and an average of more than 1,000,000 monthly hits.

Members can select from the following advertising options

BANNER AD 468 x 60 pixels				
Run of Site	1 Month	3 Months	6 Months	12 Months
Top of page	\$99	\$65/mo.	\$54/mo.	\$43/mo.
TILE AD 120 x 90 pixels				
Run of Site	1 Month	3 Months	6 Months	12 Months
Side of page	\$80	\$54/mo.	\$45/mo.	\$32/mo.

All rates listed are net. If ad production is needed, a proof of the layout will be sent for approval. If you have a camera-ready ad (GIF or JPEG), it can be sent to dave@rspr.com or patty@rspr.com. Contact Dave Amoroso (ext. 108) or Patty Johnson (ext. 103) at Ron Sonntag Public Relations at 414-354-0200 to reserve your advertisement or for more information.

Information Needed for Question & Answer Columns

Many of you are aware that Milwaukee/NARI members have an opportunity to receive FREE publicity in one of three “Question and Answer” columns – “Ask a Contractor” in the Sunday Milwaukee Journal Sentinel Real Estate and Remodeling section; “Home Tips by Milwaukee/NARI” in Hometown Publications/Express News; and “Let's Remodel” in the monthly “Welcome Home” section of Community Newspapers, Inc. We thank those that have submitted inquiries and responses. We're confident you and your business have benefited.

You're invited to submit questions, with answers, so that we can use the information in these newspaper columns. Are there questions that you receive from consumers on a regular basis or a new industry trend that you want to promote? Here's an excellent way to get information on your industry (as well as your name and business) out to thousands of consumers for FREE!

All it takes is a few minutes of time to write out the question and your reply. Submit the information to Dave Amoroso of Ron Sonntag Public Relations by e-mail (dave@rspr.com) or via fax (414-354-5317). When the information is used in the newspaper, a copy of the article will be faxed to you. What could be easier?

Take advantage of this opportunity now to get FREE publicity for your business.

CotY Entry Deadline is December 1

Just a reminder that the deadline to submit an entry for the 2007 Contractor of the Year (CotY) Awards is Friday, December 1. You can visit www.nari.org to print out a binder order form and request that a binder be sent to you.

If you entered the Wisconsin Remodeler of the Year Award (WRA) competition, you can use virtually the same information, with a bit of modification, to enter the CotY's. Feel free to contact NARI National at 800-611-6274.



October 2006

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1.	2.	3.	4. 1:30 p.m. Government Affairs Committee Mtg. 4:00 p.m. Education Certification Committee Mtg.	5.	6.	7.
8.	9.	10. 11:00 a.m. Executive Committee Mtg. Noon- Board of Directors Mtg.	11. 8:00 a.m. Membership Committee Mtg. Noon- Program Committee Mtg.	12. 7:00 a.m.-5:00 p.m. First Aid OSHA Seminar	13.	14.
15.	16.	17. Membership Lunch @ MATC	18.	19.	20.	21.
22.	23.	24. 8:00 a.m. Spring Home Improvement Showcase Committee Mtg. 10:00 a.m. Spring Show Committee Mtg.	25. 9:00 a.m. Marketing Committee Mtg.	26.	27.	28.
29.	30.	31. 11:30 a.m. Ethics Committee Mtg.				

November 2006

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1. 4:00 p.m. Education Certification Committee Mtg.	2.	3.	4.
5.	6.	7.	8.	9.	10.	11.
12.	13.	14 11:00 a.m. Executive Committee Mtg. Noon- Board of Directors Mtg.	15.	16. 8:00 a.m. Foundation Board Mtg.	17.	18.
19.	20.	21. 6:00 p.m. Membership Dinner Mtg.	22.	23. Thanksgiving Day Milwaukee/NARI office closed	24. Milwaukee/NARI office closed	25.
26.	27.	28. 8:00 a.m. Spring Showcase Committee Mtg. Noon- Ethics Committee Mtg.	29. 8:30 a.m. Membership Committee Mtg.	30.		

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