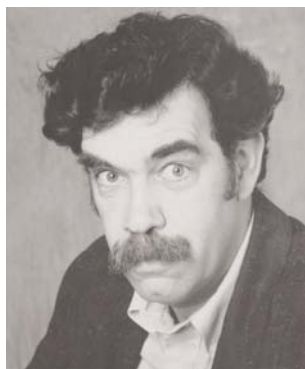


## DINNER MEETING TUESDAY, FEBRUARY 15, 2005

### SILVER SPRING COUNTRY CLUB N56 W21318 SILVER SPRING DRIVE • MENOMONEE FALLS

The excitement of the Home Improvement Show doesn't end at the closing of the Show. It continues through the following weeks as contractors follow up on the leads that they obtain from the Show.

Another part of the excitement is the annual Show Relaxer. Join us for a wonderful evening of conversation and entertainment, plus we'll recognize the volunteers that are so important to the Home Improvement Show's success.



Our entertainment for the evening is **Paul Kelly**, a national touring comedian who headlines comedy clubs from coast to coast. His television appearances include The Oprah Winfrey Show, Showtime Comedy Club Network, Fox Television, Comedy Central, and the Arts and Entertainment Network.

He is also the WGN Comedy Bowl champion and a finalist at the San Francisco International Comedy Competition.

With real life humor and a unique physical style, Paul Kelly is a master storyteller and quick ad-libber. Audiences recognize themselves in his interactive and hilarious routines.

Here's what others have to say...

"Chicago's funniest, most intelligent comedian"  
*Chicago Magazine*

"A stand-up comedy All-Star" *Chicago Tribune*

Please be part of this exciting event!

Registration & Cocktails: 6:00 p.m.  
Dinner: 7:00 p.m.

COST: Pre-Registration: \$25.00  
Walk-ins: \$30.00

MENU: Mixed Garden Salad with Italian Dressing, Roast Sirloin of Beef, Sliced, with a Mushroom Burgundy Sauce, Parsley Buttered Potatoes, Cooked Carrots, Assorted Rolls, Sherbet, and Coffee/Tea/Milk.

MEMBER SHOWCASE: Flanner's Audio & Video and Granite Transformation are the Member Showcase for the evening. Please be sure to stop by to learn about how these companies can help your business, plus express your gratitude for their support.

BUSINESS CARD BOARD: You will once again have an opportunity to display your business cards at the registration table. This is a great way to get your name out to other Milwaukee/NARI 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.

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!!

## President's Letter

My name is Paul Kraemer, and I am deeply honored to be serving as your new president. I consider it a great privilege to be in this position and will endeavor to carry the torch forward in a positive direction.

With that in mind, I would like to encourage our members, all 770 of you, to take full advantage of your NARI membership. How can you do that, you ask? The opportunities to advance your business, your employees, and yourself through Milwaukee NARI are endless! But first I must warn you; actively taking part in the association can have a powerful effect on your business.

Ten years ago, I volunteered to be on the Foundation Board. From there, I've been part of the Personnel, Nominating, and Program Committees, serving as chair of the latter for the past four years. I've been a member of the association's board of directors since 1998. Our firm has been a participant in consumer shows and association events.

As a result, I have grown professionally and personally, while our business has achieved tremendous success, in part because of the relationships we have formed with Milwaukee/NARI members. Participation in this association is a wonderful high, and it can be contagious if you let be.

Think of all the opportunities that you have as a member of Milwaukee/NARI. From the Home Improvement Show to the Fall Home & Remodeling Show, the Spring Home Improvement Showcase to the Wisconsin Remodelers Awards, you can present your company to the public in a professional manner while generating leads for your business.

Educational opportunities abound from association seminars to the Certified Professional training programs, which allow you to stay current with industry activities while enhancing your business acumen.

Milwaukee/NARI provides the ability to market your company through the association Web site and newsletter, as well as in the annual Resource Guide and Membership Directory. These vehicles allow you to reach your end user, whether it is the general public, other contractors, or both.

Sponsorship opportunities abound, with activities done in conjunction with the association's consumer shows, golf outing, and holiday party.

These opportunities also provide you with what is probably the single most important component of your membership – networking with your fellow members. This can be done through committee participation, attending the monthly membership meetings and association events, and by just picking up the phone to consult another member, getting their advice on how to respond to a situation.

The more you get involved in, the greater your results will be. I realize that many of our members originally joined NARI to get into arguably the best Shows of their type in the industry. That's OK. Yet, you can achieve so much more by complimenting your involvement with these other activities. It's like compound interest; the consistent, monthly approach to building your business will yield much greater results than just the one or two time a year investment in a trade show.

I urge you to take full advantage of your Milwaukee/NARI membership. But remember, participation can be addicting (and great for your business).

Let's have a great year!

**Paul Kraemer, President**

SERVICE • REPUTATION • VALUE • OPTIONS



## Service and products you can trust



### VERHALEN

Glendale	414-962-4648
Greenfield	414-282-2141
Brookfield	262-783-6600
<a href="http://www.verhaleninc.com">www.verhaleninc.com</a>	

**Milwaukee/NARI Home Improvement Council, Inc.**  
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# Marketing Corner

## *Is Efficiency Effective?*

Odette Pollar would like to clear up a big misconception about time management. Efficiency does not – repeat, not – equal effectiveness. The two concepts are worlds apart, says Pollar, president of Smart Ways to Work, a time management consultancy in Oakland, CA.

Efficiency means trying to cram more things in your day. Effectiveness means clearing your schedule for high pay-off activities such as prospecting, meeting with clients, and preparing sales proposals.

How do you know if you are confusing the two? Listen to what you say and think about time management throughout your workday. An efficiency focus sounds like this:

Can we speed up the process?  
It's faster to do it myself, so I will.  
Let's call a meeting about this issue.  
Our goal is to meet all the deadlines.  
I need to do things right.

An effectiveness focus sounds like this:  
Should we be doing this at all?  
Who else can I train so I don't have to do this?  
Is there an alternative to a meeting?  
What objectives am I achieving?  
I need to do the right things.

The idea is to focus your efforts where they count, says Pollar. If you find that pesky tasks such as expense reports and internal meetings are eating up your day, adjust your lens and focus on effectiveness. Delegate low-payoff tasks, or lower your standards: what is the minimum acceptable level of quality you can get away with?

Group low-pay activities – perusing trade journals, for example – and fit them in while you're waiting for an appointment. And use shortcuts, such as a handwritten response to correspondence or a phone call rather than a letter. Says Pollar, "The idea is to fit low-payoff activities in where appropriate, so they don't intrude on the key parts of your selling day."

## *Defusing Angry Customers: Fast Ways to Make Them Satisfied Again*

Angry customers are one of the occupational hazards in service. But when you defuse angry customers, you can get an incredible sense of accomplishment: "Hey, I just made an upset person feel good about my company, my abilities, and his decision to do business with us again."

Try these tips for taking customers from anger to total satisfaction:

Stay quiet while taking notes. Don't even give verbal cues like "OK." Eventually angry customers will stop and ask, "Are you there?" Your response: "I've heard all you said and have written it down. Do you want to add anything?" Your silence will show you take the complaint seriously, but won't fuel the customer's anger.

Get a third party. Angry customers sometimes demand a manager. If you can get one on the line, great – do it. If you can't get one, you might turn to a co-worker who's agreed to stand in as a mediator in these situations.

Ask for the solution. Sometimes the best way to cool angry customers is to jump right to a solution. Even better, go after the solution they want. You might say, "What do you think we should do to resolve this situation?"

## *Milwaukee/NARI Members Complete Successful Year*

As 2005 gets underway, the majority of association members look back fondly on 2004 according to a recently completed survey. The objective of the semi-annual "Industry Activity Questionnaire" is to measure home improvement and remodeling trends and ascertain the changes, if any, within the industry.

Eighty-two members responded to the questionnaire, which was distributed in early December 2004, to all association members. Survey highlights include the following:

Comparing 2004 versus 2003, 77 percent of those surveyed said business was up this year, while 15 percent said it was flat. Of the respondents that reported an increase in sales, 52% said sales were up at least 20% when compared to 2003.

Over the past 12 months, 71 percent of the respondents said there has been an increase in the average project cost completed for homeowners, while 23 percent said the project cost remained the same.

61 percent of the respondents said sales for the year were greater than \$1,000,000.

Contractors specializing in exterior remodeling have seen an emphasis on energy-efficient windows, with a focus on the decorative aspects of trim and hardware.

Renovating lower levels to have the same types of features as a family or living room continued as a strong trend in 2004.

The creation of "outdoor living areas" was prevalent during 2004, as landscaping contractors developed hardscaping features for homeowners that included patios, grilling areas, built-in kitchen components, lighting, outdoor fireplaces, and more.

High-end equipment, including enhanced sound and video components, are being installed throughout homes.

Homeowners are putting an emphasis on security and making sure their homes are protected from intruders.

According to Paul Kraemer, Milwaukee/NARI's president, "The vast majority of members had a successful 2004 as a result of continuing to market their products and services to past customers and to prospects referred to them by satisfied consumers, as well as through participation in Milwaukee/NARI-sponsored Shows."

"Consumers continue to find value in remodeling their home, as they desire to make their home not only a place to live, but to recreate and entertain," Kraemer said. "According to association members, homeowners are converting and updating their properties to accommodate modern needs and desires. This is apparent based on the continued trends relating to lower levels and outdoor living spaces, as homeowners are creating areas that provide more opportunities for family interaction."

## ***NARI National Offers Teleseminar Educational Opportunities***

The National NARI office is offering several marketing teleseminars over the next few months that are available to all association members. The following topics will be covered:

**February 15:** "Growing your Business through Schmoozing" or "How to Sell when you Hate Selling"

**March 15:** Generating Referrals

**April 19:** Creating a Referral/Advocate Program

**May 17:** Who are your Clients & Customers?

**June 21:** Summertime Marketing

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. If three sessions are selected, the total is \$200.00, a \$25 savings. 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: Adrienne Zoble at [azoble@azobleassoc.com](mailto:azoble@azobleassoc.com), by fax at 970-282-1152 or reserve your 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](http://www.azobleassoc.com/payment.html) to make a secure online credit card payment.

## ***Cable TV Stars and Chefs to Take the Stage at Home Improvement Show***

Celebrity experts from HGTV's "Outer Spaces," TLC's "Trading Spaces," The Food Network's "Low Carb and Lovin' It," along with a nationally renowned pastry chef, and an expert on personal organization will be among those conducting expert demonstrations at the Milwaukee/NARI Home Improvement Show.

This year's presenters include:



Susie Coelho  
HGTV's "Outer Spaces"

**Susie Coelho**, host of HGTV's "Outer Spaces," is one of the few style experts who has expanded into all four key areas of lifestyle:

home, garden, entertaining, and cooking. She will be appearing Fri., Feb. 11, at 2 p.m. and 6:30 p.m., and Sat., Feb. 12, at 11 a.m. and 3 p.m.



Frank Bielec  
TLC's "Trading Spaces"

**Frank Bielec**, designer from TLC's "Trading Spaces," will be demonstrating some of his artistic, yet practical decorating ideas, Sat., Feb. 12, at 1 p.m. and 7 p.m., and Sun., Feb. 13, at 11 a.m. and 2 p.m.



George Stella - The Food Network's "Low Carb and Lovin' It"

**George and Rachel Stella**, The Low Carb Chefs, who together lost 340 pounds by following a low-carb diet, will share recipes and the benefits of following a low-carb lifestyle, Fri., Feb. 11, at 1 p.m. and 6:30 p.m., and Sat., Feb. 12, at noon and 4 p.m.



Keegan Gerhard  
Executive Pastry Chef - Wynn Las Vegas Hotel

**Meryl Starr**, personal organizer and author of "The Home Organizing Workbook," brings order into people's lives by helping them organize their environments. Starr will be appearing Thurs., Feb. 10, at 2 p.m. and 6:30 p.m.



Meryl Starr  
Personal Organizer and Author

**Keegan Gerhard**, named one of the nation's top 10 pastry chefs, featured numerous times on the Discovery Channel's "Great Chefs of America," as well as The Food Network and CNN, will be appearing Sat., Feb. 12, at 2 p.m. and 6 p.m., and Sun., Feb. 13, at noon and 3:30 p.m.

In addition, there will be presentations by Tom Feiza, "Mr. Fix-It," Gus Gnorski of FOX6, Melinda Myers, the "Plant Doctor," and several local chefs. Visit [www.milwaukeekeenari.com](http://www.milwaukeekeenari.com) for the complete presentation schedule.

## ***WCTC Students Seek Internship Opportunities***

Waukesha County Technical College is looking for Co-Op opportunities in residential construction for three of its students. The purpose of the Co-Op program is to provide a supervised environment in which the students could get hands on training in a real world placement.

These students have completed CAD I-III, Sketching and Working Drawing, Codes, and more. If you have any questions or would like to provide a placement opportunity for one or more of the students, please contact Dave Amoroso of Ron Sonntag Public Relations at 414-354-0200 extension 108 or [dave@rspr.com](mailto:dave@rspr.com).

## ***New And Updated Attractions Scheduled For 2005 Home Improvement Show***

The Sherwin Williams Interactive Painting Area, the Schlossmann's Dodge City Vehicle Display, the TOTO Plumbing Products Display, and an expanded Milwaukee/NARI Foundation Scholarship Raffle, are some of the attractions at the 43rd annual Milwaukee/NARI Home Improvement Show at the Wisconsin Exposition Center at State Fair Park in West Allis, Thurs., Feb. 10, through Sun., Feb. 13.

The Sherwin Williams Interactive Painting Area, new to the 2005 Milwaukee/NARI Home Improvement Show, will feature representatives of Sherwin Williams demonstrating four different faux finishing techniques – ragging, soft suede, sponging, and wash coat. Show attendees will have the opportunity to try the techniques and keep a sample of their work. Demonstrations will be held daily at noon, 2:00 p.m. and 4:00 p.m., with a presentation at 6:30 p.m. on Thursday – Saturday.

The latest 2005 Dodge cars and trucks will be shown inside the expo center in Schlossmann's Dodge City Vehicle Display including a Dodge Dakota, the Magnum RT with a HEMI V-8 engine, and the Grand Caravan SE Plus with Stow-'n-Go seating and storage.

An expansive outdoor living area will be a central component of the Show and feature the following Milwaukee/NARI members displaying...

- A & A Cabinet Sales – Cooking Demonstration Stage Cabinetry
- Milt Charno & Associates – Path Lighting and Stage Trellis
- Con-Tec, Inc. – Stamped Concrete/Walkways
- Kennedy Hahn Appliance – Outdoor Barbecue Area
- MJS Landscaping Services – Major Garden Area
- Rhino Sports – Putting Green and Basketball Court
- Truss Worthy Builders & Remodelers – Three Seasons Room/Solarium
- Wolff's Landscaping – Retaining Walls & Outdoor Décor

### • Woodrite Carpentry – Gazebo

Computer technology has found its way into the bathroom, turning the ordinary, functional bath of the past into a luxurious enclave tailored in every detail to suit the desires and needs of its user. That's what visitors to the Home Improvement Show will find when visiting the bathroom products display by TOTO Plumbing Products. TOTO will display its state-of-the-art bathroom technology including its NEOREST 600, "aware" toilet featuring smart-sensor design innovations. Other products include high performance bathroom suites, air tubs, and faucets.

Take a chance at winning the grand prize, a two-year lease on a Dodge Ram Quad Cab SLT from Schlossmann's Dodge City, by purchasing raffle tickets to benefit the Milwaukee/NARI Foundation. The purpose of the Milwaukee/NARI Foundation is to engage in educational programs and activities for the benefit and enlightenment of the public with respect to home remodeling and improvement. Other prizes include...

- \$1,000 1st Choice Heating & Cooling certificate for a Lennox product
- "Handyman for a Day" from S.J. Janis Company
- 10" Solatube that includes installation from Solatube-Brighter Concepts
- Phantom Screen that includes installation from Wisconsin Window Sales
- 50-feet of Gutter Topper, which includes installation, from Callen Construction
- TOTO Two-Piece Toilet from Rundle Spence Manufacturing Co. and TOTO USA
- Remodeling Design Plan from Kerzner Remodeling and Construction
- \$1,000 certificate for Silestone countertops from AMC Silestone

Tickets will be sold for \$5 each; three tickets for \$10; or eight tickets for \$20. One need not be present to win.

Providing attendees with a central location to learn about the various components of the country's largest home improvement council, the NARI Information Center will have members representing different areas of the association, including Ethics, Government Relations, and the NARI Foundation, the

association's charitable arm. In addition, at least one of the association's Certified Professionals will be in the Information Center at all times to answer consumer inquiries relating to home improvement and remodeling.

Home Depot staff will also conduct a "Kid's Workshop" in the childcare area from 6:30 p.m. – 7:00 p.m. on Friday, February 11, and 1:00 p.m. – 2:00 p.m. on Saturday, February 12 and Sunday, February 13.

People over 55 will be admitted for \$4 on Thursday, Feb. 10, for Senior Day sponsored by Callen Construction.

*Milwaukee Journal Sentinel* PressCard holders receive a \$2 discount on the purchase of up to two regularly priced adult tickets during each day of the Show. Advance tickets are available through Wed., Feb. 9, at the Milwaukee/NARI office and other member locations. A complete list of advance ticket locations is available at [www.milwaukeeenari.com](http://www.milwaukeeenari.com).

Free childcare, sponsored by The Home Depot, is available for children 3-12, with toys, games, and licensed day care providers available to entertain children while parents browse the Show. In addition, children will have an opportunity to participate in a coloring contest, also sponsored by The Home Depot, with winners in three age groups each receiving a \$100 U.S. savings bond. The age groups for the contest are 3 – 5 years old, 6 – 9 years old, and 10 – 12 years old. Children will be able to color an official contest sheet that will be displayed in the childcare area during the Show. Winners will be selected and contacted after the Show.

All attendees can enter the free Milwaukee/NARI and WFMR-FM Door Prize Giveaway at the Show. Prizes include theater, movie, festival, and sports tickets, plus gift certificates for restaurants, hotels, and more. In addition, the *Milwaukee Journal Sentinel* will also sponsor a free drawing with prizes valued at more than \$2,000.

Be part of the excitement at this year's Show. A few booth spaces remain so call 414-771-4071 to reserve your space if you haven't already done so.

## ***Local Achievement and Wisconsin Remodeler Award Recipients Honored at Dinner***

Local Achievement Awards and the Wisconsin Remodeler of the Year Awards were given out Friday, January 21, at the Milwaukee/NARI Home Improvement Council, Inc. Awards Night held at the Country Springs Hotel in Pewaukee.

Achievement Awards are presented to association members in recognition of their achievements and commitment to the organization. Several of the awards are presented in honor of former Milwaukee/NARI members who had significant achievements within the industry and community. The winners of the 2004 Milwaukee/NARI Local Achievement Awards were as follows:

### **Gordy Ziglinski “Spirit of**

**Education” Award:** Mike Ellery, CR, CKBR, S.J. Janis Company

### **Marvin Johnson Meritorious**

**Service Award:** Howard Rowell, Royal Chimney Service

**Professionalism Award:** Paul Kraemer, The Starr Group

### **Certified Remodeler “Superstar”**

**Award:** Nick Kerzner, CR, CKBR, Kerzner, Inc.

### **Certified Lead Carpenter**

**“Superstar” Award:** Andy Schafer, CLC, S.J. Janis Company

### **Certified Remodeler Specialist**

**“Superstar” Award:** Matthew Phillips, CRS, Advanced Energy Concepts

### **Certified Kitchen and Bath**

**“Superstar” Award:** Stephanie Quinn, CKBR, Wooden Thumb, Inc.

### **Certified Professional of the Year:**

Kevin Anundson, CR, CKBR, Wooden Thumb, Inc.

**Peter H. Johnson Image Award:** M Magazine

**Distributor of the Year:** 1st Choice Heating & Cooling

### **Affiliate Organization of the Year:**

Valley Exposition Service, Inc.

**Media Outlet of the Year:** WISN-AM 1130

The awards program also featured the presentation of the 2004 Wisconsin Remodeler of the Year Awards to the Milwaukee/NARI members in the following categories:

**Residential Kitchen \$15,000 - \$30,000:** Helmut’s Remodeling, Kitchens by Design, Inc., and E. Miller and Associates, Inc. – Silver Awards; Kerzner Remodeling and Construction, Inc. – Bronze Award

**Residential Kitchen \$30,000 - \$60,000:** S.J. Janis Company, Inc. – Gold Award; Cream City Construction, Inc., JDJ Builders, Inc., Kitchens by Design, Inc., and Wooden Thumb, Inc. – Silver Awards; Kerzner Remodeling and Construction, Inc. – Bronze Award

**Residential Kitchen \$60,000 - \$100,000:** Brillo Home Improvements, Inc., Urban Herriges and Sons, Inc., and JDJ Builders, Inc. – Gold Awards; Callen Construction, Inc., Cream City Construction, Inc., and RCI – Remodeling Center Inc. – Silver Awards

**Residential Kitchen Over \$100,000:** Urban Herriges and Sons, Inc. – Silver Award

**Residential Bath Under \$15,000:** Kerzner Remodeling and Construction, Inc. – Silver Award

**Residential Bath \$15,000 - \$30,000:** Callen Construction, Inc., Carmel Builders, Inc., Helmut’s Remodeling, and Carl Krueger Construction – Silver Awards

**Residential Bath \$30,000 - \$60,000:** S.J. Janis Company, Inc. – Gold Award; Callen Construction, Inc., JDJ Builders, Inc., and Renovators Ltd. –

Silver Awards

**Residential Bath Over \$60,000:** Brillo Home Improvements, Inc. – Silver Award

**Residential Addition Under \$60,000:** E. Miller and Associates, Inc. – Silver Award

**Residential Addition \$60,000 - \$100,000:** Nehmey Construction, Inc., Pekel Construction and Remodeling, Inc., and Renovators Ltd. – Silver Awards

**Residential Addition \$100,000 - \$250,000:** S.J. Janis Company, Inc., JDJ Builders, Inc., E. Miller and Associates, Inc., RCI – Remodeling Center Inc., and Renovators Ltd. – Silver Awards

**Residential Addition Over \$250,000:** Brillo Home Improvements, Inc. – Gold Award

**Residential Interior Under \$100,000:** Renovators Ltd. – Silver Award; Callen Construction, Inc. and Kerzner Remodeling and Construction, Inc. – Bronze Awards

**Residential Interior Over \$100,000:** Bartelt Filo Design Build, Carmel Builders, Inc., and Wooden Thumb, Inc. – Silver Awards

**Residential Interior Specialty:** Team Award – B & E General Contractors, Inc., Infinity Flooring Corporation, Lakeside Stoneworks LLC, Midwest Plumbing, LLC, Precision Wiring, Inc., and T & L Glass Service, Inc. – Gold Award

**Commercial Interior:** E. Miller and Associates, Inc. – Silver Award

**Residential Exterior Specialty:** Kerzner Remodeling and Construction, Inc. and Carl Krueger Construction, Inc. – Silver Awards

**Residential Exterior Under \$100,000:** Carl Krueger Construction, Inc. and Pekel Construction & Remodeling, Inc. – Bronze Awards

**Entire House Under \$250,000:** Raysons, Inc. – Gold Award; Cream City Construction, Inc. – Silver Award

**Entire House \$250,000 - \$500,000:** S.J. Janis Company, Inc. – Gold Award

**Residential Historical Renovation/Restoration:** E. Miller and Associates, Inc. and RCI – Remodeling Center Inc. – Silver Awards

**Disaster Restoration – Fire:** Carl Krueger Construction, Inc. – Gold Award

**Residential/Commercial Audio-Video Specialty:** Kerzner Remodeling and Construction, Inc. – Silver Award

**Residential/Commercial Landscape Design Over \$60,000:** KD Poolsapes – Gold Award

### **Advertising/Marketing Awards**

**Four-Color Brochure:** Kerzner Remodeling and Construction, Inc. – Gold Award; All American Window and Door Company – Silver Award

**60-second Radio Commercial:** Pekel Construction & Remodeling, Inc. – Bronze Award

**Overall Marketing Campaign:** Kerzner Remodeling and Construction, Inc. – Silver Award

**Web Site Design:** Kerzner Remodeling and Construction, Inc. – Gold Award; Pekel Construction & Remodeling, Inc. and Royal Chimney Service – Silver Awards; All American Window and Door Company and Badger Wisconsin Heating Company – Bronze Awards

Congratulations to all winners for outstanding work. Start planning now to have entries in the 2005 Wisconsin Remodeler of the Year Awards.

## **Sponsors Provide Support to Home Improvement Show**

In addition to the services provided by the Milwaukee/NARI Home Improvement Council, Inc., and the *Milwaukee Journal Sentinel*, co-sponsors of the 43rd annual Milwaukee/NARI Home Improvement Show, other member organizations play prominent roles in the event.

Assisting Milwaukee/NARI in production of the Show are the following companies:

Ver Halen – The Pella Window Store: Seminar & Demonstration Stage  
Kennedy Hahn Appliance: Cooking Demonstration Stage  
Wisconsin Window Sales/Hurd Windows: Show Bag  
Callen Construction: Senior Day (Thurs., Feb. 10)  
Lennox Industries and 1<sup>st</sup> Choice Heating & Cooling: Show Information Brochure  
J & B Construction: Tom Feiza presentations  
Western Building Products: Exhibitor Breakfast  
Createscape Landscaping Services: Melinda Myers presentation  
The Home Depot: Childcare Area/Coloring Contest  
Wisconsin Portable Storage/PODS: “Organizing Day” (February 10)

“We appreciate the support these companies have extended to the Home Improvement Show,” said Mary Fox-Hagner, Milwaukee/NARI executive director. “As a result of their support, we can offer those looking to complete a home improvement or remodeling project with a well-rounded Show, one that will provide a variety of ideas and tips on how to maximize the investment in their home.”

## **Employee of the Year Nominations Sought**

Nomination forms for the sixth annual Milwaukee/NARI “Employee of the Year” awards will be sent out in the next week. We encourage you to take this opportunity to recognize your employee(s) that exhibit the talent, dedication, enthusiasm, and teamwork to make your company successful. Take this occasion to share with others how these individuals positively impact your business and life.

Submissions are due to the Milwaukee/NARI office by Wednesday, March 2. Awards will be presented to three employees on Tuesday, March 15, at the annual Employee Night dinner. Nominations can be sent to the office via fax at 414-771-4077.

## **Brillo Home Improvements Wins M Magazine Readers Choice Award**



Consumers from throughout southeastern Wisconsin voted in huge numbers to select their “favorite” bathroom in the M Magazine and Milwaukee/NARI “Readers Choice” competition held in conjunction with the annual Wisconsin Remodeler of the Year Awards (WRA).

In a very close vote, Brillo Home Improvement’s bathroom project was selected from 10 remodeling projects. Congratulations and thank you M Magazine for sponsoring this competition.

# MEMBERSHIP COMMITTEE

On Monday, January 17, 2005, the Membership Committee met and did a preliminary draft of the incentives that will be awarded to members who helped to recruit new members during 2005. At this time, we cannot post, or publish, the actual incentives until final arrangements have been formulated and verified. They will be listed in the February newsletter.

The Membership Committee wants to assure you that these incentives are worth a little effort on your part to, at least, submit the name of a quality prospect or to actually recruit a new member. If you submit the name of a reputable prospect, we will extend every effort to get them to submit an application and, if they are approved for membership, you will qualify for eligibility in the drawings for our September, October, and November of 2005 Member Meetings. There will be three "Incentive Drawings" during each of these months. Each incentive is worth \$100.00 or more! Let's get started thinking about some good prospects that are reputable and would be an asset to our chapter!

The Committee has also set up the first big recruiting "blitz" for 2005. May is always declared "National Home Improvement Month" and the office always receives proclamations from the Governor of the State of Wisconsin and Mayors of Local Communities declaring and proclaiming May as "National Home Improvement Month". An "Open House" is being planned at the Office Education Center from 11:30 A.M.-1:00 P.M. on Thursday, May 5, 2005. Lunch will be served and your prospects will be invited and informed about Milwaukee/NARI and its many benefits members receive. So, start your list of prospects, get them to the office, and we will do our best to get them to join Milwaukee/NARI.

Also, we made arrangements to have our Show Information Booth at the "ABC Supply Company's Annual Product Show" to be held at the Country Inn Motel at 2810 Golf Road, Waukesha, WI on Friday, March 4, 2005. The ABC Supply Company invites all its contractors from the West Allis, Burlington, Kenosha, and Jackson areas. This is a well-attended show. We visit with many of our members and also talk to many other contractors that will consider membership in Milwaukee/NARI. This is approximately the 10th ABC Supply Company Show that we have been invited to and participate in.

Let's welcome the new members that were recently approved for membership. They are:

## **At-Home Spas and Furniture**

Hot Tubs, Spas, Saunas  
N69 W25055 Indiangrass Lane  
Sussex, WI 53089  
Paul Banner 262-573-9074

## **Better Bath Systems, LLC**

Bathroom Remodeling  
304 N. Main Street, Hartford, WI 53027  
Joe Reyes 262-352-2898

## **Boyden Construction**

General Contractors  
W360 S10010 Markham Rd.  
Eagle, WI 53119  
Christopher Boyden 414-651-2227

## **C.J. Remodeling LLC**

Remodeling – General and Electrical  
20765 Main Street, Lannon, WI 53046  
Chuck O'Connor 262-532-9910

## **Cut Above The Rest, LLC**

Landscaping  
9255 N. Thrush Lane  
Milwaukee, WI 53217  
Brad DeVorkin 414-659-7116

## **Dwyer's Foam Systems & Specialty Lining**

Insulation  
2600 W. Creedy Road, Beloit, WI 53511  
Bruce Dwyer 800-362-5382

## **HandyMan Network**

Handyman Services  
4125 N. 124th Street, Suite I,  
Brookfield, WI 53005  
Michael Bruce 262-781-1115

## **Homeowners Connections, Inc.**

Referral Services  
1699 Wall Street #207  
Mt. Prospect, IL 60056  
Matthew Jonas 847-934-0100

## **Homeworx**

Custom Homes  
17800 W. Bluemound Road, Unit 5  
Brookfield, WI 53045  
Dirk DeYoung 262-789-9740

## **Martin's Home Improvements**

Window & Door Replacement  
6154 S. 42nd Street, Milwaukee, WI 53221  
Kevin Martin 414-281-2621

## **Mukwonago Remodeling LLC**

Remodeling - General

W1032 Shorewood Drive  
East Troy, WI 53120  
Bob Riemer 262-642-2004

## **Purofirst of Milwaukee/Masterclean, Inc.**

Fire & Water Restoration  
16025 W. Ryerson Road  
New Berlin, WI 53151  
Keith Kusnier 262-786-9400

## **R.P. Contractors, Inc.**

Roofing  
5317 W. Burnham Street #9  
Milwaukee, WI 53219  
Vikas Chopra 414-466-8047

## **TAMKO Roofing Products**

Roofing  
220 W. Fourth Street, P.O. Box 1404,  
Joplin, MO 64802  
Steve Smolinski 800-641-4691

## **Member Cancellations for December 2004**

Artisan Woodworking  
Countryside Insurance Services, Inc.  
P & D Gutters, Inc.  
Secret Garden, Inc., The  
Trifecta, LLC  
Weatherstone Contractors, Inc.

## **Name Changes for January 2005**

Stone & Banister to Stone & Banister, LLC  
Caveman Productions/Builders Showcase to  
Builders Showcase  
Milwaukee Mattress d/b/a Ken Michaels  
Furniture, Inc. to Ken Michaels Furniture  
Culligan of Waukesha to Culligan of Greater  
Milwaukee  
Affordable Bath and Kitchen, Inc. to AB&K  
Bath and Kitchen, Inc.  
W.S. Woodmasters to W.S. Woodmasters, Inc.  
California Closets/Today's Office to California  
Closets  
Clausing, Steve Siding to Clausing,  
Steve Construction  
Modern Designs, Inc. to Modern Designs  
Construction Services LLC  
Welcome aboard to all new members! We  
look forward to seeing you at the Home  
Improvement Show, Thursday, February 10 –  
Sunday, February 13.

**Bill Bobrowitz**  
**Chairman**

## Education/ Certification Committee

Happy New Year every one! I hope you all had a great holiday season. And, hopefully are ready for the upcoming season of home shows.

Our Education/Certification Committee is busy making plans for the annual spring Home Improvement Show and are again looking for volunteers. We need help to set up and staff the NARI Information Booth.

Bob Quigley and Guy Lipovsek with Brillo Home Improvements will be calling all Certified Professionals in order to develop a schedule. Hopefully this will spark more involvement.

Also, on February 9, we will meet at 4:00 p.m. at the NARI Information Booth to decorate/place all pertinent material and signage. I hope to see all of you there.

Our 2005 certified professional study group is on track, with about 20 prospective students already enrolled. Our Preliminary Remodeling Orientation (P.R.O.) group will start at the end of February. This leaves plenty of time to still sign up. This program is open to member and non-members alike. If interested, please contact the NARI office or myself.

For our recent Certified Professional group grads or alumni that need their pictures taken or bios updated for our plaques that are displayed in the NARI Information Booth, we will offer the opportunity to do so, at the upcoming Home Improvement Show. Just ask the CR on duty in the booth and they will make the arrangements.

**Ron Ziglinski, CR, Chairman  
Education/Certification Committee**

## MEMBER SPOTLIGHT – Indoor Purification Systems

Of the many things taken for granted in life, one that is more important than any other, is the quality of the air we breathe. One company that has dedicated itself to providing products that improve indoor air quality is Indoor Purification Systems.

Jack and Anne Horner established Indoor Purification Systems 10 years ago to improve the indoor air quality of homes, offices, commercial, and agricultural facilities.

“We started the business because of all the stories about ‘Sick Building Syndrome’ and ‘Legionnaires Disease’ all over the headlines,” said Jack Horner. “We felt like the right product could make a world of difference for the people affected by poor indoor air quality.”

Indoor Purification Systems is an independent distributor of the EcoQuest air and water purifiers. The EcoQuest product line has continued to evolve and now includes space-age technology in the purifying process. That technology has been incorporated into the NEXTGEN 2005 Demonstration Home, which premiered in Orlando, Florida, in January.

The purifiers sold by Indoor Purification Systems can do more than just help consumers with indoor air quality issues. The products complement the building process, as well, by providing a healthier indoor environment for contractors on job sites. The air quality of building sites can be stressed by construction dust, gas fumes, glues, and foaming or cleaning agents introduced by the myriad of new construction materials.

Indoor Purification Systems joined Milwaukee/NARI in October, 2004 because, “We saw Milwaukee/NARI members as ‘problem solvers’, which requires ingenuity and skill, which is the kind of culture we wanted to be identified with.”

Even though air quality isn’t necessarily something that consumers or contractors can see, they can be sure that Indoor Purification Systems can help.

“One evening at 11 p.m., we had a client call whose dogs had been sprayed by a skunk and had gone on to shake and rub the skunk’s spray throughout the house and garage,” said Horner. “With two purifying units in hand, EcoQuest came to the rescue. By 1:45 a.m., the house, the garage, and both the dogs were all skunk-free. If we can remove that odor, we’re confident that we can help any consumer or contractor with any air quality issue.”

***For more information on Indoor Purification Systems,  
call 815-389-1091.***



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