



# Newsletter

MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

JUNE, 2003

## MILWAUKEE/NARI FOUNDATION, INC. 9TH ANNUAL GOLF OUTING FUND RAISER

WEDNESDAY, JULY 23, 2003

KETTLE HILLS GOLF COURSE • 3375 HWY. 167, RICHFIELD, WI

Shot gun start time of **10:15 AM** using a scramble format. Registration will be from **9:00 AM to 10:00 AM**.

Total golf package is \$125.00 which includes one-half golf cart, driving range, shower facilities, lunch, free beer and soda during the course of play, and dinner.

There will be many special events held during the course of the day; i.e., putting contest all day with putt off at 3:45 PM; VerHalen's Window Challenge, and many more. You will also have a chance for a hole-in-one - you could be the lucky winner!

**AWARDS PRESENTATION: Presentation of awards will take place before dinner from 4:30-5:30, with dinner being served at 5:30 PM.**

NOT INTERESTED IN GOLF? Then join us for dinner only and participate in the Silent Auction. Silent Auction will be held from 3:00-5:30 PM. Cost for dinner only is \$25.00



**NO METAL SPIKES** are allowed on the course.

**DINNER:** Bar-B-Qued Chicken, Sirloin of Beef, German Potato Salad, Mayonnaise Potato Salad, Baked Beans, Fresh Fruit Boat, Assorted Relish Tray, Assorted Dinner Rolls, Brownies, Coffee and Milk.

JUST WANT TO GOLF? You are more than welcome to do this; cost for golf only is \$100.00.

**REMEMBER...ALL FEES MUST BE PAID IN ADVANCE.**

**SPONSORS ARE BEING SOUGHT FOR THIS EVENT, AS FOLLOWS:**

Dinner Sponsor	\$1,700
Lunch Sponsor	1,050
Golf Cart Sponsor	1,500
Hole Sponsorship (18 Available)	450
Closest to the Pin - Par 3 (2 Available)	550
Longest Putt (2 Available)	550
Longest Drive (2 Available)	550
Putting Green Contest (1 Available)	800
Hole-In-One Contest (2 Available)	750

Benefits derived from these sponsorships are included elsewhere in this Newsletter

NOTE: Co-sponsorships for any of the above are more than welcome

**A SILENT AUCTION** will be held from 3:00-5:30 PM. Once you have put your clubs away and freshened up, join us on the deck for cocktails and hors d'oeuvres while bidding on the items that will be available through the generosity of members and various business establishments.

All proceeds go to the Milwaukee/NARI Foundation to be used for scholarships and/or programs pertaining to our industry. It's a win-win situation - you win by joining us and having a super time, and you win by knowing you are helping students to learn the profession and hopefully some day becoming an employee of yours.

*We encourage you to invite your staff members, guests and family members to participate in a fun-filled day!*

## President's Letter

Service is a by-product of what we all represent. Whether we are full-scale remodelers with multiple projects, a specialty contractor, or a supplier, we all provide a form of service. How service is delivered can make the difference between success and failure.

Years ago a type of service was on every other street intersection - the good old "service station," that took care of all the needs of the family auto. When we were kids, we would amuse ourselves by riding our bikes full speed over the thin rubber hose placed on the "service drive." This hose sent an impulse that sounded a bell to let the service attendant know someone needed assistance. The poor fellow would come running out, look around, spot us riding off and bleep out a few defined words describing how we were disrupting his life.

Later I had the privilege of working the service drive for a "Cities Service" gas station. First was the greeting, "How can I help - fill 'er up?" Then carefully wash the windows, check the oil and water, and check the tires, if requested. Finally, receive payment, return with the correct change and a pleasant "thank you, please come again;" all this just to sell a few gallons of gas. Of course, the idea was they would return for oil changes, tires and general repairs.

Whatever product we represent in this industry requires some form of service. We cannot expect to sell anything that will not require a form of service before, during, or after the sale. It must be part of the product and our customers must understand that is part of what they are buying.

Our pricing should reflect the fact that we provide this function; however, some portion of the gross profit must be addressed for service. How much service you provide can be a very useful selling tool. Don't overlook this when you are face to face with your clients.

Now the tricky part of service. It must be genuine, enthusiastic, expedient and informative with clear goals. Answering questions and returning phone calls are all a part of service. Businesses without service fail. Period! end of sentence. Taking care of business means taking whatever service we offer seriously.

Your service policy can be written to staff and clients, or verbally communicated. Any fashion will work as long as it comes from the leaders of the business. Examples of your style are quickly picked up by employees and clients.

These are different, and in some cases, lend themselves to the more difficult economic conditions we are governed by today. A little more effort in servicing our customers can be a deciding factor in getting the next sale. Let's provide service. Let's keep smiling, and see what happens.

Dean Herriges, CR  
President

SERVICE • REPUTATION • VALUE • OPTIONS



## Service and products you can trust



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Greenfield 414-282-2141  
Brookfield 262-783-6600  
[www.verhaleninc.com](http://www.verhaleninc.com)

**Milwaukee/NARI Home Improvement Council, Inc.**

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

**Wauwatosa, WI 53226**

**(414) 771-4071, WEB SITE: [www.milwaukeevari.com](http://www.milwaukeevari.com) e-mail:**

**[nari@execpc.com](mailto:nari@execpc.com)**

President: Dean Herriges -

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Vice President: Paul Kraemer -

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Pekel Construction & Remodeling, Milwaukee

Secretary: Diane Ausavich, CR -

Carl Krueger Construction, Inc.

Treasurer: Thomas J. Hagner, CRS -

Better Bldg. by Weather-Seal, Ltd., Racine

Executive Director & Editor:

Mary Fox-Hagner, Milwaukee/NARI Office

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# Government Affairs Committee

## Event to Feature County Executive Walker

You are invited to join others in the home improvement industry for a NARI PAC fundraiser featuring County Executive Scott Walker on Tuesday, August 19 from 9:00am to 10:30am at the Milwaukee/NARI offices. Proceeds from the event will support state and local candidates who support our industry. Please contact Mike Heuser at 414-774-3799 if you are interested in hosting the event at a cost of \$50 (personal checks only). Your check must be received by Thursday, July 3 at the NARI offices to be listed as a host. General attendance is set at \$35. A personal check should be made payable to 'NARI PAC' and mailed to: Milwaukee/NARI, 11815 West Dearbourn Avenue, P.O. Box 26788, Wauwatosa, WI 53226. Official invites will be included in the next newsletter.

## Changes to Total Load Path made by Department of Commerce

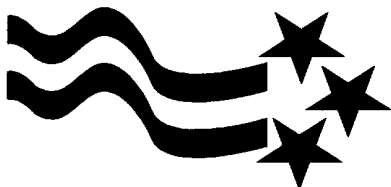
Effective August 1, 2003 the language under Comm 21.02(1) will be enhanced to require that *"The construction of buildings and structures shall result in a system that provides a complete load path capable of transferring all loads from point of origin through the load-resisting elements to the foundation."*

There have been a number of questions on how to apply this to dwellings. The department has, at the request of the UDC Council, reviewed the model code document that this requirement was based on and has determined that dwellings built in the state of Wisconsin will not require floor-to-floor or exterior wall-to-foundation tie-downs, strapping or overlapping of sheathing. Dwelling construction that is provided with fasteners in accordance with Comm 21.02 (1) (d) will meet the requirements of the enhanced section.

In summary, the only impact of the new total load path requirement, in terms of changing from past practices, is the requirement that the sill plate be fastened to the foundation wall by anchor bolts or other mechanical fasteners. In the new code this is reflected in amended section Comm 21.02 (1) (d) and in the deletion of section Comm 21.12 (1) (c) 1.

Any questions, contact Larry Swaziek @ 608/267-7701 voice, 608/264-8795 fax, [lswaziek@commerce.state.wi.us](mailto:lswaziek@commerce.state.wi.us) e-mail.

Mike Heuser, CR, Chairman  
Govt. Affairs Committee.

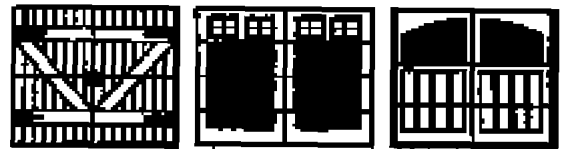


# Thank You To Our Member Showcase



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Financial Services

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# Marketing Corner

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## **Plan A Vacation Free From Worry**

This is the time of year for vacation plans, and you may be worried about how your team will perform while you're away. Don't let anxieties ruin your vacation. Here's a simple checklist to make sure everything goes as smoothly as possible in your absence:

**Write up a project list.** Write and distribute a list of projects your team is working on. Include work to be done, potential problems, status, and more.

**Indulge in negative thinking.** Explore some worst-case scenarios that might erupt over your vacation and talk with your employees about how they might handle unexpected problems.

**Brief key people.** Tell your sales team, superiors, and important customers that you will be gone, and advise them on whom to speak with in your absence.

**Provide contact information.** Leave behind telephone numbers and e-mail addresses where you can be reached and under what circumstances. Also, direct employees to other people who might be of assistance.

**Review the small things.** List all the little things you do on a regular basis, such as watering the plants or ordering doughnuts on Fridays. This will keep everything flowing consistently until your return.

*Adapted from the American Express Small Business Network Web site*

## **Sales Off? Develop a Personal Selling Plan**

Your selling initiative must be a part of every selling day or the most intelligent network possible won't help you maintain essential customers or find new business. Use the following steps to develop your own personal selling plan to help you achieve peak performance:

**Know your stuff.** Know everything about your products, services, company, and competitors. Customers respect salespeople who respond to questions with comprehensive answers.

**Prospect for new clients.** Plan more intensive coverage of your sales territory. Do your homework to learn more about your customers.

**Establish immediate rapport.** Be friendly and smile. Make it obvious you're sincerely interested in your customer's needs.

**Offer a powerful presentation.** Plan and customize each sales presentation. Have all of your sales accessories – catalogs, price lists, brochures – arranged so you can reach them when you need them.

**Follow up forever.** When a customer postpones purchasing, plan a follow-up program. Send literature to make it easy for the customer to buy. The follow-up must be equally powerful to your initial presentation or it will lose impact.

**Set sales goals.** Track your sales numbers for a month to set sales goals for following months.

**Manage your time.** Start each day with a plan of the number of prospects and customers you intend to see.

*Dartnell's Selling*

## **“A Harvest of Home Improvement Ideas” to be Found at Fall Home & Remodeling Show**

Plans are coming along well for the 13<sup>th</sup> Annual Fall Home & Remodeling Show, with this year's Show theme, “A Harvest of Home Improvement Ideas,” to be promoted through print, radio, and television advertising, creating awareness for event activities throughout southeastern Wisconsin.

The Fall Show will be held Friday, September 12 – Sunday, September 14, at the Wisconsin Exposition Center at State Fair Park.

Show materials were recently sent out, including an exhibitor application and prospectus.

To strengthen your Show participation, several sponsorship opportunities will provide additional exposure for your company before and at the Show.

In addition, the Show will again feature “The Great Giveaway,” a promotion open to 50 member companies. Here's how the promotion will work:

Each participating company will pay \$300 to participate in the promotion – with full participation (50 companies), \$15,000 will be raised. Fall Show attendees will be able to purchase raffle tickets (2 for \$5; 5 for \$10; and 12 for \$20) to win either a \$10,000 or \$5,000 prize.

The prizes will be awarded in the form of Milwaukee/NARI Home Improvement Council gift certificates, good for use at any of the 50 companies that contributed to the promotion.

A portion of the proceeds will benefit the Milwaukee/NARI Foundation.

The Great Giveaway and its participating companies will be promoted extensively in print and radio, as well as at the Show, enhancing your exposure for thousands of people interested in home improvement and remodeling.

For information on available sponsorships and “The Great Giveaway,” their features, and benefits, call Dave Amoroso at Ron Sonntag Public Relations, 414-354-0200 ext. 108.

Don't miss this tremendous opportunity to promote your business and services. For more information, contact Mary Fox-Hagner at 414-771-4071.

### **WELCOME**

There is a new face in the Milwaukee/NARI Office. Doreen Salter has joined our staff as Administrative Assistant as of May 22, 2003. When stopping in the office, please introduce yourself and make Doreen feel welcome.

# Member Spotlight

## Glendale Supply Company

Working with plumbers, builders, designers, and contractors, Glendale Supply represents all phases of the plumbing industry.

As a member of Milwaukee/NARI for several years, Glendale Supply welcomes the relationship that has developed between the company and other NARI Members. "We enjoy meeting people in the industry that have a common goal—to help the other person," remarks Mary Kay Fagan, a member of Glendale Supply's sales force.

A division of Builders Plumbing & Heating Supply Company, Glendale Supply is part of a 55-year history of plumbing product distribution. The company stocks and distributes the industries premier brand names, and continues to offer free delivery to sites throughout the state.

Glendale Supply strives to please customers with an approach to business that would nicely double as a mantra for living. "Always be on time, always do what you say, and always finish what you started" can act as both a guide for life, and as a guide to successful professional relationships. Glendale Supply has adapted that philosophy to day-to-day business.

Through Glendale Supply, NARI members have access to one of the finest plumbing showrooms in the metro Milwaukee area. An experienced sales force assures customers never buy what they don't need and know how to use what they have. "We are here to help or train... whatever might be needed to keep us in the plumbing industry," Mary Kay says.

Mary Kay explains that communication is at the core of a successful relationship with clients, including NARI members, "By communicating their needs to us — really telling me what **their** needs are — we can effectively work together as a team."

Communication is truly the core of a successful relationship, and for Mary Kay, that dialogue begins early on. "Attending NARI meetings and networking really helps us get to know the people in the industry." In fact, that remains one of the finer aspects of NARI membership. "Meeting other professionals in the industry with a common goal to help the other person" remains at the top of Mary Kay's list for the benefits of association membership.

Glendale Supply works to stand out from the rest. To that end, they offer training seminars for their licensed plumbers, maintain a relationship with others in the industry, and stress to customers to ask questions, shop around, and make informed decisions to assure the end product matches the initial vision.

**For more information, contact Glendale Supply  
414-464-6900 or visit [buildersplumbing.com](http://buildersplumbing.com).**

## CONGRATULATIONS CORNER

*Congratulations to...*

Charles D. Roy, owner of CCC & W Deck Cleaning and Powerwashing Company, who became certified in Wood Preservation through the State of Wisconsin.

# Golf Outing Sponsorship Benefits

## DINNER SPONSOR

- \*Prominent signage at dinner
- \*Prominent signage at sign-in area
- \*Meet & Greet at sign-in area
- \*Podium time to hand out an award
- \*Recognition in Newsletter
- \*Verbal recognition at evening program
- \*Recognition in Event Program
- \*Table Tent recognition

## LUNCH SPONSOR

- \*Prominent signage in area serving lunch
- \*Prominent signage at sign-in area
- \*Podium time to hand out an award
- \*Recognition in Newsletter
- \*Verbal recognition at Evening Program
- \*Recognition in Event Program

## GOLF CART SPONSOR

- \*Prominent signage at dinner
- \*Prominent signage at sign-in area
- \*Signage on golf cart
- \*Podium time to hand out an award
- \*Recognition in Newsletter
- \*Verbal recognition at Evening Program
- \*Recognition in Event Program

## PUTTING GREEN SPONSOR

- \*Display signage at putting green
- \*Prominent signage at sign-in area
- \*Meet & Greet at Putting Green
- \*Recognition in Newsletter
- \*Verbal recognition at Evening Program
- \*Recognition at Event Program

## HOLE-IN-ONE CONTEST SPONSOR

- \*Display signage at sign-in area
- \*Special signage designating your Par 3 Hole as a Hole-in One Contest Hole
- \*Meet & Greet at your hole
- \*Recognition in Newsletter
- \*Verbal recognition at Evening Program
- \*Recognition in Event Program

## SPECIAL EVENT HOLE SPONSORS

- \*Display signage at sign-in area
- \*Meet & Greet at your hole with special signage
- \*Recognition in Newsletter
- \*Verbal recognition at Evening Program
- \*Recognition in Event Program

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# MEMBERSHIP COMMITTEE

The Membership Committee drafted a list of incentives to be awarded to members that assisted in recruiting new members. Each year some members lend a hand, and to these members we are very thankful and feel they deserve a reward for their efforts.

Prestige Yacht Cruises has reserved Thursday, August 21, 2003, for a deluxe dinner cruise commencing at 6:30 p.m. Any member who helped recruit one new member from January 1, 2003, through June 30, 2003, will be entitled to this free dinner cruise. A guest can be brought along for the cost of the cruise. If two or more members were brought in, dinner for the member and guest will be provided. Invitations will be sent to the members that qualify for the dinner cruise. If you missed the "boat" on this one, don't feel too badly. Check this list of the balance of the incentives for this year:

## 2003 MEMBERSHIP CAMPAIGN INCENTIVES

### SEPTEMBER DRAWING

- Two tickets to a Green Bay Packer/ Detroit Lions Football Game and Tailgate
- Gift Certificate for 2 for Fireside Dinner Theatre in Ft. Atkinson (\$100 Value)
- Gift Certificate for any of the Bartolotta Restaurant Group (\$100 Value)

### OCTOBER DRAWING

- Two tickets for the Badger Game (\$150 Value)
- Gift Certificate for the Farmstead Restaurant in Cedarburg (\$100 Value)
- Tickets for an Indoor/Outdoor Waves Game & Restaurant Gift Certificate (\$100 Value)

### NOVEMBER DRAWING

- \$100 Gift Certificate for Coerper's 5 O'Clock Club
- 4 Admirals Hockey Tickets & Restaurant Gift Certificate (\$100 Value)
- Tickets for the Performance and Date of Your Choice to the Milw. Repertory Theatre (\$100 Value)

## JANUARY AWARD FOR 1-4 NEW MEMBER CATEGORY

- \$275 Gift Certificate to be used toward purchase of any Brewer Tickets and usage of 300 Club Card

## JANUARY AWARD FOR 5-9 NEW MEMBER CATEGORY

- \$350 Gift Certificate - Milw. Symphony (Jan.-June Season) Classical or Pops Concerts

## JANUARY AWARD FOR 10 OR MORE MEMBER CATEGORY

- Option of 2 years free membership dues (1 year at a time) or a voucher for \$595 from Milw./NARI's travel agent redeemable for vacation travel or cruise

## REMINDER: ALL PRIZES FOR THE 2003 YEAR MUST BE USED OR COLLECTED BY JUNE 30, 2004, OR BE FORFEITED

These incentives sound great to me, considering all one has to do is recommend a fellow reputable contractor or associate. We will have him/her as your guest at a function or meet with him/her to review the many NARI benefits.

The next recruiting program is the Fall Preferred Membership meetings in September, October and November. We need your assistance to make this another successful recruiting effort. Fill in the blanks and send the names to us; we will try to qualify you for the future drawings.

Company: _____
Name: _____
Phone: _____
Address: _____
Sponsor: _____

Company: _____
Name: _____
Phone: _____
Address: _____
Sponsor: _____

Company: _____
Name: _____
Phone: _____
Address: _____
Sponsor: _____

Let's welcome our new members that were approved and accepted as new members at the June 10 Board of Directors meeting. They are:

**DODGE CITY OF WAUWATOSA, INC. - Truck Dealership**  
11333 W. Burleigh Street, Wauwatosa, WI  
Howard Scherr 414-771-8810

**HENDERSON GROUP, INC. - Design/Build**  
6510 W. Mequon Rd., Mequon, WI 53092  
Mike Basso 262-242-0999

**HVAC TRAINING & PLACEMENT CENTER, INC.-HVAC Training**  
4125 N. 124th St., Brookfield, WI 53005  
Jerry L. Slinker 262-781-8433

**LIFETIME CHIMNEYS, LLC - Chimney Service**  
1831 Blackfoot Avenue., Grafton, WI  
Paul B. Slife 262-377-4066

**PROSOURCE WHOLESALE FLOOR-COVERINGS - Floor Coverings**  
6653 W. Mill Road, Milwaukee, WI 53218  
Anthony Mader 414-358-8868

**R & B CONSTRUCTION SERVICES, LLC -Remodeling-General**  
162 Glen Hill Drive, Slinger, WI 53086  
Rick Kohn 262-644-0956

Welcome aboard. Look forward to seeing you at our future functions.

## MEMBER CANCELLATIONS FOR JUNE 2003

Guaranteed Landscape Services, Ltd.  
ITW Paslode  
Joe Debelak Plumbing  
Total Comfort  
Weatherguard Systems

**Bill Bobrowitz, Chairman**  
**Membership Committee**

MILWAUKEE/NAKI  
HOME IMPROVEMENT COUNCIL, INC.

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