



Newsletter

MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

JUNE, 2004

MILWAUKEE/NARI FOUNDATION, INC. 10TH ANNUAL GOLF OUTING FUND RAISER

WEDNESDAY, JULY 21, 2004

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

Shot gun start time of **10:30 AM** using a scramble format. Registration will be from **9:30 AM to 10:15 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 4:00 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 3:30-5:30 PM. Cost for dinner only is \$25.00

NO METAL SPIKES are allowed on the course.



DINNER - Roast Pig and Roast Chicken on Spit, Baked Beans, American Potato Salad, Vegetable Pasta Salad, Relish Tray, Dinner Rolls, Brownie or Cookie.

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:

- **PLATINUM** - \$500.00 or more, with an incentive of two free golf packages
- **GOLD** - \$300.00 - \$499.00, with an incentive of one free golf package
- **SILVER** - \$100.00 - \$299.00
- **BRONZE** - \$50.00 - \$99.00
- **LUNCH SPONSOR** - \$1,050.00 (minimum co-sponsorship of \$350.00)
- **REFRESHMENT CARTS (2)** - \$700.00 each (minimum co-sponsorship of \$350.00)
- **DINNER SPONSOR** - \$1,500.00 (minimum co-sponsorship of \$350.00)
- **DRIVING RANGE** - \$300.00
- **HORS D'OEUVRES** - \$500.00 (minimum co-sponsorship of \$250.00)
- **HOLE SPONSORSHIP** - \$100.00 Signage on the tee, as well as on sponsorship board
- **HOLE-IN-ONE CONTEST** - Contact Mary at the NARI office 414-771-4071 for information

A **SILENT AUCTION** will be held from 3:30-5:30 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

There are a lot of buzzwords in our world. The remodeling industry has its share. Of particular interest is the term "Green Remodeling." It has been around for a while now. I first noticed it when talking and listening to West Coast Remodelers, those located in California, Oregon, and Washington. Then it became a topic at National NARI with special interest by the Education Committee. Obviously the momentum is gaining and it's becoming increasingly popular. So just what is "Green Remodeling?" Green Remodeling is complex for those who don't understand, but it gets simpler as we learn more about it.

Human health and environmental health go hand in hand. However, this once accepted partnership between lifestyle and nature has evolved into a disconnect, where "having" outshines the importance of "being."

Let's look at a home as an ecosystem. What starts as a simple action such as igniting your cook-top has the potential to adversely affect your kitchen, home and surrounding environments.

As more building products- and the energy necessary to manufacture them become scarce, the use of green products promotes both healthier home and natural environments. Products are considered green if they achieve any of the following:

- Incorporate salvaged or recycled materials, and are in turn capable of being recycled or reused.
- Reduce energy or water consumption,
- Serve as alternatives to more environmentally harmful products.
- Promote a healthier indoor environment.

Manufacturing or obtaining any material consumes energy, but processed materials require the most energy. Natural materials like stone and timber can be more earth-conscious choices than plastic and metals.

Building materials and design, construction techniques, and building operations and maintenance all have environmental impacts that can be minimized. Sustainable building merges sound, environmentally responsible practices to look at the environmental, economic and social effects of a built project as a whole.

Buildings consume or are responsible for:
40% of the world's total energy use; 30% of the raw material
25% of timber harvest; 35% of the world's CO₂ emissions;
16% of fresh water withdrawal; 40% of municipal solid waste destined for local landfills and 50% of ozone depleting CFC's still in use. (Sources: National Science and Technology Council Primary Report, The New Natural House Book, by David Pearson)

Building materials and energy to manufacture them are becoming scarce, increasing the importance of using sustainable materials. Traditional sustainable materials like timber, stone, limestone and clay are easily reused, produce negligible pollution, and can be reabsorbed into the natural environment. One of our most valuable resources is yet realized- simple conservation measures can produce an astounding stockpile of unused energy. Green remodeling is here to stay. We need to continually search for products and services that offer us choices. Consumers are more aware of the environmental impact of their remodeling project and expect us, as professionals, to do the same. Don't be surprised when you are asked how your business fits in with Green Remodeling.

Dean Herriges, CR, CKBR
President

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Mary Fox-Hagner, Milwaukee/NARI Office

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Marketing Corner

Gather Testimonials that Sell Better

Testimonials from happy customers are among the most persuasive tools you can use to convince a prospect to buy. There's an art to helping a satisfied customer craft a good testimonial letter. When you've got someone who's happy to give you a testimonial, keep these pointers in mind:

Shorter is better. Prospects don't want to read pages and pages about your company, even if they have the time. If your satisfied customer's comments go more than a few sentences, keep the strongest points for your promotional materials and eliminate the rest.

Get positive language. Try to get the customer to emphasize the positive aspects of your company. Instead of "Going with XYZ Company wasn't a bad idea for us," ask if you can reword the comment to read "Going with XYZ Company was a smart idea for us."

Hammer down specifics. "XYZ company is great" doesn't give a prospect much information. Pin down what precisely made the customer happy. By the same token, don't settle for "We saved lots of time and money." How much time and money?

Include meaningful attributions.

Prospects want to know you're not just making up your testimonials. Cite the full name and city for maximum credibility. If for some reason your customer can't let you provide that, give as much information as possible.

Creative Marketing Solutions

Good News

Thinking of starting a newsletter? A newsletter can be a very versatile medium to use as a customer-care vehicle, and also to enhance sales by highlighting new offerings, opportunities, and promotions. But before you jump into the newsletter arena, ask yourself these questions.

- Who am I going to mail it to? This determines the editorial slant of the newsletter.

- How often am I going to mail it?
- Who is going to compile information, write editorial material and design the piece?
- How am I going to measure its success – by inquiries, responses to "call to action" editorials, or business generated by special offers?

Visibility is the key to success and a newsletter can keep your message before your prospects and customers. Just be sure the payoffs will be worth the effort and expense you put into it.

Selling Power

Fall Home & Remodeling Show to Feature "A Celebration of Home"

Planning is proceeding smoothly for the 14th Annual Fall Home & Remodeling Show, with this year's Show theme, "A Celebration of Home," 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 17 – Sunday, September 19, 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.

For more information on available sponsorships, 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 on exhibiting at the Show, contact Mary Fox-Hagner at 414-771-4071.

Government Affairs

Shoreland Zoning Draft Regulations

The DNR is two years into a three-year process of updating shoreland zoning regulations. NR 115 is the minimum standard governing local shoreland zoning regulations. A preliminary draft was released by the department this spring. Significant changes will be made before the rule goes to public hearings next Spring. The DNR issued a preliminary working-draft of the new shoreland zoning. See the DNR's website for detailed information: <http://www.dnr.state.wi.us/org/water/wm/dsfm/shore/news.htm#advisory>. The draft includes a new "shoreland zoning grading permit," for grading over 1,000 square feet, a new 20,000 square foot minimum lot size (down from the current 10,000 square feet), and other "surprises."

Government Affairs Meeting

Next Government Affairs meeting set for July 30 at 9:00 a.m. at the NARI offices. Contact NARI to RSVP. Topics on the agenda include Contractor Licensing, Building Milwaukee Award nominations, Government Affairs speakers, Codes, building inspectors and more.

Remodeler and Building Inspector Workgroup

The Workgroup met Thursday, June 17 to discuss an on-going guidance document discussion on attic conversions (partial and full), basement conversions, and definitions. This has been extremely beneficial for the remodelers and building inspectors participating in this process. The Department of Commerce is also participating. The guidance document will hope to provide assistance and uniformity to the code process with respect to remodelers. The building inspectors have committed to attempt to implement the final guidance document to all Southeastern Building Inspector Association member communities.

Member Spotlight

Lexco Tile & Supply

For over three decades, Lexco Tile has been going the distance for their trade customers and professional builders alike. With three locations in Southern Wisconsin, Lexco prides itself on its comprehensive tile and stone product offering and welcoming and professional staff. To establish itself as the market's premiere tile company, Lexco management knew they had to be about more than just great tiles for the professionals. The company decided to open its showrooms to all consumers who were building or remodeling.

According to Neal Wallner, Vice President of Operations, research is the key to maintaining not only a happy client base, but also an updated product line. "By staying in constant communication with our vendors and attending trade shows around the world, we can bring to our market the latest trends in tile and stone," said Neal.

In an effort to continually raise the bar, Lexco decided to take customer service one step further. Since 1970, Lexco has educated its customers on all the latest products and trends. The company holds regular seminars in its showrooms and offers professional insight from any of its numerous designers on staff.

As a NARI member, Lexco has also seen the value in working closely with some of the finest companies in the area. "We see our NARI membership as an opportunity to network, stay current on industry issues and reinforce our relationships within the community," said Wallner.

In addition to the trade customer's needs, the company also specializes in commercial products. To service the commercial projects as thoroughly as it does their other customers, Lexco Tile employs a full time architectural specifier with years of experience working directly with architects, designers and contractors.

It's because of these extra measures that Lexco has established itself as an expert in the hard surface industry. Some of the corporate projects Lexco has supplied include Associated Bank, Baymont Inns, Harley Davidson, St. Michael's Hospital, and Lambeau Field. But what words of wisdom does this expert have for the professional trades? "More people should look to the NARI organization for their knowledge and skill and really take advantage of the resources available to them," said Wallner.

With the support of its NARI colleagues and the relentless desire to satisfy its various clients, Lexco doesn't show any signs of slowing down. If your grandchildren's company needs unique tile for their rebuilding project in 2025, it's a safe bet that Lexco will still be going that extra mile to help.

*For more information on
Lexco Tile & Supply, call 414-771-2900
or visit www.lexcotile.com.*

Employee Of the Year Recipients Recognized

Pictured below is President Dean Herriges presenting plaques to the 3 winners of the Employee of the Year Award:



Mike Ellery of the S.J. Janis Company



Carter Manke of Royal Chimney Service, Inc.



Duston Seigloff of Renovators Ltd.

Each received a plaque and a \$75.00 gift certificate to the Bartolotta's Restaurants.

Congratulations!!

Thank You To Our Member Showcase Participants



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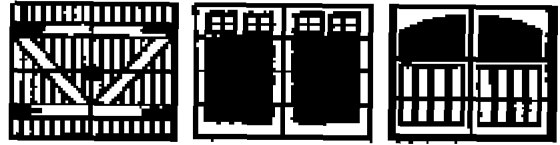


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Vince Ingrilli on the loss of his wife, Arline.
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*Marshall Towne
Millwork Supports
3 Military Units*

On June 19 Marshall Towne Millwork held a drive to collect supplies for the troops in Afghanistan and Iraq. Shipping charges on all supplies sent were paid by Marshall Towne.

Hats off to Marshall Towne Millwork for a very worthwhile project!!

MEMBERSHIP COMMITTEE

I'd like to report on the "Grand Opening Big Bash" at the Prolite Building Supply office/showroom and warehouse. We set up our NARI booth and were able to talk to many contractors about becoming a Milwaukee/NARI member. We also were able to visit with many of our members that have not attended membership meetings and other social functions. So far we have some very good prospects that are interested in becoming NARI members. I would like to thank Prolite for the invitation to participate in the open house and hope they will include us in any future programs that they conduct. I encourage our members to consider their products for their future projects.

Let's welcome the new members the Board of Directors reviewed and accepted for membership at the June 8 Board meeting:

American Standard

Plumbing-Wholesale
1227 Lake Park Drive,
Pewaukee, WI 53072

Mike Daniels 262-844-7275

Bargain Disposal Services, Inc.

Waste Hauler
6663 N. 40th Street Suite B
Milwaukee, WI 53209

Bruno Hanney 414-358-3036

Buckley Tree Service

Trees-Trimming & Care
1700 South Johnson Road
New Berlin, WI 53146

Bob Gansemer 262-547-4732

Bush Builders & Remodeling

Remodeling-General
6329 248th Avenue
Salem, WI 53168

Thomas Bush 262-210-0257

CK Electric LLC

Electrical
4575 S. Moorland Road
New Berlin, WI 53151

Dale Resch 262-796-1525

The Complete Garage

Garage-Organizers
19035 W. Bluemound Road
Brookfield, WI 53045

Clare Weaver 262-784-5580

Fusion Design Professionals, Inc.

Architectural Design
900 South 5th Street Suite 305
Milwaukee, WI 53204

Joseph Korom, Jr. 414-382-9970

The Garret Studio, LLC

Architectural Design
3046 N. Hackett Avenue
Milwaukee, WI 5211

Paul Giesen 414-364-6368

Generon Construction, LLC

Remodeling-General
816 W. National Ave.
Milwaukee, WI 53204

Alex Kunitsyn 414-241-4111

Harmony Hardscape Artisans

Paving Brick
P. O. Box 885
East Troy, WI 53120

Joe Raboine 262-642-4024

Innovation Ink

Architectural Design
230 W. Wells Street #702
Milwaukee, WI 53203

Kristi Minser 414-347-1500

Lakeshore Newspapers

Publications
100 S. 6th Avenue
West Bend, WI 53095

Lois Evans 262-306-5070

Phoenix Video Service, Ltd. dba

Intelligent Audio Video Solutions
Video

1967 16th Avenue
Grafton, WI 53024

Phil Borden 262-376-8914

Skil-Tech, Inc.

Labor Contracting
11400 W. Bluemound Road
Wauwatosa, WI 53226

Eric W. Lawoin 414-476-4000

Triple T Electric

Electrical
N40 W5818 Hamilton Road
Cedarburg, WI 53012-2541

Terry E. Romeis 262-377-8361

Zimmerlee Construction

Remodeling-General
9610 W. Coldspring Road
Greenfield, WI 53228

Mike Zimmerlee 414-213-3201

You made the investment for your membership. Now make it pay off by becoming involved, attending some of the future functions and becoming acquainted with your fellow members. The golf outing is coming up on July 21; this is a great opportunity to do some networking with other contractors, suppliers, and manufacturers. Let them know who you are and find out why they belong to NARI. Not only is it a good day to relax and get away from your daily routine, but you will be helping to fund the NARI Foundation. All proceeds are passed on to the Foundation.

MEMBER CANCELLATIONS

Glass Tech

James McCann Design, LLC
North Side Lumber & Fuel, Inc.

Power Specialties Corp.

Qualitycraft Kitchen & Bath

Ted Spilger Roofing & Siding, Inc.

Sunrise Windows, Inc.

New member applications are still coming into the office from the May "NARI Day Blitz." Our efforts have really paid off and now we can set our sights on getting our next recruiting program put together. This is set for September-October - "The Fall Preferred Recruiting Blitz." Get your prospect lists put together; we will put them on the list to invite to a dinner meeting as your guest. You will be their sponsor for the dinner meeting and membership. More details in future newsletters.

If you recruited a new member between January 1, 2004, through June 30, 2004, reserve August 26; check your calendar and mark the date. You will be receiving an invitation to a dinner cruise on Pewaukee Lake. It starts at 6:30 P.M. and ends at approximately 9:00 P.M. The food has been excellent and the weather has been good on the prior cruises. We look forward to this cruise and having an enjoyable evening with you. We will list the eligible recipients in the next newsletter and a formal invite will follow. If you have recruited 2 or more new members during this period of time, your guest will also be the Membership Committee's guest for the dinner and the cruise.

Bill Bobrowitz

Membership Chairman

NEW AD

MILWAUKEE/NARI
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