



# Newsletter

MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

AUGUST, 2003

## **LUNCHEON MEETING**

### **SEPTEMBER 16, 2003 – 11:30 - 1:30 PM**

#### **ALIOTO'S RESTAURANT**

#### **3041 NORTH MAYFAIR ROAD**

Back by popular demand, September's monthly membership meeting will be a luncheon meeting.

As this month is typically devoted to prospects, we once again are requesting you to call, FAX, e-mail or mail the names of your prospects into the NARI Office; Phone – 414-771-4071; FAX – 414-771-4077; e-mail – [nari@execpc.com](mailto:nari@execpc.com), and mailing address – P.O. Box 26788, Wauwatosa, WI 53226. We make it easy for you – furnish us the names and we will extend an invitation. Then you can play host/hostess at the meeting in welcoming your prospects and having them learn what NARI is all about. If you are doing the inviting, be sure to let the office know how many will be attending so we will have an accurate count for lunch.

At previous luncheon meetings, we have had interactive networking sessions and we have received positive feedback from this format. We'll do it again!! This session will focus on making a positive first impression.

Our speaker, Heather Porps, will lead the group through the most important time of a salesperson's/business owner's life – the first 30 seconds when meeting a new prospect or contact.

What you say and do (or don't do) in these 30 seconds is how the prospect is going to remember you. Heather will share insight regarding body language and verbal and non-verbal cues. She will also provide additional reference information for attendees to do further research on this important topic.

The interactive portion of the presentation will address "The Elevator Speech" – what you would say to a person to

introduce yourself and your business in the time you would be together on an elevator. We will then break into small groups, practicing the ideas shared, and finally, everyone will have an opportunity to share their own 30-second introduction with the rest of the group.

You will leave this session with a new business tool, plus you will have an opportunity to make new business contacts. Join us for what will surely be an informative and beneficial experience.

Menu: Salad (choice of dressing), Roast Tom Turkey, Homemade Bread Dressing, Whipped Potatoes, Gravy and Applesauce; Italian Bread, Coffee, Tea or Milk and Dessert.

Cost is \$11.00 per person if pre-registered. Walk-in's will be charged \$15.00 per person. Lunch will be served immediately at 11:30 A.M. so we can commence with the program at 12:15.

**MEMBER SHOWCASE:** Drexel Interiors will be the member showcase at this meeting. Be sure to stop by their display and express your appreciation for their sponsoring a showcase.

**BRING YOUR BUSINESS CARDS TO THIS MEETING!** The business card board will be available to put your cards in. **REMEMBER TO TAKE YOUR CARDS WITH YOU AFTER THE MEETING** as what is left is thrown out to make room for the next month's meeting.

And...don't forget the JACKPOT!! As always, you must register prior to the meeting with the office, be the official rep of your company and be present when the drawing is held. You may be the lucky winner and go home \$75.00 richer.

## President's Letter

In the last few days I have made a personal decision I would like to share with you. No, this is not "Dean reveals his innermost secrets" time. Not a Jerry Springer Special or a request to be interviewed by Oprah. I made the decision to participate as a student in our latest Certification Program - the Certified Kitchen and Bath Remodeler (CKBR) Study Sessions. These sessions are held every Wednesday evening at 7:00 P.M. at the NARI Office and final testing is scheduled for November.

It was an important decision; something I did on impulse. I kept thinking I had too much to do with other events to even consider giving up another evening. Just knowing how much time it takes to prepare for the exam made me shutter. I recalled memories from my days as a student prepared for the Certified Remodeler Exam. I began to question my sanity. I am too old for this form of torture. I know how to remodel kitchens and baths.

The other little inner voice was saying, "if you are so confident, prove it." The challenge was made between me and myself. These are the same two people I argue with daily. After all these years, don't ask me to keep score because I really don't know who is winning. I did know to pursue this certification will reap its own rewards. I needed this challenge. It's like fertilizer. The mind can't grow anything unless it's challenged.

Here is a list of the partial rewards as reprinted from NARI literature.

A CKBR designation says that I will have an in depth, thorough knowledge of all aspects of the kitchen and bath remodeling process. It gives me a competitive edge in this popular area of remodeling. It allows me to bring to my clients specific expertise in business operation, materials selection and layout standards. It enriches the professional's understanding and maximizes performance during demolition and major installation process, lighting, and electric and plumbing systems.

As you can see, my impulse decision was really logical. The whole time line took 3 seconds. Sometimes I make extraordinary decisions!

**Dean Herriges, CR**  
**President**

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**Milwaukee/NARI Home Improvement Council, Inc.**  
**11815 W. Dearbourn Avenue, P. O. Box 26788,**  
**Wauwatosa, WI 53226**

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# Marketing Corner

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## *Train Yourself to be a Better Listener*

Listening well is a learned skill. Once you know the obstacles that get in the way of good listening, you can avoid them.

Avoid difficult or unfamiliar information. Don't ignore concepts beyond your expertise. When you hear ideas you don't understand, jot them down, then ask, "Can you give me an example of XYZ?"

Faking attention. Avoid listening cues like "Uh-huh" and "I see." Make a point to ask every customer a probing question.

Taking too many notes. When taking notes, put your pen down periodically. Too many notes get in the way of listening.

Finding fault with the customer. Don't shut out customers when they give too many details or stretch the truth. Make a game of picking out one thing you know is true or is the most relevant point.

*Customer Service Advantage*

## *Alternatives to words customers hate*

Unfortunately, learning what not to say to customers can be a painful experience. You say something like, "I don't handle that," and you learn not to say it again. Here are alternatives to phrases customers hate to hear:

**Ouch:** "Sorry to keep you waiting." Though polite, it reminds customers of their frustration with waiting. Try giving customers credit for the wait.

**Better:** "Thank you for your patience."

**Ouch:** "I'll have to check that with my manager." This sounds like the request is a burden.

**Better:** "I'll be happy to talk to my manager about this."

**Ouch:** "I'm new here." Customers think you're not competent to handle

anything when, in fact, you are.

**Better:** "I can do this...And since I just started last week, I will double check which is the best way to help you."

**Ouch:** "We don't do this in our department." When customers reach you, they expect you to do everything

**Better:** "The person who can help you best is Deb Smith. I will contact her for you."

*Customer Service Advantage*

## *Fall Show Announces Speakers*

Two national cable television stars will be the featured speakers at the 13th Annual Fall Home & Remodeling Show September 12 – September 14, at the Wisconsin Exposition Center at State Fair Park.

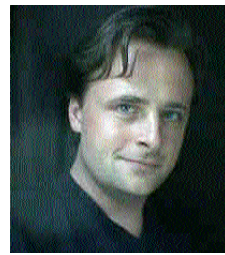


Thom Filicia, one of the "Fab Five" from cable television's new hit series, "Queer Eye for the Straight Guy," will do two

presentations each day on Saturday, September 13, and Sunday, September 14. Thom is the founder of his own interior design company, Thom Filicia Inc., where he has established a strong reputation as one of the top 100 American Designers. His firm has completed both residential and commercial work in metropolitan New York, the Hamptons, Connecticut, New Jersey, Massachusetts, Washington D.C., Florida, and California.

Thom holds a Bachelor of Arts degree in Interior Design from Syracuse University's school of Art and Design in the college of Visual and Performing Arts. Early on, Thom focused his creativity on high-end interiors working at the venerable firms of Parish Hadley Associates and Robert Metzger Interiors. Having established a strong classical foundation, he became a senior designer for Billhuber Inc. where he

exercised a personal aesthetic driven by a unique and innovative vision of classic simplicity.



Stephen Saint-Onge of "While You Were Out" on The Learning Channel, will do two presentations on Friday,

September 12. Known as the "home and style designer for the everyday American family," Saint-Onge is recognized for his ability to focus in what will work best for the individual client to create home environments that capture the essence of what each home aspires to be.

With work featured on numerous television programs, including "The Rosie O'Donnell Show" and "The View" and his home and style projects reported in several national magazines, House Beautiful Magazine recently named Saint-Onge "one of the top ten designers in America under 40."

His company [www.inhomestyle.com](http://www.inhomestyle.com) provides creative direction to homeowners in need of design advice without breaking their design budgets. He believes, "You don't have to be rich and famous to have a designer working with you. It's all about being able to see the big picture, knowing how to pull it all together and make it all come to life."

With a background in television and feature film design, Saint-Onge progressed from sets to designs that work for all people and their homes. His passion remains focused on creating comfortable, stylish environments for families and their homes.

Talent of this level is sure to bring in big crowds so make sure you're part of the Show. Exhibit space is going fast but you still have an opportunity to reserve a booth. Contact Mary Fox-Hagner at 414-771-4071 to reserve your location.

## Start Planning Now for 2003 WRA's

As you read this, you will have received the application packet for the 2003 Wisconsin Remodeler of the Year Awards competition.

We encourage you to spend a few moments reviewing the materials and select a project(s) to enter in this year's awards competition. Starting the entry process now will provide the time needed to prepare the text and photos for the submission.

There are new project cost breakdowns under several categories and the opportunity to again have your Advertising/Marketing materials recognized. In addition, the association has entered an arrangement with Milwaukee Lifestyle Magazine to feature the 2003 award winners in the February 2004, issues of Northshore Lifestyle, Lifestyle West, and City Lifestyle which will reach over 95,000 readers.

Now is the time to take advantage of this terrific opportunity that will allow you to promote your company's work for years to come. The entry deadline is Friday, October 17, with the awards dinner scheduled for Friday, January 16, 2004.

Call Pam Hys, Awards Program Coordinator, at 262-780-0283, ext. 120 or Mary Fox-Hagner at 414-771-4071 at the association office if you have questions or need more information.

## CD-ROM Nears Launch Date

The time is quickly approaching for homeowners in southeastern Wisconsin to have another resource to find quality home improvement and remodeling contractors. Milwaukee/NARI members have an opportunity to participate in "The Virtual Remodeler," a free CD-ROM for consumers that will be available at retail outlets, including grocery stores, starting this fall.

Developed by the Orion Group LLC, it is anticipated that 2,000 – 3,000 CD-ROM's will initially be produced each month, with a goal of eventually produc-

ing and distributing 5,000 – 6,000 CD-ROM's per month.

Space on the CD-ROM is sold only to Milwaukee/NARI members, with subscribers presented in a "mini" Web site format and a capability to include TV and radio ads. There is also space on the back of the CD case for advertisers, and one space remains available. Milwaukee/NARI will also be well represented throughout each volume of the CD-ROM produced, including the association logo and a link to the Milwaukee/NARI Web site.

Take advantage of this cost-effective marketing opportunity and increase exposure for your product and service. Call Bill Knoernschild of the Orion Group LLC at 262-820-9520 for program details and a no obligation presentation.

## Increase Exposure Through Association Web Site

As Milwaukee/NARI sets to launch an advertising and promotional blitz in conjunction with the Fall Home & Remodeling Show, opportunities to advertise your products and/or services to an extremely targeted audience for less than a dollar a day is still available on the Milwaukee/NARI Web site.

The Web site will be promoted as the place to find complete Show information in print, radio, television, and billboard advertising and your message can reach the thousands of consumers that visit the site each week. Homeowners that are seriously considering home improvement and remodeling will see and respond to your banner or tile ad on [www.milwaukeeenari.com](http://www.milwaukeeenari.com). Members can select from...

**BANNER AD (1) limited to 20 companies; includes link to your Web site.**

468 x 60 pixels  
Run of Site 1 Month 3 Months  
6 Months 12 Months  
Top of page **\$90**  
**\$59/mo. \$49/mo. \$39/mo.**  
Rates are net

**TILE ADS (2) limited to 40 companies; includes link to your Web site.**

120 x 90 pixels  
Run of Site 1 Month 3 Months  
6 Months 12 Months  
Side of page **\$75**  
**\$49/mo. \$39/mo. \$29/mo.**

Rates are net

If ad production is needed, there is a one-time flat fee of \$60 for layout and design. 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](mailto:dave@rspr.com).

Take advantage of this terrific promotional opportunity for your business and share in the association's promotional plan. 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.

## Remodelers Showcase TV Show Has Limited Space Available

The "Remodelers Showcase," TV show, co-sponsored by Milwaukee/NARI, that airs each Saturday at 10:30 a.m. on WITI-TV Channel 6 has only a couple slots left that association members can fill to promote their business.

The two-minute Milwaukee/NARI segments that air every-other-week have allowed the association to promote its programs and activities and response has been favorable.

More than 25,000 viewers tune in each week, as the show is part of a two-hour home improvement and construction block featuring "Ask Gus" at 9:00 a.m., "Builders Showcase at 9:30 a.m., and "Your First New Home" at 10:00 a.m.

To take advantage of this opportunity to reach a very targeted audience, call Scott Andryk at Remodelers Showcase, 262-835-3553, ext. 107.

# 9TH ANNUAL FOUNDATION GOLF OUTING

The Foundation wishes to thank everyone who participated in the 9th Annual Golf Outing. The day was absolutely perfect weather-wise. Everyone attending had a good time, which is attested by the following photos:

## A FEW OF THE GOLFERS AT THE RESPECTIVE SPONSORED HOLES

## THE GREAT PUTT OFF!



**MORE GREAT  
PUTT OFFS!**



MATC and WCTC once again participated by manning betting holes. All proceeds received from the individual holes will go to the individual schools to be used toward scholarships.



**AND THE WINNER IS...**



**CARLCIZINSKY**  
of Stock Building Supply, Inc.  
President of the Foundation,  
**GARY SANNES, S.J.** Janis Co.  
& **PAULKRAEMER,**  
Starr Insurance Group,  
Sponsor of Contest Make the  
Presentation

**CONGRATULATIONS  
TO THE WINNERS**

**1ST PLACE**

David Spence, Phil Kazik, Chris  
Horner & Keith Nissan

**2nd PLACE**

Tim Barber, Mark Benkowski, Jim  
Klappa, & Dan Klappa

**HIGH SCORE**

Ken Skowronski, Phil Nickerson,  
Jerry Sommers & Dan Klappa

**CLOSEST TO THE PIN**

Roger Abel & John Chupka

**STRAIGHTEST DRIVE**

Andy Lindus  
Jeff Barber

**LONGEST PUTT**

Steve Leeland  
Mike Crawford

**LONGEST DRIVE IN FAIRWAY**

Andy Lindus  
Nick Sannes

**CLOSEST TO SIGN – VER  
HALEN CHALLENGE**

John Christiansen  
John Colle

**AND WHAT WOULD WE DO  
WITHOUT OUR SPONSORS??**

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Joe Wilde Company, Inc.  
Kelmann Corporation  
Leafguard of Wisconsin, Inc.  
Milwaukee Lifestyle Magazine  
Pekel Construction & Remodeling  
Ron Sonntag Public Relations, Inc.  
Rundle-Spence Mfg. Co.  
Starr Insurance Group  
Stock Building Supplies, Inc.  
Ver Halen, The Pella Window Store  
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WLZR-FM 102.9  
WTMJ-AM

**THANK YOU SINCERELY FOR  
YOUR PARTICIPATION!!**

# Member Spotlight

## ProSource Wholesale Floorcoverings

While a recent addition to the Milwaukee-area NARI membership roster, ProSource Wholesale Floorcoverings has been a member of NARI on a national level for over a decade. That experience has given ProSource Wholesale Floorcovering an idea of the benefits and advantages being a member of the local NARI branch can offer — and what the company can offer members.

“Our showroom is accessible not only to our members, but also their customers. When the job is sold, the member will see 10% of the invoice total,” says Tony Mader, manager at the Mill Road location, “and, not only do we have a friendly and courteous staff, we also have the largest variety of floorcovering at the best prices in town!”

With the company for six years, and manager for the past three, Mader has the experience to know from where problems stem when installing floorcovering. “The most errors occur when the appropriate equipment isn’t used to install the product properly. Many jobs have been ruined and many dollars spent to rectify problems stemming from substandard equipment,” Mader says.

At the Mill Road branch of ProSource Wholesale Floorcoverings, Mader’s got a grip on the ins and outs of the 12-year-old company, and what makes it — and projects — successful.

“Order product well before it’s needed,” Mader advises. “Floorcovering is one of the last items to be installed, so if the product isn’t ordered in time, the whole project is delayed.”

Pair a knowledgeable, courteous and friendly sales staff with the latest in floorcovering trends, and ProSource Wholesale Floorcoverings becomes a valuable source of wholesale floorcovering for industry partners and tradespeople.

Mader adds, “We hope that all Milwaukee/NARI members with a need for floorcovering will give us a chance to help!”

## CLASSIFIED AD

**For Lease:** Bartelt Filo, a Milwaukee/NARI member, has recently acquired a property on the Northwest side of town. There is approximately 2,000 square feet of warehouse space and approximately 300 square feet of air conditioned office space, which includes a full ceramic tile bathroom, which they have for lease. Outside storage is also available. A security fence, including a security electric gate, surrounds the entire property. Use of a forklift is also available with this space.

If you are interested, please contact Rick Bartelt at 1-262-250-7600.

## VERY IMPORTANT!!

**NEW FCC RULING WILL AFFECT MILWAUKEE/NARI, AS WELL AS YOUR BUSINESS, REGARDING FAXES**

Effective August 25, 2003, businesses and associations will no longer be able to send unsolicited faxes, which means any type of promotion. Milwaukee/NARI will no longer be able to send meeting or seminar promotions, registration forms for sign up of any type of meetings, membership renewal notices, or any type of unsolicited advertisements, not even to its members.

How does this affect your business and Milwaukee/NARI? You will be required to obtain signed, written consent from anyone you now fax information to. It is essential that with this consent you receive the fax number to which the fax should be sent, as well as the individual’s name. Without this, you will be unable to send a fax covering the above-mentioned materials.

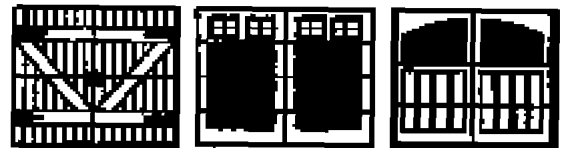
**PENALTY:** A stiff penalty will be incurred to anyone who does not follow this new procedure.

Milwaukee/NARI has mailed to all its members an authorization form to be filled out and returned before August 25. Only members who return this form will receive informational/promotional faxes from this office.

We urge you to follow through with this with your individual businesses, especially for those of you who market via the FAX. To read this ruling in its entirety and to see how it could affect your business, we suggest you log on to [ASAEnet.org](http://ASAEnet.org) and click the link to the FCC unsolicited Fax Rules.

### *Carriage House*

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# MEMBERSHIP COMMITTEE

On Tuesday, August 12, the Board of Directors met and approved the following new member applicants for membership.

## **KITCHENS BYDESIGN, INC.**

### **Kitchen Remodeling**

1370 Fairhaven Boulevard  
Elm Grove, WI 53122  
Cheryl Ann Ryan 262-780-0845

## **PELLATT CONSTRUCTION SERVICES**

### **Remodeling - General**

239 Jefferson Street  
Johnson Creek, WI 53038  
Kevin Pellatt 920-699-5489

## **TES, INC.**

### **Home Theatres & Entertainment**

5723 Broad Street  
Greendale, WI 53129  
Tom Jurak 414-448-1837

## **THE STEWARD PROJECTS, LLC**

### **Advertising**

4927 W. Willow Road  
Mequon, WI 53092  
Annette Stewart 414-899-9955

## **SIGN A RAMA**

### **Signs**

2217 Silvernail Road  
Pewaukee, WI 53072  
Matt Hohner 262-513-1700

## **STONE & BANISTER**

### **Remodeling - General**

W220 N3451 Springdale Road  
Pewaukee, WI 53072  
Todd Prudlow 262-695-7355

Welcome to Milwaukee/NARI. NARI's roots go back to the 1930's when President Roosevelt called upon the industry to band its members together to help fight the devastating impact of the Great Depression. NARI is the only organization that is solely dedicated to the home improvement industry. The remodeling market was a 163 billion dollar industry in the US in 2002 and is projected to grow to 214 billion dollars in

2003. Be proud to be a part of NARI and become involved to make your investment pay off.

Our next recruiting program will be the Fall Preferred Prospect Recruiting Campaign. During the months of September, October and November, we would like to invite your prospects to be NARI's and your guests at these monthly dinner meetings. It is hoped that your prospects would attend one of these meetings and become acquainted with the many benefits associated with a NARI membership. All you need do is get a name or two of good qualified prospects you know or work with to the office. We will send the invitations and will do our best with your help to recruit them for membership. Your help has always made this Fall Preferred Recruiting Campaign a success; we look forward to your involvement.

It's time to mark your calendars – 9/30 – 10/4; these are the dates of NARI's National Convention at the Hilton Milwaukee Center. You are welcome to attend the committee meetings and the NARI Fall Expo. This is an event you do not want to miss; we look forward to having you attend.

Bill Bobrowitz, Chairman  
Membership Committee

## **MEMBER CANCELLATIONS FOR JUNE 2003**

AT&T Wireless  
Dowdle Drywall  
Malnory Construction  
Mountain Breeze  
Project Worklink  
Williams Heating Service, Inc.

**Bill Bobrowitz**  
**Membership Chairman**

# WE NEED YOUR HELP!!

As you read in last month's Newsletter, the NARI's National Board of Directors meeting will be held in Milwaukee September 29 – October 4. Milwaukee/NARI plans an Open House BBQ on Thursday, October 2.

Although there was extensive remodeling undertaken when we purchased our building a few years ago, there were some items that were "livable" that were not touched. In an effort to put our best foot forward for the National doings, we are seeking assistance from our members in the hopes of sprucing up the building. If any of you are willing to help out with donations of materials and/or labor, it would be greatly appreciate. In the case of more expensive items, we have a small budget to work with, and we would be more than happy to negotiate. Following are the items that need attention:

### **BATHROOMS: (These are the most important and need the most work)**

Water Closet (current one in ladies room has a crack in the tank)  
Repainting or Wallpapering  
Ceramic Tile on floor needs to be either replaced or cleaned  
Accessories

### **PAINTING:**

A wall in the back hallway was drywalled, but never painted.  
Touch up painting is needed in various locations

### **MISCELLANEOUS:**

A door is needed in the back storage room in order to secure this area. There now is just a big opening.  
Ballasts need to be checked and in some instances replaced. Circuit breakers need updating.  
Replacement or repairing of cabinet drawers  
Wall treatments in Executive Director's office  
Parking lot resurfacing  
Lettering on window of Executive Director's office  
Overall good cleaning of the entire building, including window washing

If you are interested in helping out with any of the above, or would like more information, please call Mary at 414-771-4071.

**Thank you in advance for anything any of you can do to help out.**

**Mary M. Fox-Hagner**

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MILWAUKEE/NAKI  
HOME IMPROVEMENT COUNCIL, INC.

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