

LUNCHEON MEETING
SEPTEMBER 21, 2004
ANNUAL PREFERRED PROSPECT MEETING
DERRY'S PUB
5328 W. Bluemound Road

We are starting the season for our membership dinner/luncheon monthly meetings off with a bang by having the ever-popular luncheon meeting.

September is typically devoted to prospects, and once again we are requesting you to FAX, call, e-mail or mail your prospects' names to the NARI Office – NARI Phone – 414-771-4071; FAX – 414-771-4077; or e-mail – nari@execpc.com. Mailing address is P.O. Box 26788, Wauwatosa 53226. Once we receive those names we will extend an invitation. Then it's your turn! You attend the meeting and play host to your prospects and let them learn all there is to know about NARI. If you are doing the inviting, be sure to let the office know how many will be attending so we can have an accurate count for lunch.

Our luncheon meetings have been well-known for networking. This month's meeting will feature Tim Rutherford, who will speak to us on office equipment. Are you receiving the full potential from the equipment you have? Are you sure you have the right fit for your office? Tips will be given as to how we can improve the usage of this equipment to our advantage.

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

MENU: Buffet including salad, stuffed chicken breast, parsley potatoes, green beans, jello, and dinner rolls.

Cost is \$16.50 per person if pre-registered. Walk-in's will be charged \$19.00. Lunch will be served immediately at 11:30 A.M. so we can commence with the program at 12:15.

Representatives from WCTC and MATC will be present to accept their checks from the betting holes at the golf outing. We welcome them.

MEMBERSHIP SHOWCASE: Childcrest Tile & Stone will be the membership 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 THE MEETING: The business card board will be available to put your cards in. **REMEMBER TO TAKE YOUR CARDS WITH YOU AFTER THE MEETING** to make room for cards at the next monthly meeting.

And... don't forget the **JACKPOT DRAWING!** 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

The recent premature chill in the weather is a reminder that Fall will be upon us quickly. The Fall season always seems to be busy for our industry. Homeowners have lists of things to accomplish before winter sets in. Many of us will receive calls of interest for windows, doors, new furnaces, roofs and that last minute addition or kitchen remodel before the Holiday Season.

Another item many Metro area families put on their "to do" list is NARI's Fall Home & Remodeling Show, although not as mature as our Spring Show. We will be entering our 14th year with the Fall Show. For some of us, myself included, this seems almost impossible.

Memories of the first Fall show are still vivid in my mind. Of course, we were then located in the old building, complete with leaky roofs over some of the displays. Now we proudly feature our products in the Wisconsin Exposition Center located at State Fair Park. This premium facility highlights participating vendors with unique opportunities for visitors to view a vast array of home improvement ideas. This year's show will be held September 17, 18, 19. Show hours will be Friday and Saturday 11am until 9pm and Sunday 11am until 6pm. Our shows always draw large enthusiastic crowds. This excellent environment continues to grow each year. Look for 400 spaces to be occupied by over 250 vendors.

If you are a new member of NARI and have never participated in a show before, consider this one. The odds are in your favor that it will be a success for you. At the very least you owe it to your business to visit the show and view all displays.

Call Mary at the office with any questions, she will be happy to explain our newest Home Improvement Show to you.

I was talking to Ron Ziglinski, CR after our monthly board meeting. Ron is the Chairman of the Education/Certification Committee. He was telling me about several new ideas revolving around upcoming Certification Classes and training seminars. Ron and his Committee have been reviewing the results and comments from previous Certification Study groups. He has also been studying techniques and suggestions from National NARI about leading Study Groups. Between the two he will be making modifications to the upcoming Study Sessions. In the next few months Ron will announce these revisions. If you have a few minutes talk to Ron about Certification. His enthusiasm is contagious.

**Dean Herriges, CR, CKBR
President**

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Mary Fox-Hagner, Milwaukee/NARI Office

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Marketing Corner

Identify the Factors that Prevent Customers from Saying Yes

A sale doesn't happen until the customer says "Yes." And that won't happen until your staff has settled a whole lot of conditions inside the customer's mind. Train them to address these factors:

- **Need.** Customers have to understand that they need your product. Ask questions that pinpoint where the customer is now and where he or she would like to be.
- **Responsibility and Authority.** Customers believe that fulfilling the need you've identified isn't their job, or that they lack the authority to make that decision. Your staff needs to become an ally, willing to take the sales discussion up to the next level with the customer's superiors.
- **Importance.** Customers may not feel that your product addresses a priority; other issues may appear to take precedence. Your research and questioning should determine whether this is the right time for the customer to make a decision; if it is, be sure you've done your homework so you can discuss the other factors fighting for attention.
- **Credibility.** Do customers recognize your organization as the one best equipped to solve their problem? If you get questioned about your company's experience or qualifications, be ready to bring up good testimonials to help sell your solution.
- **Value.** Customers are always concerned with their return on investment. If they complain about prices, it's because you haven't done an effective job of showing them the value you can offer. If you've done your homework on customers and know just where you can have a positive impact, you'll be able to demonstrate your value regardless of the price.
- **Implementation.** Customers do not want to buy a product or sign onto a service just to see the salesperson disappear at the crucial moment. You need to show a commitment to provide support and service if your buyer begins showing concern about how soon your product will fit in to their way of doing things.

Sales Training International

Trade-Show Selling Savvy

Where else can you and your staff have thousands of prospects and customers assembled in one place but at a trade show? The opportunities are mouth watering.

Before you decide to attend a trade show, ask yourself, "Why am I going? and How am I going to measure the results of attending?" Whether you're attending a trade show to get leads, close sales, introduce new products, or conduct public relations, you need to set measurable objectives and goals with numbers attached to them.

Remember that working tradeshow is not like shooting fish in a barrel. First off, trying to make a sale in a fast-paced, busy, distracting environment is not anywhere close to a private meeting at an office with the prospect's undivided attention. So expect rejection...and lots of it.

Another factor to consider is that there is less time at shows to qualify a prospect, so it pays to develop a set of qualifying questions before the show and practice them.

Remember that trade shows are "show business," and you need to develop a show personality and a mind-set that, because of the environment, may be more aggressive than your normal persona.

Keep in mind that when attending a trade show, you're always on display, so behave and talk appropriately. You never know who may be standing next to you and listening in.

Finally, if you have the stamina to "hoot with the owls" and "soar with the eagles," that's great. If not, pace yourself. Trade shows can be, and usually are, physically demanding.

Speaking of pacing...wear your most comfortable shoes.

Selling Power

Questions & Answers Needed for Newspaper Columns

Just a reminder that Milwaukee/NARI members have an opportunity to receive FREE publicity in one of three "Question and Answer" columns that appear in Milwaukee-area publications - "Ask a Contractor" in the Sunday Milwaukee

Journal Sentinel Real Estate and Remodeling section; "Home Tips from NARI" in Hometown Publications/ Express News; and "Let's Remodel" in the monthly "Welcome Home" Section of Community Newspapers, Inc.

We encourage you to submit questions, with answer, so that we can use the information in these newspapers. Are there questions that you receive from consumers on a regular basis or a new industry trend that you want to promote? Here's an excellent way to get your name out to thousands of consumers for **FREE!**

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

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

Start Planning Now for 2004 WRAs

As you read this, you will have received the application packet for the 2004 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.

The association has once again entered an arrangement with M Magazine (formerly Milwaukee Lifestyle Magazines) to feature the 2004 award winners in the February 2005, issues of Northshore, West and City editions that 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 22, with the awards dinner scheduled for Friday, January 21, 2005.

Call Lois Evans, Awards Program Coordinator, at 262-306-5070 or Mary Fox-Hagner at 414-771-4071 at the association office if you have questions or need more information.

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.milwaukeevari.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	Top of Page
1 month	\$90/mo.
3 months	\$59/mo.
6 months	\$49/mo.
12 months	\$39/mo.

Run of Site	Side of Page
1 month	\$75/mo.
3 months	\$49/mo.
6 months	\$39/mo.
12 months	\$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

Take advantage of this terrific promotional opportunity for your business and share in the association's promotional plan. Contact Dave Amoroso at Ron Sonntag Public Relations at 414-354-0200 ext. 108 to reserve your advertisement or for more information.

Member Spotlight ***ProSource Flooring***

It has been said that the customer is always right.

One afternoon, an elderly woman walked into ProSource Flooring's showroom prepared to purchase new carpet for her living room. She came prepared with her measurements and samples in hand. The woman walked away happy after placing her order for the room that she measured at 16 x 22 feet. After the installation, she called the experts at ProSource very unhappy about the excessive materials remaining.

Surprised by the call, Tony Mader, Owner of ProSource in Franklin did a bit of investigating. What did he find? Rather than using a tape measure, this woman used her size six feet to measure out the room. Turned out the room as actually only about 10-1/2 x 16 feet.

"What are you going to do? We could have told her that it was her mistake and moved on, but customer satisfaction is our number one priority." said Mader. "We refunded a portion of her money and ultimately I think it added to the lore of the ProSource name." That's the mentality that makes ProSource a successful wholesaler.

ProSource is one of North America's largest wholesale flooring resources for trade professionals. With over 135 Showrooms - including two in Southeastern Wisconsin - in the United States and Canada, ProSource is committed to working with professionals and individuals alike. The first branch in the area opened in Milwaukee in 1994 with a second in Franklin following in 1999. ProSource has been one of the most popular stops for area trade professionals seeking quality products at wholesale prices.

As a NARI member, ProSource not only gets to work closely with area businesses as colleagues, but there are other perks. "Being a NARI member not only lends to our credibility, but it allows us to network with customer prospects on a regular basis," said Mader.

In addition to quality products and competitive pricing, ProSource offers category-specific, member showroom seminars on a regular basis. Product vendors hold interior design workshops, as well as installer and contractor events. With over 20,000 products available, ProSource has plenty of educating to do. "By providing the customer the pertinent information, it greatly reduces the chance of consumer-related issues," said Mader.

Since ProSource opened its door a decade ago, it's shown the ability to be both successfully proactive and re-active with its clients. They're confident that if they can help a woman and her size sixes, they can handle the needs of any area business. One thing they do know is that the customer is *almost* always right.

For more information on ProSource Wholesale Floor Coverings, call 414-358-8868 or visit www.prosourcefloors.com

Government Affairs Report

Contractor Licensing Survey

Over the past few years, proposals have been made to enact statewide contractor licensing in the State of Wisconsin and across the Nation. In addition, there have been efforts by National NARI to encourage local chapters of NARI to call on their state legislature to pass contractor licensing. The industry, to this point, has been mixed in their feelings toward a statewide effort to license contractors for a number of reasons, which I will not get into in this column. There will be future opportunities to share the pros and cons of statewide licensing. In recent weeks, you should have received a survey on this issue from Milwaukee/NARI to determine where our industry stands today on this important issue. This survey will help the Government Affairs Committee and the Board of Directors determine whether we support or oppose licensing efforts by the legislature. If you are undecided or need more information on this issue, please indicate that on the survey and specify that you are interested in participating in a roundtable discussion on this matter. The industry roundtable will be the opportunity for the Association to share the results of this survey and enter into a comprehensive discussion on this matter. The date of the roundtable has not been set at this point. Stay tuned for more details . . . and please return the survey to the Milwaukee/NARI offices. You may either fax to 414-771-4077 or mail to Milwaukee/NARI, P. O. Box 26788, Wauwatosa, WI 53226. Please contact the NARI office at 414-771-4071 with any questions. The Government Affairs Committee appreciates your time in sharing your thoughts on this issue important to everyone in the industry whether you support, oppose, or are neutral at this time.

Committee Approves Alteration and Remodeling Guidelines

The Government Affairs Committee recently approved and has forwarded the Southeastern Wisconsin Alteration and Remodeling Guidelines that have been in drafting for the past year. Members of NARI, the Metropolitan Builders Association, and the Southeastern Wisconsin Building Inspectors Association were part of the development team that provided guidance during the development of

this guidance document. This document will serve remodelers and building inspectors on projects pertaining to basements and attic remodels. The committee was created to alleviate uniformity issues with building codes from community to community. All associations will need to formally adopt the guidance document before it will be utilized. Understand that once this document is implemented, there will be a learning curve for communities and our industry. Please contact NARI with questions you may have regarding this proposal.

Primary Endorsements

The Government Affairs Committee has finalized endorsements for the September Primary scheduled for Tuesday, September 14, 2004. These endorsements will also translate into endorsements for the general election scheduled for Tuesday, November 2, 2004. Please see the list below of the endorsed candidates.

Federal Races

President: Bush/Cheney
1st Congressional District: Paul Ryan
4th Congressional District: TBD
5th Congressional District: Jim Sensenbrenner
U.S. Senate: Russ Darrow

State Senate Races

4th State Senate: Lena Taylor
8th State Senate: Alberta Darling
20th State Senate: Mary Panzer
22nd State Senate: Reince Priebus
28th State Senate: Mary Lazich

Assembly Races

7th Peggy Krusick
8th Pedro Colon
14th Leah Vukmir
15th Tony Statskunas
21st Mark Honadel
22nd Sheldon Wasserman
23rd Curt Gielow
24th Suzanne Jeskewitz
31st Steve Nass
32nd Tom Lothian
33rd Dan Vrakas
37th David Ward
38th Joel Kleefisch
39th Jeff Fitzgerald
60th Mark Gottlieb
63rd Robin Vos
64th Jim Kreuser
65th John Steinbrink

82nd Jeff Stone
83rd Scott Gunderson
84th Mark Gundrum
97th Ann Nischke
98th Scott Jensen
99th Michael Lehman



NARI Health Benefits Program

The best way for members to get information and quotes for this program is through the Call Center (toll free) 1-888-547-5026 between 8AM to 6PM CT Monday through Friday. Members can expect to have a quote provided by a licensed agent over the telephone in 5 minutes. Information may be faxed, e-mailed or mailed with no obligation or pressure tactics.

1. **The agent MUST be a NARI Member**
2. **The agent MUST be licensed through JL Barnes. (Member agents must call 1-800-436-7847 X212 for further information about licensing.)**

Please provide oversight and cooperation to ensure that any agent in your chapter meets these two conditions. Because this program does not provide agents with commissions that are comparable to those provided in other programs, we have to ensure that NARI members are served and provided equal access to this program.

Additional Important Facts:

NARI National has chosen J L Barnes because it is the nation's leader in enrollment of HSA/HRA plans which are projected to reach an additional 40 million people in the next few years.

This program is endorsed by the National Federation of Independent Business (NFIB).

This program is going to provide a discount drug card which should be available to NARI members during the 4th Quarter of 2004.

Information also available on NARI National Website at www.nari.org.

10TH ANNUAL GOLF OUTING A HUGE SUCCESS

It was a beautiful day, the golfers were in full swing, and everyone thoroughly enjoyed as can be seen by the many photos that follow.

AND THEY'RE OFF...



Thanks to Holz Motors, our Hole in One Sponsor



THE GREAT PIG ROAST!

THE GREAT PUTT OFF!



Ron putts

Tracy putts

This proved to be quite exciting this year. Ron Sonntag of Ron Sonntag Public Relations and Tracy Charno of Milt Charno & Associates had quite the dual. We are told it took several rounds of putting before a winner emerged.



And...the winner was Tracy Charno! Congratulations!!

As always, when putting on an event of this magnitude, there are scores of individuals to thank, and we would like to take that opportunity in this Newsletter to acknowledge everyone connected with making this a success.

THANK YOU TO OUR SPONSORS

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 Cedarburg Lumber Co., Inc.
 Child Crest Tile & Stone
 Dodge City of Wauwatosa, Inc.
 First Choice Heating & Cooling, Inc.
 Herr Well Drilling
 Holz Motors
 Jeff Tjugum Agency, Inc.
 M Magazine
 Milt Charno & Associates, Inc.
 Pekel Construction & Remodeling
 Ron Sonntag Public Relations, Inc.
 Rundle-Spence Mfg. Co.
 Secura Insurance
 Starr Group, Ltd.
 Stock Building Supply, Inc.
 Toto Toilets
 Ver Halen, The Pella Window Store
 West Bend Vacuum Center, Inc.
 Western Building Products, Inc.
Thank You for your participation.

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 Western Building Products, Inc.
 WITI-TV Fox 6
 WJZI-FM 93.3/WLUM-FM 102.1
 WKLH-FM & WLZR-FM
 WKTI-FM 94.5
 WMIL-FM
Thank You for your participation.

THANK YOU TO OUR CO-CHAIRS

- Paul Kraemer and Mary Kay Fagan
- Diane Ausavich for manning the putting contest
- The reps from MATC and WCTC for manning the betting holes
- Tom Hagner for running the 50-50 raffle
- Dave Amoroso and Patty Johnson for assisting in obtaining of silent auction items and in many behind the scenes endeavors
- The staff for having all the paperwork in order so that things ran smoothly the day of the outing
- The golfers who participated; without you there would be no outing.

If we have missed anyone, a sincere apology. Everyone's efforts are greatly appreciated. We know how dedicated all of you are to putting on a top notch event, and we are grateful for all the assistance received.

1ST PLACE WINNERS



Hub King Chris Horner
 Tom Bailey Wayne Hermans

2ND PLACE WINNERS



Johnny Arnold Kirk Korneisel
 Jeff Guidinger Steve Lealand

HIGHEST SCORE



Jerry Sommers Becky Wysocki
 Phil Nickerson Ken Skowronski

PROXY HOLE WINNERS

Longest Drive – Kevin Benkowski and Chris Horner

Closest to the Pin – Brad Rozanski and Jim Levinger

Longest Putt – Bryan Baraniak and Team Kraemer

Straightest Drive – Vince Farina and Brian Krakofsky

Closest to the Sign (Ver Halen Challenge) – Jerry Mellone

Winner of the Putting Contest – Tracy Charno

MATC & WCTC once again participated in manning the two betting holes. WCTC raised \$430.00 and MATC raised \$420.00. Each school will receive the fruits of their labor at the September 21, 2004 membership luncheon meeting when a check in the amount raised is presented to them to be used toward scholarships.

Congratulations Corner



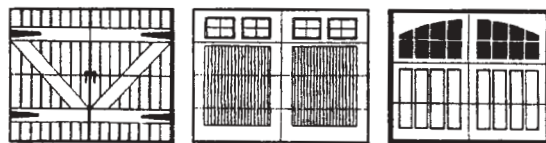
CONGRATULATIONS TO...

J & B Construction Company for being chosen one of the "Big 50" by Remodeling Magazine

All American Window & Door Co., Inc., Carpet Town, Trifecta, LLC; Kerzner Remodeling & Construction; RCI, Remodeling Center, Inc.; JDJ Builders, Inc.; Bartelt Filo Design Build, and DG Remodeling – all received awards at the MBA's 2004 Standard of Excellence Awards presentation.

Winters Group, Design Resource Center, The Kitchen Center, RCI-Remodeling Center, Inc. and Design Group Three, and Pekel Construction & Remodeling – all were featured in various articles in the August 2004 M Magazine.

Carriage House CUSTOM DESIGN DOORS

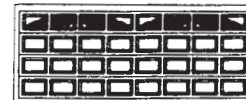


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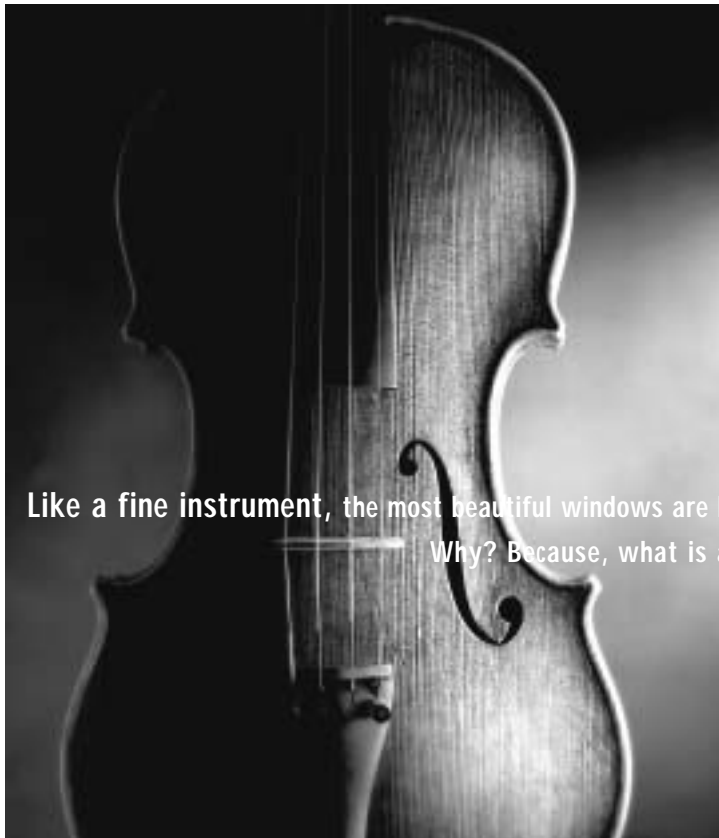
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MEMBERSHIP COMMITTEE

What happened to June and July?
By the time you read this article, it will be the middle of August. Enough of that! I hate to think Fall and Winter – they will be approaching too soon for me.

Heard through the grapevine that the Program Committee has a great program scheduled for the September 21 monthly membership meeting. They have set a luncheon meeting at Derry's Pub on Bluemound Road. This kicks off the monthly luncheon and dinner membership meetings scheduled for the third Tuesday of each month through May of 2005. Mark your calendars and try to attend most of them.

Why should you attend? Fall Preferred Prospect Recruiting Campaign is scheduled for September, October and November meetings. Prospects are invited to be NARI's guest for the luncheon or dinner meeting. It would be great to have you at these meetings and visit with the prospects, telling them about some NARI benefits, or why you belong. Any help from a member goes a long way through the recruiting process. There is so much one can inform a prospect about. The benefits from the Marketing Committee to create consumer awareness, the benefits from participating in the Fall and February Home Improvement Shows, the benefits from a very active Govt. Affairs Committee to keep us abreast of codes and legislation that affect our industry, the benefits from our membership roster that reaches consumers when they inquire about home improvements – over 10,000 are printed each year. In addition to all of these, there are many other benefits that our members enjoy.

I have 20 or more prospects that have asked for invites to our Fall Recruiting Program. We are hoping you will make up a list of good, qualified prospects that you work with or know. Get the list to us – one prospect would be great from each member. We will invite them to be your guest at the September, October or November meeting. Looking forward to your help!

On Tuesday, August 10, 2004, the Board of Directors met and reviewed new member applications. Let's welcome our new members:

Anchor Bank fsb
Financial Services
25 W. Main Street
Madison, WI 53703
Scott Eastwood 608-252-8959

Brookfield Culvert Service, Inc.
Culverts/Drainage
8400 Northwest Hwy. 83
Mukwonago, WI 53149
Brian Burgad 262-363-4154

Milwaukee Windows Plus, LLC
Window & Door Replacement
5601 S. Pennsylvania Avenue #2
Cudahy, WI 53110
Bryan Schmidt 414-486-1484

The Mortgage Guys
Financial Services
N14 W23777 Stone Ridge #240
Waukesha, WI 53188
James Alf 262-347-0403

**War Story Enterprises, LLC/dba
1-800-Got-Junk?**
Waste Hauling
4363 W. Dean Road #251
Brown Deer, WI 53223
Jamie Elder 1-800-468-5865

Weather-Tek Building Supply
Roofing Supplier
21605 Gateway Court
Brookfield, WI 53045
Noah Glick 262-373-4277

Wisconsin Portable Storage, LLC
Storage-Portable
P.O. Box 070286
Milwaukee, WI 53207
Jim Hudson 414-486-3688

Name Change: Retirement
Planning Corp. to MPC Financial
Services

We look forward to seeing you at some of the future meetings or activities in the future.

Member Cancellations
APSCO on the Go
HNI Risk Services
Kettle Moraine Homes, Inc.
Millennium Stone-Crete
Technologies
Nick's Tile Co.
Quality Concrete Products, Inc.

For recruiting a new member since January 2004, we have put your name in the drawing for these 3 great incentives at the September 21, 2004, luncheon meeting:

\$100.00 gift certificate to Sauce
Restaurant
\$100.00 gift certificate for the
Fireside Theatre, Ft. Atkinson
\$100.00 gift certificate – Coast
Restaurant.

We will tell you about the October
19 incentives in the October
Newsletter.

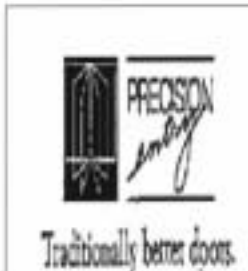
Thank you.

Bill Bobrowitz, Chairman

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