



OCTOBER DINNER MEETING COSTUME NIGHT – A NIGHT OF MYSTERY!! TUESDAY, OCTOBER 19, 2004 ALIOTO'S 3041 N. MAYFAIR ROAD (HWY. 100 & BURLEIGH)



Our October dinner meeting will be a night of mystery, illusion and intrigue. Dress up your alter ego spouse and gather with us in the dungeon of Alioto's. Prizes will be given for the best female, best male, and best couple costumes.

Entertaining us this evening will be Danny Magic, or is it the "Master Mystifier" – Harry Houdini himself? Danny's uncanny likeness to Harry has been recognized by Houdini enthusiasts and magical entertainers the world over. Recreating the presence of Houdini, Danny allows audiences of today to travel back in time and marvel at the magical miracles, illusions and escapes that Houdini performed a century ago.

Danny has delighted audiences on 3 continents and has shared the stage with the likes of Jim Carey, Andrew "Dice" Clay and John Denver. He was honored to be selected to perform as Houdini at the first Houdini Days Festival in Appleton, WI in 2003. Danny's mission is to share the wonders of magic with the world and to keep the memory of Houdini alive in people's minds for this generation and generations to come.



HOW DID YOUR PUMPKIN GROW? Remember those pumpkin seeds you took home from the May Dinner meeting? Did you plant them? If so, bring in the results of your planting and be judged. The largest pumpkin will win a prize!

MEMBER SHOWCASES: Member showcases for the evening will be Granite Surfaces International and Solatube-Brighter Concepts, Ltd, Be sure to stop by their displays and express your appreciation for their sponsoring a showcase.

JACKPOT: You could be the lucky winner! Be sure to register for the dinner with the NARI Office, be the official rep for your company and be present at the time of the drawing. \$75.00 could be yours if you meet the criteria mentioned.

Once again we will have our business card board at the registration table. Be sure to put your business cards in when you register. Also...be sure to pick them up when you leave so that space will be available for attendees to put their cards in the following month.

MENU: Salad, 9 oz. Filet Mignon with Fresh Mushrooms and Au Jus, Baked Potato, Green Beans Almondine, Italian Bread, Coffee, Tea or Milk and Pumpkin Pie for dessert.

COST: Pre-Registered \$25.00
Walk-In 's \$30.00

**MAKE YOUR PLANS NOW TO TAKE PART
IN THIS FUN-FILLED EVENING!!**



President's Letter

How is your "Bus Ride?"

The "Bus Ride" idea has been around for a while and may be old news for a few people. The "Bus Ride" represents your business and its journey through the business route, eventually to your destination. The destination is retirement, exit plan or similar choosing.

The bus is filled with the people that make up your organization such as trades people, designers, managers, and yourself, the driver. All of them have special skills. An owner's worst fear is when the bus breaks down. Be it a flat tire or a leaking radiator, it needs fixing. Be aware the bus always breaks down in some foreign, desolate location.

I had the bus break down with the unscheduled absence of two key people. One was a carpenter recovering from a job site accident (that's another story!). The other is a beloved key employee fighting a long-term illness. When the bus breaks, it's interesting how the others on the bus react. Will they help fix the problem by taking over other responsibilities, or will they say, "not my job, man!"

With an already heavy workload and the set up for the Fall Home & Remodeling Show looming, we were stretched to the limit. I was half expecting some on board the bus to stay sitting with this breakdown and not lend a hand to the repair. I was wrong. Everyone got off the bus to push it to the side of the road and begin repairs. Job assignments were shared and double duty was undertaken by all. One of the big surprises was that this scenario was discussed a few years back. At that time a few said they were reluctant to become too involved in the fix. These people were the first off the bus pushing the hardest.

Where is this story going? Many things come to mind. Are you prepared for the bus to break? At some point it will. How will it be fixed? Will the people on the bus help with the fix? Certainly something to ponder when interviewing that next new employee. How is the atmosphere in your organization? Is it healthy, caring and involved with the employees? I firmly believe it was the atmosphere that was cultivated to carry us through this bumpy ride. Even the "nay sayers" were eager to help, knowing it was a reflection of how they appreciated their missing comrades.

One bus ride is enough to know how healthy your business is and where you are heading!

Dean Herriges, CR, CKBR
President

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NARI Newsletter is published on a monthly basis by the Milwaukee/NARI Home Improvement Council, Inc., 11815 W. Dearbourn Avenue,

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Marketing Corner

Lasting Relationships

While many salespeople love the thrill of the chase and the close, establishing long-term relationships is what puts the real money in the bank. Chip Bell, author of "Customers As Partners," identifies the following six qualities essential to successful partnerships.

Abundance.

The non-competitive nature of an effective partnership means that each partner approaches the relationship believing that increased contribution to the partnership allows both parties to prosper. As with love, the more you give, the more there is. Working together creates increased abundance.

Trust.

This is associated with reliability, assurance, and a track record of fidelity. Partners need to be able to count on each other.

Dreams.

Effective partnerships enjoy shared vision or aims that results in mutual gain. A collaborative vision is the crucible in which parts are mixed for results favored by the "owners" of each part.

Truth.

An effective partnership values candor and openness. It involves the courage to ask for feedback as well as the compassion to give feedback.

Balance.

Effective partnerships include a



focus on quality, not the type that necessarily requires an actual 50/50 split, but one that causes each party to assess joint dealings as balanced and fair to everyone involved.

Grace. Just like in great marriages and family relationships, the norm in great partnerships is an overall sense of calm and composure. While there may be occasional uproars and intermittent conflict, there is an ever-present ease and repose.

Selling Power

Never Assume

When you meet new people at parties, networking functions, or even in the course of daily business activities, you cannot assume they know what you do or how it might apply to them.

When someone asks me, "What do you do?," give your job title and type of business, then take time to elaborate. Briefly explain the service you provide and the type of person who'd use the service. Then give an example of a recent client or a big project you are currently working on. This helps others conceptualize the possibilities of using our products for their own firms.

When you've just met someone at a casual gathering, you certainly

won't be giving a formal sales presentation. But if you don't clearly communicate what it is you do, you will have missed the opportunity to begin a new business relationship.

Selling Power

WRA Entries Due October 22

As you read this, you have about 30 days to complete your entries for the 2004 Wisconsin Remodeler of the Year Awards competition.

To assist you in this endeavor, this newsletter includes a separate sheet that lists the Judging Criteria for both the Remodeling and Advertising/ Marketing categories. Reviewing this criteria will help you in preparing your submission and enhance your chances of winning an award in this year's competition.

Take advantage of this 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.

CONGRATULATIONS CORNER

Congratulations to . . .

MarshallTowne Millwork for being featured on the cover of *Successful Builder*, as well as being featured in an extensive article in the magazine itself.



CLEAN SWEEP AT THE WHITE HOUSE



The White House fireplaces are once again swept and ready to use, thanks to the efforts of two Milwaukee/NARI members. This has been the fifth time since 1994 that Howard Rowell from Royal Chimney Service and Jeff Schmittinger from Wisconsin Chimney Technicians have serviced the chimneys at the White House. With a crew of nine, they coordinate the servicing of all 30 fireplaces in 2-1/2 days!

All the fireplaces are natural wood burning, with the ones in the West Wing and the Lincoln bedroom having the most use and heaviest creosote build-up.

“It’s always an honor to be able to do what we do best – clean and inspect the chimneys at the most prominent house in the Nation.” “While sweeping, we also document repairs, as well as perform recorded internal video scans of the chimneys for their maintenance records,” said Howard. The task is coordinated by Jeff every couple of years and they donate their skills as a service to the country.

“Will we go back again? As long as they still call it the ‘White’ House, when we are finished, we’ll be back!”

Milwaukee/NARI is proud to have dedicated professionals like Howard and Jeff in our chapter. Thanks to the both of you for undertaking this great endeavor!!

Member Spotlight Childcrest Tile & Stone

All companies want variety, products that suit any member of the family, regardless of age, gender or...species? Childcrest Tile & Stone, a 45 year old company, has proven it can keep up with just about any trend – even the one’s designed for the family pooch.

“Something that’s becoming more popular is doggy washes,” said Nancy Armitage, Residential Specialist for Childcrest Tile & Stone. Homeowners have begun designing and tiling rooms for the sole purpose of washing the family pet. “Not only are they using tile, but they’re becoming highly decorative in nature too,” continued Armitage.

For nearly a half-century, Childcrest, a division of RBC Tile, has been doing business with residential customers and the building community alike. Childcrest is one of six distribution centers in the Midwest, offering the company the opportunity to import some of the finest tiles in the world. Childcrest’s local showroom is located in Menomonee Falls and includes three professional designers dedicated to customer assistance.

Childcrest professionals acknowledge the need for on-time delivery, inventory control, and a knowledgeable staff. However, they see the true value to their customers in their ability to provide a ‘worry free’ experience. “We are knowledge based, solutions oriented professionals whose intent is not only to provide the finest tile and stone but to make the process a pleasurable one,” said Armitage.

To make the process as ‘worry free’ as possible, Childcrest has a few pointers for its residential customers:

Assemble a file over time of ideas and pictures, then let the professionals advise as to what will work within the project.

- Don’t try to do it all alone. Utilize the resources of a professional Remodeler/designer/decorator.
- Remember that tile is a semi-permanent investment. Once it’s on the wall, it’s unlikely to be changed for a very long time.
- Don’t spare expense when it comes to installation. A great tile job is only as good as its installation.

In addition to the residential builders, the company also works closely with tile contractors, interior designers, and other industry professionals. For a decade, Childcrest Tile & Stone has been able to enhance its bond with industry leaders through its NARI membership. Childcrest takes great pride in its professional role as consultants to members of the association on all aspects of the tile and stone industry.

With experience in residential, commercial and other projects ranging from St. Bernard to Chihuahua, no job is too large or too small for Childcrest Tile & Stone.

***For more information on Childcrest Tile & Stone,
call 262-781-2551
or visit www.rbctile.com.***

Learn First-Class Business Skills at Remodelers University

*Fulton, MD.
September 8, 2004*

Want to work more productively and make more money? Remodelers University has the educational tools remodelers need, whether they're new to the home improvement industry or want to make their established businesses even more successful.

Remodelers University is a new division of Remodelers Advantage Inc., a 22-year-old company dedicated to helping remodeling contractors improve their businesses and boost their profits through business coaching, consulting, networking opportunities, books, CDs, and software. Rounding out the company's wealth of business resources, Remodelers University offers educational seminars in seven must-have modules:

- Financial Management: Making and Managing Money
- Marketing, Sales, and Pricing
- Fast and Accurate Estimating
- Design as a Strategic Edge
- Production: On Time, On Budget, and a Delighted Client
- Human Resources
- Leadership: The Owner's True Role

Each of these subject areas can boost a remodeler's business knowledge. Together, they form a skill set essential for maintaining control of a remodeler's jobs, company, and profits while consistently delighting customers.

After completing a free online business evaluation, remodelers can pick and choose the modules and seminars they need. Seminars consist of two to four classes that are delivered via live conference calls and simultaneous Web cast presentations. Remodelers University students save significant time and money by taking classes in their own offices; there's no outlay for traveling to seminars at tradeshow or other venues. Classes are supplemented with detailed handouts and a CD of each session for future reference.

Remodelers University's distinguished faculty members include expert consultants, financial professionals, marketing professionals, and award-winning remodelers who have put their mark on the remodeling industry. They know what works—and what doesn't—in the remodeling business, and are ready to share their expertise with you.

Want more information? Want to enroll in Remodelers University and boost your business skills? Just visit their comprehensive web site at www.RemodelersUniversity.com or contact David Lupberger at 301-490-5620.



Government Affairs Report

Barrett to be Featured at November Election Night Dinner

Mayor Tom Barrett has agreed to be our featured political speaker at this year's Election Night and Building Milwaukee Award Dinner scheduled for Tuesday, November 16, 2004. Our BMA recipient has not officially accepted; however, we should know very soon. Every year, Milwaukee NARI's Government Affairs Committee selects an individual or group of individuals who give back to Milwaukee in some way and help our communities grow and improve. Previous winners include Bud Selig, Michael Cudahy, Joe Chudnow, and others. Previous political speakers have included former Speaker Scott Jensen, former Lt. Governor Margaret Farrow, and others. Stay tuned for more details.

Contractor Licensing Survey

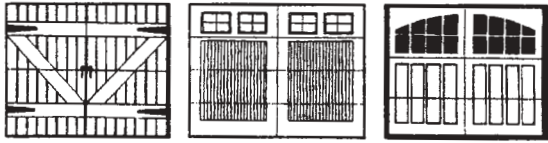
Thank you to those of you who took the time to fill out the contractor licensing survey. For those of you who did not, please do so as soon as possible. The results will be shared with the government affairs committee to be a part of the decision making process. National NARI has made it a priority to encourage all NARI chapters to push for contractor licensing; however, we need to hear from you. As part of our strategy, we will compile our survey's results, establish a roundtable to discuss the topic, and invite speakers that may add to the discussion. One area that will need to be focused on is defining contractor licensing. It is already clear that everyone views it a bit differently. Please stay tuned to this article or contact the NARI offices for more information at 414-771-4071 for future discussions on this issue.

NARI Board Approves Alteration and Remodeling Guidelines

The Board of Directors recently approved the Southeastern Wisconsin Alteration and Remodeling Guidelines. Members of NARI, the Metropolitan Builders Association, and the Southeastern Wisconsin Building Inspectors Association drafted these guidelines. This effort 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 have formally adopted the guidance document and will be implementing it in the coming months. It is expected to be in place early next year. Some communities will be using it as early as January 1, 2005. The Associations will coordinate a marketing effort in the coming weeks. Please contact the NARI offices with any questions you may have regarding this document.

Carriage House

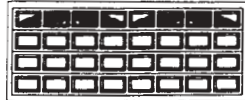
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MEMBERSHIP COMMITTEE

By the time this Newsletter gets to you, a couple of events for our chapter will be over - they will have happened! The Fall Home & Remodeling Show and the first of our Annual Fall Preferred Prospect Recruiting Membership meetings will have occurred.

At the time of my writing this article, The Fall Home & Remodeling Show is right on track; all exhibitor spaces have been sold out for about two weeks. At this point we are looking forward to good weather and a great crowd. The Show Committee along with our PR firm are in the midst of a very aggressive advertising promotion with media to bring the show's attention to the consumer. If you were not an exhibitor, we hope you were able to attend the show and visit with your fellow NARI members.

The Membership Committee is always excited at show time. This venue gives them an opportunity to visit with exhibiting members in the show, as well as work in the information booth and talk to prospective members attending the show who are interested in obtaining more information about NARI membership.

On to the Fall Preferred Prospect luncheon and dinner meetings – September, October and November. Invitations have been sent out to the prospects for the September luncheon, and we anticipate having 10-15 prospects in attendance. At this time we have several prospects responding, as well as a prospect who sent in his application for membership with his reservation for the luncheon meeting. More should be coming in.

Now is the time to get your prospects' names to the office so we can invite them to the October 29 dinner meeting at Aliota's on Highway 100 and Burleigh. The best potential members come from our current members.

So give us some prospects' names to invite and be your guest at the October or November dinner meetings. Thanks for you help!

On Tuesday, September 14, 2004, the Board of Directors met and reviewed and approved the following new members:

Cabinetwerks Design Studio

Cabinets
241 N. Broadway
Milwaukee, WI 53202
Michael Wahlen 414-270-1900

Grand View Window & Siding Company

Window & Door Replacement
614 W. Oakwood Rd.
Oak Creek, WI 53154
Joe Milner 414-766-1600

Ledvina Insurance Agency

Insurance
2448 S. 102nd Street Suite 200
West Allis, WI 53227
Russ Ledvina 414-771-1688

Remodeling Showplace, LLC

Remodeling - General
N95 W16979 Richfield Way
Menomonee Falls, WI 53051
Ron Weisflog 262-437-0060

Stu's Flooring, Ltd

Floor Coverings
4820 W. Loomis Road
Greenfield, WI 53220
John Feldmeyer 414-744-9400

Tri County Roofing

Roofing
18500 W. National Avenue
New Berlin, WI 53146
Frank Zeka 262-679-6100

Congratulations! Welcome to Milwaukee/NARI. You made a wise decision to join. Now make your investment pay off. The level of involvement you choose will ultimately be a measure of your return on your

investment. Try to attend some of the luncheon or dinner meetings, seminars or social events. Join a committee, or partake in the consumer shows. Become involved, get to know your fellow members – networking really pays off!

Member Cancellations

All Star Security
The Cornerstone Studio
MAS/Graphics
Neighborhood Improvement
Development Corp. (NIDC)
Roggenbauer Construction, Inc.
Sign A Rama, Pewaukee
The Stewart Projects, LLC
Walkowiak Electric, Inc.

Name Change

Rob's Home Improvements to All
About Windows & Siding by Rob's
Home Improvements, Inc.

If you recruited a new member or members since January of this year, your name has been entered for the incentive drawings at the October 19 dinner meeting. Following are the incentives for the month of October:

- Tickets to a Wisconsin Badger Game
- \$100.00 Gift Certificate to Bjonda's Restaurant
- \$100.00 Gift Certificate to any Event at the Bradley Center

All you have to do is submit a good prospect name; we will invite them to be your guest at a future function, and when they become a member, you will be eligible for the future recruiting incentive drawings.

Hope to see you at the October dinner meeting at Aliota's on Highway 100!

Bill Bobrowitz
Chairman





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