



MILWAUKEE/NARI®
HOME IMPROVEMENT COUNCIL,

Newsletter

MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

OCTOBER, 2003

ELECTION NIGHT BUILDING MILWAUKEE AWARD PRESENTATION TUESDAY, NOVEMBER 18, 2003

WISCONSIN CLUB • 900 W. Wisconsin Avenue, Milwaukee

ELECTION NIGHT! This is a very important meeting because this is the night that YOU, as a member of Milwaukee/NARI, are offered the opportunity to voice your opinion as to who you wish to represent the organization and you as Officers and Board of Directors. This is an obligation that should be fulfilled by each and every member of the organization. **You** can make a difference with your vote!

Of course, circumstances can arise that make it impossible for certain individuals to attend this meeting. Taking this into consideration, proxy ballots will be in the mail. They are to be filled out and returned immediately to the office so your vote can be counted at the dinner meeting. Any ballots returned after the dinner meeting will not be counted.

IMPORTANT!! Only the company official Milwaukee/NARI representative is allowed to vote.

This year's "Building Milwaukee" Award will be presented to Gary P. Grunau, P.E. With years of successful and notable projects, Mr. Grunau's ability to analyze the feasibility of a development project and to create the strategy necessary for its public and private community acceptance has been invaluable to the success of a development. He has been instrumental in the concept and creation of many successful and innovative urban projects in Milwaukee. These include the Hyatt Regency, Schlitz Park, the Wisconsin Center, the Milwaukee Riverwalk System, the Time Warner Building, the Boston Store

Revitalization, the Grand Avenue Middle School, the Milwaukee Education Center, as well as the YWCA Villages, King Heights & other projects. His projects have won many awards including the Urban Land Institute Achievement Award and The National Council for Urban Economic Development Award for Schlitz Park.

Mr. Grunau has received many personal awards including the Lamplighter Award by the Greater Milwaukee Convention and Visitors Bureau, the Pro Urbe Award from Mount Mary College, the Vocational Award from the Milwaukee Rotary, the Human Relations Award from the American Jewish Committee and the Toast of the Town Award from the Epilepsy Society.

He is Senior Vice President, Regional Manager of GPD/Gilbane, a construction management firm located in Milwaukee.

Mr. Grunau received a Bachelor of Mechanical Engineering from Cornell University and is a Registered Professional Engineer. His organizational involvement boasts of holding chairmanships, as well as other high positions, in numerous organizations.

State Senator Cathy Stepp from Wisconsin's 21st District will present this award to Mr. Grunau. Senator Stepp is Vice President and co-owner of First Stepp Builders, Inc. in Racine. She has served as a member of numerous organizations. In 2003-2004 her Legislative Committee Assignments have included chairing the Senate Committee on Economic Development, Job Creation

and Housing; being the vice chair of the Senate Committee on Environment and Natural Resources, and serving as a member on the Senate Committee on Education, Ethics and Elections and the Senate Committee on Judiciary, Corrections and Privacy. Other Legislative assignments have been on the State Supported Programs Study and Advisory Committee and the Wisconsin Housing and Economic Development Authority (WHEDA) Board. Recognitions include the Racine Community Outpost & City of Racine Community Policing Projects (1997-1999) and the Outstanding Community Service Award, City of Racine (1997).

Please join us in recognizing Gary Grunau and welcoming Senator Stepp.

DINNER:

Registration & Cocktails	6:00-7:00 PM
Dinner	7:00 PM
Cost: (Pre-registered)	\$30.00
(Walk-in's)	\$35.00

MENU: House Salad, Chicken Cordon Bleu, Potato, Fresh Vegetable, Rolls and Beverage, and for Dessert, Sherbet with a Cookie.

MEMBER SHOWCASES: A & A Cabinet Sales will present a showcase this evening. Please be sure to visit their display and thank them for their generosity.

JACKPOT: Once again we will have the jackpot drawing for \$75.00. To be a winner, you must be the official representative of your company and be present at the time of the drawing. YOU could be the lucky winner!

President's Letter

This past month has gone and with it the National NARI Board of Directors meeting has left Milwaukee. The things the Board left behind are amazing.

A few examples are commitment, inspiration, knowledge, and growth. Watching the officers and committee chairpersons conversing in hallways, then charging off to the next meeting with enthusiasm, displays unbounded energy.

Ideas passed freely between all committees with the goal of a stronger NARI. The entire process takes the better part of a week. The final product is our Board of Directors meeting held on Saturday. Each committee reports to the Board with their suggestions, goals and recent accomplishments. The most striking corollary was the overall growth in recent times. The growth was not confined to one area. It was widespread.

Membership is on the increase! New chapters are sprouting up all over the country with the most recent additions being RCA/NARI of Connecticut, Mid-Maryland NARI and Front Range NARI of Denver. Total membership now exceeds 6,200 with a 7% increase in just the last 6 months.

National membership is continuing to grow with recent additions including some very familiar names like Sterling - A Kohler Company; NuTone LLC, Cambria, Windsor One, 20/20 Technologies, Ferguson Enterprises and Lowe's. National members have begun to realize the potential the remodeling industry has to promote and choose their product in our projects.

We welcome their support and partnership with us. National membership is currently at 95, an increase of over 20 in just the last six months.

Education programs continue to make NARI members the natural choice of consumers seeking professional services.

With the addition of the Certified Kitchen and Bath Remodeler (CKBR) Program, we remain the leaders in education. This brings a total of six NARI certifications to our members. Consumers look for and respect our credentials when searching for home improvements.

Name recognition and branding of the NARI logo has been a huge success. In the last year there has been a 700% increase in media placement. Household publications like Readers Digest, the Wall Street Journal and Better Homes and Gardens now contain NARI advertisements. Think of the impact that this will have toward building credibility and complimenting our local chapter's advertising campaign.

It's exciting to be part of an association that is on the move and working for our members. To be part of something that will grow as we grow. Most of all, it's exciting to be proud of who we are and what we represent.

Dean Herriges, CR
President

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Government Affairs Committee

Supreme Court Eyes Variance Law

The Wisconsin Supreme Court will hear three separate cases on zoning variances this year. Usually, the Court will take just one case and put the others on hold. It appears that the Court wants to take a very detailed look at variance law and issue final, definitive guidance. We're hearing that this may be our last shot at changing the unbearable "Kenosha Standard" that says you can't get a variance unless you can prove the property is useless without one.

The Court's action raises the stakes for groups that depend on variances.

Building Milwaukee Award

The Government Affairs Committee will be awarding Gary Grunau the Building Milwaukee Award at the November membership meeting and election. The Building Milwaukee Award recognizes those who make great strides toward the improvement and growth of Metropolitan Milwaukee. In the past few years, we have set a precedent by inviting a political speaker to present the award. This year's invited political speaker is State Senator Cathy Stepp. Senator Stepp was recently elected to the State Senate with the help of our Association. She replaced Kim Plache, a longtime Racine Democrat, who previously unseated former Senator George Petak in a special election. Senator Stepp has wasted no time in making strides to improve the regulatory climate in Wisconsin.

CLASSIFIED

Hello, my name is Sam Eiers. I am interested in learning more about what is needed to be employed as a carpenter. What are you as employers looking for? I know there are classes available. Are these sufficient for you? I also understand some employers are willing to take on new hires through an apprentice program. I have moderate experience. I had taken the MATC Cabinet Making Class (10 years ago) when it was re-offered. I had worked for Glenn Rieder for a while after graduation.

*I am attuned to detail and love working with my hands. If you would like to contact me, please call:
414-352-5511 (Work) 414-228-8747 (Home) or my email is same-si@execpc.com Thank you.*

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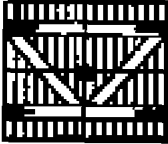
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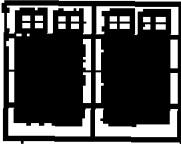



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Marketing Corner

Increase E-mails Effectiveness

Like every form of communication, e-mail is a tool that requires a certain amount of finesse. Here are some tips for you on getting the message across "effectively":

One e-mail, one topic. Don't try to cover too much territory in a single e-mail. People may have trouble deciding which topic is a priority.

Specify the desired action. Without verbal cues or body language to depend on, your messages must give clear-cut direction that's unambiguous: "We need to have the project concluded by 3:00 p.m. on Friday, March 9."

Choose recipients selectively.

Everyone receives more e-mail than he/she can read. Restrict your group messages to people who need them in order to get something done. Resist the urge to send messages to everyone.

Include alternate contact

information. Create a signature with your telephone number and address. This gives everyone the option to pick up the telephone and call you right away.

Go face to face for sensitive communication. If you're unsure about how a person will react to your e-mail, then call the person up or visit him/her face to face. When issues have the potential to become emotional, you'll do a better job of handling the situation if you can address it in person.

Sales Management Report

Eight Steps to Develop an Effective Customer Communications Program

Here are eight suggestions that will help you to launch an effective customer communications plan:

- Structure a plan for each customer that combines modern technology with personal, direct communication.
- Set a schedule for customer contacts and mark them on your calendar. Make adhering to it an absolute priority.

- Take time to track down important reports, statistics, and correspondence.
- Review this information in advance and have it handy during your conversation.
- Ask questions. Take notes. Listen carefully.
- Accept your customer's comments openly, not defensively.
- Vary your approach. After you've spoken on the telephone a couple of times, arrange to meet in person.
- Send a thank-you letter after your conversation to show you appreciate your customer's time.
- Promptly fulfill any promises you've made and if you can't (heaven forbid), be sure to tell them why.

Selling

New Publication to be Launched in 2004

The publishers of *Corporate Report Wisconsin* and *Wisconsin Trails* are set to start a new publication, *Milwaukee Home*, in January 2004. The concept of the new magazine will be to highlight the area's traditional and cutting-edge trends in home design, gardens, and fine living.

The publication will feature celebrity homes, provide tips on artwork, collectibles, and antiques, offer design and décor ideas, and highlight some of the area's finest craftsmen, designers, chefs, and artists.

Set to be published six times annually, the magazine will be distributed through the seven county area, targeting women with a media household income of \$150,000+ and a home value of more than \$250,000. This will be a paid circulation magazine that will also be sold at newsstands.

For advertising rates and more information, call 800-236-8088 or visit www.trailsmediagroup.com.

Spring Showcase Seminar Scheduled

To encourage association members to begin making plans for the fifth annual Spring Home Improvement Showcase, a seminar will be held on Thursday, November 6, from 9:00 a.m. – 10:30 a.m. to provide an overview on the event and answer contractor questions.

Pamela Molenda of Weather-Tek Design Center and Spring Home Improvement Showcase chairperson will moderate the discussion. Other event participants include...

- Dave Amoroso of Ron Sonntag Public Relations who will discuss event advertising and promotion and program book advertising solicitation
- Diane Ausavich, CR, of Carl Krueger Construction on how to select a project
- Sandy Borkovetz, Bartelt-Filo Design* Build*Remodel; Nancy Boinski, The Remodeling Center; Mike Salzer, CR, Salzer's Building & Remodeling; and Gary Sannes, CR, S.J. Janis Company, all past Showcase participants who will share their experience in preparing for and having a home in the event.

Plans for the 2004 event will be outlined and ideas presented and discussed regarding the steps to take leading up to, during, and at the conclusion of the Spring Showcase. The seminar is free to association members and anyone interested in participating in the Spring Showcase or advertising in the program book will gain tremendous insight from attending.

Call the Milwaukee/NARI office at 414-771-4071 to reserve your space today.

Congratulations Corner

CONGRATULATIONS TO... Callen Construction, Carl Krueger Construction, Froze Design Build, Nationwide Floor & Window Covering and Stebnitz Builders – all were listed in Qualified Remodeler's Top 500.

NARI Members Needed to Participate in Technical School Panel Discussions

Over the summer, the NARI Foundation board decided to alter the manner in which it did presentations to students pursuing a home improvement and remodeling career at Milwaukee Area Technical College and Waukesha County Technical College. Rather than doing a "Student Night" as part of its October dinner meeting, agreement was reached to go directly to the schools and meet with as many students as possible at the individual campuses.

With a great deal of enthusiasm from the instructors at the school, plans have been set to have two-hour panel discussions/luncheons at the three MATC locations and at WCTC. The schedule for the presentations is as follows:

- Wednesday, November 5 - MATC North Campus: approximately 40 students pursuing degrees in landscape architecture and seven instructors. The panel will consist of at least one general contractor and four landscaping contractors.
- Wednesday, November 12 - MATC Downtown Campus: about 100 students studying carpentry, cabinetry, architecture, and electrical with five or six teachers.
- Tuesday, November 18 - WCTC: about 40 students pursuing a degree in carpentry and masonry with three teachers.
- Wednesday, November 19 - MATC South Campus: about 55 students studying carpentry and HVAC with four instructors.

The panels at the MATC Downtown and South campuses and the WCTC presentation will be comprised of at least one general contractor and at least one member contractor in each field of study that is being taught at the school.

The session will run from 11:00 - 1:00, with the first 75 minutes being the panel discussion and the final 45 minutes set aside for lunch. In addition, the

Foundation has developed a quiz that will enable students to win prizes and a \$500 scholarship will be awarded at each presentation.

Please contact Dave Amoroso of Ron Sonntag Public Relations at 414-354-0200 ext. 108 or the Milwaukee/NARI Office at 414-771-4071 if you would like to participate in one of the panel discussions.

Member Spotlight Kitchen Design Center

Kitchen Design Center has enjoyed a 30-year history in Wisconsin's remodeling community and, recently, the company expanded into Milwaukee County. Mark McLees, of the Menomonee Falls location, is in outside sales with the company and has been a member of Milwaukee/NARI for two years.

As an association member, Mark would like to see members work to introduce the industry to High School kids, influencing them to look at the trade for their livelihood. "Up-and-comers can learn from the company, where success lies in high-quality work, dedicated professionals, and a showroom that displays the latest in industry trends," Mark explains.

Along with a staff that's dedicated to high-quality work, customers of Kitchen Design Center can rely on the expertise of its four designers, and browse the showroom for a vast display of possibilities. An inviting environment for customers, the Kitchen Design Center staff encourages visitors to ask questions, and to discuss individual needs. "A common mistake homeowners make when trying to take on a project is simply a lack of knowledge," Mark says.

Mark concludes, "We can help by showing customers ways to promote their jobs with extras," says Mark. "And, we make sure to provide detailed information to avoid any bad surprises along the way."

Education/Certification Committee

CONGRATULATIONS!!

Finally, after retesting and many phone calls to NARI National, it is my privilege to welcome the following to the CR, CLC, CRS status:

Ben Roth, CLC

Quality Remodelers

Dustin Sieglass, CLC

Renovators Ltd.

Trevor Schliesleder, CLC

Carl Krueger Construction

Bob Sebastian, CRS

S. J. Janis Company

John Nehmey, CR

Nehmey Construction

Luis Ruiz, CR, CLC

Quality Remodelers

Roger Abel, CR

Carl Krueger Construction

Don Hinske, CRS

Badger Wisconsin Heating

They will be presented with their plaques at the November Membership Dinner Meeting. Hopefully we will see them at future Education/Certification Committee meetings.

Our first CKBR (Certified Kitchen & Bath Remodeler Program) is coming to a close. We have 14 participants taking the class; they will test on November 15.

A few weeks ago I had the opportunity to attend the NARI National Board meetings held here in Milwaukee. I attended the National Education Committee meeting along with the National Certification meeting. Out of 50% of all chapters that offer the many certification programs, there are 1,613 certified professionals nationally. It was reassuring to learn that locally we are right on track with the way we conduct our CR programs, study groups and local fees. I plan to attend more of these national meetings in the future if time and distance allow.

January is just around the corner and we will be starting up another set of study groups; however, I need your input to determine which ones to offer - CLC, CR, CKBR? Please contact me via the NARI Office and let me know what you would like offered.

**Ron Ziglinski, CR, Chairman
Education/Certification Committee**

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MEMBERSHIP COMMITTEE

A couple of important items to report on since the last Newsletter article. First, an update on the Fall Preferred Prospect Recruiting Campaign. We sent invitations to the September 16 noon luncheon membership meeting at Aliota's Restaurant to 17 good, qualified prospects. After phone call reminders, we confirmed 12 companies to attend. It was a great meeting. Heather Porps' presentation offered suggestions of what to say and do in the first 30 seconds of meeting a prospect to make them remember you.

Back to what happened to our recruiting program. Nine of the 12 prospects attended, the other three are scheduled for the October meeting. There were great networking sessions between the guest prospects and our members that really impressed the prospects. Results: I returned to the office with five applications and checks for membership. We have promises for a couple more applications from the other prospects that attended.

Next stop – October 21 at The Fox & Hounds Restaurant. Same program – invite a good, qualified prospect to be your guest at the dinner meeting. On September 26 we sent invitations to 11 prospects. As the date approaches, we will be sending more invites to people we contact. To date we have several confirmations for the meeting. If you have not sent in a prospect, it's not too late; we will have the same program at the November 18 dinner meeting at the Wisconsin Club. Please become involved. The Membership Committee needs some good-qualified prospects. PLEASE – get some names to the office. Thanks for your help!

Milwaukee/NARI hosted the National NARI Board of Directors meeting at the Hilton City Center Hotel. Starting Tuesday morning, September 30, through October 4, we had a very busy schedule of committee meetings and other activities that carried us into the evening hours each day. We are happy to know that National NARI is growing and is in stable condition. All the directors from all parts of the nation said Milwaukee was a great city to host this meeting.

Let's welcome our new members that were approved at the October 14 Board of Directors meeting. They are:

Alliance for Affordable Services

Insurance
2531 N. 85th Street
Wauwatosa, WI 53226
Marty Vander Velde 414-475-9637

Allied Insurance Center, Inc.

Insurance
12750 W. North Avenue
Brookfield, WI 53005
Sean Paterson 262-782-5373

The Home Depot - Remodeling-General

3400 Hillside Drive
Delafield, WI 53018
Tom Dehner 262-646-9160

The Home Depot - Remodeling - General

6489 S. 27th Street
Franklin, WI 53132
Jason Mathews 414-304-1024

The Home Depot - Remodeling-General

4155 N. Port Washington Road
Milwaukee, WI 53212
Adriane Spencer 414-263-1291

The Home Depot - Remodeling-General

4100 N. 124th Street,
Wauwatosa, WI 53222
TBD 414-353-5471

J & J Construction Lake County, Inc.

Remodeling-General
S35 W38226 Dolmar Park Road
Dousman, WI 53118
Jaclyn Smukowski 262-965-3991

KAT Home Improvements

Remodeling-General
3734 E. Garden Place
Oak Creek, WI 53154
Ken Theroux 414-762-9137

Kortendick Hardware, Inc.

Hardware-Retail
3806 Douglas Avenue
Racine, WI 53402
Russ Kortendick 262-639-4820

Martin's Floor Covering, Inc.

Floor Coverings
18 W. Prospect Avenue
Hartford, WI 53027
Steven Martin 262-670-9740

Organize For Life! LLC

Organizing Service
5464 N. Port Washington Road #208
Milwaukee, WI 53217
Jennifer McDaniel 414-540-1245

RNT Builders

Decking/All Types
28705 Golden Circle
Waterford, WI 53185
Rich Trott 262-492-2078

Windsor One

59 E. Market St., #248
Corning, NY 14830
Tony Jenkins 607-936-9868

Thanks for investing your future in Milwaukee/NARI. Be sure to become involved to make your investment pay off.

Looking forward to seeing you at some of the future meetings and other activities.

We want to inform you of a few name changes of our members that have taken place:

FROM: Professional Pressure Cleaning, LLC TO: Professional Pressure Cleaning, Inc., Pro Woodcare

FROM: Pitzen Remodeling Design, Ltd. TO: Pitzen Design, Ltd.

FROM: Starr Insurance Group, Ltd. TO: The Starr Group

Member Cancellations for October

Georgia Carpet Outlet
Hillside Mechanical Contractors, Inc.
Netscope
Pure Water Concepts & Air Purification
Quality Service Installed
Uhlrig Custom Counters, Inc.
Wisconsin Housing & Economic Development Authority
Wood Specialties, Inc.

Bill Bobrowitz, Chairman Membership Committee

MORE THANK YOU'S!

If any of you have stopped in the Milwaukee/NARI Office, you will have seen NARI's name on the window as you come up the stairs. Thank you to Dave Absteter of Sign-a-Rama for this addition. Also, thank you to Pamela Molenda from Weather-Tek for assisting with the painting.

Everyone who assisted with the sprucing up in any way should be proud – we received many accolades on our building from the National members who attended our Open House.

MILWAUKEE/NAKI
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