



# Newsletter

MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

OCTOBER, 2004

## ELECTION NIGHT BUILDING MILWAUKEE AWARD PRESENTATION TUESDAY, NOVEMBER 16, 2004 Wisconsin Club • 900 W. Wisconsin Avenue • Milwaukee

**ELECTION NIGHT!** The November monthly membership dinner meeting is one of the most important meetings of the year – this is the night where the membership of Milwaukee/ NARI is afforded the opportunity to voice their opinion as to whom they wish to have represent the organization and members as Officers and Board of Directors. This is an obligation that each and every member should fulfill. **YOUR VOTE** does make a difference!

Of course, we realize that 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’s official Milwaukee/NARI representative is eligible to vote.

**BUILDING MILWAUKEE AWARD:** This year’s “Building Milwaukee” Award will be presented to Dave Luczak and Carole Caine of WKLH’s Morning Team. Dave and Carol have dominated Milwaukee’s morning show airwaves for the last 15 years. Each year they host a listener supported “Christmas is for Kids” program that serves up a holiday party with Santa, toys and meals for over 3,000 needy kids and their families. Their “Miracle Marathon” has also raised over \$300,000 annually from listeners to benefit Children’s Hospital of Wisconsin.

Milwaukee’s Mayor Tom Barrett will be the speaker for the evening and will present the award to Dave and Carole. Born in Milwaukee, Mayor Barrett grew up on Milwaukee’s West side, attended Marquette University High School, and graduated Phi Beta Kappa from the University of Wisconsin –Madison in 1976 with a degree in economics. Tom graduated from the University of Wisconsin Law School with honors. After clerking for Federal Judge Robert Warren, Tom went into private practice from 1982-1985, specializing in business law at the Milwaukee firm of Smith & O’Neil. He was elected State Representative in 1984 and promoted by the voters to State Senator in 1989. As State Senator, he wrote Wisconsin’s health care power of attorney law; engineered efforts to create the enhanced 9-1-1 emergency telephone number system throughout the state; and authored legislation enabling disabled adults to remain in their homes rather than be institutionalized. Tom was elected by the voters of the 5th Congressional District to represent the northern half of the City of Milwaukee and surrounding communities in the U.S. House of Representatives. He served a total of five 2-year terms in Congress and served on four committees: Banking, Govt.

Reform, Judiciary and Energy and Commerce.

As a very active member of Congress, he focused on health care, crime prevention, childcare education and fiscal reform.

Important national groups consistently recognized Tom Barrett for his fiscally responsible leadership in Congress. Taxpayers for Common Sense honored him in 1998 as the most fiscally responsible legislator in the entire Congress. In 1997 he was honored as the second most fiscally responsible member of Congress by the Concord Coalition. His efforts to provide better child care for working families children earned him perfect scores from the Children’s Defense Fund for 5 years in a row, and in 1998, Tom was awarded the Start Smart Milwaukee’s 1998 Children’s Champion Award.

Mayor Barrett’s vision for Milwaukee is that he will continue his demonstrated leadership in four key policy areas: economic development and job creation; crime; education; and property tax relief.

Please join us in recognizing Dave Luczak and Carole Caine and welcoming Mayor Tom Barrett.

### DINNER:

Registration & Cocktails:	6:00-7:00 p.m.
Dinner:	
Cost (Pre Registered)	\$30.00
Walk’in’s	\$35.00

**MENU:** House Salad, Iowan Roast Pork, Potato, Fresh Vegetable, Rolls and Beverage; and for Dessert, Sherbet with a Cookie.

**MEMBERSHIP SHOWCASES:** Will be Decor & You and Indoor Purification Systems. Be sure to stop by their displays and express your appreciation for their sponsoring a showcase.

**JACKPOT:** Drawing for the \$75.00 jackpot will take place. If you are the official rep of your company, have pre-registered for this dinner with the office and are present at the time of the drawing, YOU could be the lucky winner!!

**AND...DON’T FORGET THOSE BUSINESS CARDS!!** Once again we will have the board at the registration table for you to place your business cards. Sitting at the registration table month after month, it is observed that members do take advantage of this. All that is requested is that you pick up what cards are still in the slot after the meeting in order to make room for those who wish to add cards the following month.

## President's Letter

We all try to use the best resources available to us when making decisions. And we are all interested in getting the best value for our time and money. Sometimes in the excitement of everyday life we may overlook some resources and values.

Your membership to this association is one of the best resources for both your professional and personal life. Everyone of us has a need for NARI services listed in the membership directory.

If you are a remodeling contractor using NARI sub contractors, you can realize the benefit of working with a professional that understands the remodeling environment and works with the same professional standards as yourself. Another subtle reward is that your customer will see you as truly professional which reassures them that they made the right choice of who they hired.

You can use the same resources for your personal life. The vast majority of us own homes. We need maintenance, improvements and that little extra something we want to come home to, be it air conditioning service, hot tubs or a vacuum cleaner system. There are over 200 categories in the directory with over 750 members.

Develop the habit of reaching out to our members for everyday services. Supporting our members is healthy for everyone. It grows relationships which benefit you now and in the future. Extra directory copies are always available free at the office. Get a handful to keep around the office and at home.

Simply using our members for as many services as possible can be its own reward, with the old proverb "What goes around comes around."

Election year. I am sure there is no need to ask you to vote. Most of us can't wait to mark the ballot. The outcome will be determined in just a few days. Local, state, national and world agendas will be affected. It's a powerful feeling to walk out of the polling station knowing my single vote will affect the whole world.

**Dean Herriges, CR, CKBR**  
President

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# Marketing Corner

## Productivity Tips: Organization Expertise

Open and close every day with a half-hour of planning. Every minute spent planning will typically save you three or four minutes of effort.

Prioritize the tasks that are most important and get them done first. Too many people choose to do what's easiest while putting off the difficult-but-critical tasks.

Set aside time for daily duties. Reading, answering and returning emails; listening to voicemail, opening and sending snail mail...these are tasks that must be done every day. But rather than distracting yourself with them throughout the day, allot one or two times during the day when you will attend to them, and then ignore them the rest of the day (unless something truly critical is expected, of course).

Reward yourself. Instead of beating yourself up for procrastinating on important tasks, give yourself a little reward every time you step up and take care of vital priorities first.

Create a distraction-free zone. When you absolutely have to focus on and finish a specific task, go to a place – a conference room, unused office, your car, the janitor's closet, etc. – where no one can distract you, you don't have Web access, and the phone won't ring. Don't leave until you get the task done.

*Selling Power*

## Easy Steps to Turn Objections into Approvals

When a prospect raises an objection, follow this plan.

*Show your concern.* Let the prospect see that not only do you understand their concern, you'll admit that others have the same worry. "I can certainly understand your concern. In fact, that's the same thing many other customers have asked the first time we met." Then continue, "I know you have to feel good about this

point or you won't feel right about our service." That helps you link their concern to an explanation.

*Explain the reasons.* Help the prospect see the benefits of working with you. That moves you closer to getting their approval. "I mentioned earlier that our delivery time is six weeks or more. That's because we build to order. If we delivered any sooner, we wouldn't be doing our job: building your ideal machine." Ask if their objection has been satisfied. "Does that satisfy your concern about the timeline?" If you get a "Yes," then consider the deal closed. If you hear "Yes, but," return to the first step. Since they're not satisfied, you know that either your concern or your explanation wasn't good enough. So start with the concern.

Key point to remember: If you go straight to more explanation, as most people tend to do, you run the risk of losing the sale.

*Competitive Advantage*

## Pre-call Checklist: Keep the Customer's Needs in Mind

*What do I know?* Go over the history of the account; refresh your memory on what makes this person a good candidate to do business with you.

*What makes this customer different?* Pinpoint the customer's challenges and keep them in mind, whether you're talking or listening.

*What do I have to learn?* Listen to everything customers say so that you can learn more about how they work and what challenges they face.

*What can I do for this customer?* The customer is only going to be concerned with what he or she is facing. Focus your attention on these issues.

*What do I want?* By identifying what you would normally focus on, you can catch yourself before straying when you're on the sales call.

*Selling Power*

## Members Needed for Panel Discussions at Technical School

For the second consecutive year, the Milwaukee/NARI Foundation is coordinating panel discussions for students pursuing a home improvement and remodeling career at Milwaukee Area Technical College and Waukesha County Technical College. Last year, by going directly to the schools, NARI members made presentations to more than 250 students at the individual campuses.

With a great deal of enthusiasm from the instructors at the schools, 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 3 - WCTC: about 75 students pursuing a degree in carpentry and masonry with three teachers.
- Thursday, November 4 - MATC Downtown Campus: more than 100 students studying carpentry, cabinetry, architecture, and electrical with five or six teachers.
- Wednesday, November 17 - 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.
- Thursday, December 2 - MATC South Campus: about 50 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 sessions 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, 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 – Solatube-Brighter Concepts, Ltd.

Shedding a little light on things has never been a problem for Brighter Concepts Ltd. As a matter of fact, the company has made a living off of “day-lighting” spaces for the last decade.

Quite simply, we sell the most energy efficient skylight and we pride ourselves on the ability to brighten any space with natural light,” said Keith Johnson, owner of Brighter Concepts. Johnson is credited with bringing Solatube skylights to the Midwest and now Brighter Concepts is recognized as the premiere Solatube dealer in the region.

We take our role as members of Milwaukee/NARI seriously and we try to represent the group in the best possible light with every installation, no pun intended,” said Johnson.

In 1994, the Brighter Concepts doors were opened and their partnership with Solatube International offered clients a new way to brighten rooms. Solatube International has a full line of tubular skylights and solar vents for homes and commercial spaces.

The difference between a Solatube and a traditional skylight is how the light is disbursed throughout a room. The Solatube catches high and low-angle light and sends it to an internal diffuser that then disburses the light evenly throughout a room. The traditional box skylights concentrate light only in the area directly beneath the installation point, leaving the remainder of the room dim and unaffected.

The best way to gauge light is by measuring lumens. A standard 100-watt incandescent bulb produces 1200 lumens. In comparison, the 10-inch Solatube produces up to 4600 lumens. “You can talk about all the lumens in the world, but it doesn’t do justice to the feeling of the natural light that the Solatube can bring to any room in the house,” said Johnson.

For more information on Brighter Concepts line of Solatube products or to discuss some bright ideas for your client’s homes, call 414-332-9050 or visit [www.solatube.net](http://www.solatube.net).

## Recruiting New Members Pays Off

The Annual Pewaukee Lake Cruise was held in August. Anyone who took in a new member from January through June of 2004 was eligible to partake. The weather cooperated, the food was delicious, and the camaraderie was top-notch. Couldn’t have asked for a more fun-filled, relaxing evening. This is just another incentive offered to those members who diligently recruit new members each year. Join us next year!!



Just before take-off!



Howard - did we shop at the same place??



Tom Weiher, Ellen Amoroso, Paul & Robin Kraemer and Howard Rowell enjoying the gourmet dinner.



Bill Bobrowitz trying to recruit a new member! He did join!!



Oh, Oh!!! Mark Brick at the helm!



# FALL HOME & REMODELING SHOW



Although attendance was down, we were told quality leads were up, and overall the exhibitors were pleased.

## AN UNUSUAL ATTENDEE??

But . . .the main attraction had to be the unusual attendee on Sunday at the demonstration stage – a monkey! Not just an ordinary monkey, but one that someday will be the hands for a quadriplegic. He is now living with a couple until he is 15 years old, after which he will go to school to learn how to integrate with a quadriplegic; i.e., he will be his/her hands as a seeing eye dog is the eyes to blind person. It was quite an education for us who were able to speak with the couple who adopted him.



Can we become friends?



Finger-lickin' good, Stephen!



Hi, Mr. Hagner, let me introduce myself!

# OUR FUTURE REMODELERS

## Home Depot Kids Workshop

*"Quite Industrious – Agree?"*



## MEMBERSHIP COMMITTEE

Just returned from the National NARI Board of Directors meeting in San Antonio, TX. A very busy agenda was set with meetings running from early morning each day and continuing into the evening hours. All the hours spent at these meetings were very informative and worthwhile.

Most gratifying is that National NARI is a growing organization and is a financially sound organization. At this time membership exceeds 6,700 members. Many local chapters are conducting programs to increase their membership. Two new chapters were accepted and granted charters, with several more chapters to be approved at the Spring Board meeting in Chicago.

National membership grew from 93 to 115 companies between the last two board meetings. National members are a huge asset and fine revenue source for NARI.

Requests to "Join NARI" have been put on the National NARI web site. In a short period of time they have received over 50 requests for more information. The inquiries are directed to chapters to follow through with the prospects in their areas and to hopefully recruit as new members. To date our chapter has received 20 inquiries that are being given additional information about NARI.

**HAVE YOU CHECKED LATELY? FOR WHAT??** Just one more good prospect that we could invite as your guest to the November 16 membership dinner meeting that will be held at the Wisconsin Club. It would be a good time to have them become acquainted with other NARI members and find out why they belong. There is plenty of time yet to send in a good prospect's name to the office and for us to send an invitation. Again, the meeting date is November 16. Thanks for your help.

It's worth a little effort to recruit a new member. At the November 16 dinner meeting names will be drawn for the following incentives

\$100.000 Gift Certificate for Moe's, A Place for Steaks  
Admiral Hockey Tickets and Gift Certificate to the  
Turners Restaurant (\$100.00 Value)

Tickets for the Performance and date of your choice to the  
Milwaukee Repertory Theatre (\$100.00 Value)

Hope to see you and your prospect at the meeting.

Please join in welcoming a new member that was taken in  
after the September Newsletter went to print:

### DECKS BY DON

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We hope to see you at many of the NARI functions throughout the year and become an active participant in Milwaukee/NARI.

Following are two name changes. Please change your records accordingly.

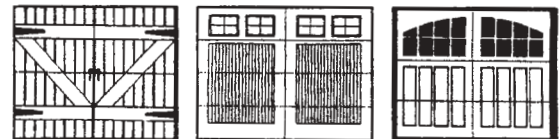
Primary Electric, Inc. to Avante' Power, Inc.

Beckwith Development & Design, LLC to Beckwith-Design, LLC

**Bill Bobrowitz, Chairman**



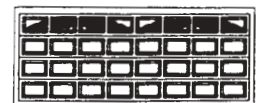
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## Government Affairs Committee

### DNR shoreland zoning rule

The DNR continues to move backward from its effort to make shoreland zoning more user- and property-owner friendly. The department created a working group approximately two years ago in an effort to simplify the rules while improving environmental protection. The draft rule clearly expands environmental protection by prohibiting most human activity within 75-feet of the water. The department revealed that working group members have submitted a combined total of 25 pages of complaints, concerns and friendly suggestions to make the rule better. In its current draft, most legislators are expected to send it back to the DNR committee for more work.

### 100 Day Jobs Agenda

The leaders of the Assembly and the Senate teamed up on a press release announcing a "100 day jobs agenda." The plan is a nine-point promise to act on legislation to improve Wisconsin's business climate within the first 100 days of the new legislative session. At the top of the list: the property tax freeze, which Governor Doyle is expected to veto again. The list looks something like this: (1) Freeze property taxes; (2) Tax free health savings accounts; (3) Eliminate the tax in health insurance premiums; (4) Regulatory Reform – Job Creation Act Part 2; (5) Research and Development Tax Credit "2020 credit"; (6) Expand the health care co-op program; (7) Expand workforce training and retraining programs at tech colleges; (8) Rural Finance Authority; and (9) Uniform Training Standards. Our friends inside the Capitol Dome tell us that they are "open to suggestions" for regulatory reform.

### NARI Board Approves Alteration and Remodeling Guidelines

In an effort to make inspections of remodeling projects more consistent from community to community, representatives from the Southeastern Wisconsin Building Inspectors Association, Milwaukee NARI, and the Metropolitan Builders Association met for approximately a year to identify inspection inconsistencies and develop guidance that would improve the issues identified. The result is a set of guidelines that will provide building inspectors and remodelers a defined set of requirements when improving pre-1978 housing.

Many Wisconsin municipalities have adopted the Uniform Dwelling Code to serve as a remodeling and alteration code. It has become apparent that different inspectors and different communities approach and enforce construction hurdles differently. This has caused frustration for many in the industry. Some of the construction hurdles identified by workgroup participants include existing conditions such as ceiling height limitations, door sizing requirements, and stair standards. The Uniform Dwelling Code is intended for new one- and two-family construction. While some remodeling construction projects simply create additions to existing housing stock, a substantial number of projects are utilizing existing space within a pre-1978 home.

Our Workgroup's approach was to create flexibility in an inflexible code that is written for new one- and two-family con-

struction. These policy documents will not replace the Uniform Dwelling Code; however, it will play a key role in providing local building inspectors and the remodeling industry guidance in the areas of the code that need flexibility in remodeling projects while maintaining a safe living environment for consumers, residents, and future residents.

Communities that use the Uniform Dwelling Code or Uniform Building Code will continue to use the standards established in these codes; however, further guidance will be found in the 'Southeastern Wisconsin Alterations and Remodeling Guidelines'. Workgroup participants will continue to serve as an oversight body to clarify questions relating to the policy documents.

While our workgroup attempted to be as clear as possible, there may be situations that arise where further clarification is needed. Our work is certainly not complete; however, these documents will establish a foundation to work from. Industry partners will continue to rely on feedback from building inspectors and the remodeling industry to make further changes.

The Building Inspectors Association expects that these documents will be available for most metro area communities by January 1, 2005. The Building Inspectors Association is currently working on the details of how to best implement the guidance document.

#### PARTICIPANTS ON THE WORKGROUP INCLUDED:

**Kevin Anundson – Wooden Thumb, Inc.**  
**Mark Benkowski – Custom Design Associates, Inc.**  
**John Block – City of Brookfield**  
**Kirk Buchaklian – Town of Caledonia**  
**Michael Heuser – Kelmann Corporation**  
**Dean Herriges – Urban Herriges & Sons**  
**Dan Klappa – J.D.J. Builders**  
**Butch Loferski – City of Cudahy**  
**J. Scott Mathie – Metropolitan Builders Association**  
**Jim Pitzen – Pitzen Design, Ltd.**  
**Tony Rink – Renovators, Ltd.**  
**Brad Tarnof – Sun Ray Builders**  
**Dave Wheaton – City of Wauwatosa**  
**Dennis Wiese – City of Port Washington**

#### THANK YOU TO OUR MEMBER SHOWCASE PARTICIPANT



**CHILDCREST TILE & STONE**  
**Ceramic Tile and Natural Stone Products**

## Congratulations Corner

### CONGRATULATIONS TO...



Wooden Thumb, Inc., chosen as one of the Top 500 by Qualified Remodeler for 2004

JDJ Builders, a recipient of Qualified Remodeler's Master Design Awards 2004 in the category of Finished Basement.

Ada Duffey of Milwaukee Lead/Asbestos Information Center, Inc., who was featured in the August/September issue of Remodelers Journal in the "Membership Spotlight" series.

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### NEW LANDSCAPING AT OFFICE BUILDING

Have you been by the NARI office within the last month or so? Thanks to Central Services Co., Inc., a Milwaukee/NARI member, it has been spruced up with new landscaping and trees trimmed, and it looks great as the photos below will attest to. Also thanks to Howard Rowell and crew for their diligent watering of the area. Even the bare spots under the trees have beautiful green grass growing. We have a new look!!!



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