



Newsletter

MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

NOVEMBER, 2003

Holiday Party

A large, stylized snowflake graphic made of small grey dots, positioned to the left of the "Holiday Party" text.

Friday, December 12, 2003

Hilton Milwaukee City Center
509 W. Wisconsin Ave. • Milwaukee

A smaller, stylized snowflake graphic made of small grey dots, positioned to the right of the address text.

Cash Bar: 5:30 p.m. - 6:45 p.m. with Piano Entertainment

Sit Down Dinner: 6:45 p.m. - 8:00 p.m.

Holiday Carols: 7:45 p.m. - 8:30 p.m.

President's Awards: 8:30 p.m. - 9:00 p.m.

Live Music & Dancing with "Gangsters of Love" 9:00 p.m. - Midnight

Guests are encouraged to participate in the Holiday Gift Exchange. Bring a gift valued at \$15 gender specific to you and your guest and participate in the gift exchange with other party attendees.

\$50.00 per person

Please respond by Tuesday, December 9, 2003

Special room rates are available at the Hilton Milwaukee City Center
Call 414-271-7250 for information and reservation

A large, detailed snowflake graphic made of small grey dots, positioned in the bottom left corner of the page.

President's Letter

Owning a small business is a great adventure. Days and evenings are fast paced and full of surprises. Some surprises very rewarding, others are extremely disappointing. Managing this hectic lifestyle calls for resources that are developed over a period of time.

Planning and formal education can still leave a person unprepared for the reality of making a business successful. Many of us perform multiple tasks, including production scheduling, employee reviews, ordering material, sales calls and overseeing the entire operation. These items are part of a normal pre-planned routine. Now add the phone calls from the angry customer about a product that came through one shade off from the color they wanted and you begin to think you are in the "Twilight Zone" instead of the home improvement industry.

This scenario is often repeated a few times a week. The every-day operations and the "surprises" all need time and attention to be managed judiciously. How we plan out our time will make the difference between success and failure. As we use our time we often set priorities based on the largest fire. You know the syndrome – the hottest fire gets dealt with first. This particular situation can and does work some of the time. There is one very important area in which it does not work – of course, this is Sales.

Sounds simple enough. We all know that. The trouble is we sometimes look for the ideal project as we search our prospect list and make our sales calls. There is nothing wrong with this unless you leave potential clients with unanswered questions and promises of, "I'll get back to you." People often hang on our last words as we leave their homes. They wait for our return call. Taking the time required to make a sales call also means allowing enough time behind the scenes to complete the call. Often we get back to the office and start putting out fires again, telling ourselves we fulfilled our commitment to the people we call upon, knowing in the back of our minds that we have not kept our word. Days pass and new fires ignite. The promises get lost in the shuffle.

There are many ways to correct this problem. Some suggestions include keeping notes on computers, simple clipboard listing items, personal PDA's and file cards. Using preprinted file cards for each sales call is very effective. Front side printed with name, address, phone numbers and dates. The backside used as reminders of what was said at the appointment and what must be done in the future.

Okay, we know it takes more time and commitment; however, people will acknowledge your thoughtfulness. Implementing this simple technique will result in its own amazement. Angry phone calls will stop. Sales will rise. Your firm will be recognized as professional and trustworthy. Two steps above your competitor. A true leader in your industry. This is just what people expect when they call a NARI member.

Dean Herriges, CR
President

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Goblins & Ghosts were plentiful at the October Costume Party as evidenced by the photos below.

Winners were: Best Female – Wendy Cline; Best Male – Jim Pitzen; and Best Couple – Dean Herriges & Riene Wells.



Karaoke was the entertainment for the evening. Goodness, we were quite surprised at the talent we have in Milwaukee/NARI. We may have to set up a category for "Entertainers!"



More Karaoke...



Government Affairs Committee

Shoreland Zoning

Listening sessions in Waukesha on NR 115 Shoreline Zoning changes. For more information contact Toni Herkert at the DNR at 608-266-0161, or the DNR website, www.dnr.state.wi.us, go to "Go to some Topics" and choose "Shoreland Management."

Public Hearing Details

December 11, 2003: Waukesha

Session 1: 2:00 p.m. – 5:30 p.m.

Session 2: 5:30 p.m. – 9:00 p.m.

Waukesha County Courthouse
Room 350, County Board Room
515 W. Moreland Blvd.
Waukesha, WI

Contact: Kathi Kramasz, 920-892-8756

These are not quite typical hearings. The public will be asked to fill out a survey based on several general issues regarding shoreland zoning. To see a copy of the survey in advance and for more information, visit <http://dnr.state.wi.us/org/water/wm/dsfm/shore/news/htm>

However, this is NOT a public hearing in the technical sense; it is a listening session. The department is taking the pulse of the public before coming back to the work group for final negotiations. We have not gotten to the point where we are advocating or opposing specific proposals (in large part, because the proposals aren't very specific yet!).

From a property rights/remodeler perspective, we are confident that you and lakefront property owners will generally prefer options that make it easier to protect and improve lakefront property. So, attend, listen to the proposals, and offer your opinions. We will take it from there.

Remodeler/Building Inspector Workgroup

The Building Inspectors Association – Southeastern Wisconsin Region, Milwaukee/NARI and the Metropolitan Builders Association have agreed to establish a Guidance Workgroup to discuss how aspects of home improvement and remodeling projects are approached in the Uniform Dwelling Code. Many Wisconsin municipalities have adopted the UDC to serve as a remodeling/rehab code. It has become apparent that different inspectors and different communities approach and enforce construction hurdles differently.

Our Workgroup will create flexibility in an inflexible code that is written for new one- and two-family construction. The Division of Safety and Buildings continues to indicate that the UDC is to serve new construction of one- and two-family residences and will not view the code as a remodeler's code. This Workgroup shall set out to identify areas that general policy guidance can be established and work together to develop these documents for local municipalities to adopt. While these policy documents will not replace the Uniform Dwelling Code, they will play a key role in providing local building inspectors and the remodeling industry guidance in the areas of the code that may need flexibility in remodeling projects while maintaining a safe living environment for prospective customers.

Workgroup participants shall serve as an oversight body to clarify questions relating to the aforementioned policy documents. While our Workgroup will attempt to be as clear as possible, there may be situations that arise where clarification is needed.

Issues to be discussed over the next several months include the following: Building Structure (Ceiling Structure, Floor Joist, Span Loads, Barring Points, Point Load & Changing Headers); Removal of Wall Coverings, Energy Calculations (Heat Calculations); Natural Lighting & Ventilation, Fire Stopping, Illegal Door Locations, Ceiling and Door Height/Width (Attic, Basement, Stairs & Door); Attic/2nd Floor Additions (Stairs, Pre-existing Conditions, Structure Issues, Cosmetic vs. Additional Loads & Natural Lighting and Ventilation); Stairs (Ceiling Height, Rise/Run Standards & Width); Uniformity in Digital Plans/Drawings, Permit Process, Calling for Inspection/Timeline Issues, and Remodeler's checklist.

Please contact me with additional ideas to be added to the list. Our next meeting is scheduled for December 4 at 9:00 A.M. at the NARI office.

Mike Heuser, CR, Chairman

Marketing Corner

Eliminate Call-Backs: Exude More Confidence with Customers

You can eliminate callbacks from customers just by projecting more confidence when you talk to them. Customers may not always let on that they fully understand what you say, so instead of getting it right the first time; they may call back again looking for advice from someone else. Showing 100% confidence in what you say will increase your credibility with customers.

Avoid asking for permission. You don't want to put customers in control by saying "I hope you don't mind if..." Try telling customers exactly what must be done. "I need to..."

Show your stripes. Try establishing yourself as an expert. When customers ask for your advice, briefly tell them your background on the subject. If you have had special training or have solved similar problems many times in the past, mention it.

Put boundaries on politeness. Overloading conversations with "thank you" and "please" may come across like you're prattling to the final answer. Use more definitive language.

Tackling High Priority Projects

Identify your top priorities. All jobs aren't equally important, no matter how urgent they may appear. Due date alone is not always an indication of priority.

Make a list. Putting all your jobs and their deadlines into chart form helps you weigh one against another when setting priorities.

Know how much you have to do on each job. With certain jobs, raw information produced on time is more important than a fancy finished product. Instead of handling a multi-part project all at once, can you hand it in over several days?

Drop everything but the important. Switch your telephone to voice mail. Put a "Do Not Disturb" sign on your door. A few hours of concentrated effort can produce great work.

Weed your garden. Can you cancel anything? Can you delegate to someone else? Eliminating items can give you considerably more time.

Spend a little time on many projects.

Try breaking your work into segments. Devote a set amount of time to each important project every day.

Communication Briefings

2003 Second Quarter Shows Positive Results

The second quarter of 2003 generated an increase in activity for Milwaukee/NARI members according to a recently completed survey. The objective of the quarterly questionnaire is to measure industry activity, determine home improvement and remodeling trends, and ascertain the changes, if any, between the second quarter of 2003 when compared to the same time period in 2002.

The following are survey highlights based on responses by 68 company representatives:

- Comparing the second quarter of 2003 with the same period of 2002, 49 percent (33 people) of those surveyed said business was up in 2003, 18 percent (12 respondents) said it was flat, and 34 percent (23 people) reported it was down.

- Comparing the first half of 2003 with the same period of 2002, 50 percent (34 people) of those surveyed said business was up in 2003, 21 percent (14 respondents) said it was flat, and 29 percent (20 people) reported it was down.

- Use of high efficiency products, plus taking advantage of incentives available through Focus on Energy, was seen as an emerging trend in remodeling projects, as was upgrading heating and air conditioning units.

- Continued low interest rates, the belief that remodeling a home remains a good investment, and the need for additional space were reasons most often indicated for completing a home improvement project.

- Consumers are placing more emphasis on using brand names (i. e., Corian counters for countertop replacement).

- Respondents indicated that consumers are more interested in remodeling their current residences rather than considering building a new home.

Dean Herriges, CR, Milwaukee/NARI Home Improvement Council president, said, "The status of the remodeling industry in southeastern Wisconsin remains strong as Milwaukee/NARI members continue to benefit from homeowners doing projects to improve their day-to-day lives and enhance the value of their home. The recent success of our annual Fall Home & Remodeling Show was a positive indicator that consumers remain interested in renovating their home, whether it is a new addition, a partial or whole house remodel, or repainting the interior or exterior.

The 2003 third quarter survey was recently completed and it is being tabulated. Results will be reported in an upcoming newsletter issue.

Public Seminar Generates Positive Response

A "Prepare Your Home for Winter" seminar on Thursday, October 16, was attended by 18 people. Wayne Abendschein of First Choice Heating & Cooling, Pam Hypes and Pamela Molenda of Weather-Tek Design Center, Jeff Schmittinger of Wisconsin Chimney Technicians, and Pat Devereux of Stone Oak Landscapes were the presenters. The event received print and electronic media coverage. Thank you members for your efforts.



NARI Web Site the Place to Be

Opportunities to advertise your products and/or services to an extremely targeted audience for less than a dollar a day remain available through the Milwaukee/NARI Web site.

Looking to reach people seriously considering home improvement and remodeling? Consider placing a Banner or Tile advertisement, with a link to your company Web site, on www.milwaukeeenari.com to increase exposure of your business.

The association Web site is promoted extensively in media advertising and publicity activities, resulting in an average of more than 50,000-page views per month. Members can select from either a Banner or Tile ad and sign up for one, three, six or 12 months with all rates net.

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

468 x 60 pixels

Run of Site	1 Month	3 Months
6 Months	12 Months	
Top of page	\$90	
\$59/mo. \$49/mo. \$39/mo.		

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

120 x 90 pixels

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

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.

Now is the time to make ad plans for 2004. Make the NARI Web site part of those plans, especially as we get ready to conduct extensive promotion of the 42nd Annual Milwaukee/NARI Home Improvement Show. Take advantage of this terrific promotional opportunity by contacting Dave Amoroso at Ron Sonntag Public Relations, 414-354-0200 ext. 108, to reserve your advertisement or for more information.

“Rediscover the Value of Home” at Home Improvement Show

Plans are well underway for the 42nd Annual Home Improvement Show sponsored by the Milwaukee/NARI Home Improvement Council and the *Milwaukee Journal Sentinel*.

The 2004 Show, to be held at the Wisconsin Exposition Center at State Fair Park, February 5 – 8, has a theme of “Rediscover the Value of Home.”

Educational demonstrations and seminars by home improvement experts and media celebrities will again be a major attraction at the show, including presentations by Michael Weishan of “The Victory Garden” on PBS and Joe Ruggiero of “Homes Across America” on HGTV on the Ver Halen – Pella Window Seminar Stage.

The Show will also feature a new kitchen and cooking demonstration stage, an expansive Outdoor Area with a two-story sunroom, a variety of special attractions, new products, hundreds of services, the NARI Information Center, plenty of prizes for attendees, and most importantly – **YOU**.

Exhibitor packets have been sent out and you are encouraged to submit your application promptly. In addition, there are still a number of sponsorship opportunities available for the Show that will further enhance your participation.

This year’s Show promises to be terrific, so don’t delay – sign up today. Call Mary Fox-Hagner at 414-771-4071 if you need more information.

Spring Showcase Announces Sponsor

For the fourth consecutive year, Weather-Tek Design Center and Marvin Windows will serve as presenting sponsors of the Spring Home Improvement Showcase. The fifth annual event will be held Saturday, May 1 – Sunday, May 2, from 11:00 a.m. – 5:00 p.m.

Information packets on the 2004 event will be sent out in January, but start work now on selecting the project(s) that will be entered in the Showcase. One idea is to use the home(s) that were entered in the Wisconsin Remodeler of the Year Awards program.

For more information on the Spring Showcase, contact Pamela Molenda, chairperson, at Weather-Tek Design Center, 262-373-0400, ext. 4002, Diane Ausavich, co-chairperson, at Carl Krueger Construction, 414-536-5225, or Mary Fox-Hagner at 414-771-4071.

Member Spotlight

W.A. Roosevelt Company

After over 135 years in business, W.A. Roosevelt Company continues to build its reputation via three vital strategies: building strong relationships, providing support when projects become difficult, and basing customer connections in friendship and respect.

Catering to plumbing and HVAC contractors, the company is the area’s largest American Standard wholesaler. Last February, the company opened its newest showroom and warehouse in New Berlin; it also has locations in Rice Lake and Plover, and is headquartered in La Crosse.

W.A. Roosevelt Company has been a member of Milwaukee/NARI for two years, with Showroom Sales Consultant Angela Pejovic involved in the association since February. “I got involved to learn more about what our customers – the contractors – needs are. I really enjoy the relaxed atmosphere of the meetings and meeting other members of NARI,” she adds.

The company values the networking opportunities offered by Milwaukee/NARI meetings, “since we are new to the Milwaukee area, we are still building relationships with our customers.” While enhancing new associations, the company strives to begin new relationships through continued education accredited classes for plumbers and HVAC contractors.

W.A. Roosevelt blends a helpful staff with a wide range of products and Angela summarizes, “our company takes pride in our product selections and being able to offer something different than the other wholesalers in the market.”

MEMBERSHIP COMMITTEE

The Tuesday, November 18, Membership meeting at the Wisconsin Club was probably one of the most important meetings of the year. First and foremost is the fact that this was the annual election of Officers and Board of Directors. This is the night we cast our votes for the people we think are most qualified to direct Milwaukee/ NARI through the year 2004. The Nominating Committee selected a qualified group of candidates who attended meetings, served on committees and were involved in the many activities of Milw./NARI over the past years. These were all qualified members for us to cast a vote for.

This also was the final phase of our Fall Preferred Prospect Recruiting Campaign. We sent invitations to prospects and 9 prospects attended the meeting, some with applications for membership in hand.

Another highlight of the night was the presentation of the "Building Milwaukee" award to Paul Grunau by State Senator Cathy Stepp. What a great tribute for a person that helped make Milwaukee one of the finest cities to live in the Midwest.

And finally, there is not a better location to hold a membership meeting of this importance. The Wisconsin Club is a most notable and prestigious place to hold meetings of this caliber. Thanks to the Program Committee for their efforts.

It is hard to believe that this year 2003 is rapidly coming to an end. Spring - Summer - Fall - all are history and old man winter is beginning to take over. For the Membership Committee, the year has been most productive. We passed the 700 member number under economic conditions that were not in our favor. We were able to do this with your help and look forward to your continued involvement to make our recruiting of new members a success. Don't stop now, your continued assistance is necessary.

Let's welcome our new members. At the November 11, 2003 Board of Directors meeting, the following applications were approved for membership.

Cambria

Bath & Kitchen Remodeling
620 North Main St., LeSueur, MN 56058
Adam Thorburn 507-665-8861

Chimney Concepts

Chimney Service
6835 W. Mequon Rd.
Mequon, WI 53097
Larry Berg 262-242-0003

Insight Interactive

Computer Services
4230 N. Oakland Ave. #289
Shorewood, WI 53211
Dan Kurszewski 414-243-2419

Your affiliation with NARI definitely gives your potential customers more confidence that you are among the group of the finest and most professional remodeling contractors. Congratulations! We look forward to your being part of the largest network of leading remodeling firms in Southeastern Wisconsin. Let's see you at some of the future Milwaukee/NARI schedule of events.

This month we had three members change their names:

Mutual Savings Bank to Bank Mutual
KAT Home Improvements to KAT Home Improvements, Inc.
Kortendick Hardware to Ace Hardware Irrigation Div.

We also had the following cancellations:

The Closet Factory
Primax Home Center
Farmers Insurance

**Bill Bobrowitz, Chairman
Membership Committee**



PAM HYS HONORED

Pam Hys was presented with a plaque from President Dean Herriges, recognizing her years of service as a Board of Director at Milwaukee/NARI. Thanks, Pam, for all your time and effort devoted to that position.

Congratulations Corner

Congratulations to...

Smoke Stacks, LLC, winner of the Torch Award for Business Ethics and Integrity, presented by the Better Business Bureau, and to Kelmann Corporation as a runner-up.



Education/Certification Committee

On Wednesday, January 14, 2004, the Education/Certification Committee is planning its First Annual **Certified Professionals Alumni Reception**, which will be held in conjunction with the 2004 Certified Education Program Orientation in the Education Center at Milwaukee/NARI, 11815 W. Dearborn Avenue.

The Milwaukee/NARI Education/Certification Committee, which is made up of **ALL** Milwaukee/NARI certified professionals is breaking ground on a new, and what is hoped to be, long-standing tradition of **personally** welcoming the new students of the certified professional programs at an Orientation/Reception hosted by all of the current certified professionals.

The purpose of the Orientation/Reception is twofold. First is to provide a brief course overview of the three courses being presented: Certified Remodeler (CR, CRS, CRA), Certified Kitchen & Bath Remodeler (CKBR) and Certified Lead Carpenter (CLC). The overview will cover what will be expected of the students over the next 12-15 weeks, including study group sessions, matrix preparation, and exam preparation and date. Second, and equally important, is to show our support and encouragement for the students who have the courage and drive to better themselves and our organization through continued education in the remodeling industry.

The Milwaukee/NARI Chapter is one of the premier organizations throughout the nation by which many other NARI chapters model their own programs. Accompanying this honorable position among our national peers comes the responsibility to provide the type of guidance and leadership expected of such an organization. Each year our chapter graduates several certified professionals through the selfless sacrifices of countless instructors who are willing to share one or more of their evenings with the students enrolled in one of the certified professional courses. As a certified professional, you too have benefited from such instructors and have made the significant investments necessary to obtain your own certification. You have also demonstrated that you understand and believe in the importance of the professional certification program. Showing our support by simply taking the time to attend the Orientation/Reception sends a clear message to the new students that our organization is serious about education and speaks volumes to the importance and value we place upon such efforts.

You will not be required to speak at this reception, but are encouraged to introduce yourself to the new students before and/or after the brief course overviews. Congratulate the students for their efforts and provide encouragement to them to complete the entire course and take the final exam. I strongly believe that as certified professionals we are obligated to provide the guidance, encouragement and education necessary to advance those who strive to better themselves and the Milwaukee/NARI organization.

I look forward to seeing each and every one of the certified professionals the evening of January 14 at 7:00 p.m. for a brief and energetic kick-off to the 2004 Education Program at our First Annual **Certified Professional Alumni Reception and 2004 Certified Professional Education Program Orientation!**

If you or anyone you know is interested in the CR, CLC or CKBR study groups, please contact me through the Milwaukee/NARI office (414-771-4071).

Ron Ziglinski, CR, Chairman

Thank You to Our Member Showcase

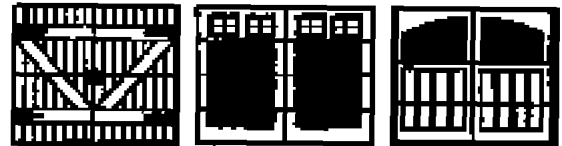


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