



Newsletter

MILWAUKEE/NARI HOME IMPROVEMENT COUNCIL, INC.

NOVEMBER, 2004

Milwaukee/Nari Holiday Party

Friday, December 3, 2004

Hilton Milwaukee City Center

509 W. Wisconsin Avenue, Milwaukee

Cash Bar: 5:30 pm to 6:45 pm with Piano Entertainment

Sit-down Dinner: 6:45 pm to 8:15 pm

President's Awards: 8:15 pm to 8:45 pm

Live Music and Dancing: 8:45 pm to 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.

Menu

Roasted Corn & Crab Chowder, Mixed Green Salad, Entree of your choice, Chef's Selected Starch, Fresh Vegetables, Rolls, Wine and White Chocolate Mousse Cake.

Entree Choices

Seared Prosciutto Wrapped Chicken with Smoked Gouda Cheese Sauce - \$50

Seared Sea Bass with Pomegranate Cream Sauce - \$58

Hickory Smoked Bacon Wrapped Filet with Truffle Brown Butter and Trio Roasted Garlic Shrimp - \$65

Please respond by Tuesday November 30, 2004

*Special room rates are available at the Hilton Milwaukee City Center
Call 414-271-7520 for information and reservations.*

President's Letter

Our membership consists of a huge cross section of the remodeling industry - remodelers, suppliers, specialty contractors, insurance agencies, etc. Each one is a specialist in a particular area. To remain a specialist requires up to date knowledge of that industry. Two of the best resources are sometimes tossed away without a second thought.

The first one is trade publications. At times, especially when we are busy, the magazines seem to just sit in a corner and multiply, unread and collecting dust. Their reading should be a part of a regular business routine. Searching for, and then reading, the articles that have an immediate and sustained impact on your business that will benefit your company along with keeping abreast of current products and trends.

The next resource is often buried between the covers of magazines or presented in some other media format; this conjures up images of long faces and boring material depending on how it is addressed. I am speaking of "Surveys," the result of a long, cumulative process prepared by some association, supplier, manufacturer or industry. These dull and mundane charts, graphs, and power point illustrations can predict the future of your industry. Surveys cannot be digested with a simple glance. They must be carefully studied to determine the results that apply to you.

These results can point to consumer buying trends, product name recognition, where to best purchase products, budgetary sizes of average projects and who buys your product. All in all you will be better informed as to where you should focus your business for the optimum results and help answer the long list of questions your customers always ask.

The flip side of survey results is when you are asked to participate in a survey. Without your help the results are limited and could become skewed. Become part of worthwhile surveys and reap the results.

Calling all Certified Professionals. Please mark your calendar for December 8, 7:00pm! The Education/Certification Committee is inviting all Milwaukee/NARI's CR's, CKBR's, CRS's, CRA's, and CLC's to Alumni Night at the NARI Education Center.

This event is two-fold. First to share the certification experience with potentially new certification students. Second, to network with other certified professionals and keep up to date with future news events,

Please plan to attend. It is a relaxed time & fun.

**Dean Herriges, CR, CKBR
President**

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11815 W. Dearbourn Avenue, P. O. Box 26788,
Wauwatosa, WI 53226

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nari@execpc.com

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Mary Fox-Hagner, Milwaukee/NARI Office

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Marketing Corner

How to Uncover the Real Objection

For a good reason, salespeople dread the "I'll have to think it over" objection. It's perfectly sensible – it's always a good idea to think about big decisions – but it's also frustrating because the customer hasn't said explicitly what's keeping him or her from making a decision today.

Nevertheless, there are a number of ways to get at the true objection. Of course if you're a psychic, you can simply read the customer's mind. Failing that, try one of these approaches:

TAKE A GUESS: Ask, "Is it the price that you're concerned about?" Whether the answer is yes or no, the customer is compelled to open up about where the problem truly lies.

RETRACE YOUR STEPS: The hidden objection should have been uncovered during the needs analysis phase, so you've obviously missed something. Start asking open-ended questions again and try to ferret out the key piece of information you missed before.

TELL A STORY: There are probably a few concerns you hear most frequently about your product or service. Come into the sales call armed with a customer anecdote that addresses these concerns, and share that anecdote with the reluctant prospect. This may elicit the true objection or address it so that it never has to see the light of day.

TO ADD URGENCY, HAVE AN ANGLE

When you leave a voicemail message for customers and prospects, try to imagine them as they listen to the message. "Hello, this is Bob from United Catheters. I'm just, um, I just wanted to talk to you about purchasing some of our, um, catheters. Call me back if you're interested."

Would you listen to Bob's message? No way, right? Here are some guidelines to leaving a compelling message that gives your customers a little urgency.

FEEL THE PAIN. If you've already met with the prospect and identified a possible need, refer to that pain point in your message: "Ann, this is Fred from Finger

Puppets R Us. I'm calling because I think I may have a solution to the problem with cuticle chafing you mentioned in our last meeting. My number again is...."

DON'T SELL. People will rarely return calls just for the opportunity to be sold. Couch your message in terms of problem solving, moving forward with an issue, answering question, etc.

SOUND IMPORTANT. Mention in your message that you're calling from Corporate Headquarters, or if that's not true, from some similarly impressive-sounding edifice. You want to create the image that you work in the kind of place where people expect their calls to be returned (even if your home office is really a converted tree-house in your backyard.

ADD AN AIR OF MYSTERY. Consider leaving only your name and phone number. Some message recipients will have their interest piqued enough to call you back. – just to find out who this mysterious "Alan Smithee" is.

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 2005. Make the NARI Web site part of those plans, especially as we get ready to conduct extensive promotion of the 43rd 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.

Holiday Party Sponsor Opportunities Remain Available

Milwaukee/NARI still has a couple sponsorship availabilities in conjunction with its 2004 Holiday Party to take place Friday, December 3 at the Hilton Milwaukee City Center. Participating companies will receive...

One (1) Holiday Party Dinner (sponsor's choice of entree)
Company name on Holiday Party signage
Recognition prior to President's Awards being distributed at the Holiday Party
Recognition in Holiday Party stories that appear in the association newsletter
One (1) half-page ad in the association newsletter in the first quarter of 2005
A tile ad on www.milwaukeeenari.com for three months

Ten (10) tickets for each of the 2005 NARI Consumer Shows: Home Improvement Show in February; Spring Home Improvement Showcase in May; and Fall Home & Remodeling Show in September

The cost of the sponsorship is \$500. Please call Mary Fox-Hagner at the association office at 414-771-4071 to sign up for one of the sponsorship slots.

Public Seminar Generates Positive Response

Twenty-seven people attended a "Prepare Your Home for Winter" seminar on Thursday, October 21, in the NARI Education Center. Wayne Abendschein of First Choice Heating & Cooling, Howard Rowell of Royal Chimney Service, Scott Jastram of WE Energies, and Pat Devereux of Stone Oak Landscapes were the presenters. The event received print and electronic media coverage. Thank you members for your efforts.

"Rediscover the Value of Home" at Home Improvement Show

Plans are well underway for the 43rd Annual Home Improvement Show sponsored by the Milwaukee/NARI Home Improvement Council and the *Milwaukee Journal Sentinel*. The 2005 Show, to be held at the Wisconsin Exposition Center at State Fair Park, February 10 – 13, has a theme of "Give Your Home A Place Lift."

Educational demonstrations and seminars by home improvement experts and media celebrities will again be a major attraction at the show, including presentations by Susie Coelho of HGTV's "Outer Spaces" and Frank Bielec of "Trading Spaces" on TLC on the Ver Halen – Pella Window Seminar Stage. In addition, George and Rachel Stella, "The Low Carb Chefs" of The Food Network and Keegan Gerhard, Executive Pastry Chef – Wynn Las Vegas Hotel and Food Network cooking competition host, will appear on the Kennedy Hahn Cooking Demonstration Stage.

The Show will also feature an expansive Outdoor Living Area, 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.

Readers Choice Award Voting Now In Progress

For the second consecutive year, Milwaukee/NARI and M Magazine are conducting a "Readers Choice" competition in conjunction with the annual Wisconsin Remodeler of the Year Awards (WRA).

This year, consumers can select from 10 bathroom remodel projects by nine member contractors and choose the work they deem to be best. Votes will be tabulated and the winner announced at the WRA dinner on Friday, January 21.

All members are encouraged to visit the association web site (www.milwaukee-nari.com), click on the M Magazine logo on the home page, view the projects, and make their choice.

Good luck to all participants, and the winner will be announced in an upcoming issue of the association newsletter.

NARI Foundation Raffle Prizes Needed

In conjunction with the 2005 Home Improvement Show, the Milwaukee/NARI Foundation will once again conduct a fundraising raffle. The raffle's grand prize will be a two-year lease on a vehicle from Schlossmann's Dodge City of Wauwatosa.

In addition, the association seeks other prizes, with a minimum retail value of \$500, which would be included in the raffle. The prize could be a product or service that you offer, or a certificate for use at your location.

The Foundation Raffle will be promoted in most print ads, mentioned in radio and TV commercials, highlighted in publicity materials, promoted through the association Web site and newsletter, and featured on signage throughout the Show.

We encourage you to take advantage of this opportunity to promote your business, enhance your participation in the Home Improvement Show, and support the efforts of the NARI Foundation. Call Mary Fox-Hagner at 414-771-4071 if you'd like to donate a prize or for more information.

Channel 10 Great TV Auction

Representatives of the Channel 10 Great TV Auction have contacted the NARI Marketing Committee to determine if the association would like to form a partnership to offer a Dream Remodeling Package Makeover for bid as part of the 2005 Auction, April 29 May 7.

Channel 10 has asked Milwaukee/NARI to determine the dollar level that would be committed to the Dream Makeover, including plan development, materials, and execution of the plan. In return, the association and participating members would be part of a wide variety of promotional activities done leading up to and during the auction, including...

- * Minimum 150 spots highlighting participating Milwaukee/NARI companies and the NARI organization prior to the Auction.
- * Minimum 18 presentations during the Auction of one to two minutes
- * Inclusion in the Auction preview show, which is aired five times
- * Live on-air interviews with the major participants and NARI representatives during the Auction.
- * Ads in the February, March, and April Fine Tuning Magazine
- * Web page listing of participating Milwaukee/NARI members and vendors and link to NARI site
- * Promotion at pre-Auction events

Before the association will commit to this project, it seeks feedback from members as to whether you want to participate in a promotion of this nature through the donation of materials, services, and labor. The response of members to this opportunity will determine if the association will pursue the project.

If you would like to be part of the Dream Makeover auctioned off next spring, call the Milwaukee/NARI office at 414-771-4071. Indicate what you can donate to the program and its estimated retail value.

We look forward to hearing from you.



Education/Certification Committee

I would like to congratulate and welcome among our Certified Professionals the following people:

Bryan Ward, CKBR – Renovators, Ltd.
Brian Jordan, CLC – Carmel Builders, Inc.
Art Cartes, CLC – Carmel Builders, Inc.
Matthew Phillips, CRS – Advanced Energy Concepts
Mike Bovee, CR – Brillo Home Improvements, Inc.
Guy Lipovsek, CKBR – Brillo Home Improvements, Inc.
Robert Quigley, CR – Brillo Home Improvements, Inc.
Stephanie Quinn, CKBR – Wooden Thumb, Inc.
Art Alvarado, CR – Art's Improvements LLC
Andy Schafer, CLC – S.J. Janis Co.
Nick Kerzner, CR – Kerzner, Inc.
Scott Kaylor, CLC

These individuals received their plaques at our November 16, 2004, dinner meeting.

Our Certification/Education Committee has been busy making plans for our upcoming study group. Our kick-off will be our Orientation-Alumni Night December 8, 2004, at 7:00 P.M. at the NARI Office, 11815 W. Dearbourn Avenue in Wauwatosa. I urge all of our current Certified Professionals to make a special effort to attend this meeting and share with our prospective students what certification has done and has meant to you.

Our up-coming study group will offer classes for all regular designations – CR, CLC, CKBR and CRS. Along with this we will be offering a new study group called P.R.O., or Preliminary Remodeling Orientation, which is a 4-week course geared to the new entry level employee, or current employee who may need a little polish.

This course will deal with image, site safety, demo and respect. This is a local chapter course offered to NARI members and non-members at a cost of \$50.00 per individual with a \$5.00 discount per multiples; i.e., second individual at \$45.00, third at \$40.00, etc. The cost for non-members is \$75.00 with the same discount for multiples.

If you have an employee or know anyone interested in any of these study groups, please contact me or the Milwaukee/NARI Office.

Ron Ziglinski, CR, Chairman
Education/Certification Committee

Our Sympathy To...

Jim Pitzen on the passing away of his grandmother and grandfather. We understand his grandmother fought a long battle with cancer, but his grandfather's death was sudden. You and your family are in our thoughts and prayers, Jim.

Government Affairs Report

Waukesha County Shoreland Zoning Code

The Waukesha County Land Use, Parks and Environment (LUPE) Committee will be meeting on November 16th at 8:45AM at the Waukesha County Courthouse (515 W. Moreland Road) room 179 to discuss and likely vote on the amendments to the county's shoreland zoning code. The MBA has worked closely with the County to get a proposal that both the County and the building industry are comfortable with. The latest version, which will be taken up by LUPE will include changes to the limitations on the height of a building that were advocated by the Association. For more information, contact Gina at 262-436-1122. A copy of the agenda for the meeting can be found at:

<http://www.waukeshacounty.gov/posting/agenda/committee/22/pdf/2503.pdf>>www.waukeshacounty.gov/posting/agenda/committee/22/pdf/2503.pdf

Senator Dale Schultz elected Senate Majority Leader

In somewhat of a surprise, Tuesday Senator Dale Schultz (R-Richland Center) was elected State Senate Majority Leader. Schultz replaces Senator Scott Fitzgerald (R-Juneau) who was elected Majority Leader in September after Mary Panzer was defeated in her primary challenge by Glenn Grothman. Speculation as to how enough votes were put together to get Schultz elected has been the talk of the capitol since Tuesday. After some digging, it was learned that Senator Mary Lazich (R-New Berlin) had been telling constituents that she voted for Fitzgerald, but on a Milwaukee talk radio show she later admitted that she voted for Schultz. It is still not known what, if any, fallout will result from the strange circumstances surrounding the vote for Senate Majority Leader.

Members of the powerful Joint Committee on Finance (JFC) were also announced by Speaker John Gard (R-Peshtigo) and Senate Majority Leader Dale Schultz. The Assembly had only one change, with Representative Scott Jensen (R-Waukesha) taking the place of newly elected Assembly Majority Leader Mike Huebsch (R-West Salem). The Senate had more changes with new members Rob Cowles (R-Green Bay), Joe Leibham (R-Sheboygan), and Luther Olsen (R-Berlin). Members that are no longer on the committee are Bob Welch (gave up his seat to run for the U.S. Senate) and Senators Sheila Harsdorf (R-River Falls) and Ted Kanavas (R-Brookfield). Assembly JFC Members: Rep. Dean Kaufert (R-Neenah) Assembly JFC Co-Chairman, Rep. Dan Meyer (R-Eagle River), Rep. David Ward (R-Jefferson), Rep. Kitty Rhoades (R-Hudson), Rep. Jeff Stone (R-Greendale) and Rep. Scott Jensen (R-Waukesha). Senate JFC Members: Sen. Scott Fitzgerald Senate JFC Co-Chairman, Sen. Mary Lazich JFC Vice-Chairman, Sen. Rob Cowles, Senator Alberta Darling (R-River Hills), Senator Joe Leibham, and Senator Luther Olsen.

Construction Workforce Shortage

An article in the Daily Reporter, reported that of the top 250 best work opportunities in the Jobs Rated Almanac (sixth edition, 2002), construction jobs ranked at relatively low levels; heating/refrigeration mechanics appeared at No. 161, welders came in at No. 227 and construction workers finished at No. 247

Costume Party A Huge Success!

Our October Membership Dinner Meeting was held in conjunction with our Costume Party. As you can see from the photos below, many of our members really put a lot of thought and effort into their costumes.

The winners were:



**Best Female Costume –
Patty Johnson**



**Best Couple Costume –
Dean and Riene Herriges**

Congratulations!!

We also had a pumpkin judging contest. The winners of this were Dave and Ellen Amoroso. Yes, they really grew their own pumpkin!!

Other ingenious costumes our members came up with:



**Best Male Costume
Paul Kraemer (on the left)**



More Costumes...



**THANK YOU
TO OUR MEMBER
SHOWCASE PARTICIPANT**



**GRANITE SURFACES INTERNATIONAL, LLC
Bath & Kitchen Remodeling**

Congratulations Corner

CONGRATULATIONS TO...

Kelmann Corp., recipient of the Better Business Bureau Serving Wisconsin's Second Annual Torch Award for Business Ethics & Integrity, and to Smoke Stacks LLC for being chosen as one of six other finalists in the same competition;

Mark Brick, CR, B & E General Contractors; Jeff Schmittinger, Wisconsin Chimney Technicians, Inc.;

Tim Owen, American Fireplace Distributors, Inc.; Jim Hoffman, The Fire Place, Ltd.; Kurt Soens of SmokeStacks, LLC; and Howard Rowell, Royal Chimney Service, Inc.; all of whom were featured in an article on fireplaces and maintenance of chimneys in the Sunday, November 7, 2004, issue of the Journal Sentinel Real Estate Section;

Kerzner, Inc., who was featured in an article on Home Theatres and Media Rooms in the November 2004 edition of M Magazine;

Diane Adam and Wendy Werner of Carpet Town and John Feldmeier of Stu's Flooring who were featured in an article on flooring in the November 2004 edition of M Magazine.

Member Spotlight – Granite Surfaces International LLC

Solid as a rock... A phrase that the English language reserves for the best of the best.

When a person conjures up an image of something with the strongest makeup, people tend to think of stone. That's probably a good thing for Ray Shelton, owner of Granite Surfaces International LLC (GSI) of Wauwatosa. GSI provides high quality stone countertops for new construction and remodeling projects throughout southeastern Wisconsin.

Shelton takes great pride in not only his business, but also being a member of Milwaukee/NARI. "We have been active members since April of 2003, and have been very excited to be a part of the NARI family," Ray said.

Milwaukee/NARI has given GSI the opportunity to expand its client list in numerous ways. "We wanted to widen our customer base and we were able to do that by working with NARI contractors and participating in the Spring and Fall Home Shows," he continued.

The company finds that its value to clients is in its ability to eliminate or minimize certain frustrations that have plagued the industry for years. "We are driven to dispose of the long lead times that have historically burdened the contractors with unhappy and anxious homeowners," said Ray. Combining that with a dedication to quality products and craftsmanship has been the secret to GSI's success.

With its dedication to clients and overall attention to detail, Granite Surfaces International's guarantee for a positive experience is all but etched in stone.

For more information on how GSI can help you with your clients, call 414-393-1074.



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MEMBERSHIP COMMITTEE

Well, it's finally over – baseball really did come to an end! I guess we might not have looked forward to the end of the season and the World Series if our Milwaukee Brewers were involved. Maybe next year – but I am kind of happy that Boston finally was a winner. Guess that's not all that has ended. By the time you read this, our last monthly membership meeting for 2004 will be history also.

Looking forward to the meeting on November 16 at the Wisconsin Club and hope we can look back at a well-attended meeting. One reason why is that it is Election Night and members will vote for a good slate of officers and directors to guide our chapter successfully through 2005. The Nominating Committee selected a group of candidates that attended membership dinner meetings, social events, served on committees, and were involved in NARI activities over the past year. I hope you did your duty and voted.

This is also the final phase of the Fall Preferred Recruiting Campaign. Invitations were sent to prospects and at this time we have four commitments from individuals to attend the dinner meeting. Meeting some of our members and getting to know the reasons why they belong hopefully will convince the prospects to become members.

We missed welcoming and publishing the new members who were accepted at the Special Board of Directors meeting held October 22, 2004. They are:

BATH FITTER

Bathtub Liners & Refinishing
W223 N777 Saratoga Road,
Waukesha, WI 53186
Eric Saviskas 262-524-8172

DE BELAK, JOE PLUMBING & HEATING CO., INC.

Plumbing, Heating & Cooling
N90 W14465 Commerce Drive
Menomonee Falls, WI 53051
Bill Newbury 262-251-2630

DONOVAN, ED BUILDERS

Remodeling-General
N11 W23776 Kings Dr,
Waukesha, WI 53188
De Edmund Donovan 262-524-8835

HILLCREST LANDSCAPING CO.

Landscaping Architects & Landscaping
8655 N. 43rd Street
Brown Deer, WI 53209
Christine Straate 414-354-4446

HOME PRIDE REMODELING, LLC

Remodeling-General
842 S. 91st Street
West Allis, WI 53214
James Clementi 414-507-3424

INDOOR PURIFICATION SYSTEMS

Water/Air Treatment & Purification
401 Rockton Road, Roscoe, IL 61073
Jack Horner 815-389-1091

LINCOLN CONTRACTORS SUPPLY INC,

Wholesaler Supplier
1111 W. Hayes Avenue
Milwaukee, WI 53227
Ralph Winkler 414-541-1327

RSVP MILWAUKEE

Advertising
825 W. 20th Avenue, Oshkosh, WI 54902
Stephan Brown 920-233-0095

SAFE BUILDING SOLUTIONS

Suppliers-Green Materials
W292 S4498 Hillside Road
Waukesha, WI 53189
Andrew Pace 262-968-5070

SHEPARD GARAGE DOOR

Garage Doors & Openers
1407 Pearl Street, Waukesha, WI 53186
Greg Pruitt 262-524-7243

THERMAL-GARD OF WISCONSIN, LLC

Window & Door Replacement
W186 N7137 Marcy Road
Menomonee Falls, WI 53051
Chris Sedor 262-253-3665

WAUWATOSA GLASS COMPANY, INC.

Glass Block and Glass Products-Art/Sandblasting
4648 W. State Street, Milwaukee, WI 53208
Daniel Zarwell 414-258-9080

Member Cancellations for October 2004

All Star Mortgage Corp.
Bartels Exterior Home Improvements
Classic Sunrooms
Damage Control & Restoration, Inc.
Fangman/Lindstrom Co.
Fischer, T. Improvements, Inc.
Global Sight & Sound
Landmark Publishing, Inc.
St. Francis Bank
Thermo-Tech, Ltd.
Weather Masters, Inc.

Also, at the November 12, 2003, Board of Directors meeting, the following applications for membership were reviewed and accepted into the Milwaukee Chapter:

BATHROOM CRAFTERS OF LAKE COUNTRY

Bathroom Remodeling
403 E. Greenland Avenue
Oconomowoc, WI 53066
Kay Dudley 262-370-7500

CARAVELLA PAINT WORKS

Painting Services - Exterior/Interior
2828 N. 67 Street, Milwaukee, WI 53210
Joe Caravella 262-424-0609

MERIT BUILDING SUPPLY, INC.

Wholesale Suppliers
2952 Falling Waters Boulevard
Lindenhurst, IL 60046
Wayne Peshek 847-265-5200

Member Cancellations for November 2004

Advanced Living Systems
Haasch Appliance
Midwest Window & Door, Inc.
Qualified Remodeler

Name Changes for November 2004

Jerry Burak Plastering & Drywall to Jerry Burak Plastering & Drywall, Inc.
M. Magazines to M Magazine-Northshore, City & West
Martin's Floor Covering, Inc. to Martin's Tile & Stoneworks
Rudy Utke & Sons, Heating & Cooling Contractors to Rudy Utke & Sons, Inc. Heating & Cooling Contractors
Woodrite Carpentry to Woodrite Carpentry, LLC

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

Welcome to Milwaukee/NARI. Your association with NARI gives your potential customers more confidence that your company is among a group of the finest and most professional remodeling contractors in the Metro Milwaukee area. We look forward to your being part of the largest network of leading remodeling firms in Southeastern Wisconsin. Hope to see you at some of the future scheduled activities on NARI's schedule.

Bill Bobrowitz, Chairman

ADVERTISE IN THE WRA PROGRAM

The entries are in, but the show's not over yet... You have one more chance to be part of the 2004 Milwaukee/NARI Wisconsin Remodeler of the Year Awards - Advertise in the WRA Program produced by M Magazine! More than 225,000 readers will see the program in the February issue of M Magazine, and they'll use the program as a remodeling resource throughout the year. These are affluent Milwaukee homeowners who respond! And this is the advertising medium that reaches them all. The deadline for reserving advertising space is December 17. Call Tanya Piepenburg at (262)387-4859 for more information.

ROSTER LISTINGS

Have you sent in your blue sheet with your roster listings for the 2005 Membership Directory? If not, please do so immediately. The deadline is drawing near, and if we don't have your preferences, we will have to choose one category at our discretion for your company.

If you cannot find the sheet, please contact the NARI Office and we will be happy to send another to you.

Don't delay – get those choices into us!!

EMAIL ADDRESS UPDATES

Once again it's time to update email addresses. Many of you I was able to contact directly for corrections because of the obvious nature of the address itself. But there are many of you I cannot discern the company from the address so am asking that you please call me at the office (414-771-4071) and provide your new address.

KP.4dmi@centurytel.net

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