

MEETING NEWS

General Membership Meeting Bill Collar – If It Is To Be: It's Up To Me!

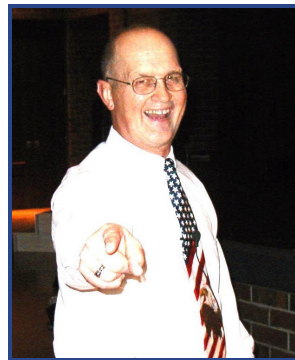
Wednesday October 20, 2010

Gathering: 6:00 pm – Dinner and Networking: 6:30 pm – Program 7:00 pm

Liberty Hall Banquet & Conference Center

800 Eisenhower Drive
 Kimberly, WI 4136

For many the economy over the past 18 months has taken its toll on keeping a positive outlook. Now we approach the end of another year, days are getting shorter, nature is going into hibernation and soon we will be experiencing many gloomy skies, frigid weather and snow. Sigh. Wait - Fox Valley NARI has just what you need to turn that outlook around! Attitudes are contagious and we got one you want to catch!



Bill Collar is probably a familiar face and name to you. Bill has been a local celebrity as a social studies teacher and football coach for 35 years, the last 29 at Seymour High School. He has been recognized as Social Studies Teacher of the Year, Wisconsin Teacher of the Year, and Wisconsin Football Coach of the Year. He coached state champions in football and track and earned a spot in the Wisconsin Football Coaches Hall of Fame. Today he continues to be celebrity as a unique motivational speaker. Bill combines a rich treasure of motivational principles with common sense and humorous anecdotes.

Bill has authored two books, *Exceeding the Standards: Teaching with Pride, Poise, and Passion* and *It's More than A Game*, a character-building book for youth. Bill has spoken with groups ranging from the Wisconsin Badger Rose Bowl Champions to the national sales staff for Riddell, Inc. Fox Valley NARI is honored to have Bill speak to our members and guests!

Join us for Bill's dynamic presentation "If It Is To Be: It's Up To Me" emphasizing the value of keeping a positive attitude as the key to personal motivation and enjoying life. Numerous anecdotes and historical references are used to illustrate the importance of maintaining a great attitude. Bill emphasizes personal characteristics that are essential in communicating with others. Since attitudes are contagious, Bill will convey time-tested tips to pave the path to peak performance. "It's your attitude, not your aptitude that determines your altitude!" Stay high on life and go all the way with PMA! www.billcollar.com

As always this dinner meeting is open to all members, their business partners and guests. Advanced reservations are required. Please RSVP online at www.remodelfoxvalley.com your attendance and that of any other business partners or guests no later than the end of business on Monday, October 18. Payment can also be paid upon registration at the meeting. Checks can be made out to Fox Valley NARI. Paul Welhouse can be reached at 920-841-2643 or by email at paulw@welhouseconstruction.com

MISSION

Promote professionalism, education and ethics within the remodeling industry throughout the Fox Cities

VISION

Committed to providing innovative vision and exemplary leadership in support of industry excellence

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General Membership Meeting Moves Again

In September Fox Valley NARI had a great meeting hosted by Mark's East Side. However, the room filled to capacity to see featured presenter Bel Pro Fire Specialists, Inc. This month's meeting is anticipated to be an even bigger draw with our "can't be missed" national motivational speaker Bill Collar! According to Barry Alvarez, Athletic Director, University of Wisconsin "Bill's style is very entertaining and amusing, but his message is never lost. When he starts his presentation, the electricity builds. I have never listened to a speaker so intently. After Bill Collar delivers his message you leave the room ready to take on any challenge. He is our player's favorite speaker at camp." With a testimonial like that and many more at www.billcollar.com, Fox Valley NARI simply needed more space to accommodate for the demand in attendance.

Please join us at Liberty Hall Banquet and Conference Center for the October Fox Valley NARI General Membership Meeting. Liberty Hall is being considered as a permanent location for the General Membership Meetings. The Board of Directors will continue to review locations to meet all of our meeting needs. We hope to settle in on a location that offers a quality meal and enough space to accommodate our continued growth. If you have any recommendations on a meeting location please let any of the board members know.

Forced Air Heating and Cooling Systems

**Presented by the Energy Center of Wisconsin
Thursday November 10, 2010 – 8:00 am to 4:30 pm
Gustave A. Larson Company – Pewaukee, WI**

Brush up on the basics of forced air heating and cooling systems and drill down to more advanced techniques like diagnostic testing to address problems. Based on the Air Conditioning Contractors of America (ACCA) protocols and the ACCA Quality Installation standard for field commissioning of residential HVAC systems, understand load calculations and how to verify them using the ACCA Manual J. Testing gives your customers quality systems that enhance comfort! Discuss duct materials and commonly used designs for air distribution systems, design errors and how to address them. Learn to ensure your system's durability by using ANSI quality installation standards and performance testing to verify manufacturer operation specifications. This new full-day training is presented by one of the nations leading building science professionals Doug Garrett and offers RESNET credits and/or 0.7 CEU for certified raters and auditors, and qualified contractors, builders and remodelers.

Registration fee is \$129 and includes continental breakfast and lunch. For more information visit <http://www.ecw.org/university/ecucatalog.php> and click on the Forced Air Heating and Cooling course link. Or contact Kristi Kaiser at 608-238-8276 x135 or kkaiser@ecw.org

PRESIDENT'S INSIGHT

Paul Welhouse



Fellow Members,

In November it will be our opportunity and obligation to express our right of opinion and elect representatives for the major offices of Governor, US Senate and US Congress. As the election date nears there will be more and more advertisements, debates and public appearances of those running trying to gain our support. By the time the Election Day arrives, most of us will be overwhelmed and just plain tired of political bombardment. But the elections are just too important to tune them out.

Each elected official makes decisions about our businesses and families from taxes to healthcare to the economy to natural resources for today and tomorrow. I know we all lead busy lives working long hours, managing our home life and raising families. When we get five minutes to relax, it probably is not on the top ten list to review candidates' websites or get up to speed on various positions regarding current issues facing our state and nation. However, it could be the most important five minutes you take this October. It is one thing to exercise our right to vote, but it is another to make an informed choice.

Decisions are being made all around us impacting our families and the small business we either own or work for. The Health Care Reform Act and the Small Business Jobs Act just signed are examples of the impactful decisions our representatives make. We will never agree with any elected official all the time. I just hope you educate yourself about what each politician represents regardless of political party and vote for those who match your expectations, work hard, pay attention and care about what they are doing. Be proud to wear your "I voted" sticker, I know I will.

Speaking of elections, I recently sent an email notifying you that we are in need of another Director on the Board. Economic times continue to impact our business partners and members. Not only do we need to fill a role for the remainder of this year, but in December we will be voting on several Board of Director positions. The Fox Valley NARI Chapter has made very positive strides over the past two and a half years, but will need your continued support, opinions and talent to continue this path. We have a lot of great things to still accomplish in growing this chapter and creating more awareness in the community about NARI. Please feel free to talk to me or any of our board members about the different roles and how you can help make a difference for you personally and for the Fox Valley NARI Chapter.

Finally, I would like to thank Lee Nimmer for lining up last month's and this month's General Membership Meeting featured speakers. On October 20th we have a presenter you, your co-workers, family and friends do not want to miss. Bill Collar is a nationally recognized motivational and goal setting expert who is also a local celebrity. Bill, former football coach at Seymour High School, will present on the value of keeping a positive attitude for personal motivation and enjoying life. If you were looking for means to reward, recognize or just super charge your employees this is the perfect solution. For just \$20 per person you receive valuable networking time, a great meal from Liberty Hall and a presentation from a highly decorated speaker. If you, your employees, family or friends have not experienced a motivational speaker previously this meeting is a must.

In addition mark your calendar for November 10th where the membership meeting will feature the Kohler Co. thanks to Ryan Peterson. As always December (15th) will be our Holiday Celebration and election of officers for the New Year. Keep in mind these meetings are here to serve the needs of you – the member. If you have any requests or ideas for topics or featured presenters please let your board know! The 2011 meeting lineup is starting to get planned now.

I look forward to seeing all of you at the October General Membership Meeting.

Paul Welhouse
President

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NEW MEMBER SPOTLIGHT

Welcome! Baeten Building and Remodeling, LLC

Since 1978 Baeten Building and Remodeling, LLC has been building and remodeling homes in Oshkosh and the Fox Valley area. Baeten Building and Remodeling, LLC specializes in large-scale whole house remodels. Their work features creativity and cutting edge technology while matching the architecture and style of the existing structure. If you are looking for a new distinctive kitchen, master bedroom suite, luxury bath or extra space from an addition or basement enhancement Baeten Building and Remodeling, LLC is a reliable and responsive contractor for your needs. Baeten Building and Remodeling, LLC is owned and operated by Phil Baeten. Phil can be reached at 920-235-8372 or by email at philb@baetenremodeling.com

Welcome! Wilco Cabinet Makers, Inc.



Wilco Cabinet Makers, Inc. was founded in 1959 by Walter and Mary Ann Wilinski and remains family owned and operated today. Wilco Cabinet Makers, Inc. is a full design and custom cabinetry manufacturing facility. Emphasis is placed on preparing functional and unique design and building high quality, custom cabinetry for you, their client. Wilco Cabinet Makers, Inc. provides commercial and residential cabinetry, countertops, shower walls, tub surrounds with full design expertise. Wilco Cabinet Makers, Inc. is the only custom cabinetry facility in Northern Wisconsin that offers the professionalism of Certified Kitchen Designers (CKD), and Wisconsin Registered Interior Designers (WRID). Their staff is involved with on-going professional development and education that keeps their business current with latest trends, styles, and advancements in the cabinetry and furniture industries. Wilco Cabinet Makers, Inc. has been recognized by DuPont Corian® and the National Kitchen and Bath Association (NKBA) for leadership within the industry. For more information visit them at www.wilcocabinets.com or contact Marty Thomas at 920-468-5760 or marty.wilco@gmail.com

Special thank you to the following members who have renewed their membership!

- ◆ Creative Openings, Inc.
- ◆ Ribble Group, Inc. DBA Security – Luebke Roofing

Fox Valley NARI membership is at 45 members! Be sure to partner with and patronize your fellow members. A full list of members can be found at www.remodelfoxvalley.com

NARI NATIONAL

The voice of the remodeling industry

Recent News: Read about these articles and more at www.nari.org/media/releases

- ◆ Smart home technology conserves resources, increases convenience, 9/21/2010
- ◆ NARI hires lobbyist, 9/3/2010
- ◆ National Grilling Month Sparks Outdoor Living Trends, 7/27/2010

NARI Green: www.greenremodeling.org

The purpose of Greenremodeling.org is to establish a body of knowledge for Remodeling Professionals and for Green-minded Homeowners; and to support professional growth in the field of green remodeling and encourage the homeowner to become educated about green homes. The goal is to become the web's most knowledgeable green remodeling information source.

NARI's core purpose is to advance and promote the remodeling industry's professionalism, product and vital public purpose. To learn more and what your membership can do for you visit: www.remodeltoday.com

What's Your Business's Net Promoter Score? Are you even asking the 'Ultimate Question'?

How often in the remodeling industry do we hear owners or business representatives say "Our customer base is referrals" or "We are growing our business by word of mouth"? Many pride their business growth and customer base on referrals. In 2006 Fred Reichheld in his book *The Ultimate Question: Driving Good Profits and True Growth* termed this concept the Net Promoter Score (NPS). A NPS is based on the fundamental perspective that every company's customers can be divided into three categories: Promoters, Passives, and Detractors. By asking one simple ultimate question — How likely is it that you would recommend (insert your company here) to a friend or colleague? — you can track these groups and get a clear measure of your company's performance through its customers' eyes. Customers respond on a 0-to-10 point rating scale and are categorized as follows:

- **Promoters** (score 9-10) are loyal enthusiasts who will keep buying and refer others, fueling growth.
- **Passives** (score 7-8) are satisfied but unenthusiastic customers who are vulnerable to competitive offerings.
- **Detractors** (score 0-6) are unhappy customers who can damage your brand and impede growth through negative word-of-mouth.

To calculate your company's NPS, take the percentage of customers who are Promoters and subtract the percentage who are Detractors. Odds are many company's priding themselves on referrals and word of mouth aren't measuring or really don't know what their customers think. They only know what the Promoter's think because they get letters or emails of praise. But what percent of your business is not praising you? How many customers don't send you that nice letter? What business practices – policy or unintentional – do you and your team (employees and sub-contractors) have that create loyal or unhappy customers? Below is a story from Angela Eslinger, your typical customer, who is a homeowner in need of new windows. This is her true story and a view through the customer's eyes.

"I recently had new windows put in my house. My husband and I did a lot of shopping around before we found a company that we thought met our needs – good quality, competitive price and great service. We ended up going with a small business and the owner even came out to our house to do the initial quote. He was friendly and personable and not too invasive. Just a week prior we had invested over two hours with another company who then proceeded to give us a quote that made my husband and I laugh out loud. Not only was I annoyed they didn't ask about our budget, but I was upset I had wasted some precious weekend time to learn about the differences between single hung and double hung windows.

The installation began about two weeks after we signed the contract and things started off really well. I was happy with the product and got a little lost in the excitement of having new windows since we had been talking about doing this project for almost three years. Two days into the installation my excitement started to wane. The install "crew" turned out to be one guy who was also assigned to multiple other projects. He would come to our house at 7:00 am and leave with work undone at 1:00 pm, noting he would be back the next day to "finish up". When we had the project quoted, we were told the entire thing would take two to three days. At 11:00 am on the fifth day when my mom (staying at our house so someone was there while we had work done) called to say no one had showed up, my good feeling about the project turned sour. At that point I didn't care how long the rest of the project took, they had broken their promise and it was going to be hard to turn that around.

If they had told me upfront that the project was going to take seven days and that was part of how they kept their costs low, I would have understood and planned for that. If they would have called me on the days when they were not planning to show up until the afternoon to proactively let me know that, it wouldn't have bothered me. However, I wasn't empathetic to their small business situation at all, I was just upset that I had been promised something and now they were not fulfilling their promise or even calling to set new expectations with me. If the construction company had set the right expectations and called me when things changed I would be writing an article about the great service they provided and the excellent product they sold me. I would probably even give them a shout-out for anyone looking to get some work done on their home. Instead I'm left feeling happy with my decision to finally get new windows, but disappointed with the service experience. I don't plan to go back to them for more work or to recommend them to anyone else I know. Net promoter score = 0%" -Angela

In reading this story are you hearing what the customer is saying about her contracting experience?

Continued on page 6...

Continued from page 5 - Net Promoter Score / Ultimate Question

How many of the practices in this story – policy or unintentional – does your company have, your sub-contractors have or have you personally done? How would your company measure up or what NPS would Angela give your business? Your company can sell the best quality product or offer the best installation in the business, but your service and/or that of your sub-contractors is a critical factor. Incorrect expectations, broken promises, inconveniencing the customer and not putting the customer first can take the best situation and leave you with a low NPS. Low NPS explains why so many companies can't deliver profitable, sustainable growth no matter how aggressively they spend to acquire new business.


While the concept of Net Promoter Score seems easy to grasp, the metric, if taken seriously, can mean radical change in the way your company does business. The NPS technique can rigorously measure customer relationships and hold employees and sub-contractors accountable for treating customer's right. The concept is simple, but it is work and time to ask the question of the customers' in a manner that provides reliable, timely and actionable data and of course to learn how to improve your company's NPS. The ultimate question to you is - can your business afford not to take the time?

To learn more about Net Promoter Score visit www.theultimatequestion.com or www.netpromoter.com. Fred Reichheld is a widely recognized as one of the world's leading authorities on business loyalty. Ultimate Question – Driving Good Profits and True Growth is his latest of several books on partnership, relationships and building loyalty. Information for this article was obtained from Fred's book and the noted websites.

NARI CotY 2011 Awards

The Contractor of the Year (CotY) awards are given each year by NARI Headquarters to members who have demonstrated outstanding work through their remodeling projects. NARI Contractor Members are invited to compete for the prestigious awards in recognition of their achievements for remodeling projects finished between July 1, 2009 and Nov. 30, 2010. Go to www.nari.org/awards for complete information and rules and to obtain your CotY Entry Request Form which must be submitted by noon CT on Nov. 30, 2010. Entries are due by 5:00 pm CT on December 1, 2010.

CALENDAR OF EVENTS

October 20	General Membership Meeting, Liberty Hall Bill Collar, Motivational Speaker		6:00 pm
October 26	Board of Directors Meeting, Plum Hill Café		5:30 pm
October 31	<i>Happy Halloween!</i>		
November 2	Election Day		
November 7	Daylight Savings Time Ends – Move Clocks Back One Hour		
November 10	General Membership Meeting, Location TBD Kohler Co.		6:00 pm
November 23	Board of Directors Meeting, Plum Hill Café		5:30 pm
December 15	General Membership Meeting, Location TBD Holiday Party and Election of 2011 Officers		6:00 pm
December 28	Board of Directors Meeting, Plum Hill Café		5:30 pm

Please note that all November General Membership Meetings will always be the 2nd Wednesday of month to eliminate conflicts with deer hunting and Thanksgiving. Please mark your calendar!

LEARNING AND DEVELOPMENT

NARI Universal Remodeling

NARI's Universal Remodeling education course will provide you with the tools to sell and conduct remodeling projects that are based on Universal Design principles. These types of projects are attractive not only to those who wish to age-in-place but also families with special needs and families that are forward thinking. You will learn the seven principles of Universal Design, how to interview clients with an understanding and consideration of their special needs, and finally the how-to of building these projects. Participation is limited to the first 22 students. The primary texts included as part of the course materials are *Universal Design for the Home: Great-Looking, Great-Living Design for All Ages, Abilities, and Circumstances* by Wendy A. Jordan. A spiral bound program book outlining each chapter, along with several supporting references, and a Universal Design video presented by The Ohio State University. The cost of this course will be \$295 for NARI Members and \$395 for Non-Members. **New series begins in 2011 on February 8, 2:00 to 4:00 pm CT.** Just a reminder, this is a NARI Education Course, not a NARI Certification Program. All applications should be faxed or mailed to the NARI office: NARI, 780 Lee St., Suite 200, Des Plaines, IL 60016, Fax (847) 298-9225.

NARI Certification Programs

If you are a full-time, professional remodeling contractor with five years experience you are eligible for NARI certification. To start go to www.nari.org, Education, Certification Programs, Step-by-Step section. There you can review the nine different certification options and determine which is right for you. Download and submit the application. After acceptable review by the NARI Certification Board of your hands-on experience, industry training, involvement in continuing education, technical skills, practices in business management, as well as association and community service, you will receive your certification materials. At this point you committed to intensive study on a broad range of critical home improvement industry issues. Most certification candidates participate in a formal study group and spend eight to twelve weeks studying in preparation for a one day written exam. The exam is a comprehensive written examination covering critical subject areas such as sound business management practices, knowledge of building codes and construction law, plans and specification, proper and safe use of tools and equipment, safety, standards of practice, math, and several special skill areas. Once awarded your certification, NARI certified remodeling professionals must meet annual recertification requirements involving continuing education and participation in industry related programs.



Go Green with NARI

NARI has rolled out a green remodeling education program. NARI's green remodeling program is multi-faceted, focusing on energy efficiency and conservation, indoor air quality, efficient use of resources, recycling of demolition material and renewable energy sources, among other topics.

The program will run for 12 weeks with a 2-hour class weekly. Each class will address specific topics such as building science application, green remodeling guidelines, solar applications, appliance selection and marketing a green business. This class can be the first step in moving your company into the business of green remodeling. The course is designed to provide you with a solid foundation in Green Remodeling and allow you to start practicing today. The primary texts will be included as part of the course materials along with a CD-ROM that contains links to additional references and resource materials as well as links to green product suppliers. Course size will be limited to 20 people to enable active participation by all attendees. **New series begins in 2011 Thursday, January 13, 2011 4:00 to 6:00 pm CT.** Class costs are \$495 for members and \$695 for Non-Members. E-mail info@nari.org to be put on the waiting list. All applications should be faxed or mailed to the NARI office: NARI, 780 Lee St., Suite 200, Des Plaines, IL 60016, Fax (847) 298-9225.

There are more education opportunities available at the NARI Learning Center www.nari.org/learning or www.nari.org/education. Be sure to visit NARI Radio and the NARI Learning Center for on demand podcasts and webinars plus their new Additional Education Opportunities sighting several organizations and resources!

SUSTAINABILITY

Our environment, social and business responsibilities

Rebuilding Green Requires Looking Back While Thinking Ahead

www.greenbuildingadvisor.com

In many ways, builders who specialize in new construction have an easier time of green building than green remodelers. Integrated design gets everyone on the project thinking about the same goals; building materials can be chosen with care; and all of the features that go into a durable and energy efficient house can be added in their turn.

But in a green remodel, you are starting with an existing building that may be a leaky, energy wasting, toxic dinosaur that requires remediation before you can even start updating or adding on.

You can't start at the beginning - At its core, green building is a systems approach, meaning that the building is considered as a whole, not a sum of individual and unrelated parts. In remodeling an existing building, this is a little more difficult because old and new must somehow be woven together into a functional whole.

Fix what exists - An existing building may have structural or functional problems that must be remedied before a remodel can really get underway. Basic repairs are not really part of the scope of a remodel and yet they must come first. Leaks in the roof, a failing foundation wall or rotten sills must be corrected before anything more rewarding can happen. There's no point in buying the best boiler on the market when it will be under water the next time it rains.

Keep in mind how changes affect an existing house's performance - Green remodeling is more than adding new things to an older house. It considers how those changes will affect what's there, and it also anticipates problems and takes steps to avoid them. Remodeling can change the dynamics of how the house functions and lead to problems that weren't there in the first place. For example, an old house might very well have minor water leaks around windows or doors. When the house was drafty, air movement dried everything out. When walls are insulated and sealed, that process stops and mold or decay could result. Or, suppose a new addition abuts the house near a roof valley that already has problems draining. Will the addition make the problem worse? Maybe.

You have to consider the people who live there - Builders working on a new house no doubt see the owners once in a while, but not for a full working day. Everyday remodelers have to consider how the project is going to affect people who stay in the house during the project. Every interaction between the building crew and the homeowners becomes important. Is the job site cleaned up at the end of the day so homeowners aren't wading through sawdust and construction debris? Are their young children in the house who may wander into danger? Does a thoughtless sub park behind the owner's car when he's trying to leave for work?

Homeowners may move out for the duration of a major project but that, too, raises issues of its own. Their length of stay at a hotel or relative's house has to be figured into the schedule; the consequences of a missed construction deadline might be more serious than they seem. Remodeling can be an emotional as well as financial trial for many homeowners.

Fox Valley NARI Chapter 2010 Board of Directors Elections Approaching

Make the most of your NARI membership by being involved. Chapter Board elections are fast approaching and will be held at the December 15th General Membership Meeting. We are looking for volunteers to run for President, Vice President, Treasurer, Secretary and Directors. The Fox Valley NARI Chapter needs your knowledge and skills to drive our chapter forward! As a growing organization we need strong leadership and board members willing to roll up their sleeves and help continue our development and execute our mission. The Board meets monthly, typically the second Tuesday of the month at 5:30 pm. As a board member we also ask your participation on at least one committee and to support the General Membership Meetings. Board members need to devote time to learn about NARI and the Fox Valley Chapter to share our mission and values to the community acting as a spokesperson and membership recruiter. The Fox Valley NARI Chapter has no paid staff and is fully volunteer run. If you have any questions about the Board of Directors regarding time commitment, responsibilities or anything else, please either seek out a current board member at the next General Membership Meeting or feel free to contact any one via the contact information listed in the newsletter on page 2. Please seriously consider nominating someone or volunteering yourself! Our Chapter success and future depends on you! If you are unable to run for Office or the Board, there are plenty other ways you can volunteer your services to help the Fox Valley NARI! Please ask any board member how!