



# The Remodelers CONNECTION

A monthly publication of the Central Ohio Chapter of NARI

August 2009

## IN THIS ISSUE

President's Message

New Members

Roundtable

Membership News

CotY Awards

Educational Opportunities

Call for Nominations

Business Corner

Family Fun at Clippers

And more

## CALENDAR of EVENTS

August 12 — Wednesday

Lunch Roundtable

NARI Office

Lead Education

Joe Gothard, Program

Manager, Lead Safe Columbus

\$20 each

September 9 — Wednesday

Lunch Roundtable

APCO Wholesale

Joint Meeting with ASID

Laura Watson, ASID, The

Cleary Company

"I Don't Need a Designer"

\$20 each

September 17 — Thursday

General Meeting

NARI Night with Professional

Remodeler

Membership Drive

Bring a prospective member

and get in free

## August 7th Golf Outing at Kyber Run Golf Course

Space available for a few more golfers.

Call the NARI Office to Register—614-895-3080



## NARI Nights with Professional Remodeler Magazine Strategic Marketing and the Economic Stimulus Package

September 17, 2009

5:30—8:30 p.m.

Marriott Columbus Airport

1375 N. Cassady Ave., Columbus, OH 43219



Join Professional Remodeler's New Editorial Director, Paul Deffenbaugh, for an evening of cocktails, dinner and a special presentation

### *Strategic Marketing for Remodelers in the Internet Age*

Paul will address:

Economic climate and the customer

Targeting past customers

Breaking down barriers with marketing

Marketing to emotions

Why eMedia makes sense

In conjunction with Professional Remodeler, we are inviting 500 prospective remodeler members to learn more about who we are. Bring a prospective member as a guest and you get in free and will be entered in a prize drawing.

Cost: NARI Member \$15 per person or bring a prospect and get in free  
Non-members be our guest at no charge and experience NARI

This will be a great evening of education and networking!

**Registration Deadline: September 8, 2009**

**Register at [www.trustnari.org](http://www.trustnari.org), or by email to [naristaff@sbcglobal.net](mailto:naristaff@sbcglobal.net) or call 614-895-3080.**



### **Central Ohio Chapter**

#### **2009 OFFICERS**

*Bryce Jacob  
President*

*Dave Fox Remodeling, Inc.*

*Todd Schmidt, CR  
Vice President  
Renovations Unlimited*

*Mike Rosati  
Vice President  
Rosati Windows*

*Craig Sedoris  
Secretary  
More Time For You*

*Jim Wright  
Treasurer  
Residential Designed Solutions*

#### **DIRECTORS**

*Scott Davidson  
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*Frankie Foster  
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*Regina Readd  
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*Scott Steiner  
Handyman Connection*

*Steve Watters  
Hamilton Parker Co.*

*Jerry Yarov  
Worly Plumbing Supply, Inc.*

#### **Immediate Past President**

*Doug Brownfield  
Lowe's Companies, Silver Dr.*

#### **Executive Director**

*Shari Bates*

## **Our President's Message**

Fellow Members,

As we work our way through summer it is important to continue to focus on finishing the year strong. Each member has experienced a unique year and made adjustments to their companies to be able to support the permanent changes our economy has made.

Those of you who continue to read the newsletter and participate in NARI events will experience the most from your NARI membership. NARI night at the new Huntington ballpark was a perfect night for exposing our logo and spending a relaxing evening with our colleagues. Our collaboration with the Columbus Dispatch has allowed us to quickly launch mass exposure of our brand. In the coming months you will begin seeing the NARI logo in numerous publications and other marketing media to continue our effort to educate Central Ohio consumers.

I encourage each of you to submit articles and interesting facts relative to your area of specialty and our industry to Shari at NARI. Your articles will highlight your expertise and likely appear in the new Home and Garden Magazine coming out this September. Also, don't forget to tell your "non-NARI" friends about the benefits of being a member.

Have a great month!

Bryce Jacob, Dave Fox Remodeling  
President, NARI of Central Ohio  
614-459-5470  
bjacob@davefox.com

## **NARI of Central Ohio**

### **Vision Statement**

To be the primary resource for the Remodeling Industry and its consumers.

### **Mission Statement**

To develop the premiere organization with integrity, that advances remodeling professional's knowledge through education and industry involvement and serves as a trusted resource for consumers.

### **Our Values**

Integrity. Family. Honesty. Respect. Education.



The following companies have applied for membership in NARI of Central Ohio.

**Carpet King Floor Coverings, Inc.**

1076 Ridge Street  
Columbus OH 43215  
614-485-0550  
F. 614-485-0553

Represented by: Tony Patton

**Master Brand Cabinets, Inc.**

600 Yale Ave.  
Terrace Park OH 45174  
513-309-5688  
F. 513-831-6816

Represented by: Jack Forbes

Sponsored by: Jim Roberts, Sims-Lohman Fine Kitchens & Granite

**Mason Law Firm**

425 Metro Place North  
Suite 620  
Dublin OH 43017  
614-734-9440  
F. 614-734-9451

Represented by: Matthew Austin

Sponsored by: Bill Nicholson, Nicholson Builders



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**Roundtable  
Lead Education**

**Not sure what the NEW Lead Regulations mean to you?**

Have Questions?

*What is effective now?*

*When can training begin?*

*When can you apply for certification?*

*What brochure should you be distributing to your clients?*

This Roundtable is designed to answer your questions about the **new** EPA rules on lead.

Facilitator: Joe Gothard, Program Manager, Lead Safe Columbus

**When: August 12, 2009 11:30—1:00 p.m.**

**Where: NARI Office, 285 N. State St., Westerville 43081**

**Cost: \$20 per person (includes lunch)**

Reservation Deadline: Friday, August 7, 2009

Call, email or visit the website to make your reservation **NOW!**

**614-895-3080 naristaff@sbcglobal.net www.trustnari.org**

From the  of NARI

Condolences to the family and friends of **Richard Clay, Quality Home Improvements**, a long time NARI member who passed away July 5, 2009.

Congratulations to **Erin Tober of Ferguson Enterprises**, and her husband on the birth of Audrey Lytle Tober, July 11<sup>th</sup>. Mother and baby are doing well.

Congratulations to **Joey Thomas of George Thomas Contractor, Inc.** on his engagement to Jessica Parker on July 16<sup>th</sup> on the big screen at the Clippers Game. This was the same night our NARI group was there. How exciting to see a NARI member in the spot light. Best wishes for a long and happy life together.



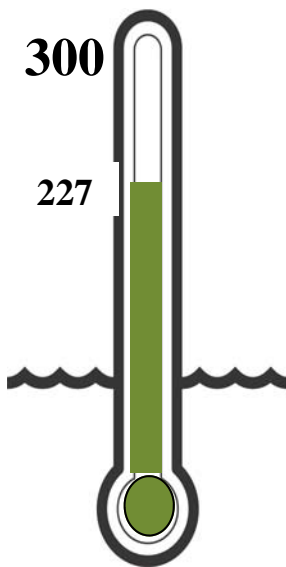
### Hear Ye! Hear Ye! Membership Contest

The point variation between the Victorious Vendors and the Ragging Remodelers widens, with the Vendors now leading by 19 points.

**Raging Remodelers: 43**  
**Victorious Vendors: 62**

Recall ye that for every prospect recommended to NARI, a point is awarded to thy team. Bring a guest to the September General meeting, and not only will ye gain free admittance, but earn two points for thy team. And lastly, when that guest joins NARI ye will earn thy team five points.

So get involved! There are only five months left in the great NARI Recruitment Contest of 2009!



## Driving the Membership Message



“Be a friend of NARI.” You have heard us say it before, but what do we mean? When was the last time you talked about NARI with a non-member? Have you ever brought a guest to a General Meeting?

The strength of NARI lies with the active participation of its members. Nothing promotes the benefits of membership more to a prospect than the personal testimony of a NARI business associate. It’s easy! Just mention a good lead or business opportunity that came out of your work with NARI, or just a good time that you had at one of our events.

Inviting a prospect to a General Meeting will also say a lot to them about the association, that it is worth your time and theirs. Remember that guests may attend a meeting for free. We want to share NARI with the best in the remodeling industry, and let consumers know that those in NARI are the best.

That is why you are seeing information about the September 17<sup>th</sup> General Meeting, NARI Night hosted by *Professional Remodeler*, which is also doubling as NARI of Central Ohio’s membership recruitment drive. We have a huge potential market to draw from. In recently reviewing the licensed home improvements contractors for the City of Columbus, our contractors accounted for less than 10 percent! Compare this with Milwaukee NARI which has over 900 members (including 350 contractors) accounting for 30 percent of the market! We can surely at least double our numbers in the coming years.

So register for this September’s General Meeting and bring a prospective NARI member as a guest, and you will both get in for **free!**



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# Home Improvement Showcase

## A Tour of Central Ohio's Finest Remodeled Homes

Presented by NARI of Central Ohio  
September 19th & 20th

Many *Thanks* to our sponsors:

### Silver Sponsor

**Dave Fox Remodeling, Inc.**

### Bronze Sponsors

**Dealers Lumber**

**Ferguson Kitchen and Bath Gallery/Kohler Products**

### Media Sponsors

**The Columbus Dispatch  
Housetrends Magazine**



Great client feedback is the best compliment a company can get!

After finishing a project, don't forget to give your client an ACE Survey.

The 2009 Deadline for submitting ACE Surveys is Monday, November 2<sup>nd</sup>

2009 Awards will be presented at NARI's Annual Awards Banquet on December 4th at the Great Southern Hotel.

The ACE Logo—Consumers are looking for it!

## *Contractor of the Year (CotY) Awards*

**The Central Ohio Contractor of the Year (CotY) Awards  
deadline is Monday, November 2, 2009.**

*Why enter the CotY Awards?*

Winning a local, regional or national CotY Award gives you the opportunity to reach out to the media.

Reminds your past and current clients how good you are. Provides credible support with prospective clients.

Gives your company a sense of pride in what they helped to accomplish.

For more information or to request a entry binder call the NARI Office at 614-895-3080.

The local CotY Awards mirror the national CotY program. Entry binders received through the local program can be submitted directly to national at the conclusion of our program. National deadline is Dec. 1st.

## FALL CLASSES AND STUDY GROUPS

### GREEN CLASS

Remodeling Homes, Conserving the Planet.  
Announcing the 2009 Green Remodeling Course

**When:** September 10, 2009—December 17, 2009  
Thursdays, 3:00—5:00 P.M. (will not meet on Thanksgiving, November 26)

**Cost:** Green Remodeling Course Only  
Members—\$295.00 Non-Members—\$495.00  
Green Certified Professional Certification  
Members—\$800.00 Non-Members—\$1,000

Registration includes primary texts, *Residential Energy* by John Krigger and Chris Dorsi and *Green Remodeling* by David Johnston and Kim Masters; a study manual and a CD.

Classes will be held at APCO Wholesale Company, 777 Michigan Ave., Columbus 43215

**Registration Deadline: September 1, 2009** Payment must be received with registration.

*For more information contact Joyce at 614-895-3080 or at naristaff@sbcglobal.net.*

### Universal Remodeling Education Program

NARI's Universal Remodeling education course will provide you with the tools to sell and conduct remodeling projects based on Universal Design. These types of projects are attractive not only to those who wish to age-in-place but also with 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
- The how-to of building these projects

Classes will begin meeting later this fall. Each class meeting will be a 2 hour session, once a week for 4 weeks; day and time to be determined.

Cost: \$195.00

Call or email Joyce to be notified when the class will be meeting this fall.

614-895-3080 naristaff@sbcglobal.net.

### Certified Kitchen and Bath Remodeler (CKBR)

#### Price Roll Back

NARI National is reducing the registration cost for the CKBR certification program from \$750 to \$599 effective until May 15, 2010. Only one CKBR class will be offered locally before the end of May 2010. This study group will begin meeting in January.

CKBR application and payment must be submitted to NARI National prior to the start of the Study Group. Local cost is \$50.

If you are interested in obtaining CKBR Certification contact Joyce Falk at 614-895-3080 or at naristaff.sbcglobal.net.

### 2009 Upcoming Events

- |                            |  |
|----------------------------|--|
| August 7 <sup>th</sup>     | Golf Outing, Kyber Run Golf Course, Johnstown  |
| August 12 <sup>th</sup>    | Roundtable: Lead Education   |
| September 9 <sup>th</sup>  | Roundtable: Joint Meeting with ASID, "I Don't Need a Designer"   |
| September 17 <sup>th</sup> | General Meeting with Professional Remodeler Magazine   |
| October 7 <sup>th</sup>    | NARI of Central Ohio Open House—Member Benefits Full Utilization   |
| October 15 <sup>th</sup>   | Effective Client Communications Seminar, 1—5 p.m.  |
| October 15 <sup>th</sup>   | General Meeting: Sims-Lohman/Moellering Industries, Joint meeting with NKBA, Victoria Downing, President Remodeler Advantage |
| November 11 <sup>th</sup>  | Roundtable: Succession Planning  |
| November 19 <sup>th</sup>  | General Meeting: Ferguson Enterprises, Elections, Joint Meeting with IDS   |
| December 4 <sup>th</sup>   | Holiday Award Banquet, Westin Great Southern Hotel   |

## The Business Corner

Q. How could a CFO (Chief Financial Officer) help my business?

A. CFOs work in three primary areas—Cash flow, Finance and Operations.

Cash flow comes from three places: 1)operations, 2) banks and 3) investors. The best source of cash is running your business optimally, which maximizes profits. If you don't generate positive cash flow, it is hard for banks to lend you money. Focus on managing operating profits, overhead, inventory, accounts receivable and capital equipment.

Finance is broad and includes everything from budgeting, forecasting, accounting, administration, and other areas. Good CFOs make sure these areas are all running smoothly.

Finally, CFOs focus on operations. They know where you are profitable and where you are not. In order to optimize profits, you have to have good financial information to review. An income statement is just a start; detailed profitability analysis and solid operating data are the keys.

Article courtesy of NARI Member  
Focus Business Solutions—The CFO Company™  
4200 Regent St., Suite 200, Columbus OH 43219  
Derek Benseler 614-944-5761

## Helpful Business Links

IRS Small Business Section  
[www.irs.gov/businesses/small/index.html](http://www.irs.gov/businesses/small/index.html)

Small Business Administration  
[www.sba.gov](http://www.sba.gov)

NARI — [www.trustnari.org](http://www.trustnari.org)

We would like to expand this list. Do you have a favorite link you would like to share with other members? Send an email to [naris-taff@sbcglobal.net](mailto:naris-taff@sbcglobal.net).

## Call for Nominations

The 2010 NARI of Central Ohio Nominating Committee is accepting nominations for the 2010 Board of Directors. The board consists of five officers and six board members at large. Three of the officer positions and a total of six members of the Board must be remodelers. Positions open include president, two vice presidents, secretary, treasurer and four directors.

Any member in good standing may nominate themselves, or another member for service on the board. Serving on the Board of Directors of your Association is a service to your industry.

All nominees will be considered by the committee. To be considered, nominations must be received no later than Friday, September 11 by the NARI Office. Fax 614-895-3085 or email Shari at [naris-hari@sbcglobal.net](mailto:naris-hari@sbcglobal.net).

The slate of nominations will be published 30 days prior to the election meeting on Thursday, November 19, 2009. The floor will be open for nominations, and election of officers and directors will be conducted in accordance with the Chapter By-laws of the Chapter.

## Where Do Consumers See Us?



- NARI Website
- Homefront Magazine
- Housetrends Magazine
- PaperGold
- Radio
- Monthly Tabloid in The Dispatch
- Home & Garden Show
- And so much more...

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**December 4, 2009**

**Holiday Awards Banquet  
Westin Great Southern**

## What a Great Evening!!!

152 NARI fans turned out for an evening of food and baseball. We really had a presence in pacific blue shirts provided by our generous sponsors and our name on the scoreboard every few minutes. The evening culminated with the Clippers beating Syracuse by a whopping 7 to 2.



### Many thanks to our T-shirt sponsors:

- Dave Fox Remodeling, Inc.
- The Cabinet Shop Distribution & Design, Inc.
- Classic Glass & Mirror, Inc.
- Renovations Unlimited
- Before & After Renovations and Restoration LLC
- More Time for You LLC
- Mees Distributors, Inc.
- Landa's INTERDESIGN
- Central Ohio Home & Garden

## Renovate Right

Are you using the correct renovation brochure on lead to distribute to consumers?

If you are disturbing paint in a home, child care facility or school built before 1978 you must give the homeowner or tenant a copy of Renovate Right Important Lead Hazard Information for Families, Child Care Providers and Schools (March 2008).

Renovate Right brochures are available from NARI National—50 brochures are \$36.00. 1-800-611-6274



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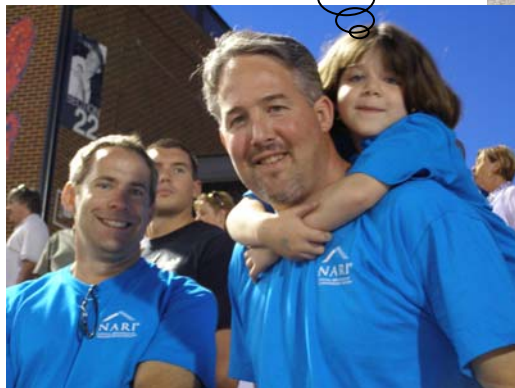
Being a new stadium there was lots to look at.

I've got the best seat in the stadium.

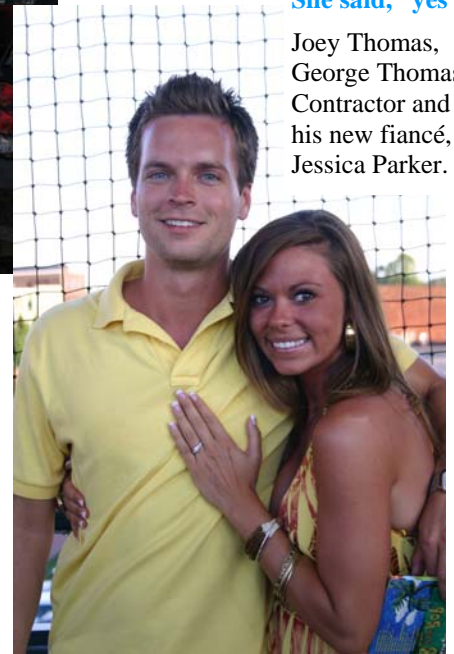


She said, "yes".

Joey Thomas, George Thomas Contractor and his new fiancé, Jessica Parker.



Thanks to all who attended this year's Family Event and helped to make it a wonderful experience.



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- *Discounted Payroll Program with Paychex*
- *Sample Safety Program for contractors*
- *Credit Card Processing Program*
- *Industry Library*
- *Membership Directory*
- *Merchant Services (Credit card program for members)*
- *NARI at the Home & Garden Show*
- *NARI Home Improvement Showcase*
- *Monthly local & national newsletters*
- *Use of Trademarked Logo*
- *Educational Seminars*
- *Dinner meetings, networking and education*
- *Supplier Trade Shows*
- *Contractor of the Year (CotY) Awards Program*
- *Special Events; golf, shooting competition & holiday events*
- *Legislative watchdog*
- *Local & national websites*
- *Mentor Program*
- *Community Service involvement*
- *Free Industry magazine subscriptions*
- *SuperFleet Fueling Program*



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Westerville, OH 43081