



August 26, 2009

Upcoming Ohio Valley NARI Events

CKBR Certification Class to begin September 9, 2009. Miami Valley NARI is offering the Certified Kitchen and Bath Remodeler course beginning this September 9, 2009. The classes will be held every Wednesday from 6:00pm-9:00pm at the Miami Valley NARI offices, 136 South Keowee Street, Dayton. They will conclude November 11, 2009 and the test will be conducted Saturday, November 14, 2009. The classes are being discounted this year until November 1, 2009 and are being offered to both Chapter's members and friends. This is a great time to take advantage of the financial savings and achieve this highly desirable Certification. Please call 937-222-NARI for details or click [here](#) for application. There is limited space available so RSVP Today! **DEADLINE for Registration is 5p.m., September 1st so we can get study materials delivered timely!**

Save the Date: September 10, 2009 Ohio Valley NARI will be conducting a General Membership meeting to be held at Latitudes Café at 18 Main Street in Milford. The evening is set as a casual get together for all of our members who wish to attend. There will be no Presentation or Official Business to discuss, just a good old fashioned round table forum for all of us to get together and discuss what we are all seeing in our industry. This is a great opportunity to some of the folks we haven't seen in a while and to simply talk and enjoy the company. We will get together at 5:00pm in the Latitudes Meeting Room. There will be a light buffet meal and 2 drink tickets. The cost for the event is just \$25.00. Please plan on attending. RSVP at 1-800-498-6274 today. Visit <http://latitudescafe.net/> for Café information and directions.

Notice:

Building Value is currently in search of scaffolding material that can be utilized as lumber racks.

Building Value LLC is a nonprofit building materials re-use enterprise that salvages quality building materials otherwise destined for the landfill and resells them in a public retail center. The enterprise provides on-the-job training opportunities in construction and retail, two of Ohio's highest growth sectors.

Please contact Scott Beard at (513) 475-6783, or sbeard@buildingvalue-cincy.org.

Save the Date: October 8, 2009 will be the date for Ohio Valley NARI's **Feature Vendor Night!** Meet suppliers of building supplies and services. Enjoy a Deli Buffet Dinner, Free Beer and Sodas, Cookies and Door Prizes. The cost is just \$25.00 for NARI members and you can bring your whole crew! That's right, one cost of \$25.00 and your entire crew can attend! The event will begin at 6:30pm. and should "wrap-up"

around 9:00pm. The location is the Holiday Inn on Hauck Road. RSVP today by calling 1-800-498-6274. Please click [here](#) for registration form.

Vendors Tables are still available! Click [here](#) for Vendor Table Application or call 1-800-498-6274 for details.

Let Your Community Know You're *THE* Expert

by Morgan Zenner

There are mixed opinions about green remodeling due largely to misconceptions among today's average homeowner. Tom Wells, CR, owner of Thomas G. Wells Construction LLC, considers it his mission to dispel these myths and teach other contractors about the importance of green remodeling and sustainability.

The moment you speak to Wells, his passion for green remodeling pours out of him like a waterfall, and it is clear why he has created a name for himself in his community just outside of Philadelphia.

"For five years after college I joined the Peace Corps and traveled around the world building efficient building systems in underdeveloped villages," Wells says.

Actually, he was trained in appropriate technology. This is common in underdeveloped areas to utilize the natural resources and environmental conservation techniques to produce food and other necessities. It was during this time that Wells grew a passion for sustainability, which he has dedicated to his own life and business.

"I believe remodelers have a crucial role to play in conservation and energy efficiency by making every home that they work on more efficient from this point forward," Wells says.

Reaching Out to the Local Newspaper

Wells took his knowledge of sustainability and his expertise as a remodeler and put it to paper. He contacted his local community newspaper publisher and asked her if he could contribute green articles to the paper.

There are nine different papers that are distributed throughout the community, each with their own local angles and advertisers. Wells' 600-word articles are printed in all nine community papers.

Each month, Wells picks a new green topic to write about. "I try to write about timely topics that people would have interest in," Wells says.

For example, recent topics include green construction, how to save money

through sustainability and the implications of consumption for our country over the next century.

The exposure from his writing gig has been great for Wells.

“During the first six months of writing for the paper, I asked everyone I came in contact with, ‘Did you read my articles?’” Wells says. “At first people said no, but after a while, people did start to read my articles and were curious about what I had to say.”

Wells puts advertisements in two of the nine newspapers near his business and has gotten more than a few phone calls from readers who want to know more about green remodeling.

Unexpected Offers Landing on His Doorstep

It wasn't before long that Wells was contacted by one reader and asked to talk about green remodeling at an event. He was excited about the opportunity because he knew his expertise was starting to show.

“I have been asked to speak at several community events in churches, real estate offices--even the Central New Jersey NARI chapter,” Wells says.

His presentations last anywhere from 30 to 60 minutes, and he has spoken to groups as big as a couple hundred people.

“I don't really get nervous or uncomfortable talking to a large group of people. Once I get started I can't stop,” Wells says.

He has presented at nearly 10 events around the community. Now he is working on perfecting his presentation and creating a PowerPoint to keep him on track.

“My goal is to give people at least three things to take away with them,” he says. “If I can organize my information in a way that they understand it, then I feel like I am doing my job.”

At the events, Wells takes each opportunity to network and pass out his tri-fold brochure about energy audits, articles, an essay, his “Top Ten To-Do List” for increasing energy efficiency and, of course, his business card.

Wells picks up at least one lead per month since he began speaking and writing in his community. He says he has several more speaking engagements scheduled next month.

Wells claims that his passion for green remodeling may reveal something bigger

than himself in the future.

“I feel like I am in a position to help people understand why going green is better for them now and will shape the world our grandchildren will one day live in,” Wells says.

He realizes that he has a lot to say and he could see himself talking to larger audiences across America about the importance of making every home being built or remodeled energy efficient.

But for now, Wells is focusing on one thing at a time and that includes increasing his exposure in his community to grow his business.

“When our economy improves and people are ready to remodel, hopefully they will call me first because they think of me as the expert in green remodeling,” Wells says.

Seed Your Contact List—and Watch it Grow

By Judith Miller

Westside Remodeling, Inc., in Westlake Village, Calif., maintains what president Bob Sturgeon calls a “Weed and Feed” program to actively grow and develop its circle of influence.

The program works like this: Each of the company’s three design consultants create a list of architects and designers they want to engage. The design consultants then initiate contact with the design professionals. If a design professional is not interested in working with Westside Remodeling, he or she is weeded from the list and the design consultant places a new name on the list. Each design consultant continuously maintains a list of 10 design professionals to potentially partner with.

The design consultants encounter Weed and Feed prospects via the Internet, networking, the phone book, plans that cross their desks, industry associations, and through previous jobs on which they’ve worked together. Once a design professional makes it onto the list, the design consultant sets up a meeting with the person within a week of the initial contact. During the meeting, the design consultant and design professional discuss how they can each benefit each other’s businesses.

After the meeting, the design consultant maintains contact with the design professionals on his or her list at two-week or one-month intervals. They take them to lunch—and literally feed them—and invite them to Westlake Remodeling’s showroom, open houses, and other events. The design professionals are also added to the company’s circle of influence database and they receive Westlake’s monthly e-mail newsletter and quarterly printed

newsletter.

"We have generated some leads, design agreements, and a few construction contracts," says Sturgeon. "However, I believe that in the longer term it will be good for the company to have the designers and architects acting as 'surrogate salespeople' working on our behalf."

Ohio Valley NARI
136 South Keowee Street
Dayton, Ohio 45402
800.498.NARI
Fax 937.222.5794
www.naricincinnati.org
info@naricincinnati.org

