



September 9, 2009

Upcoming Ohio Valley NARI Events

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.

Adapt and advance

by Morgan Zenner

With the growing population over the age of 50, it's no wonder contractors are looking closer at universal remodeling techniques. According to a 2008 study by the U.S. Census Bureau, there are about 77.2 million people ages 45 to 64

years in the United States.

“Now more than ever, the Baby Boomers are starting to age, and as they get older, they are changing their homes and lifestyles to adapt to certain impairments,” says Brian Zeldes, CR, owner of BKZ Contractors Inc. and treasurer of Bucks-Mont NARI chapter.

The economy forced Zeldes to take a closer look at remodeling trends and to devise a new business solution. His solution was to start a new company that provides home assessments for both urgent needs and non-urgent needs for elderly clients who would like to remain in their home.

Actually, the new company was not just started on a whim. Zeldes’ wife, Jan, is a licensed occupational therapist with 22 years of experience working for a private practice.

Her medical background, combined with Zeldes’ remodeling background and related certification, became the start of their new joint venture known as Independent Life Renovations.

The assessments begin with a preliminary phone call with the client and a thorough discussion of their medical condition and what they consider to be struggles inside their homes.

“Every evaluation is catered to specific customer needs and residence,” Zeldes says. The value of the assessment comes with the customization of client needs because no two clients are alike.

Typical recommendations include adjusting doors knobs, easing accessibility in and out of the house, adding grab bars in the bathrooms, light switch placements and identifying hazardous flooring materials especially around areas with water.

“The idea is to help people before they become non-functional within their home,” he says. “We want them to live both comfortably and independently.”

At the moment, Zeldes utilizes his wife’s connections within the medical field to drum up new business, and they are in the process of developing a marketing plan geared toward medical practices, agencies and hospitals.

“Our typical client is 55 years and older and is functional enough to stay in their homes, but require modifications based on either mental or physical disabilities,” Zeldes says.

But from his wife’s professional experience, Zeldes realizes there are other

types of clients as well. “Our clients could very well be a 20-year-old who has been injured or adjustments geared toward children,” he says.

Nonetheless, the marketing plan will concentrate around the evaluations themselves, which cost between \$300 and \$500, and not the renovations.

“The hope is, by giving evaluations and making recommendations, clients will choose to have the work done by BKZ Contractors,” Zeldes says.

In the most ideal situation, customers will want the whole package—the evaluation, the recommendations and the qualified contractor who carries out the plan—but Zeldes is keeping his expectations grounded.

To date, there has been a positive reaction from the medical community, networking groups and the remodeling industry. Zeldes is sure that what sets him apart from other universal remodeling specialists is his wife’s medical background, and her involvement in the assessments.

“A lot of remodelers are providing aging-in-place designs to their clients, but most of them don’t have an occupational therapist on hand to help them make sound modifications,” he says.

NARI’s next Universal Remodeling course starts Sept. 14 at 2 PM Central. For information, [click here](#).

NARI also will be unveiling its newest certification, the Universal Design Certified Remodeler (UDCR) this fall. For more information about the certification contact Ashley Bourbon at abouton@nari.org.

The CotY’s are coming

It’s that time again. Ohio Valley NARI and NARI National are launching the CotY Awards campaigns for 2010. Plan your projects and join the race!

Christmas Jars

From Kelly Eggers

Four years ago a gentleman came into the Barnes and Noble where my sister works and requested a copy of a book titled **Christmas Jars**, by Jason F. Wright. They did not have the book in stock so she ordered him a copy and also a copy for herself. That small request has changed my life in so many ways.

She read the book and then recommended it to everyone who walked into the store. What happened was amazing.....customers would buy a copy for

themselves, read the book, and return a few days later to buy 5-10 copies of the book for all of their friends and family. The message was amazing!

The basic message/summary of the book:

A young couple puts an empty jar on their counter and over the course of the year deposits their spare change into the jar at the end of each day. On Christmas Eve they take the change, divide it up and buy each other a present.

This continues for several years, even after they have children. One Christmas Eve they are taking their jar to the bank to have it turned into bills when they spot a young woman crying on the side of the road. Before anyone can say anything one of the children gives the jar full of their change to the woman in hopes of making her feel better....thus the Christmas Jar tradition is born! At the end of the book we realize that what we give comes back to us two fold, three fold, etc.....

Become part of the magic, part of this tradition by placing an empty jar on your counter and filling it with change. On Christmas Eve or sometime around the holiday season donate your jar to someone in need. You judge the need and decide who the recipient is. The best part is that you donate it anonymously!

My goal this year is to ensure there are 1,001 jars filled and donated...empty jars to Christmas Jars. If you would like to be part of this amazing project let me or my sister know at the emails below. We would be happy to provide you with a jar. A copy of the book can be found at or ordered from your local bookstore. Or if you need me to, I can provide you with a book.

In this economy a Christmas Jar could mean another month of heat or electricity. It could pay a medical bill or car payment. The amount is not important. It's in the anonymous gesture that means so much!

If you have any questions, need a jar or would like to be counted in the 1,001 empty jars to Christmas Jars please let us know! Thanks in advance for helping a needy person!

Kelly Eggers: kellye@remodelingdesigns.com 937-604-6015

Laurie Paisley paisleydl@sbcglobal.net 317-557-1911

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

