

Loose Screws

November 4, 2009

Upcoming Ohio Valley NARI Events

Save the Date: November 5th, 2009 – 8:00am: *Quick Fix* - A Tile workshop for NARI Friends and Baths Plus Employees! Start your day with education; wrap it up at the Green Diamond Gallery with a baseball and audio experience hosted by Viewings Audio & Video Automation!

Setting Tile in Today's Building Environment: This workshop will cover the basics of thin-set mortars and applications for different sized tiles and formats. We will cover the different sizes of notched trowels and the applications they are suitable for or not, as well as show the proper troweling technique and hydration of absorbent substrates. We will also show the proper coverage required for tile installations and review the ANSI specification for coverage on floors, exterior applications and wet areas.

Other topics will include the various grouts that are now available to the market and their properties. A demonstration of the proper techniques for mixing, spreading and dressing grout joints will also be included.

With the overwhelming use of porcelain bodied tile in the market, we will discuss the issues with regard to modified and un-modified mortars with porcelain and their use in wet and dry areas and with large size format tile as well as small glass mosaics.

The estimated time for this workshop is approximately one and a half to two hours.
*Where: Baths Plus Inc., 8711 Reading Road, 45215 **RSVP (513) 821-7464***

Save the Date: November 5, 2009 - 6:00pm: Viewings would like to present to Ohio Valley NARI members the trends they see in the world of automation and "going green". The program will be held in the beautiful Green Diamond Gallery, located in Montgomery. There we will experience one of the largest privately-owned collections of baseball memorabilia in the United States. Your friends at Viewings will provide the food; the drink and a GREAT raffle (it's a secret)! We are sure to enjoy a night of education that will further distinguish NARI as the premiere association of remodeling experts. **Visit www.naricincinnati.org to register or call 1-800-498-NARI and RSVP Today!**

Special Seminar: February 10, 2010 – 8:00am – 4:00pm: Ohio Valley NARI along with Roth & Associates will be presenting a Sandler Sales Training Program. Highlights: Why salespeople fail... and what to do about it. • How traditional sales practices turn salespeople into unpaid consultants. • How to get to the real decision maker. • How to touch 100% of your desirable opportunities, 100% of the time. • Why everyone looks busy, but sales remain low. • Do your salespeople have what it takes to succeed in today's

volatile economy and marketplace? • Is your sales management strategy and structure optimized to produce the results YOU need to succeed? For more information or visit www.naricincinnati.org.

Epoxy Cool-Roof Coating System

Polarhide LLC introduced the Polarhide Zero-VOC Waterproof and Cool-Roof Coating System™ for Commercial Roofs, an epoxy-based roof-coating product. In addition to zero VOC content, the coating system delivers a solar-reflective index (SRI) of 108, well above the index of 78 required to meet the definition of a cool roof, the company says.

The coating system's epoxy chemistry is reported to provide a high degree of adhesion, water resistance, strength, durability, and cured-film flexibility. Product characteristics also include resistance to acids, alkali, grease, and oil. The system is recommended for various roof surfaces, including metal, smooth-surface roofs, and roofs with granular or gravel surfaces. The product can be applied by spray, brush, and roller.

The formulation composition includes titanium-dioxide, ceramic, and post-consumer content, the company says.

Online Contest Promotes Interaction, Creates Buzz

By Morgan Zenner

Total Home loves their Facebook fans lately. Pat Strand, CR, owner of Total Home, is rewarding his fans by launching two campaigns through the company's Facebook fan page and creating buzz around their company during what would normally be their slow season.

People are responding.

"We started a dirty gutter contest via our Facebook page that called on our fans to post pictures of their dirty gutters," Strand says. "After two months, we sent an employee to measure the gutters and decide which was the dirtiest."

The winner of the contest received a free gutter system. The competition was tough for the eight total entrants, but it was responses from others that really made things exciting.

"Every time new gutter pictures were posted, other people on our fan page commented on how dirty the gutters were, and the contest ended up being interactive for everyone, not just the entrants," says Misty Stocksdale, marketing manager for Total Home.

Total Home fans were following the contest up until the winner was announced.

"We did what we were set out to do: The contest forced our fans to interact with us and kicked off the buzz of getting gutters done before the winter season," Stocksdale says.

For the seven entrants that didn't receive the prize, Strand sent them a letter with a discount price on a new gutter system and a free T-shirt.

“The contest motivated people to think about their gutters and recognize how bad they are and that they needed have them fixed,” Strand says. “Through the evaluations for the contest, we were able to position ourselves as the company who could fix them.”

Total home T-shirts are hot commodities

It started as an honest mistake. Strand and Stocksdale ordered company T-shirts and made a last-minute cancellation.

“By the time we cancelled the order, it was already too late,” Stocksdale says. So, the printing company ended up selling the 150 T-shirts to Stocksdale for a bargain.

For a small company like Total Home, it would take a lifetime to go through all of the T-shirts if the giveaway was limited to staff only.

Stocksdale launched another Facebook contest in which fans are asked to answer a question related to Total Home each week, and the first person to get the right answer receives a T-shirt.

“The questions require minimal research into our company,” Stocksdale says. Winners also are asked to post pictures of themselves in their T-shirts once they receive them.

A few things are happening with the weekly contests. First, people are constantly checking the Total Home Facebook page to get a peak at the new question, and they are forced to look at the Total Home Web site or blog for the answers. Next, once again, posting answers and commenting on the T-shirt pictures creates more interaction among fans.

“It’s pretty amazing how badly people want these T-shirts; I’ve never seen anything like it,” Strand says.

Relationship building through computers

The excitement generated from the T-shirt contest has extended outside of Kansas, where the company is located—a true reflection of how far the Internet reaches.

“We have had a lot of people join the contest from out of state or people who live in apartments who could never be a client of ours,” Stocksdale says. Overall, most participants are new people and not past clients, which means that they are making new connections that could be profitable.

But Strand is not hounding his Facebook fans for business.

“We like to stick to Facebook manners by not flipping each friend or fan into a sales opportunity, but we want to build a relationship with them as a go-to company when they need something,” he says.

The relationship building that goes on within Facebook is priceless. Stocksdale and Strand keep their fans in the loop about everything that goes on in the office, including names and faces to enhance that personal interaction.

“As long as we stay relatable and memorable, I thinking we have a good fighting chance to make it in this business,” Strand says.

Bureau of Workers' Compensation Update

Bureau of Workers Compensation Reduces Group Rating Discounts

On Friday, October 30, 2009, The Bureau of Workers' Compensation (BWC) Board of Directors Meeting unanimously approved the July 1, 2010, rate year plan for private employers.

The approved plan calls for a reduction to a 65% Credibility Table and the stratified Break Even Factor surcharge for the July 1, 2010, rate year. These changes result in a continued reduction in the Group Rating discounts available to Ohio's safest employers. Effectively, the July 1, 2010, maximum Group Rating discount will be a 51% Discount after these changes. Additionally, all other discount levels associated with Group Rating will be negatively impacted.

The Board decided to move forward with the BWC's July 1, 2010, rate plan despite numerous calls from public and private business community and legislative leaders to postpone further increases until the result of the 2008 and 2009 changes could be fully analyzed.

BWC Safety Requirement for Group Rated Employers

The Bureau of Workers' Compensation (BWC) Board of Directors passed a new rule that requires that all employers in the July 1, 2009, Group Rating Program who had a claim within the two preceding calendar years are required to attend two hours of safety training between now and June 30, 2010.

The Frank Gates Service Company is notifying all impacted participants in our Group Rating Program administered by Frank Gates. If your company had one or more claims during calendar years 2007 or 2008, and your company participated in the July 1, 2009, Group Rating Program, the BWC has indicated that you must meet the safety training requirement. Therefore, impacted companies must attend two hours of safety training to meet the requirement by June 30, 2010. The topics must be workplace safety-related and can consist of multiple classes totaling a minimum of two hours of training. There are many options available for your business to meet the 2-Hour Safety Training Requirement:

- Frank Gates Annual Seminar Held in May of 2010
- Ohio Safety Congress safety educational sessions (March 30, 2010 – April 1, 2010)
- BWC On Demand Courses
- BWC Online Courses
- SafeX training sessions, Frank Gates' preferred safety partner
- Safety Council Classes (other than the routine monthly safety council meetings)

Frank Gates will be sending information to their clients that are impacted by the new requirement. The information will include instructions on meeting the requirement and where to send certification materials.

CotYTM 2010 Awards

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