



November 11, 2009

Upcoming Ohio Valley NARI Events

Save the Date: December 10, 2009: Ohio Valley NARI will be hosting our Annual Evening of Excellence at the Montgomery Inn located in Montgomery, OH. Come join us as we recognize our local CotY recipients as well as swearing in the new Board of Directors. The cost for this year's event is \$60.00 per person for all pre-registrants and \$70.00 per person at the door. Please note that this and all future events are targeting to be prepaid adventures, virtually eliminating the need for invoicing. Please call 1.800.498.NARI to register today!

Special Seminar: February 10th, 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.

Sponsorships Open New Doors in Related Industries

By Morgan Zenner

The 2009 Wine & Dine Wisconsin was an event hosted by Milwaukee Home & Fine Living magazine, which featured chefs cooking at culinary stages, food samples and wine. S.J. Janis Company Inc. was a sponsor and an exhibitor and received priceless exposure before and during the event.

"We were contacted by the editor of the Milwaukee Journal Sentinel, who we have worked with previously, to be a sponsor at the Wine & Dine event," says Kelly Ingui, CR, CKBR, and design consultant at S.J. Janis Company.

The Milwaukee Journal Sentinel and Milwaukee Home & Fine Living magazine share the same publishing company.

The sponsorship required Ingui to build a fully equipped culinary stage for chefs to cook. It also included a company mention in the events advertising and a free 10-by-20 foot booth.

Ingui asked her subcontractors and suppliers to donate items for the stage in return for a share of the sponsorship sign. "I called our cabinet installer, and he had leftover cabinets that he was happy to donate," Ingui says.

The rest of the sponsorship was free, outside of the booth, materials and labor; however, this was the event's inaugural year. "I am waiting to see if the cost for sponsorship changes dramatically next year to secure my place," she says. She will be at the top of the list for next year sponsorship because of her participation.

The event was different from the home shows in which Ingui is used to participating. "It was a really fun, great show that people were enjoying," Ingui says.

The demographic of the crowd was just right. All 7,000 attendees were at least 21 years of age. Ingui estimates the majority of attendees were middle- to older-aged homeowners.

"I appreciated that the tickets cost \$40 each, so not just anyone off the street would be willing to go," Ingui says. Because of this, her audience was comprised of mostly upper-income homeowners who are interested in cooking and therefore might want to upgrade their kitchens or bathrooms in the future.

It was reported that show organizers spent close to \$400,000 on TV, print, radio and online advertising before the show, and S.J. Janis Company was mentioned in all of it.

"This opportunity fell into our lap, and we would never have been able to afford that kind of exposure on our own," Ingui says. "It reinforces the fact that having a relationship with the media is important because oftentimes they are reaching out to us for opportunities or for stories."

Two other remodeling companies sponsored culinary stages, otherwise there were no competitors.

The S.J. Janis booth had a business card drawing that awarded the winner a gift certificate to a local restaurant. "Our goal was to build up our e-mail database, and the drawing helped us do that, and at the same time, and it drew in a lot of curious people to our booth," Ingui says.

Ingui has not gained any direct leads for the show, but past clients have mentioned that they saw her company in the show's advertising, and she had several promising conversations with interested homeowners during the show.

"This year we shifted our whole advertising strategy from gaining new leads to targeting past clients in hopes that they may need additional work or they will give us referrals, so this event was a perfect way to reconnect with our clients," Ingui says.

The hard cost for the entire show was \$2,000, since the culinary stage was donated. The money came from her marketing budget. "I would do it again next year, if not just for the great exposure," Ingui says.

Construction Material Costs Rising

Construction costs, which have been relatively low for a year, are beginning to climb at an increasing rate, signaling the end to the "limited time" sale for construction, according to a new analysis released by the U.S. Bureau of Labor Statistics.

The analysis by Ken Simonson, chief economist for the Associated General Contractors of America, found significant increases between August and September 2009 in the prices of copper (10 percent), aluminum (2 percent), and steel (3 percent). All three products are essential components for the vast majority of construction projects.

Since the prices were collected a month ago, copper, aluminum and diesel fuel have moved to multi-month highs, Simonson added.

Prices for other major construction materials also rose in September, compared to the prior

month, the report noted. The cost of plastic construction products rose 1.2 percent; prestressed concrete products, 1.5 percent; and iron and steel pipe and tube, 1.2 percent.

Some construction materials prices did continue to decline. Gypsum dipped by 1.2 percent and plywood by 0.3 percent.

Nevertheless, Simonson warned: "The days of construction estimates coming in 20 percent under estimate may soon be coming to an end. These figures serve as an important reminder that governments and developers looking for a good deal on construction should act quickly before having to pay significantly more for their projects."

'Reverse BBB' Warns Businesses About Customers

A new online service turns the tables on the old customer-complaint model by allowing contractors to warn each other about bad-news customers.

On BusinessBeware.biz, licensed businesses and contractors can share negative experiences about hard-to-please clients, slow-paying clients, deadbeats and more.

"These is not your typical forum/site where you learn how to deal with a customer; this is where you do something about it and fight back," says Business Beware, which describes itself as a "reverse Better Business Bureau." The company says its goal is not just to warn other businesses but to help work out disputes.

Participating businesses must register and pay a one-time fee of \$5 to join.

Businesses may also file complaints against other businesses. Targets of complaints are allowed an online rebuttal after registering with the site.

PPG White Paper Focuses on Green Building

PPG Industries Inc. announced the publication of a white paper detailing how the company's paint, glass, and coatings products can contribute to "green" certification of building projects.

The eight-page document primarily references Leadership in Energy and Environmental Design (LEED) criteria published by the U.S. Green Building Council (USGBC), while also showing how environmental claims for PPG's paint, glass, and coatings can apply to Green Globes, BREEAM, CASBEE, Green Star, and other international green-building certification criteria, the company said.

The white paper is divided into three sections—one each for paint, glass, and coatings—that explain how individual products can contribute to LEED credits for building projects in the categories of Indoor Environmental Quality (IEQ), Materials and Resources (MR), Energy and Atmosphere (EA), and Innovation in Design (ID).

James J. Bogdan, PPG manager, green building initiatives, construction market team, said the white paper is part of a comprehensive program to support architects in green-building

efforts. “The principles and practices of green building are constantly evolving,” Bogdan said. “This white paper coincides with the release of the latest LEED 3.0 criteria, but the guidelines apply to any architects, engineers, or owners who want to make their buildings healthier, safer, more comfortable, and more energy-efficient.”

PPG maintains an in-house green-certification support network that provides architects and general contractors with documentation assistance for LEED and other green-building programs. Online resources include downloadable volatile organic compound (VOC) compliance guidelines, sample spreadsheets for VOC budget calculations, solar-reflectance ratings for metal roof coatings, links to green-product directories, and contact information for PPG-certified fabricators, applicators, manufacturers, and retail outlets to encourage regional sourcing of building products.

The white paper can be downloaded from the website located at www.ppgideascales.com.

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