



November 25, 2009

Ohio Valley NARI wishes all of you a Happy Thanksgiving!

Thanksgiving is America's national chow-down feast, the one occasion each year when gluttony becomes a patriotic duty. ~Michael Dresser

I have strong doubts that the first Thanksgiving even remotely resembled the "history" I was told in second grade. But considering that (when it comes to holidays) mainstream America's traditions tend to be over-eating, shopping, or getting drunk, I suppose it's a miracle that the concept of giving thanks even surfaces at all. ~Ellen Orleans

Stand up, on this Thanksgiving Day, stand upon your feet. Believe in man. Soberly and with clear eyes, believe in your own time and place. There is not, and there never has been a better time, or a better place to live in. ~Phillips Brooks

The funny thing about Thanksgiving, or any huge meal, is that you spend 12 hours shopping for it and then chopping and cooking and braising and blanching. Then it takes 20 minutes to eat it and everybody sort of sits around in a food coma, and then it takes four hours to clean it up. ~Ted Allen

Upcoming Ohio Valley NARI Events

Save the Date: December 10, 2009 – 6:30pm: 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.

Use the New Lead Rule to Your Benefit

By Morgan Zenner

To some, the U.S. Environmental Protection Agency's (EPA) new lead rule is a pebble in their shoe. According to the EPA, by April 22, 2010, "federal law requires that individuals receive certain information before renovating six square feet or more of painted surfaces in a room for interior projects or more than twenty square feet of painted surfaces for exterior projects in housing, child care facilities and schools built before 1978."

But, for people such as Bob Boothroyd, owner of The Boothroyd Group and an EPA certified renovator, the new lead rule gives him a leg up on the competition and the capability to renovate all homes regardless of their age.

"I am a certified renovator by the EPA, and under my supervision, I can train workers on the job to remove lead safely from a home," Boothroyd says.

Boothroyd is one of the first remodelers and NARI members to gain his certification; his course was one of the EPA's pilot courses for the program. He knew the lead course was a great opportunity to get ahead and protect himself from lead and liabilities.

"Lead is only hazardous when you are working in an older home, and the friction of materials disrupts the lead," Boothroyd explains. "Some renovations don't contain lead, like a roof repair, but if lead is present, one exposure is enough to poison the body and result in neurological damage."

According to Boothroyd, lead is commonly found in paint and moldings. All projects that include window and door replacements and major renovations should be inspected for lead.

Being that Boothroyd's company is located in Greenwich, Conn., the majority of homes he deals with were built prior to 1978. Combine that with the seriousness of lead safety to homeowners and himself, becoming lead certified was the obvious decision.

To get certified, remodelers must attend one-day course, which combines classroom learning with workshop learning. In the workshop, students apply the procedures and regulations discussed in the classroom, to an interior and exterior job site. The completion of the certification is a multiple choice test.

To Boothroyd, the course was an enjoyable experience despite what others think. "The most important thing I learned when it comes to lead is awareness," he says, "and that extends to both the homeowners, workers and you. People need to be aware of lead issues, hazards and the proper procedures to renovate safely."

He adds that lead containment is not rocket science but rather a series of steps and procedures that must be followed as remodelers disrupt the lead contain it and eventually dispose of it.

As a mindful business owner, Boothroyd considered it imperative that he tested homes for lead, notified homeowners and took precautions to protect him from being sued.

“Lead is a proven health hazard,” Boothroyd says. “There’s no question about what it can do if people are exposed—but if you ignore lead and don’t give homeowners a pamphlet, you will be liable for people getting sick.”

Either way it was a win-win situation. Boothroyd uses his lead certification to further his remodeling company by educating homeowners and promoting his expertise. “If you can be the first remodeler to educate homeowners on the issue, you will knock the rest right out of the water,” Boothroyd says.

It is this professionalism and knowledge that homeowners appreciate, especially when kids are present or a spouse is expecting. Homeowners rely on Boothroyd to make the jobsite as safe as possible.

As April approaches, Boothroyd suspects that a lot of remodelers will ignore the EPA lead rule and go on with business as usual.

“Right now, the EPA does not have enforcement plan, but just because it’s not being enforced doesn’t mean you don’t run a risk of getting sued,” he says. Contractors who are not certified by the spring also run a risk of being reported by someone and having to pay a fine.

To find an EPA-accredited renovation, repair, and painting program (RRP) training provider in your area, visits <http://www.epa.gov/lead/pubs/trainingproviders.htm>.

Help and be Helped. Charity Starts at Home.

By Morgan Zenner

Renaissance Remodeling Co. has not seen a slow down this year, and owner Chad Vincent, CR, CKBR, thinks it may have something to do with a little charity he started called Boise’s Big Give.

Vincent started the charity in December 2008, and since that time he has increased his company recognition within the community the charity serves.

“I was doing a lot of sporadic charity work,” Vincent says, “and I realized that I was capable of implementing a controlled effort to give back to the community on my own, and I didn’t have to give to charity on someone else’s terms.”

Through his own charity, Vincent can decide when, where and which projects he contributes to and how they are promoted. And he could get even more people involved to make a bigger difference.

“I dove into starting a charity just like a business plan, I wrote down our mission, goals, budget and marketing strategy for the year,” Vincent says.

The goal was to donate the equivalent of \$25,000 worth of remodeling in the course of a year to a family or families in need. The plan identified the types of projects Vincent could do, such as smaller projects, with shorter completion time frames and those that minimized

the work site to one room of the house.

Vincent dedicated a time period to finding donations by reaching out to his professional network. "I called every one of my suppliers and subcontractors and asked them if they would be willing to help out," Vincent says. Not one person said no.

"After a while, I had past clients calling me to donate money or time to my charity," he says. "It was really amazing."

Vincent got help from Ferguson, a local window company, a local granite company and a media company, which helped promote the cause for a discounted price.

Vincent was only able to accept donated materials from sponsors rather than monetary donations in the first year because the charity did not file under the 501[c] 3 tax code.

"We received six months worth of radio ads, which were shared between each sponsor and the charity. Had I not started the Big Give, I would have never afforded this type of promotion," Vincent says.

It was in those radio advertisements where Vincent called for possible recipients of his charity's work. "For three months we introduced the charity and asked for nominations."

Vincent requested information such as a written letter and photographs. A total of 32 nominations were received, most of them were medically related. Vincent pulled a group of influential people within the community to be on the judging committee, all of whom he had never met.

"I wanted a group of business owners and professional people in the area to make an unbiased decision on the recipient," Vincent says.

As it turns out, the committee decided on two families, both in need of remodeling to assist a handicapped family member.

With help from the sponsors and his team of subcontractors, Vincent manages the project over the weekends and in the evenings. "Right now the projects are moving bit slower than I imagined because everyone is contributing according to their schedules," Vincent says.

Each family signed a regular remodeling contract with Vincent before work began although unlike most contracts, no money was exchanged.

Either way, the families are overjoyed to be on the receiving end of Boise's Big Give program.

In Vincent's eyes, he is on the receiving end when it comes to his business. A local Fox News TV station dedicated a segment on Vincent and the charity. He has fielded several calls and signed two jobs in the first year. He also has made solid relationships with his subcontractors and suppliers and networked with influential business owners.

"Just in my network of suppliers and subcontractors, there is a huge amount of respect that

has grown out of participating in this charity and that has strengthened our relationships,” Vincent says.

The charity is a great conversation starter for Vincent, especially with new clients and business partners. “I found it hard to talk about myself and how great my company was all the time, but now, it’s easy to talk about myself and what we do especially when the conversation involves the Big Give because people want to help,” he says.

The positive response has Vincent going full-speed ahead next year. His sponsors have upped their contributions, he’s reaching out to more people and turning the charity into an official 501[c] 3 so people can donate money. He is developing a template for the program so others can follow it in their communities.

“I would love to see this program spread through NARI on a national level, and I really think it could happen with the model that I am developing,” Vincent says.

He notes that a lot of remodelers don’t realize just how much they can help people with the skills that they have and the impact they can have on someone’s life.

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