

February 2003

February is a factory tour

Learn about nail guns and other products made by Senco Products

A plant tour is set for Senco Products

On February 13, 2003, members and guests will be treated to two factory tours and dinner by Senco Products. Guests are encouraged to arrive at 6:15 p.m. (sharp) for a catered dinner hosted by Senco, followed by two 45-minute plant tours of their facilities.

The tours will provide information about questions you've had regarding their products while at the same time enlightening you on the many products and manufacturing methods used by the company. There will be an opportunity for questions and answers as well.

No matter what your Power Fastening needs are, Senco's experienced professionals are available to help you find what you're looking for. The company has even created one of the industry's most talked about websites providing resources to keep you up-to-date with the ever-changing Power

Fastening industry. The evolving business environment demands that Senco continuously improve their products and services to remain the leader in this highly competitive marketplace and the company would like to provide members and guests of Ohio Valley NARI with a first hand look at how this is accomplished.

The company has an extensive line of power fastening product solutions, but keep in mind, the safety of their customers is their highest priority. Whenever you use Senco Power Fastening products to build, construct, fasten and assemble, you are encouraged to read and observe the safety reminders found both in tool packaging and on the tools themselves. Their website contains extensive resource material on safety matters.

Call the OVNARI office today to reserve your spot for Senco night, February 13.

From I-71, exit at Red Bank Road to Wooster Pike/U.S. 50. Continue driving east to the fifth traffic light. At that light, turn right onto Newtown Road. You will immediately cross one bridge and

make a left onto the first road you see, Valley Road. Then make another left onto Round Bottom Road. From Round Bottom Road, make a right onto Broadwell Road.

Visit www.senco.com for maps and additional driving directions.

Call the Ohio Valley NARI office at 800.498.NARI to RSVP or for more information.



Call to RSVP

What: Membership Meeting
When: Thursday, February 13, 2003
Where: Senco Products
8485 Broadwell Road
Time: 6:15 p.m. SHARP
RSVP: Ohio Valley NARI at (800) 498-NARI
Cost: Hosted by Senco Products

NARI National announces regional winners

Seventy-six (76) regional "Contractor of the Year" (CotY) winners, plus four honorable mentions, were named by the National Association of the Remodeling Industry (NARI) during this year's regional competition. Judging for the regional projects took place at NARI's national headquarters in Des Plaines, Illinois, in early January.

Regional winners will now advance as finalists to the national level. Both Regional and National winners will be announced and honored in April at the Evening of Excellence held at the end of the week of NARI's Spring Board meeting.

To be considered for a CotY Award, a company must be a NARI member in good standing. NARI members represent an exclusive group from the approximately 800,000 companies and individuals in the U.S. identifying themselves as remodelers.

Contractors from seven regions around the country vie for the awards on an annual basis. All projects submitted for judging must be an improvement or an addition to an existing structure in order to be considered. New construction projects are not eligible.

In addition, competing projects must have been completed between July 1 of the

previous year and November 30 of the current year (a 17-month time period) and cannot have been submitted in prior NARI National contests. An impartial panel of judges, who are considered experts within the industry and associated fields, selected winners based on each entrant's "Before and After" photography and project description. Judging was based on problem solving, functionality, aesthetics, craftsmanship, innovation, degree of difficulty and entry presentation.

Ohio Valley NARI would like to recognize several local members who took home regional awards:

- Residential Addition \$100,000 to \$250,000 category received an honorable mention award by Neal's Construction Co.
- Residential Exterior category received a CotY award by Murphy Home Improvement.
- Entire House category received a CotY award by Neal's Construction Co.

The complete list of national CotY award winners is available at:

www.RemodelToday.com/level2/awards/2003cotyregional.pdf.

Is your life evolving or revolving?

Without even being aware of it, most of us tend to create our past experience, because our habitual thinking remains unaltered. Until we look closely at the patterns that sabotage what we really desire, little can change. Many people grow to a certain capacity and then remain stuck there. Their lives are revolving when they could be evolving.

Right here, right now consider a future that would bring you more ease. As you do this, the gatekeepers of your mind will say, "Well, that's crazy! You can't do that! There's a downturn in the economy, this is not a good time to start working on a new career, or start a business. You don't have the money. You don't have the time. If you do, you'll end up losing everything!"

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Coming Events

February 13, 2003 - 6:15 p.m.
SENCO Products' Factory Tours

March 13, 2003 - 6:30 p.m.
Topic: Mold

Location: TBD

April 10, 2003 - 6:30 p.m.
Location: ProSource

May 8, 2003 - 6:30 p.m.
Location: Marsh Building Products

June 12, 2003 - 6:30 p.m.
Location: Pella - The Design Center

Or, you have relationships that aren't working harmoniously. What are you willing to do to change what you are doing? Stop blaming them. It's what you are allowing:

We teach people how to treat us. And to change any of what's going on, we must change first. Stop throwing a victim tantrum every time something off-kilter happens. Or stop running off, hiding in avoidance hoping you don't have to deal with what it is that "you" are not doing to come up over this lack of communication you are participating in.

While our intellect is important, the gatekeepers of our minds have limits. When we continue to listen to the gatekeepers exclusively, we continue to live a small life ...or the one we lived last year.

By seeking new knowledge everyday, by working regularly in a networking group such as NARI, with other like-minded individuals who want the life-enhancing experiences we want, we begin to *change our minds* and undertake our life's challenges differently. Why? Because we are here to create and make contributions for good. And because when two or more minds join in agreement and "harmony" a third invisible mind is present and you access the power that can and will move through you to accomplish whatever is needed for living your best life ever.

This new year is a clean slate. Today is a brand new opportunity. Revolve... or evolve. What do you really want to have as your experience in 2003?

Benefits of certification

We have many members ask each year, "why be a NARI certified professional"? Because certification identifies you as a dedicated professional and acknowledges your personal achievements, improves your level of practice, and highlights you as a leader in the industry.

NARI certification is a valuable marketing tool as well - providing customers with assurance that they are choosing expert professionals with years of experience,

dedication to ongoing training, and a commitment to ethical conduct. Certified individuals are viewed as:

- * Better trained and more highly skilled
- * More professional, reliable and ethical
- * More knowledgeable, with up-to-date information on the latest tools, techniques, and materials.
- * Quality-oriented with a sense of pride in their work.

Gourmet marketing

How can you take accountability for a prosperous year ahead? Many business leaders are optimistic about their prospects over the next twelve months. The most successful will take specific steps to drive in the business in 2003. What is their secret? Could a disciplined approach provide you with new and better opportunities? Consider these ideas with your colleagues over a glass of wine and an appetizer tonight . . .

When pouring wine: Go with sparkling wine. Dare to depart from your usual fare to think creatively about building business. Accountability is all about making things happen, and that includes setting a positive mood with California's excellent and affordable sparkling wines.

When selecting cheese: Consider double-crème French Brie. If you want to feel rich fast, this is it. Fromager d'Affinois specializes in this cheese that is rich in calcium and vitamins—now that's brain food.

When taking accountability for prosperity: try this four-step approach. Many clients find the four steps helpful to consistently secure business. These steps are within everyone's reach but you would be surprised at how often these basics are ignored. The secret is to apply these steps on a regular basis:

- **Focus on relationships.** Nothing accelerates your progress more than nurturing relationships. Whether you need new accounts, the right information or assistance with a problem, count on your friends to help

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Ohio Valley NARI

Serving the Cincinnati Metropolitan Area

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800.498.NARI

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The mission of Ohio Valley NARI is:

- ✓ To establish and maintain the association's firm commitment to developing and sustaining programs that expand and unite the remodeling industry as well as to ensure the industry's growth and security.
- ✓ To encourage ethical conduct, sound business practices, and professionalism in the remodeling industry.
- ✓ To present NARI as the recognized authority in the remodeling industry.

These missions are carried out by:

- ✓ Promoting the common business interests of those engaged in the industry.
- ✓ Sponsoring educational programs and activities for members.
- ✓ Enlightening consumers to the needs and advantages of home remodeling and maintenance, thereby improving the nation's housing inventory.
- ✓ Recommending legislative and regulatory action that safeguards and preserves the remodeling industry, and stimulates the marketplace.

Goals of chapter to accomplish mission:

- ✓ To provide education to enhance professional and personal competencies.
- ✓ To create and encourage networking.
- ✓ To develop and promote the profession.
- ✓ To serve as a resource center.
- ✓ To provide quality publications to members.
- ✓ To improve membership and membership participation.
- ✓ To improve consumer awareness.
- ✓ To remain proactive on current and pending legislation.

Gourmet marketing tips (continued from page 3)

you get there. You are paying attention to those friends . . . aren't you?

· **Have a strategy.** Don't leave your success to chance. Come up with a solid plan to make your business sail. Get professional help if necessary—a good consultant can help position your business in a fresh new way that will draw attention and revenues.

- **Be persistent.** Create a list of the prospects that you know are ideal for your business and find ways to stay in touch with them. Offer help and ideas so that when you ask for the sale, these prospects are happy to work with you.
- **Participate.** Select communities that are the best match for business development and take a leadership role. Better to immerse yourself in a few high-quality communities than to join several and not show up. Your life will be easier and the relationships, richer. Now get out there and show them how it's done in 2003.



THE NARI RENOVATOR

A Publication of the Ohio Valley Chapter of the National Association of the Remodeling Industry

The Ohio Valley NARI newsletter, *The NARI Renovator*, is produced by Ohio Valley NARI as a service and benefit to its membership. The organization's office is located at 136 South Keowee Street, Dayton, Ohio 45402; (800) 498-NARI or fax (937) 222-5794.

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