



THE NARI RENOVATOR

The Ohio Valley Chapter of the National Association of the Remodeling Industry

April 2009

www.naricincinnati.org

NARI members can visit a luxury condo project in April
Lutron and Riffle Associates will host chapter at Southshore Condos in Newport



Ohio Valley NARI members will get an up close and personal look at one of the area's premier condo living developments when Lutron and Riffle Associates host the chapter and other invited guests at a supplier night meeting on Thursday, April 9, at the Southshore Condominiums, 400 Riverboat Row, in Newport.

Southshore, which held its grand opening celebration on October 29 with the completion of the first units in a 65-unit tower, is planned as a \$200 million community that will feature a second tower with 75 to 80 units, a 100-slip marina, a commercial building, and a parking garage. Already in place are a 3,000 square foot Shore Club, an exercise facility for residents, and a terrace with gardens, a pool and hot spa, walking trails, and a putting green.

The Southshore Condos—residences and common areas alike—are filled with Lutron electrical and electronic products from simple dimmers to computer-controlled programmable lighting control systems.

NARI members will join other remodelers and building and specialty contractors, architects, engineers, and designers in touring finished and unfinished units and the common area facilities. Dinner in the community room will be catered by the Montgomery Inn. There will be a short presentation

April Meeting

What: Condo development tour

Program: Lighting & electrical controls

When: Thursday, April 9

Where: Southshore Condominiums
Riverboat Row, Newport

Time: 6:30 pm

Cost: Hosted by Lutron & Riffle Assoc.
for NARI members & guests

RSVP: Ohio Valley NARI at 800-498-6274

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Be a resource for networking

by Jessica Tobacman, NARI Marketing & Communications Coordinator

This article is part of the "Tuffin' It Out" series of articles produced by NARI to help members deal with hard times in the building business.

Where is that next lead going to come from? You never know. That's why networking has become key to marketing for Ben Thompson, GCP, Thompson Remodeling Inc., Grand Rapids, MI.

"One of the best things I can do for the local economy is connect the people that I'm connected with," Thompson says. To achieve this, he runs monthly networking events. Three out of four are catered, eight-person Client Cuisine Nights for past, present and prospective clients who have signed agreements with Thompson Remodeling, but whose homes are not yet under construction.

"It lets clients sell for us," Thompson says, of the couples who join him and his father on these evenings.

A consultant suggested enlarging the eight-person events, so on a Monday in every third month, Thompson hosts much larger events. Called Ben's Better Businesses - After Hours Networking Event. The first took place on January 19, with a turnout of 43 people. The evening led to lunches and new contacts for individuals in Thompson's network.

"It made me look great and connected them." By helping others network in this way, Thompson showed thanks and appreciation for his clients and selected vendors, without sales pitches.

The invitation process is a key part of these networking events. He sends invitations to all those who receive his e-newsletter, and then he selectively invites about 100 others with

whom he is professionally connected. They may include past clients, accountants, financial planners, bankers and mortgage lenders, Realtors and key trades people. None of the invited individuals compete with Thompson for business, and all of them

can work together. "These are all people I've worked with and want to work with," he says.

"My goal is to make it more and more selective as the events build with momentum," Thompson says. He intends to hone the list down to just 30 hand-picked individuals.

For other remodelers considering hosting similar events, he recommends limiting the

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April meeting *(Continued from page 1)*

covering such topics as Why Dim? The Green Effect, shading, and demonstrations of Lutron products.

The meeting starts at 6:30 pm, on Thursday, April 9. Southshore Condominiums are located just east of the I-471 bridge in Newport. Coming from Cincinnati take the first exit south of the bridge (exit 5) onto Park Avenue. Drive back toward the river then turn right on Riverboat Row.

Ohio Valley NARI members are requested to call the OVNARI office at 800-498-6274 to RSVP for this supplier-hosted event. Please give our hosts the courtesy of a reply to their invitation.

THE NARI RENOVATOR A Publication of Ohio Valley NARI

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

Ohio Valley NARI Board of Directors

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Workers Comp board makes decisions on July 1, 2009 rate period

At the BWC Board of Directors meeting on March 20, the board approved a rate plan that will impact group and non-group employers for the July 1, 2009, rating period. Here are details, as reported by Al Gardner, of Frank Gates Service Company:

- Non-Group companies will have an average premium rate decrease of 25.3%. Some non-group rates will go up and others will go down;
- Group Rated companies will have a 31% Group Adjustment Factor (GAF) applied to their premium rates in addition to the previously approved cut in Maximum Group Discount from 85% to 77%;
- According to BWC, the changes will result in an average premium rate increase for group rated companies of 9.6%;
- The previously approved 100% Cap was modified to apply only to employers who are penalty rated on their own and in good standing with BWC. To qualify for this Cap, employers must implement BWC's 10-Step Business Plan with the assistance of sponsoring organizations/TPA's or BWC staff;
- Another element of the approved plan eliminates the opportunity for group-rated

employers to stack discounts, such as the Drug-Free Workplace Program and the Safety Council discounts, with the group rating discount;

- BWC proposed to eliminate the PDP+ program entirely for group and non-group employers. That rule change is expected to be approved at the April Board meeting;
- The rules for the Group Retrospective Rating program were introduced in a first reading. These Group Retro rules are expected to be approved at the April Board meeting.

Frank Gates is analyzing all groups and capped employers for July 1, 2009, under the new criteria to determine the most advantageous program or option for NARI members. Group rating will continue to be the most beneficial alternative for most Ohio companies.

Once the analysis is completed Frank Gates will report the results and finalize an approach to ensure each sponsoring organization is positioned appropriately.

Such a deal!

Discounts available to Ohio Valley NARI Members

Cincinnati/Northern Kentucky Home Improvement Guide advertising rates discount
contact Greg Smith (513) 615-9014

Frank Gates Service Co. NARI Workers Compensation Group Rating Program
contact Al Gardner (800) 777-4283 ext 757

Kinker-Eveleigh Agency NARI property and casualty business insurance program
contact Don Ebding (513) 936-1284

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.



Ohio Valley NARI

Serving the Cincinnati Metropolitan Area

136 South Keowee Street • Dayton, Ohio 45402

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Networking *(Continued from page 2)*

evenings to 90 minutes, at most.

"It's not an open house; they're networking events," he says. By holding the activities for only an hour-and-a-half, there will be energy in the room throughout the event. Another way to help guarantee that attendees will be energized is to hold events on Mondays or Tuesdays, early in the week, when people are fresh.

Thompson believes that, by providing networking opportunities for others, he will reap the reward by them having a favorable opinion of him and because of that, they will one day want to work with him. After the event, Thompson sends an e-mail to all attendees thanking them for attending and concluding with a soft sales pitch reminding guests of the three types of remodeling projects he does: design-build, green, and kitchen remodeling. He also lets them know he does handyman work for select homeowners. It essentially asks the individuals Thompson invited to connect him to work in these home improvement areas.

Although giving back is its own reward, it brings concrete benefits, too. As leads increase, it becomes more obvious why these events are good ideas. And for Thompson, they are a natural fit. "[These networking events] are a real natural extension of what we do."



Coming Events

April Supplier Evening Meeting

6:30 pm, Thursday, April 9

"Lighting & Home Electronics"

Sponsored by Lutron & Riffle Associates

Southshore Condominiums

Riverboat Row, Newport

May Dinner Meeting

6:30 pm, Thursday, May 14

"Marketing on a Budget"

Holiday Inn I-275 North

Hauck Road at I-275 North

May Lunch Event

Thursday, May 28

"Effective Photography & Presentation
for Winning CotY Entries"

Location TBD

Baseball Outing

Saturday, July 18

Reds vs Milwaukee Brewers

Redlegs Landing, Great American Ball Park