

Seminar introduces NARI members to green remodeling Ohio Valley NARI educational program helps members market the green concept

NARI members from Cincinnati and Dayton got an introduction to the currently hot topic of green building at a day-long seminar presented by Sara Lamia, a nationally-known speaker who specializes in coaching home builders and remodelers on how to market high-performance homes and home improvements.

The seminar, held on April 24, at the Mason City Center, started with a general discussion of building science and the key elements of a high performance home. According to Ms. Lamia they include advanced framing, smart solar design, “right-sizing” HVAC equipment, moisture management, and other factors—all tied together with diagnostic testing .



Sara Lamia spoke to a group of 30 NARI members from Cincinnati and Dayton.

She discussed the increasingly-common practice of “green washing”—the practice of representing as “green” products that hardly merit the designation. She advised remodelers to use the standards recommended by *Green*

(Continued on page 2)



OVNARI President Brett Howard introduced guest speaker Sara Lamia.

May Membership Meeting

What: Supplier Open House

Program: The Vinyl Window Business

When: Thursday, May 8

Where: Marsh Building Products
10078 East Kemper Road

Time: 6:30 pm

Cost: Hosted by Marsh (a \$15 donation is requested)

RSVP: Ohio Valley NARI at 800-498-6274

Marsh will host Ohio Valley NARI for a vinyl windows presentation

Ohio Valley NARI members and guests will make their annual visit to Marsh Building Products, 10078 East Kemper Road, on Thursday, May 8, to get an informative briefing on the high end vinyl window and door business and enjoy a dinner, courtesy of Marsh.

The presentation at this membership meeting will cover the trends in the vinyl window and patio door business. Guest speaker for the evening is Dennis Hart, sales manager for Midway Windows and Doors, Inc. The Chicago-based company has been supplying windows to builders and remodelers throughout the Midwest since 1963.

At the NARI meeting Mr. Hart will discuss the specific issues of high consumer interest in vinyl windows and patio doors and give examples of what to look for in an upscale vinyl window and patio door program. He will also compare and contrast the varying levels of quality that are available to the public and give examples of the more popular options available.

Marsh will serve a buffet dinner, so no one will leave hungry. The meeting is hosted by Marsh, but a \$15 per company donation is requested to support Ohio Valley NARI. As a courtesy to the hosts please call the NARI office at 800-498-6274 or send e-mail to info@narinincinnati.org to RSVP for the meeting.



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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.

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Green seminar *(Continued from page 1)*

Builder Magazine to evaluate products and materials that claim to be "green."

- How will the material contribute to the home's energy efficiency?
- Is the product made from renewable, recycled, or recyclable materials?
- What are the life cycle costs of the material?
- How durable is the product?
- What are the fire and wind resistance ratings for the material?

This simple checklist can help contractors and their clients separate green products from green-want-to-be products.

She cited numerous benefits that come from following green and sustainable practices in construction. They include

- A healthy indoor living environment
- Energy conservation
- Resource conservation
- Reduced material waste
- Increased value
- Increased salability

The program wrapped up with a discussion of effective marketing strategies to "sell" the green building concept to home owners and home buyers.

Learn more about green building

Want to continuing your green building education? NARI's next national Green Education Series begins on May 21.

The cost of this program, which is conducted by on line teleconferencing, is \$495 for NARI members. Get more information or register for the series at www.nari.org.

You may also want to attend GreenBuild 2008, to be held November 19-21 in Boston. This is the world's major green building event. You can get more information and register for the conference at www.greenbuildexpo.org.

Find a wealth of green building information at the United States Green Building Council web site www.usgbc.org.

Baseball and golf outings will provide R & R for OVNARI members

Were getting into the heart of the busy building season and by July or August you and your crew will probably be ready for some well-earned R&R. Fortunately, Ohio Valley NARI has two social and recreational events on the summer agenda that should fit the bill quite well.

On Saturday, July 19, NARI members and guests—we expect attendance to hit 80—will be in the Redlegs Landing private party area of Great American Ball Park for the game between the Reds and the New York Mets. This will be the fourth year NARI has booked Redlegs Landing for a mid-summer baseball party, and at the event attendance has increased every year.

This is the Reds Hall of Fame induction night. Before the first pitch the club will honor 2008 inductees Barry Larkin, Cesar Geronimo, Joey Jay, and the late Garry Herrmann. Plan to get to the ball park early because the first 20,000 fans through the turnstiles will receive a free hat commemorating the 50th anniversary of the Reds Hall of Fame.

As those who have attended past NARI baseball parties know, Redlegs Landing has regular stadium seating, plus a large picnic

area with tables, and a private concession stand where almost-all-you-can-eat-and-drink food and beverages are served.

The cost is just \$65 per person. That's not much more than you would pay if you bought a ticket and had a couple beers, brats, plus a bag of peanuts. And you wouldn't have a spacious private area to enjoy your food and the company of your remodeling business friends.

The fun continues in August with the 13th Annual OVNARI Golf Tournament on Thursday, August 14, at Glenview Golf Course. For just \$125 per person (\$105 for companies that register 12 or more players) NARI members and their guests will enjoy a round of golf at one of the area's finest public courses, lunch at the turn, beverages from the cart, a buffet dinner, and prizes (if you win them, of course).

Some sponsorship opportunities are still available. Contact the Ohio Valley NARI office, or golf chairs Jeff McCoy and Steve Zimmer, CR, for details.

Such a deal!

Discounts available to Ohio Valley NARI Members

Cincinnati Business Courier advertising contact Wende Powell (513) 337-9454

Cincinnati-Northern Kentucky Home Improvement magazine advertising 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

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NARI members and others testify in opposition to interior designer certification in Ohio

Representatives from NARI were among those testifying against HB 340, legislation that would have Ohio certify interior designers in the state. The report from those who attended the hearing in mid-April in Columbus is quite positive.

“It went well and we anticipate the results we want” said Tim Garrison, CR, CKD, Miami Valley NARI President who testified against the bill on behalf of Ohio Valley NARI and Miami Valley NARI, and together with Miami Valley NARI Government Affairs Committee Chair Randy Light, CR led NARI members in southwest Ohio in organizing opposition to the legislation.

Ten people spoke against the bill, including Garrison, NARI of Central Ohio Government Chair Mike Lange, NKBA members, an architect, and even an allied ASID member, who broke ranks with the profession by opposing state certification. Another ten attended the hearing and made it clear to the committee that they opposed the legislation. After the hearing, a number of committee members expressed the hope that the bill would be voted down and indicated that there were a lot more people opposed to the bill than supporting it.

NARI members who don't think Ohio needs

to certify interior designers should communicate their opposition to HB 340 to their state representatives and the committee. Contact the Ohio Valley NARI office for a list of committee members.



Coming Events

May Meeting

6:30 pm, Thursday, May 8
Marsh Building Products
10078 East Kemper Road
“The Vinyl Window and
Patio Door Business”
Presented by Dennis Hart
Midway Windows & Doors

Baseball Outing

Reds vs New York Mets
7:10 pm
Saturday, July 19
Redlegs Landing, Great American Ball Park

Golf Outing

Thursday, August 14
Glenview Golf Course
10965 Springfield Pike