

May meetings to feature marketing and CotY entries

Speakers will offer tips on bargain basement marketing and winning CotY strategy

Remember the old saying “When times are good it pays to advertise; when times are bad you have to advertise”? It’s true, but when business is down it’s often a challenge to find the funds to maintain an advertising program. The solution? Getting more bang for your advertising and marketing bucks.

At the May Ohio Valley NARI meeting Gail L. Jordan, Jordan Consulting, will guide members onto the path of “Marketing on a Budget.” Ms. Jordan is an award-winning professional who has been building successful advertising and marketing programs for over 26 years. She has expertise in identifying new market segments, spotting changing trends, and creating effective programs to build the client base.

The presentation will help NARI members formulate strategies for marketing communications in a cash-poor business environment.

The meeting will be at 6:30 pm Thursday, May 14 at the Holiday Inn I-275 north. Cost of the dinner is \$30 for NARI members.

On May 28 there will be a special lunch meeting at the to assist members in preparing for and then preparing Contractor of the Year Award entries. The meeting will be at 11:30 am, May 28, at the Holiday Inn I-275 North.

Please call the NARI office at 800-498-6274 or send e-mail to info@naricincinnati.org to make dinner and lunch reservations.



Lutron’s condo tour is a popular event

Over 20 NARI members were among a large group of invited guests at a buffet dinner and tour of the Southshore Condominiums sponsored by Lutron on April 9. Lutron and Riffle & Associates organized the event to introduce prospective members to Ohio Valley NARI and introduce everyone to new Lutron lighting control products installed throughout the luxury condo tower on the south shore of the Ohio River in Newport.

May Meetings

What: Dinner & lunch meetings

Programs: Marketing & Winning CotY Entries

When: Dinner, May 14; Lunch, May 28

Where: Holiday Inn I-275 North
Hoch Road at I-275 exit 46

Time: Dinner 6:30 pm, Lunch 11:30 am

Cost: \$30 for NARI members
\$35 for nonmembers

RSVP: Ohio Valley NARI at 800-498-6274

Employers must pay share of COBRA cost by Bob Dunlevey, Dunlevey Mahan & Furry

All employers with group health insurance plans now face significant new insurance continuation obligations for employees involuntarily terminated on or after September 1, 2008.

The Health Insurance Assistance for the Unemployed Act of 2009 was enacted as part of the sweeping American Recovery and Reinvestment Act of 2009. Employers that do not comply with these new requirements face potentially serious consequences. To implement these changes, new COBRA notices were recently issued by the Department of Labor. Go to this link for the notices and related instructions <http://www.dol.gov/ebsa/COBRAModelNotice.html>

Here is what you should do NOW:

1. Mark your calendar for April 18. Notices must be sent out by that date to avoid a violation.
2. Review the notices and instructions from the above link to the Department of Labor website.
3. Commence compiling a list of employees and other participants who should receive notices. Remember:
 - a. Notices should be given to any employee who experienced an involuntary employment loss since September 1, 2008. Records must be thoroughly reviewed to assure that all eligible individuals receive notices.
 - b. Notices must be given even if COBRA was not previously elected or even if it was elected but subsequently terminated.
 - c. Separate notices must be given to non-employee plan participants who have lost coverage as a result of an involuntary employment loss by an employee.

d. Small employers which are not subject to COBRA must give the notices to individuals qualifying under state insurance continuation provisions. In Ohio, this generally means that the notice must be given if the employee was awarded unemployment compensation benefits. Coordinate with your insurance carrier to assure that these notices are provided in a timely manner. While the DOL website suggests otherwise, the law makes this the obligation of the employer rather than the insurance carrier.

e. When in doubt, give notice to anyone who is potentially eligible.

4. Use the appropriate notice for anyone who has not yet been given a COBRA notice, such as newly terminated or laid off individuals and related participants.
5. Commencing for any period of coverage on or after February 17, 2009, affected employees and participants can now pay 35% of the COBRA premium instead of the full amount for up to nine months. Do not take any steps to collect more, or to terminate coverage of such individuals without contacting us for guidance.
6. Consult with your tax advisor with any questions concerning recoupment of the remaining 65% of the premium as an offset against your payroll tax liability. Remember an employer can only recoup this 65% if the employee or someone else on their behalf has paid 35% of the premium. The employer loses this ability if it pays the entire premium.
7. You may receive multiple emails and mailings regarding these issues. Be careful in taking advice from someone you do not know. We have already seen incorrect advice in a broadcast email from another firm. Be cautious of anyone trying to sell you compliance forms that are freely available on the DOL website or from other sources.
8. Consult your attorney or contact Bob Dunlevey at (937) 223-6003 with any questions.

Bob Dunlevey is a partner in the Dayton law firm Dunlevey, Mahan & Furry. He formerly managed his family's construction firm.



THE NARI RENOVATOR

NARI 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

Chairman of the Board: Brett Howard, Pella Windows & Doors
President: April Cowan, CKBR, The Front Gate
Vice President: Scott Beard, Building Value
Treasurer: Larry Kessler, CKBR, Kessler Construction Services
Directors: John Ashton, CR, Baths Plus; Matt Bliemeister, Cincinnati Floor & Window Coverings; Andrew Glasgow, H. Glasgow Construction Co.; Steve McCord, CR, Steve McCord Carpentry; Jeff McCoy, Exteriors Unlimited

Neal's Design & Remodel wins national Contractor of the Year award

Ohio Valley NARI member Neil's Design & Remodel was among 27 remodelers from throughout the nation named as winners of National Contractor of the Year Awards at the 2009 Evening of Excellence dinner held in conjunction with the spring meeting of the NARI House of Delegates in Atlanta last month.

Neal's was recognized for the best project in the Residential Exterior Specialty category.

The Evening of Excellence™, culminating with the CotY Awards ceremony, is regarded as the premier event of the year in the remodeling industry. More than 250 members of the remodeling industry attended this year's event.

Neal's award-winning project featured a lagoon-type pool with a zero clearance beach-like entrance on one end, and a custom hot tub that overflows into the pool. In addition, a flat-level diving board was integrated into the patio, requiring the patio's stone floor to be lifted to accommodate it. A stone bridge acts as a passageway to the hot tub and separates the shallow and deep ends of the pool.

A firepit is set in a lower elevation of the sloped property and is accessible via a long set of steps set into the grade. To ensure that none of the trees on the property were damaged during construction, a temporary road was built into the site, and steel plates were installed to protect against tire damage during



Stone steps lead to a firepit outdoor living area in the project that brought a national CotY award to Neal's Design & Remodel.

the delivery of the stone materials, including a 10,000-pound boulder that is set into the edge of the pool. Chiseled into an L shape, much of the boulder rests below the water's surface.

A wrought-iron fence acts as a dog gate, keeping the family pets from entering the deep side of the pool.

The project was previously recognized with the NARI Region IV CotY award in the Residential Exterior Specialty category.

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
800.498.NARI

Earn a PhD in BWC at Frank Gates U

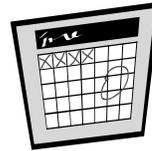
Big changes are coming to Workers' Compensation in Ohio, and you pretty much have to have an advanced degree to understand most of them. Fortunately, NARI members can earn that degree at a Frank Gates University Ohio State Fund Workers' Compensation Seminar.

The half-day educational seminar has three sessions.

In Session 101, "Workplace Safety Perspectives," participants will learn how safety programs can offer a new approach to managing workers' comp dollars. Session 102 will cover the sweeping changes the Ohio BWC will implement this year, how they will affect employer premiums, and how to choose the best options for dealing with the changes and controlling costs. Session 103 is "Management: More Important Than Ever." In this session participants will learn about the cost containment tools that are available to them, and where to focus claims management attention to maximize results.

The seminar will be offered on Wednesday, May 20, at The Manor House, in Mason. and on Thursday, May 21, at the Dayton Convention Center. Registration and a continental breakfast is from 8:00 am until 8:30 am. The final session wraps up at 12:15 pm. Tuition is \$30.

If you have not received a flyer from Frank Gates call Dana Carmichael at 614-766-8729.



Coming Events

May Dinner Meeting

6:30 pm, Thursday, May 14
"Marketing on a Budget"
Holiday Inn I-275 North
Hauck Road at I-275 exit 46

May Lunch Event

11:30 am, Thursday, May 28
"Effective Photography & Presentation
for Winning CotY Entries"
Holiday Inn I-275 North
Hauck Road at I-275 exit 46

June Dinner Meeting

6:30 pm, Thursday, June 11
"Job Site Safety"
Holiday Inn I-275 North
Hauck Road at I-275 exit 46

Baseball Outing

Saturday, July 18
Reds vs Milwaukee Brewers
Redlegs Landing, Great American Ball Park

NARI / NKBA Golf Tournament

Thursday, August 13
Glenview Golf Course