

## Golf outing is last OVNARI social event of the summer Annual outing moves to Glenview Golf Course on August 14

Now is the time to get in on the biggest Ohio Valley NARI social and recreation event of the summer--the 2008 OVNARI Golf Outing.

About 70 or 80 NARI members and guests are expected hit their first drives at 10 a.m. Thursday, August 14, at the Glenview Golf Course. This is a new location for the outing, which has been held at the Sharon Woods Golf Course for the past several years.

Glenview is a premier public championship golf course operated by the Cincinnati Recreation Commission. It features 27 beautiful undulating fairways and greens with lush landscapes, panoramic

views, and demanding water and bunker features.

Glenview is a legitimate championship-quality course that was once ranked among *Golf Digest's* Top 75 Public Courses and was the site of a U.S. Amateur Public Links Championship. Glenview's challenge and allure are both remarkable.

The course is located at the corner of Sharon Road and Springfield Pike. The entrance to Glenview is off Springfield Pike.

A modest entry fee of just \$125 per player covers cart, greens fees, prizes, refreshments from the beverage cart, lunch at the turn, and a late afternoon steak dinner at the conclusion of play.

Want to bring a big group of 12 or more employees, suppliers, customers, or just friends? There's a special discount for member companies that enter three or more foursomes. Sign up 12 golfers, and the price per player drops to just \$105. That's a saving of \$80 on each foursome.

The cost of the dinner is just \$35 so non-golfers can join the fun at the end of the day.

This would be a great way to thank your employees, your subs, and even your best customers and build new personal and business relationships.

To register for the golf outing or the dinner return the form in this issue of the newsletter to the NARI office by mail or FAX. Or call the office at 800-498-6274 to register.



### Sign up to play NOW!

**What:** OVNARI Golf Tournament

**Program:** 18 holes of championship golf, lunch, & a steak dinner

**When:** Thursday, August 14

**Where:** Glenview Golf Course  
10965 Springfield Road

**Time:** 10:00 a.m. (dinner at approximately 4:00 p.m.)

**Cost:** \$125 for NARI members & guests

**RSVP:** Fill out & return the form to NARI

# Surveys find people want to buy green but don't know how

Consumers want to “go green,” but are not fully embracing green building because most are not aware of what is required and the costs involved, according to an Eco Pulse green marketing consumer survey. The survey is conducted annually by the Shelton Group, a Tennessee advertising agency that focuses on energy and sustainability.

“Most consumers seem to think green homes are an all-or-nothing proposition,” said Shelton Group CEO Suzanne Shelton. The survey asked participants to select features they thought were essential for a green building from a list of 17 green features. Consumers chose an average of 10.4 that they thought were required to make a house green.

Eighty-two percent of the respondents believed that Energy Star® appliances are required, followed by water conserving features (78%), high-efficiency windows, and solar powered electric systems (71%).

According to Shelton solar power is a big stumbling block to green building, because it is one of the most costly green features. Many consumers mistakenly believe it is required when building green.

Consumers conclude that, “I just can't do all of this,” Shelton said.

When asked for the primary reason they would purchase green products for their homes, 49% of the consumers surveyed said they want to reduce their energy bills. Though 78% believe that green products “sometimes to always” cost more, they are willing to pay a

premium for products that will increase their home's efficiency and lower their monthly bills, the survey said.

The study results confirm a survey conducted for NAHB last fall that found consumers' primary reason to choose a green home was to achieve greater energy efficiency.

Of the 800 consumers polled in the NAHB survey, 64% said that “reduced energy costs” would be the most important factor in their decision to purchase a new green home or remodel their home green.

Another recent survey of contractors on the trends and opportunities in residential green building, conducted by McGraw-Hill Construction, found that the number of builders and remodelers who are “moderately green” has surpassed those with a “low share” of green building.

Of the contractors surveyed by McGraw Hill:

- 84% said energy costs and utility rebates are an important trigger in the demand for green homes.
- 40% found it easier to market green building in the down economy.
- 95% said a “very or somewhat important motive” for building green was to create a better quality product that would retain value longer.
- 76% found there was no difference in the approval time of a green home vs. a traditionally built home.

According to the survey, the most requested green features are increased insulation, tankless water heaters, Energy Star appliances and air sealing/tight construction. The green features builders installed most are air sealing, insulation and water-saving plumbing.

Harvey Bernstein, of McGraw Hill, said that rising energy costs are increasing customers' willingness to pay a premium for green. Over the next five years, green building is estimated to double, from \$40 billion to \$70 billion in sales by 2012.



## 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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# Local and national CotY Awards packets are now available

Information and entry forms for the 2009 local and national NARI Contractor of the Year Awards are now available on the Ohio Valley NARI web site [www.narincincinnati.org](http://www.narincincinnati.org).

NARI members from throughout the Cincinnati area are invited to compete for the prestigious CotY Awards in recognition of their achievements in the period from July 1, 2007, through November 3, 2008. Entries may be submitted in 26 different residential and commercial categories, including baths and kitchens in several different cost ranges, commercial interiors and exteriors, and home theaters.

Local contest entries may be submitted in any appropriate binder following the rules specified in the CotY packet. Entries are limited to 15 double-sided, or 30 single-sided pages.

Entries in the local contest must reach the OVNARI office by the end of the business day on Monday, November 3.

The key factors in a winning entry are first, of course, an exceptional home improvement project, followed by supporting photos and documentation that clearly demonstrates the exceptional attributes of the project.

A winning entry starts with "before" photos that show the problems and challenges the

remodeler faced when starting the project. In many cases "during" photos are helpful and even essential to show the judges how the contractor addressed the challenges. And, of course, the final element is "after" photos clearly showing the transformation and the realization of the clients wishes.

Entry presentation is a criterion of judging. This means that if two projects are technically equal, the judges will select the entry which is more professionally presented in terms of entry layout and design.

High quality prints of digital photos are the best way to illustrate an entry. Quality will be seriously compromised if the NARI office has to scan marginal prints for publicity purposes or use in NARI publications. Use as many photographs as necessary (within the 15/30 page limit) to show the project. Remember that more is not necessarily better.

Don't assume that the project photos are self-explanatory. Use photo captions and/or summary paragraphs to help describe the

*(Continued on page 4)*

## 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

Serving the Cincinnati Metropolitan Area  
136 South Keowee Street • Dayton, Ohio 45402  
800.498.NARI

### CotY Awards *(Continued from page 3)*

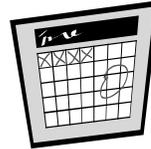
remodeling project.

Entries in the national CotY Awards program must be submitted separately to the national NARI office in Des Plaines, Illinois, in binders supplied by the national office. The cost of the binders represents the national contest entry fee. The deadline for ordering binders from the national office is November 26. Entries must reach the national office by Monday, December 1.

Local awards will be presented to the winners at the Evening of Excellence dinner on Thursday, December 11, at the Montgomery Inn. The national awards presentation—which includes regional and national CotY winning projects—will be at the NARI National Evening of Excellence Banquet in the spring of 2009.

OVNARI members have occasionally asked why awards that are presented in 2008 for projects completed in 2007 or 2008 are called the “2009 CotY Awards.” It’s simply to keep the local awards aligned with the national awards calendar.

For full details about the local and national CotY Awards programs download the 2009 CotY packets from the Ohio Valley NARI web site, or call the Ohio Valley NARI office at 800-498-6274 to request packets by mail.



## Coming Events

### **Golf Outing**

Thursday, August 14  
Glenview Golf Course  
10965 Springfield Pike

### **September Meeting**

6:30 pm, Thursday, September 11  
Holiday Inn I-275 North  
Hauck Road  
“The New EPA Lead Paint Regulations”

### **Feature Vendor Night**

6:30 pm, Thursday, October 16  
Holiday Inn I-275 North  
Hauck Road

### **November Meeting**

6:30 pm, Thursday, November 13  
Holiday Inn I-275 North  
Hauck Road  
“Business Services Rond Tables”

### **Evening of Excellence Dinner**

6:30 pm, Thursday, December 11  
Montgomery Inn  
Montgomery