

November 2001

## Evening of Excellence slated for November

### Congratulate the recipients of the Ohio Valley NARI 2002 CotY Awards

The chapter's annual Evening of Excellence will be held on Thursday, November 8, 2001 at the Montgomery Inn in Montgomery. As is tradition, the meal will be absolutely magnificent and the networking opportunities overflowing.

Members and guests are invited to congratulate recipients of Ohio Valley NARI 2002 Contractor of the Year Awards as well as thank the volunteer leaders of the chapter for their dedication and support during the year.

Steve McCord, CR, Steve McCord Carpentry will spend time reflecting on the past year and begin laying groundwork for a busy 2002. Plans are continuing for NARI PRO (Professional Remodelers of Ohio), possible home show connections, the ongoing debate over state licensing and more, including several members studying for the upcoming certification exam. Make plans to join the chapter!

## How to leapfrog ahead of your competition

Now is the best time in your life to jump ahead of your competition and reach your goals. You'll never be at this crossroads again; they'll be others but not this one. The economy is robust so the time is ripe, all you have to do is seize the moment, or as it is said in Latin "Carpe Diem."

If you take a hard look at your competition, you'll find that the majority of them are working their business day by day, no long-term goals, strategies or ideas in place. You've heard consultants say many times during seminars; only about 2% of contractors are truly in control of their business and their future. What does this mean for you? It simply means that you can now firmly entrench the destination of your business on a road that takes into consideration the big picture.

Common dogma dictates that you must run around like a chicken with your head cut off, that you must have enumerable amounts of problems with you employees and customers, that every day must be a grueling test to stretch you beyond your limits, and then some.

The same people who can't get their heads, which are permanently stuck, out of the sand, promote this brain set. They sincerely believe that this is the only way to operate their business. They naturally

## Call to RSVP

Where: Montgomery Inn  
Montgomery, Ohio

When: November 8, 2001  
at 6:30 p.m.

RSVP: Ohio Valley NARI  
(800) 498-NARI

Cost: \$40.00 per person or \$75.00 per couple



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# What's in a name? Domain names demystified . . .

A domain name is basically the “name” and “address” of your Web site. Domain names, top level domain, Network Solutions, registrar, .com, .net....it can all be overwhelming. However, to get the most out of your Web site you need to make sure that people know about it and can get to it easily. Without a name that is related to the name of your business and one that is easy to remember, attracting visitors to your site will be hard. Which Web site are you more likely to remember, [www.andersonconstruction.com](http://www.andersonconstruction.com) or [www.homestead.juno.com/anderson/andersonconstruction.html](http://www.homestead.juno.com/anderson/andersonconstruction.html)? Your OWN domain name is not expensive and its not hard to get...you just need a little information.

## What is a domain name?

In order for the Internet to function properly, each on-line computer must know where every other on-line computer and server is. This is done by assigning each on-line computer a specific IP, or Internet Protocol, address. IP addresses are unique identifying numbers that look something like this ... 207.173.11.22 or 63.205.10.24.

There are basically two problems with IP addresses.

1. They don't give you any “English-language” information about the computer or server that they belong to.
2. Who can remember all of those numbers!!

This is where domain names come in.

A domain name is sort of like a “replacement” for IP addresses. Domain names provide Web site owners with a way to name their Web sites so it's easier for Internet users to find them. For example: The IP address for the server that holds the Contractor Resource Web site is 207.173.11.22. If you want to visit the Contractor Resource Web site you can open up your Web browser and type in

207.173.11.22 or you can type in [www.contractorresource.com](http://www.contractorresource.com) ... both will get you to the same location but you tell me which one is easier to remember.

## How many are there?

The three (3) letters after the “.” in any domain name are called a “top level domain”. Top level domains are one way in which structure and organization is added to the Internet because, typically, certain types of companies or organizations use a particular top level domain.

The three most popular top-level domains are “.com” (pronounced “dot com”), “.net” and “.org.” Traditionally, “.net” has been used by companies involved in the Internet infrastructure (for example, Internet Service Providers and other telecommunications companies). “.org” is typically used by non-commercial organizations and “.com,” the most popular top level domain of all, is more-or-less a “catch-all” for everyone else. Besides these three most popular top level domains, there are many others, including “.edu” (educational use), “.mil” (military use) and “.gov” (government use), as well as more than 244 country specific top level domains. To make matters even more confusing, in November 2000 seven (7) new top level domains “.biz” (business), “.aero” (aerospace), “.coop” (cooperative), “.pro” (professional), “.museum” (museums), “.name” (individuals), “.info” (information services) were authorized...but we won't worry about those here.

There are more than 36 million domain names registered worldwide. Of these, more than 22 million end in “.com”.

## First step: where do I get one?

Domain names are ultimately registered at one of about 80 ICANN (Internet Corporation

# Leapfrog ahead of your competition

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assume this is the ONLY route to success. It has never been the only route, just the one most frequently traveled by those that not only know no better but also do not even possess the will or capability to learn a better way. This is why it is the most traveled path, because it is the one most traveled by the masses who trod it every day.

With this the case with so many, especially your competition, it makes good sense to separate yourself from the masses and establish your own path to follow. One that will insure you the success you so desire. Your efforts and energy are an investment in your future. You must drill that paradigm into your head and never let anyone or things distract you from its path.

## Five Ways to Leapfrog Ahead of your Competition

If everyone else is following the same time worn path then it is in your best interest to decide which path you want to follow. Will it be the high road or the low road? The following steps will help you determine the right path with laser accuracy. All you need to do is commit to building it and following it.

1. Analyze everything you've done right and wrong with your business to date. Learn from your mistakes, duplicate your successes.
2. Set in place the systems you need to duplicate and leverage yourself and your employees. Optimize every possible position. Your leverage over your competition will come from your ability to outperform them in every way.
3. Build your strategic business plan as soon as possible. Don't let one minute escape you. The sooner you get started, the sooner you'll reach your goals. Make it your blueprint for your path to your goals and success. Follow it

with the deepest passion. Constantly keep utilizing it as a tool and a reference. Make it your destiny.

4. Study your competition. Discover what they do right and wrong. Uncover their weaknesses and utilize their strengths to your benefit.
5. Treat your customers as your most precious asset. Create ways to re-sell, up-sell and service them. Make it a point to keep in touch with them at least two times a year. Let them know when you have something new to offer them, as a matter of fact, present it to them as a "first time offer exclusively for our favorite customers." make them realize that you value them and their business. Remember, they've done business with you once and they'll be happy to do business again and again.

Do you know anyone who has been successful in his or her own business? If you do, chances are very good that they did it by mastering the details. Anyone who has to reach their highest plateau of success possible has accomplished this by mastering the details, techniques and strategies. With this mastery comes proficiency. And proficiency will always be accompanied by speed. That is how you leapfrog over your competition in the marketplace.

*Turning contractors who want a successful business into business managers who make a business successful is what defines Henry Goudreau. He is the author of several self-study business development courses and books for contractors. Sarasota based, Henry Goudreau speaks at conventions, conferences and for corporate clients on business development. For more information on his training resources visit him at [www.hgassociates.com](http://www.hgassociates.com), or e-mail him at [henryg@hgassociates.com](mailto:henryg@hgassociates.com). To book Henry to speak at your next meeting, or to find out how he can help your business, call him at 941-377-1254.*

## Domain names (continued from page 2)

for Assigned Names and Numbers, but you don't need to remember this) accredited registrars. Each is pretty much the same in terms of price, and availability should be exactly the same. Also, each operates on-line so you can purchase your domain name with just a few clicks of your mouse.

A number of companies selling pre-registered domain names have cropped up in order to take advantage of the domain name registration process. These companies register large numbers of common names and then sell them to people that want those names for their Web sites. These companies can charge from a couple of hundred dollars up into the tens-of-thousands, depending on what the name is and how many people want it. Unless, they have a name in their inventory you just can't live without, we recommend staying away from these companies. Not because they are a scam, its just that we've found that these types of services are not necessarily cost effective for small business. Even though more than 36 million names have been registered, there are still millions of good name left.

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Watch the December issue of *The NARI Renovator* for part II of "What's in a name?"



## Ohio Valley NARI

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



## 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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### Classified ads

*Classified ads are a free service of membership. Non-members may advertise for a nominal fee of \$20.00 for two issues. Send your information to the Ohio Valley NARI office for inclusion in the next issue.*

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