

OVNARI Feature Vendor Night draws another big crowd

Sixth edition of the annual event featured displays by 15 vendors

Ohio Valley NARI's 6th annual Feature Vendor Night drew a crowd of over 50 vendor and contractor representatives to the Holiday Inn I-275 North on October 16.

The large turnout included representatives from 15 vendors. Participating vendors were Building Value, Cincinnati Floor & Window Coverings, Cincinnati-Northern KY Home Improvement Resource Guide, Custom Distributors, Digimax Signs, Ferguson Enterprises, Kwik Kopy Printing, Mont Granite, Parksite (DuPont Tyvek), Pella Windows & Doors, Sims-Lohman Fine Kitchens & Granite, Stock Building Supply, The Home Depot, Tri-State Retractable Screen, and Viewings AVA.

After everyone had the opportunity to go through the deli sandwich buffet line—which



Matt Bliemeister, owner of Cincinnati Floor & Window Coverings, chaired the vendor night event and was a displaying vendor too.

included soup and cookies this year—vendors were invited to give brief presentations about their companies and to award door prizes.



Everyone who attended the Ohio Valley NARI Feature Vendor Night event enjoyed all-you-can-drink beverages and an almost-all-you-can-eat deli sandwich buffet.

November Meeting

What: Dinner Meeting

Program: Guest Experts

Speakers: Insurance, law, accounting & workers comp experts

When: Thursday, November 13

Where: Holiday Inn I-275 North
Hauck Road at I-275 Exit 46

Time: 6:30 p.m.

Cost: \$30 for NARI members

RSVP: Ohio Valley NARI at 800-498-6274

Designer licensing is coming back when Ohio legislature reconvenes

Mark McKiernan, owner of Living Spaces Custom Design, and a member of Ohio Valley NARI and NKBA, reports that HB 340, the proposed legislation to put Ohio in the business of licensing interior designers, is likely to see some action when the Ohio Legislature reconvenes on November 12.

Mark reports that Tom Brinkman, Jr., who chairs the Commerce and Labor Committee



in the Ohio House of Representatives, expects proponents of the legislation to push the bill in the final months of 2008. Earlier this year Ohio Valley NARI joined other Ohio NARI chapters, NKBA, and other organizations, in successfully opposing the

bill in committee—where it still resides.

The same coalition will present its position in opposition to the legislation if and when the Commerce and Labor Committee takes up the bill again. Ohio Valley NARI members may be asked to contact committee members and their state representatives and senators to support the government affairs committees of NARI chapters in Ohio and the other organizations actively opposed to licensing interior designers in Ohio.

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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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2008 OVNARI Evening of Excellence is set for December 11 at the original Montgomery Inn

Again this year the Ohio Valley NARI Evening of Excellence dinner will be held at the original Montgomery Inn location at 9440 Montgomery Road. The date is Wednesday, December 11; the time, 6:30 p.m.

Those are the basic details. Put them in your time management program and synch them to your PDA.

The evening will include presentation of Contractor of the Year and service awards. There will be time for cocktails and socializing starting at 6:30 p.m. Dinner will be served about 7:00 p.m. There will be a choice of chicken, fish, or ribs, or some combinations of the three.

The Evening of Excellence is one of the most important social events of the NARI year. Not only will Ohio Valley NARI members get to enjoy a dinner featuring the Montgomery Inn's world famous food, they will spend an evening in the company of other leading members of the Cincinnati area remodeling industry and one very special guest. Renée Rewiski, national president of NARI, has accepted an invitation to join us for the party.



Such a deal!

Discounts available to Ohio Valley NARI Members

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

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

High fuel costs and renewed tax credits boost demand energy-saving projects

As they grapple with skyrocketing energy costs, homeowners are turning to remodelers for solutions. According to the National Association of Home Builders' quarterly Remodeling Market Index, 33 percent of surveyed remodelers report they are increasingly called on to improve the energy efficiency of client's homes.

Remodelers report installing a number of efficiency-enhancing products in recent months. The most popular projects are:

- Windows. 73 percent of remodelers in stalled energy-efficient windows.
- Insulation. 65 percent installed foam or fiber insulation in walls, roof cavities, and attics; 27 percent insulated foundations and 52 percent installed insulated exterior doors.
- High-efficiency HVAC systems. 56 percent of contractors said clients bought higher efficiency HVAC
- High-efficiency appliances. 47 percent reported installing more energy-efficient kitchen appliances.
- Water-saving faucets and fixtures. 46 percent mentioned water-saving plumbing

In addition to tapping this "natural" market, remodelers may use tax credits for energy-efficient home improvements to encourage more customers to go green on their renovation projects in 2009.

Lost in the attention paid to the \$700 billion financial institutions "bail out" sections of a recently-enacted bill was reinstatement through the end of 2009 of the IRS Section 25C tax credit for existing homes, which expired at the end of 2007, contained in the same legislation.

Home owners can receive tax credits for installing energy-efficient windows, doors, roofing, insulation, furnaces, air conditioners and heat pumps. Remodelers can encourage their customers by becoming familiar with the model types and products that qualify for the tax credit. Details on qualifying improvements are available at the IRS Web site.

Experts in insurance, accounting, law and workers comp to visit

On November 13 four outside experts in matters of importance to remodelers and suppliers too, will join us at the Ohio Valley NARI dinner meeting for roundtable discussions of their areas of expertise.

The guest experts will include an accountant, an attorney, a business insurance professional, and a representative from Frank Gates Service Company, who will discuss worker's compensation group rating programs. Each guest will make a brief presentation introducing his or her area of expertise, then they will move to separate tables for interactive discussion and questions and answers.

A similar format meeting several years ago attracted a good crowd and was very popular with everyone who attended. This is an OVNARI meeting you won't want to miss.

The meeting will be at 6:30 pm, on Thursday, November 13, at the Holiday Inn I-275 North, Hauck Road at I-275 Exit 46.

Make dinner reservations by calling the NARI office at 800-498-6274 or send e-mail to info@narincincinnati.org

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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Remodelers need to promote the things that make them remodelers

As new home construction has tanked many home builders are trying their hand at remodeling. But, as an old riddle asks: "Call a tail a leg, then how many legs does a dog have?" Five? No. It's still four. Calling a tail a leg doesn't make it a leg.

Homeowners might not see a lot of difference between home builders and remodelers. In fact, some might have the idea that home builders are "real" contractors while "remodelers" are handy-men on steroids.

You can actually make a case that it's easier for a full-service remodeler to branch into new homes than for a traditional home builder to become a remodeler. Both create bids and recommend products, but they approach their jobs from a very different perspective. Remodeling requires a skill set that relies heavily on attention to detail, managing customer expectations, and dealing with unexpected issues that may be encountered as the project progresses.

Home builders are used to working in empty lots and having total control over the design and construction of an unoccupied home; remodelers start with an existing building, and in most cases a family lives there. An occupied home requires a high level of oversight and regard for the homeowner's belongings and living conditions during construction. And there is the element of the unforeseen. In an existing structure a contrac-

tor doesn't always know what secrets lie beneath the floors and behind the walls. Surprises are inevitable in remodels. It's a contractor's job to explain unexpected problems to their clients, so a lot of hand-holding and preparation is necessary to keep homeowners satisfied with the way a project is progressing.

Experienced remodelers understand these things, but do you bring them to the attention of potential customers when discussing your qualifications and explaining why you should get the job? If not, maybe it's time you started promoting the special attributes that make a remodeler a remodeler.



Coming Events

November Meeting

6:30 pm, Thursday, November 13

Holiday Inn I-275 North

Hauck Road

"Business Services Round Tables"

Evening of Excellence Dinner

6:30 pm, Thursday, December 11

Montgomery Inn

Montgomery