

December 2001

## A message from the newly elected president . . .

Dear Ohio Valley Members and Future Prospects:

With the recent events of September 11th, I believe our country has made and hopefully will continue to make some positive changes. I believe not since World War II have we seen such a positive American spirit. I know, especially having been around for the Vietnam War days, Americans have not always been in support of our country. Even though the tragedy of September 11 was horrible and we will pay for it for quite a while, I believe there will be some very positive things to come out of it. I think after World War II America gradually became a nation less of "we's" and more of "me's." Since September 11 the tide has turned somewhat and we have pulled together. America is a nation of freedom and the home to capitalism. I believe there is good and bad to just about everything including freedom and capitalism. With freedom comes energy, hope, and many new avenues to pursue; sometimes though with freedom we don't find some necessary and helpful guidance. With capitalism comes ingenuity, drive, and wealth; sometimes though with capitalism comes a lack of togetherness, a strength from having a comrade to share with.

I am not advocating a less free or a less capitalistic America, but I believe as a member of an association such as NARI we can further our freedom and further the potential of a capitalistic America. Maybe that sounds a little lofty for NARI, but I know in my own business NARI has been helpful for me to get a better picture of not only how I should run my business but also how I can improve my attitudes about the business of remodeling. Also the friendships (comrades) have been a

blessing and will be there for many years.

If you are presently a member of NARI, I would encourage you to attend as many meetings as possible. I know it's hard to take the time in the middle of a busy schedule, especially when an emergency crops up - but try to think about what you might be missing. Also if you are asked to take part in any of the committees, please consider the benefit you could be and the benefit that you might gain. Being involved with the leadership only further enhances what you get out of NARI.

If you are not a member, maybe it's time. I know you've thought about it. I thought about it for several years, before I joined seven years ago. The benefits I listed above are real and there are many more that I have not listed. One argument I have heard for not joining NARI is the cost. First \$375 is not that expensive when you consider it versus the cost of a good tool or a good piece of office equipment. And that's what it is a good tool for furthering your business and your industry. Secondly if an expense is budgeted (planned for), I don't even think twice about it especially when I realize what good it can do. Please consider coming to the next meeting and joining.

## Don

Don Patten, CR, Don Patten Remodeling  
2002 Ohio Valley NARI President



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

## Part II of II (continued from November 2001 issue of The Renovator)

### Second step: choose a name?

This is, without a doubt, the hardest part of the domain name registration process. Remember, more than 36 million domain names have already been registered, so you can bet that the easy ones, like [www.ABCplumbing.com](http://www.ABCplumbing.com) are already taken. Each domain name registrar (more on them later) allows you to search a list of all of the registered domains to see if the one you want is available. If the name is taken, the registrar will respond with a list of close alternates for you to choose from. You can either take one of these alternates or simply start the search process over again with your second choice.

### Third step: GRAB IT!

Once you have chosen a registrar and decided upon an available name, each registrar allows you to register and pay for the name online. The details for each are slightly different so consult with the registrars on the mechanics of purchasing your name.

### You vs. Web developer

You can either register your domain name yourself or you can have your Web developer do this for you. It is often times better to let your Web developer do this for you because when you register a domain name they are going to ask for information like name servers, technical contact, administrative contact, etc. All stuff that the Web developer will know.

### Important information!

Once you register a domain name it is critical to remember that you do not own it forever. What you really do is purchase the exclusive right to use that name for a given period of time. At this point registering a .com domain name costs \$35 per year.

### What good is it?

"Why should I spend the money on a domain name when I have a free site at . . . ?" I hear this question almost every day and each time it still makes me laugh. Some reasons for wanting your own domain name include:

- It gives your company credibility on the Web
- It means you can take them wherever you go
- It makes your company easier to find on the Web
- It adds a sense of professionalism to your company's Web presence
- It enhances visibility for search engines and Internet users

The plain and simple fact is that the Internet is here to stay. In five years, web site addresses are going to be more common than phone numbers and the construction industry, while a little behind the curve, is finally waking up to that fact. Don't let yourself be taken advantage of. Gather information, formulate a plan but, by all means, get started!



## Coming Events

**January 10, 2002 - 6:30 p.m.**  
 Cincinnati Marriott North  
 Wayne Haddix, Road to Safety  
*OSHA's Dirty Dozen Violations*

**February 14, 2002 - 6:30 p.m.**  
 ProSource Wholesale Floorcoverings  
 11489 Enterprise Drive  
 ProSource Supplier Night  
*Open House at Expanded ProSource Facility*

# Turning awards into inexpensive marketing opportunities

One of the biggest advantages of being involved with an industry association like Ohio Valley NARI is the opportunity to win one of the many awards that NARI grants on a regular basis. Having your company recognized in this way is more than a pat on the back for a job well done. It's an opportunity to showcase your capabilities and demonstrate your level of expertise to your customers and key prospects. Here are a number of inexpensive (or free) things you need to do to make sure you get as much positive mileage out of your awards as possible.

- **Send out a press release.** As soon as you win the award, write a one-page (or e-mailed) press release announcing the news and send it to all of your current and prospective customers, along with your local newspapers. There are many acceptable formats for press releases, and like many groups, Ohio Valley NARI provides recipients with a sample that you can simply plug your company's information into and distribute. It's important to get this information out within two weeks of receiving the award to ensure that it is still "news," and relevant to the recipients.
- **Put an announcement on your web site.** You should immediately add a brief announcement of your award on the home page of your Web site, along with a digital graphic of the issuing organization's logo for extra impact. If you don't have one already, you should definitely add an "Awards" section to your site, where press releases and a complete list of your company's awards can always be available.
- **Include the information in your company e-newsletter.** Add the announcement to the "what's new" or "company news" section of your electronic or traditional newsletter, and include your web site address for more information about the award and your company's capabilities. You should also add a link to a page that shows photos of the job and information about the award on the e-newsletters you distribute to

your prospects.

- **Get reprints made of all publicity.** Make clean copies of the association's announcement to send to your customers and prospects. For a higher quality mailer, professional reprints are usually available at a reasonable cost. This applies to all of the publicity your company receives, including mentions from local and industry media.
- **Add your awards to new business presentations.** Regardless of what format you use for new business pitches, you should include a section (or a slide in the case of PowerPoint) dedicated to the awards your company has won. This will help establish solid credibility with the homeowner.

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## OSHA's Dirty Dozen will be focus

There are lots of ways you and your employees can be injured on a job site. But, in spite of the hazards, most serious job-related injuries can be prevented. Even if an injury doesn't occur, job site hazards that can be mitigated can be hazardous to your company's financial health - if an OSHA inspector finds them and issues a citation. Find out first hand from fellow OVNARI members how hazardous and frustrating it can be.

Creating and maintaining the safest possible work sites is a habit that pays big dividends in reduced exposure to worker's comp claims, legal liability, and OSHA fines. First, however, you need to know where to look for the most common construction industry worker safety hazards. That's the subject of the January 10, 2002 dinner meeting.

Wayne Haddix, president of Road to Safety, a Milford, Ohio firm that provides safety training, safety consulting, job site analysis, and representation services to general and specialty contractors, will be our featured speaker. He will acquaint NARI members and prospects with "The Dirty Dozen: The Top 12 OSHA Citations."

RSVP by calling OVNARI at 800.498.NARI.

## Strassel receives local CotY

According to Gregg Strassel, winner of the only Contractor of the Year Award presented by Ohio Valley NARI this year two words that kept coming up as he talked with the home owners who are now enjoying this award-winning project were "relaxation" and "peace."

They wanted a roomy and glamorous bathroom, but they had to stay within the limits of the existing space. Their budget was also far from unlimited. The design finally chosen met all requirements for appearance and functionality.

Space limitations made it necessary to use the conventional tub-shower unit approach to bathing facilities, but the customers didn't want a conventional look. To achieve this a soffit was constructed over the tub, and the shower head was placed high enough to be hidden by the soffit and a curtain hung on a circular rod behind the soffit.

The aesthetic focus of the project is a Queen Anne style free-standing vanity, which was built by a local cabinet maker working from a black and white photo and a drawer from the home owners' bedroom dresser. An antique mirror hangs over the vanity.

Other details that elevate this project from the ordinary include designer accent tile ordered from Italy, a Surrell tub deck that matches the vanity top, high end brass/chrome fixtures, and tiled niches built into the walls in the tub/shower area.

The overall excellence of the project, and the fact that it was accomplished in an area of less than 100 square feet at a cost of less than \$25,000 earned very high scores from the judges and earned an Ohio Valley NARI Contractor of the Year Award for Strassel Construction Company.

Congratulations!

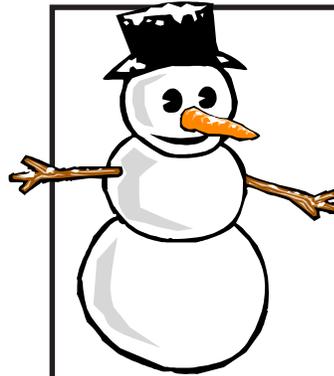
### NARI THE NARI RENOVATOR

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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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Happy holidays  
 to all of our  
 Ohio Valley  
 NARI  
 Family!

Have a safe, healthy and  
 prosperous New Year!



## Ohio Valley NARI

*Serving the Cincinnati Metropolitan Area*

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