



Wabash Valley NARI

PO Box 4152
Lafayette, IN 47903

Volume I, Issue III
Meeting date: Sept. 19, 2006

President—Tim Schrock
Vice President—Rodney Troxell
Treasurer—Gale Payne

Board member— Jeff Tyson
Board member— Bonnie Mantle
Board member— Bob Talbott

National Update

NARI national sent an update to our chapter, via Chapter Services director, Phil Stratton. He told us about how NARI, as a whole, is growing consistently, and about how they are trying to help all the chapters to acquire more members. He listed quite a few old and new programs that NARI has to assist us in developing our chapter. He does have ideas/programs out of the box

that we can implement, but we have to put the legs to those ideas. Speaking of National News, I will be attending the National Board Meeting next week, and I've already scheduled to meet with other chapter presidents and executive directors to glean some of their brain power and possibly set some of their ideas into motion here for our chapter.

Unfortunately, as Phil pointed out during his presentation, our chapter has suffered in membership numbers over the past few years. His numbers weren't quite up to date, and I believe we have 18 or 19 members on our roll now. Another topic that was presented, was to partner with BAGL and help each other out. How we pursue that is yet to be seen.

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Attending this meeting:

Tony Batta
Ken Dismore
John Vanderkolk
Tom Wagoner
Tim Schrock
Dick Traeger
Rodney Troxell
Jeff Tyson

Guests:

Joe Sullivan—Best Way
Jeff Lohrman—Best Way
Phil Stratton—NARI
Todd Simms—Tim's intern

Calendar:

October 19th

General Meeting
6:30 @ Logan's

November 7

Board meeting
6:30 @ Logan's

November 14

BAGL Construction Seminar, 2:30-5:30 @ Best Western — FREE!!

BAGL invitation to Construction Seminar

Since the subject was raised at the last meeting, I contacted BAGL to see what we could do to help each other. During the course of conversation, BAGL has invited our members to a Construction Seminar with Dale Koehler, from Purdue Building and Management.

The seminar will delve into topics such as Identifying construction defects and reducing callbacks (in foundation systems, moisture management, exterior wall system design, siding and brick installation, flashing, ventilation, HVAC, etc.)

NO charge!

November 14, 2:30-5:30 @ Best Western
They need to know by November 10.
If you want to stay for the following meal, cost is \$19.

Remodeling show and NARI board meeting

The annual Remodeling Show is quickly approaching. Exhibits are open October 19-21, and the Conferences are available October 18-21. Once again, it will be held at McCormick Place in

Chicago. In conjunction with the Remodeling Show, the NARI national board meeting will be held at the Congress Plaza Hotel & Convention Center, October 16-19.

I do believe that others can come, but just cannot vote. If you need information, call me. If you will be there, call my cell 765-978-0289. I'll be in Chicago from Monday morning to Thurs. evening.



President's Column

Marketing NARI = Marketing ourselves

Last month, I started yet another class with my business coach to continue improving my business. The class deals with all aspects of business, but with the main thrust of marketing. There is a group of contractors taking the class together with me, and I appreciate the input that my peers give!

I bring this up to share one thing that came up this week—each business system within a company must produce visible professional services. The purpose of these visible professional services is to allow the mar-

keting system to share with the outside world the company's inside reality.

How does that work for NARI?

We discussed several benefits of NARI membership last month.

Tom Wagoner mentioned that the ability to refer his clients to professional remodelers improves his image as well.

Networking in business ideas, helping each other, and ideas of how to solve some problems in the field were also mentioned as benefits of membership.

Now, that these benefits or "services" of membership are visible, we need to share them with potential members so that they see our inside reality.

As our professionalism becomes visible as a chapter, membership in the chapter will become one of the ways that our clients (homeowners) can choose their remodeler.

Which boils down my goal for the chapter during my term—helping our members sell more.



Joke of the Day—

A doctor and a dentist fell in love with a same girl. One day, the dentist had to go abroad for one week to fulfill his work, so he gave the girl seven apples and asked her to eat one apple everyday. Know why? An apple a day keeps the doctor away!

Possible additions to our visible professional services...

At the meeting, I shared a survey that Phil Stratton had sent along to me. We are moving ahead on getting information for a chapter website.

We do want to take one thing at a time, but at the same time, I want to be looking ahead for what we do next.

Here's a brief list of ideas I took from the survey (amongst others the board has discussed).

- Seminars for general public
- Submissions to local media outlets
- Trade Shows
- Vendors night

- Educational scholarship program
- Public education materials
- Public Service Announcements

What do you think is most valuable to spread the word? Do you have other ideas? Let us know!

"...each business system within a company must produce visible professional services...to share with the outside world, the company's inside reality."

Business Power Tools is canceled

Due to a low amount of interest, we had to cancel the Business Power Tools seminar scheduled for November 2.

Be on the watch for more information, as this will

most probably be changed into a webinar, or another venue.

Special Note:

We still need a secretary for the chapter! I have templates ready for you, or you can hand-write them and mail it to me.

Newsletter Notes:

Would you like to see additional information in the newsletter? Should we pull educational articles from various sources and include it here?

VENDORS!

Do you want some space to tell the members about your services or products? Call me @ 765-482-6371 or email tim@designbuildsolutionsllc.com