



Wabash Valley NARI

PO Box 4152
Lafayette, IN 47903

Volume I, Issue IV
Meeting date: Oct 17, 2006

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

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

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Attending this meeting:

Tom Wagoner
Gale Payne
Tony Batta
Ken Dismore
Rodney Troxell
Dick Traeger
John Vanderkolk
Dan Walker
Bonnie Mantle
Bob Talbott
Ron Thomas—Blakley's
Dave Shriner—Blakley's
Margaret Lemon—Blakley's

Calendar:

November 14

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

November 21st

General Meeting

Tax advisor

6:30 @ Logan's

No meeting in

December!

Typos create misunderstanding

It seems that while we had a speaker aligned to come last month, I had a typo in the last newsletter. Thus, the speaker was in Lafayette on the 17th, and thought, "I

have a meeting tonight." But, he had an idea to check the newsletter that I had mailed to him...nope, the newsletter said the 19th! So he went home! Thanks

for your participation even though there wasn't a speaker last month! My apologies for that typo.

NARI National Board of Directors report

Chicago is a fun city to hold a National meeting such as NARI did. So many great people were present at the meeting this year, and all had a blast...or seemed to. One of the most interesting facts is that 43% of all chapters in NARI have less than 50 members (57 chapters total), and are categorized as "Very Small." 23% of the chapters have 50-99 members and categorized "Small."

Locally, Wabash Valley NARI has been tracking downward in the last 5 years. Back in March '01, we had 23 members. March of this year we had 17. We're currently have 19 active members.

Other chapters who are in the Small to Very Small categories are tending to see that the energy in their chapters is running thin, and hiring executive directors, even on a part-time or per-

formance basis. Almost all of the chapters are running like businesses (making money—it is okay for non-profits to make money) so that they can help their members with education, marketing, and community service, all for the good of the industry. Of course, the executive directors cannot do everything; volunteers are needed.

Oh yes! Another BIG nugget of gold was that NARI national has people available for the chapters to use their marketing talents. If the chapter needs some help in creating a marketing piece, there are two lovely young ladies who have such marketing talent, and National has allowed the chapters to use their skill.

NARI National staff is noticing that there are local members who are not receiving the benefits they were looking for—hence the entire chapter in Ohio

that left last year. Because of this they will be adding more educational classes (beyond the scope of certification), revamping the NARI website, reviewing the COTY awards categories, increasing marketing efforts and pushing toward more consumer awareness of the NARI name and what it stands for.

It could be possible to complain that NARI national isn't supporting this chapter as they should, but I think it is just like we tell our members—"you will only get out of your membership as much as you put in." We need to plan on sending a representative to *at least* one Board meeting per year—preferably **both**—it is necessary to the health of our chapter.

New members

We've been speaking of new members recently, and discussing how to get them to join. Recently, a prospective member told me that his company could not justify the dues because of the low numbers in membership. We've also had several prospective mem-

bers join us for a free meal (or two) this year, and none have joined. How proactive are we in sharing the benefits we see in membership?

Benefits you've shared:

- Networking
- Business from other

members

- Professionalism
- Problem solving

We need to ask potential members what benefits are most important to **them!** Quite possibly, we already offer that benefit.

President's Column

Get out the word!

Yesterday was election day. All parties were trying to "Get out the Vote!" They wanted to energize their supporters to go do something important to them. Wabash Valley NARI is also pleading to our supporters to help do something important for the group.

Get out the word about NARI!

We are now rolling forward on a website for Wabash Valley NARI. The Board feels that it is important to promote the chapter presence in this way due to the quickly growing trend for consumers to research products and services on the internet. However, we cannot move

forward on such an endeavor without goals and plans to make it succeed. It is one thing to be present in case a potential customer trips over us, but we're looking for better results. We need to let the public

"Successful people participate in activities that others choose not to."
-Joe Dellanno, my Design/Build Coach

know that such a website is there, and it should be desirable to them.

Considering this, we need to be regarded as a resource that people can go to for information. We also need to be active in moving in their direction.

I've mentioned ideas of a seminar for the general public (we can mention the website), several people have mentioned printed material (mention the website), or submit articles to local media (mention the website). Each one activity is great, AND gives us an opportunity provide consumers with more information about **US**.

To do this, our members will need to speak, write or call for such events, and ALL members can

GET out the word!

P.S. By the way, those that are in the front, usually are regarded as the experts—and thus gain credibility.

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.



Joke of the Day—

One day a little girl was sitting on her grandpa's knee playing with his long beard and patting his bald head, and asked "Did God make me?"
"Yes my dear" her grandpa replied.
"Did God make you?" she asked.
"Yes he did" he replied again.
She then said, "Well he sure does a better job these days doesn't he?"

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