



Wabash Valley NARI

www.WabashValleyNARI.org

PO Box 4152
Lafayette, IN 47903

Volume II, Issue I
Meeting date: August 21, 2007

President—Tim Schrock

Vice President—Rodney Troxell

Treasurer—Gale Payne

Secretary—Bonnie Mantle

Board member— Mick Owens

Board member— Ken Dismore

Board member— Jeff Tyson

Annual NARI Picnic

The annual NARI picnic was held at the home of Dan and Ofé Walker. Attending were Jeff Tyson, Tony Batta, Dick Traeger, Tim Schrock, and Bob Talbott. Also joining us were the wives of Tony, Tim and Dick. (Dan and Ofé were

there, too, of course) It was a small group, and those of you who couldn't make it missed some good hamburgers!

As according to our bylaws and tradition, the new officers were installed to lead us into the new year of

2008. We are working on the vision for what Wabash Valley NARI is looking for in this year. Please participate and give us your suggestions.

September meeting discussion

It has come to my attention that, while I have been trying to get people online, I haven't given good directions as to how to use the tools we have available.

Since the internet is moving to be a large marketing force in our society (one realtor I know says that 80% of her clients come from internet marketing), it

is in the best interest of each member, both individually and collectively, for the chapter to be present on the internet.

Our website gives us that presence, but to keep in the "eye" of the search engines, we must keep fresh. Also consider that we want potential clients to keep coming back for fresh content

too. Therefore, we have implemented a tool to keep our website working for us like we want it too. But, as a tool, it only works when we use it. Just like we need training to correctly and effectively use a manlift, pick-up truck, or hammer, come and see how this tool can help you!

September meeting speaker

Mick Owens has helped us secure a speaker for the September meeting. Rob Blaylock, rep for Behr paints will be giving a presentation on the latest in paints and stains.

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Calendar:

Sept. 18

General meeting @ 6:30
Logan's Roadhouse

Watch our website for announcements and information regarding these and other events.

www.wabashvalleynari.org

Do you want to let NARI members know about you, your company, or your product / services? Maybe you want to show off a project.



Get it printed in this monthly newsletter.

Email us: wvnari@wabashvalleynari.org



From the Commissioner

Ron Highland

General information

This month's article will focus on General Information that I feel is important enough to put in this month's issue.

First off, I would like to say that most of you have or will at some time, deal with Building Inspectors. This is

not something to fear but embrace. I have stated from the beginning that Building Inspectors play a very important role on how things are to be built. Having said that, I also know that in Tippecanoe County there are three jurisdictions under different political pow-

ers (City of Lafayette, City of West Lafayette, and Tippecanoe County). This can and is a real problem for anyone wanting to build. With that in mind, the three jurisdictions are meeting on a monthly basis with the hope of becoming

...See "Commissioner" p. 3



Joke of the Day—

"How was your game, dear?" asked Jack's wife Tracy.

"Well, I was hitting pretty well, but my eyesight's gotten so bad I couldn't see where the ball went," he answered.

"But you're 75 years old, Jack!" admonished his wife, "Why don't you take my brother Scott along?" "But he's 85 and doesn't play golf anymore," protested Jack.

"But he's got perfect eyesight. He would watch the ball for you," Tracy pointed out.

The next day Jack teed off with Scott looking on.

Jack swung and the ball disappeared down the middle of the fairway. "Do you see it?" asked Jack.

"Yup," Scott answered. "Well, where is it?" yelled Jack, peering off into the distance.

"I forgot."

President's Column

Completing the Mission

This month we finish the last two statements in our mission.

Mission Statement #8 says we are to support and encourage the establishment by other agencies to train a skilled labor force. As many of you know, I have personally created an internship position within my own company to train skilled designers and businessmen within my industry. Doing so has been beneficial to both parties in that I can pass along knowledge and then look forward to tasks

being done for me, and the intern can learn valuable skills for his or her future.

Do not let what you cannot do interfere with what you can do.

John Wooden

If you choose to go this route, there are two pieces of advice that I would pass along. First, create Standard Operating Procedures (SOPs) for the intern to follow. I have created a SOP that states exactly

what to do every Friday morning when the intern is entering and paying bills in my QuickBooks file. Then I

want certain reports run weekly and monthly. There are many other expectations regarding answering the phone, submitting time cards, etc. I

didn't have all of these expectations set at first, and so this has been an evolution for my business. However, my business has also improved by moving forward, and writing down the SOP when an issue arises.

...See "Mission" p. 3

Public Exposure

Do you want exposure as an expert in your field? Maybe you have a relevant story of how a client can expect to deal with a **professional remodeler**. **Vendors:** do you want to

showcase a new product line—say a special screen, coating, material, color options, etc.?

Wabash Valley NARI can help you get **your name and thoughts** into the pub-

lic eye. Call Tim @ 765-482-6371 for more info.

No tricks.

No cost.

No joke!

This is for members only.

Directory Distribution

A couple of months ago, we printed 1000 member directories to distribute to our community. We also sold sponsorships with the expectations that we would distribute them. [We need to distribute aggressively.](#)

It would not be unreasonable to be out of directories by the end of the year. **Ron Thomas** is looking into the Chamber, **Bob Talbott** and **Dick Treager** are talking to Realtors. **Ken Dismore** said that he

will talk to a bank/loan officer.

You too can help us in getting out the word.

Talk with Gale to get directories and hand them out!

Commissioner ...cont'd from p. 2

more compatible with code issues. This in turn, should help you, the builder, be able to build in all three jurisdictions.

This is a giant step for progress. I would tell you if you have any ideas on what and how we could improve our methods please contact any

one of the three jurisdictions. We will try and address your comments and/or suggestions at our next meeting.

As always, if you have any questions, please feel free to call the office at (765) 423-9225 anytime. Inspectors are usually

in the office in the morning from 8:00am -9:00am and may stop back in during lunch from about 12:00pm-1:00pm.

Sincerely,
Ronald L. Highland Tippecanoe County Building Commissioner

Mission ...cont'd from p. 2

Next time, I will know exactly what to do, and so will everyone else involved with my company. Now consider this--that means that I have a repeatable process for every client! Repeatable processes create repeatable results, and in business that is a very good thing! I will return to the topic at hand. The second piece of advice I would share is to make the company culture such that the intern would want to stay with your company.

Otherwise, you are training a competitor instead of an asset.

Finally, the last statement in our Mission is *To conduct or engage in all lawful activities in furtherance of the foregoing purposes, or incidental thereto.*

Hey, this is just another reason that the public needs to know about NARI! We are doing things legally! I cannot say what our competition is doing, but I can,

with great certainty, say that our chapter and its members are operating ethically. For a competitor who is not in NARI, do they have another organization speaking with such confidence on their behalf?

Thanks for your patience as I reviewed our chapter Mission Statement these past several months. It is always good to review the map that was already set for us, so that we refresh the picture of where we are going!

Newsletter Notice

Due to recent increases in postage stamp rates, the costs of printing, and the availability of technology, the Wabash Valley NARI

board is reviewing other means of delivering the newsletter to you. One possibility is to send by email, the other is to have you re-

trieve it online. Please be ready to discuss this at the next meeting.



Special Note:

Have you seen our website? Many, from what I hear, have not. You can help get the word out about NARI, and NARI can help you get business.

Refer your clients to the contractor survey on the Members page. We can get referrals and use that for your benefit and our benefit.

Vendors

Post your information for contractor events on our website. Come to the meeting and find out how to do so!

SEND FEEDBACK!

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 wvnari@wabashvalleynari.org