

Promote professionalism, education and ethics within the remodeling industry throughout the Fox Cities

Committed to providing innovative vision and exemplary leadership in support of industry excellence

**MISSION**

**VISION**



## MEETING NEWS

**General Membership Meeting**  
**Focus on Energy with Energy Strategies, Inc.**  
 Wednesday January 21, 2009

**Grillin' Steakhouse and Lounge**  
 192 N Stoney Brook Road  
 Appleton, WI



Is part of your business goals for the New Year to help your customers become more energy efficient? This presentation is designed to show the value of performance-testing homes before and after remodeling projects. Energy Strategies, Inc. is a residential energy consulting company. They provide the value of understanding and employing sound building science principles to properly air seal and insulate using the right materials in the right places to achieve comfort, durability and energy savings. They also are able to performance test to prove the value.

Our presenter will be Kevin Hogan, owner of Energy Strategies, Inc. Kevin has been a certified energy consultant in both the Wisconsin ENERGY STAR<sup>®</sup> Homes program (for new residential construction) and the Home Performance with ENERGY STAR<sup>®</sup> program (for existing homes) for more than eight years. Kevin's presentation begins with some brief information regarding Focus on Energy and then gets into the program for existing homes known as Home Performance with ENERGY STAR. Kevin will discuss how the program works by "teaming up" with a consultant that does all the testing, reporting, writing of recommendations, work scopes, and final testing at the end of the project to document improvement. Cash-Back Rewards for homeowners and contractors available from Focus on Energy will be discussed as well. The presentation will conclude with an overview of building science principles along with some very basic physics to help understand the importance of controlling moisture and air movement in and out of buildings.

Kevin Hogan is a Technical Coordinator for the Home Performance with ENERGY STAR<sup>®</sup> program responsible for recruiting, training and monitoring Contractor Allies throughout the state of Wisconsin. He also provides training and technical support to all sectors of the program as needed.

As always this dinner meeting is open to all members, their business partners and guests. Advanced reservations are required. Please RSVP your attendance and that of any other business partners or guests to Lee Nimmer no later than the end of business on Friday, January 16. Payment can be paid upon registration at the meeting. Checks can be made out to Fox Valley NARI. Lee Nimmer can be reached at 920-766-3900 or 800-255-2459 or by email at [lnimmer@amfam.com](mailto:lnimmer@amfam.com).

Gathering: 6:00 pm – Dinner and Networking: 6:30 pm – Program Immediately Following

## FOX VALLEY NARI CHAPTER

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## What is your Fox Valley NARI Chapter New Year Resolution?

Resolution for the Fox Valley NARI?? Yes! You have joined the Fox Valley NARI hoping your membership investment will lead to additional business success. Although belief is very powerful, true success doesn't get very far without taking action. Thus, you need to take personal responsibility ensuring your investment brings return by getting involved and taking advantage of the opportunities your Fox Valley NARI membership brings. A membership also says you are responsible for success of the Chapter. So what action steps can you take to ensure success of your business and the Fox Valley NARI Chapter in 2009?

- The Fox Valley NARI Chapter is looking for members who are committed to not only home improvement and remodeling, but also in helping the Chapter grow. What interest's do you have or talents can you share? Volunteer to help with membership, the golf outing, etc.
- Recruit new members! Now available are Prospective Member Packets. The packets are available to help members discuss NARI with someone who they think would benefit from a NARI membership and would be a great member for our organization. The packet provides information on National and the Fox Valley NARI Chapter.
- How can you network better at the General Membership meetings? Are you introducing yourself bringing along business information and business cards to share? What customers, partners or services are available to you to at each meeting that you might not be taking full networking advantage of? Do you have business partners at your company that would benefit from the networking?
- Do you have all the General Membership Meetings on your calendar? Are committed to attending?
- Soon you will also be able to advertise in the monthly newsletter and website. Do you have an ad ready? Additional promotion and recognition can also come from Sponsorship opportunities.

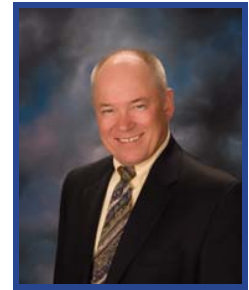
These are only a handful of ideas to help you formulate your New Year's commitment to your Fox Valley NARI membership. Again, your return on a successful membership is proportionate to how you get involved and use the opportunities presented. Contact any of the Board Members to discuss opportunities of involvement and how we can work together to make not only make your business a success, but your Fox Valley NARI as well!

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# PRESIDENT'S INSIGHT

*Lee Nimmer*



How is it that another year has passed by so quickly? It seems like only yesterday that we were setting goals and making plans for 2008. Now that 2008 is in the history books, I want to reflect on the positive changes that we have had at Fox Valley NARI during the past year. I personally attended my first NARI National Business Meeting in St Petersburg, Florida in March. What an EYE OPENER for me! I never realized the huge scope of the National organization. They are a tremendous asset for all the local chapters throughout the entire US. September, took Paul Welhouse and myself to Baltimore, MD, for another National Business Meeting. Paul and I were like sponges taking in as much as humanly possible during the four day event. We both came back charged to improve our local chapter. Fortunately, this training helped both of us as we quickly needed to reorganize our Executive Board and Board of Directors due to several resignations. Thank you to all who helped us during this time of transition. A big Thank You to all our members who understood the difficulties we were experiencing and remained with us renewing their memberships. Our October General Membership meeting brought two great speakers; Ada from Asbestos Training & Certification and Kate Dugan from Rebuilding Together Fox Valley. Thank you both for the information and we look forward to working with both of you in 2009. The November General Membership meeting featured David Feldner, Executive Director from the Milwaukee NARI Chapter, as our speaker. David brought us challenging ideas on growing our chapter, as we continue to gain momentum. David was impressed with our small caring group, as we banded together during the meeting to help a family in need. Teamwork and sponsorship can easily convert ideas to reality. Thanks to all who responded to the "Can Do" attitude. Who can forget the December Christmas social! Great grilled food, lots of networking and socializing. Entertainment and laughs from "Touch of Old" and those fabulous gifts exchanged during the "left/right" story. I hope you all have found uses for your items? If not, maybe a return trip to the Restore could be in order for 2009. Thank you to Amy Ristow, Diane and Paul Welhouse, and my wife Zola for all the help in organizing the event. I hope you all had a fun evening and a wonderful Christmas with your family and friends.

So, what's on the horizon for 2009? You can expect the ALL NEW web site to be up and running during the first quarter of the year. We also have some interesting and educational programs scheduled for our general membership meetings. Mark Powers from American Family Insurance will explain "how can you better control your risks of loss on business insurance". Dan Taddei from NARI National will provide you information about educational programs available through National. Our annual Golf outing will be on Friday, June 12th. Numerous other programs will be provided for our membership. Be sure to check the calendar of events provided in the monthly newsletter and soon on our web site.

I hope to see all of you at our next General Membership meeting! Best Wishes and Success in 2009!!

Lee Nimmer  
President

## NARI NATIONAL

*The voice of the remodeling industry*

**Recent News:** [www.nari.org/media/releases](http://www.nari.org/media/releases)

- ♦ Create a home fitness room 1/5/2009

**NARI Launches new website:** [www.greenremodeling.org](http://www.greenremodeling.org)

The purpose of Greenremodeling.org is to establish a body of knowledge for Remodeling Professionals and for Green-minded Homeowners; and to support professional growth in the field of green remodeling and encourage the homeowner to become educated about green homes. The goal is to become the web's most knowledgeable green remodeling information source.

NARI's core purpose is to advance and promote the remodeling industry's professionalism, product and vital public purpose. To learn more and what your membership can do for you visit: [www.remodeltoday.com](http://www.remodeltoday.com)

# NEW MEMBER SPOTLIGHT

## Welcome Timber Innovations!



As a respected craftsman for over 25 years and as a builder/remodeler for over 15 years, Timber Innovations has created many beautiful and unique homes, additions, and renovations as well as quality architectural millwork and cabinetry. Timber Innovations' goal is to use that experience to provide a quality product to their clients that reflects the individual lifestyle and personality. I am grateful for the acceptance for membership of Fox Valley NARI Chapter and the benefits of continued education and networking. I feel that this opportunity to join is perfect timing for me and Timber Innovations. I am thankful for the warm welcome I have received so far from the chapter members and look forward to future meetings. I hope that I am able to contribute in a way that will benefit all its members. For more information about Timber Innovations, please see contact Paul Driessen at [pdriessen1@new.rr.com](mailto:pdriessen1@new.rr.com) or 920-788-7400.

## Welcome Pella Windows & Doors – VerHalen, Inc.!



VIEWED TO BE THE BEST.®

Pella Windows & Doors in part of the VerHalen, Inc. distributorship, serving Wisconsin and Michigan's Upper Peninsula since 1911.

Founded in 1925, Pella Corporation has long been recognized in the window and door industry for its technology and innovation, having been awarded more than 100 U.S. products and design patents. Pella Corporation was awarded by J.D. Powers and Associates for "Highest in customer satisfaction with window and door manufacturers, two years in a row". In addition to windows and patio doors, Pella also manufactures entry door systems.

Headquartered in Pella, Iowa, the company is represented by their Direct Sales Network operating Pella Window & Door Stores nationwide. Visit us on the web at [www.pella.com](http://www.pella.com) Contact, Charlie Laundrie at [claundrie@verhaleninc.com](mailto:claundrie@verhaleninc.com)

# CALENDAR OF EVENTS

January 1, 2009	New Year's Day – Happy New Year!	
January 13	Board of Directors Meeting, Lee Nimmer Insurance Agency, Kaukauna	5:00 pm
January 19	Martin Luther King, Jr.'s Birthday Observed	
January 20	Inauguration Day	
January 21	General Membership Meeting, Grillin' Steakhouse and Lounge Focus on Energy with Energy Strategies, Inc.	6:00 pm
February 5 - 8	Milwaukee/NARI Home Improvement Show Wisconsin Exposition Center, State Fair Park	
February 18	General Membership Meeting, Grillin' Steakhouse and Lounge Level Best Awards Presentation	6:00 pm
March 18	General Membership Meeting, Grillin' Steakhouse and Lounge American Family Insurance – Insurance Loss Control and Construction Defect	6:00 pm

Unless otherwise noted, General Membership Meetings are held the third Wednesday of the month at Grillin' Steakhouse and Lounge. Networking begins at 6:00 pm with dinner and program following.

## **Fox Valley NARI Chapter Elects 2009 Board of Directors**

Thank you to those who nominated someone or who volunteered to serve on the Fox Valley NARI Chapter 2009 Board of Directors. After elections at the December General Membership meeting, please congratulations the following people who were elected to serve in 2009. If you were unable to run for Office or the Board, there are plenty other ways you can volunteer your services to help the Fox Valley NARI! Welcome the Fox Valley NARI Chapter 2009 Board of Directors!

**President, Lee Nimmer** - Lee Nimmer has always had an interest in the building trades. His grandfather Ed Nimmer and father Ken Nimmer were home builders in Kaukauna during the 1950's, 60's and 70's. Lee learned how to swing a hammer early in life, working part time on job sites during summer breaks from school. In 1972 Lee's father Ken and his mother Betty moved to St. Germain, WI to manage Moon Beach Church Camp and he abandoned the idea of taking over the building business. In 1972 Lee went to work for Metropolitan Life as a sales rep until 1978 and then District Manager until 1980. In 1980 he joined Wisconsin Employers Insurance and worked as the manager of field training hiring and training new agents to their field force. In 1983 he found his current position as an agent for American Family Insurance in Kaukauna, WI. Lee now has two offices, Kaukauna and Seymour. Lee was also part of the original group that organized Rebuilding Together Fox Valley in 1999. Lee served as the president from 2000 to 2006. He has been involved with NARI Fox Valley since 2001.

**Vice President, Paul Welhouse, CR, CAPS** – Paul Welhouse is the owner of a fourth generation construction and remodeling company, Welhouse Construction Services, LLC. Prior to joining the family business in 2001, Paul had a long corporate career in Engineering. After graduation from MSOE, he moved to Waukegan, IL and joined Outboard Marine Corporation for four years advancing to Senior Quality Engineer. He then moved on to Harley-Davidson Motor Company for six years as the Senior Product/Resident Engineer. From Harley Davison, Paul spent three years with Engman-Taylor Company, Inc. as the Director of Quality Improvements. Besides obtaining his certification in Aging-In-Place in 2004 and his Certified Remodeler status in 2007, Paul also has a Master's Degree in Engineering Management from Marquette University. Paul lives in Kaukauna with his wife Diane and he has one son.

**Treasurer, James Willey, CR** - James Willey is an Air Force veteran with over 18 years experience in the Home Improvement and Remodeling Industry. His remodeling Company, Mosquito Creek, LLC, established in 2003 specializes in cabinetry, finish carpentry and interior remodeling. He has been on the Board of Directors for Fox Valley NARI since 2006. In May 2008 Jim successfully completed NARI's certified remodeler certification program. He is married and lives in Appleton with his wife and four children.

**Secretary, Diane Welhouse** – Diane Welhouse recently entered the construction and remodeling industry as Vice-President of Operations for Welhouse Construction Services, LLC. Prior to moving to Kaukauna, Diane spent ten years with the United States Bowling Congress. As the Director of Collegiate Bowling she was instrumental in making women's bowling an NCAA Championship Sport. Diane moved on to General Manage an Entertainment Center consisting of four small businesses for three years. From there she joined Direct Supply, Inc. to manage a newly developed Corporate Purchasing department. She led strategic planning and department development to provide lower costs and increased ROI to a \$500 million privately held company. Diane is originally from Milwaukee and lives in Kaukauna with her husband Paul.

**Director, Glenn Stueber** – Glenn Stueber has been employed by The Home Depot for the past 11 years and currently holds the position of Contractor Services Supervisor. In his role, Glenn works closely with contractors and homeowners to satisfy their building materials needs. Prior to his career with The Home Depot, Glenn spent 15 years as a supervisor in a large wholesale nursery in the state of Arizona where he serviced retail customers in a four state area in the southwest. His extensive schooling in nursery management and landscape design makes him a local Master Gardener. Glenn grew up in southern Wisconsin and has two grandsons.

**Director, Amy Ristow** - Amy Ristow has been working with Habitat for Humanity since 2006 and joined NARI shortly after. Amy holds two roles with Habitat: Associate Director, overseeing the marketing, human resources and organizational development services for the organization; and ReStore Director, overseeing the financial and operational aspects of the Habitat ReStore. Prior to joining Habitat for Humanity, Amy and her husband Keith owned a family entertainment center and prior to that Amy was Vice President of Human Resources for EAA in Oshkosh for many years. Keith and Amy have three daughters, ages 19, 18 and 11.

**Director, Ryan Petersen** - Ryan Petersen was indentured into a plumbing apprenticeship in 2000 through Keith Petersen Plumbing, Inc. After completing his five years as an apprentice, he received his journeyman license in 2005. In December 2008, he then received his master's license. Ryan has also achieved a cross connection control tester's license at UW Madison, School of Engineering and holds a commercial plumbing inspectors license. Ryan and his wife, Kelly, own Trenchless Sewer Solutions, LLC, a business they began in May 2006 for the replacement of existing sewer laterals. They are both currently employees for Keith Petersen Plumbing, Inc. as well, and are in the process of buying this business out from Ryan's father, Keith Petersen, who began this business in 1980. Ryan and Kelly live in Freedom with their 16 month old son, Rudy.

# SUSTAINABLE COMMUNITY

*Our environment, social and business responsibilities*

## Are You Measuring and Reducing Your Carbon Footprint

Your first question might be what is a “Carbon Footprint” let alone how do I measure it? A carbon footprint is a measure of the impact our activities have on the environment, and in particular climate change. It relates to the amount of greenhouse gases produced in our day-to-day lives through burning fossil fuels for electricity, heating and transportation, etc. The carbon footprint is a measurement of all greenhouse gases we individually produced in units of carbon dioxide.

A carbon footprint is made up of the sum of two parts, the primary footprint and the secondary footprint. The primary footprint is a measure of our direct emissions of CO<sub>2</sub> from the burning of fossil fuels including domestic energy consumption and transportation (e.g. car and plane). We have direct control of these. The secondary footprint is a measure of the indirect CO<sub>2</sub> emissions from the whole lifecycle of products we use - those associated with their manufacture and eventual breakdown. To put it very simply – the more we buy the more emissions will be caused on our behalf.

Measuring your carbon footprint goes into more than a simple formula that can be provided to you in this article. It involves things like what type of vehicle do you drive, how many miles do you drive per day, what is your electrical bill, what percent of your energy comes from clean renewable sources like solar and wind, what is your natural gas, heating oil and/or propane bill? Most of these areas we have an opportunity to impact every day through simple things like lowering your thermostat, changing your light bulbs to low energy bulbs, carpooling or increasing insulation.

To learn more about your carbon footprint, how to measure it and how to reduce it there are many websites to view. A simple search of “carbon footprint” will populate much information including individual and business calculators. Also consider the following Webinar found on the NARI National Calendar of Events.

## Measuring & Reducing Your Carbon Footprint

Thursday, January 22, 2009

By evaluating the carbon footprint, small- and medium-sized businesses are able to build sustainability into their strategic plan. A good carbon reduction strategy will build brand value, lower operational costs and mitigate future regulatory risks.

Carbon measurement and management has more to do with optimizing your organizational performance than preparing for future regulations. Today, organizations are finding operational efficiencies through measuring their carbon footprint and demonstrating how carbon reduction positively affects their bottom line.

Carbon footprint: Measuring and reducing your carbon footprint is designed to give background, current trends and tools necessary to measure your carbon footprint. You will also walk away with clear insight to how you can reduce your carbon footprint and become a more sustainable company.

Content & Takeaways:

- Carbon footprint outline
- Tools to specific carbon measurement and reduction
- Benchmark goals for specific industry

The Webinar will run from 1 p.m. - 2:30 p.m. Eastern Time.

Register online using our secure registration at [www.altamont-group.com/register](http://www.altamont-group.com/register), by email at [register@altamont-group.com](mailto:register@altamont-group.com), or by phone at (510) 652-1624. More information is available on the Web at [www.altamont-group.com](http://www.altamont-group.com).

Carbon Footprint definition from [www.carbonfootprint.com](http://www.carbonfootprint.com)

# LEARNING AND DEVELOPMENT

## **NARI Educational Programs**

**NARI Universal Remodeling - Creating Comfortable and Accessible Homes**

### Presenter

Adrienne Zoble, Adrienne Zoble Associates, Inc.

### Summary

You will be provided the tools to sell and conduct remodeling projects that are based on Universal Design principles. These types of projects are attractive not only to those who wish to age-in-place, but also families with special needs and families that are forward thinking. You will learn the seven principles of Universal Design, how to interview clients with an understanding and consideration of their special needs, and finally the how-to of building these projects.

**Tuesday, January 20, 2009 for four weekly 2-hour “meetings”, conducted via Webinar 2:00 PM Central Time**

Cost: \$295 for NARI Members and \$395 for Non-Members

Order: All applications should be faxed or mailed to the NARI office

[http://www.nari.org/education/universal\\_remodeling.asp](http://www.nari.org/education/universal_remodeling.asp)



## **Go Green with NARI**

### Summary

Green remodeling is one of the hottest (and hotly debated) topics in the industry. NARI has rolled out a green remodeling education program. NARI's green remodeling program is multi-faceted, focusing on energy efficiency and conservation, indoor air quality, efficient use of resources, recycling of demolition material and renewable energy sources, among other topics. The program will run for 12 weeks with a 2-hour class weekly. Each class will address specific topics such as building science application, green remodeling guidelines, solar applications, appliance selection and marketing a green business. This class can be the first step in moving your company into the business of green remodeling. The course is designed to provide you with a solid foundation in Green Remodeling and allow you to start practicing today. The primary texts will be included as part of the course materials along with a CD-ROM that contains links to additional references and resource materials as well as links to green product suppliers. Course size will be limited to 20 people to enable active participation by all attendees.

**Series begins Thursday, January 22, 2009**

\$495 - Members

\$695 - Non-Members

E-mail [info@nari.org](mailto:info@nari.org) to be put on the waiting list. All applications should be faxed or mailed to the NARI office: NARI, 780 Lee St., Suite 200, Des Plaines, IL 60016, Fax (847) 298-9225.

**All programs above and more are available at the NARI Learning Center – [www.nari.org/learning](http://www.nari.org/learning) or [www.nari.org/education](http://www.nari.org/education)**