



NOMINATION FOR THE 2023 CHAPTER EXCELLENCE AWARD

Despite COVID-19, the Tampa Bay Chapter of NARI never stopped having meetings and connections with our members. We listened to what our members wanted; we held a few zoom meetings, held parking lot socials that included food trucks and easy up tents, we held every Evening of Excellence/CotY Awards in person, facilitated panel discussions about the supply chain issues, and played golf. Prior to covid, we were holding two meetings a month, one in Tampa and the other in Clearwater/St Pete. Our goal is to bring back two meetings a month and we have had three successful Tampa meeting scheduled this year. The consistent outreach to our members, our Industry Partners, and the community has given us special recognition as we make strides to educate everyone on the importance of hiring a licensed General Contractor. The devastation in South Florida, a result of a Category 5 Hurricane Ian, is a prime example of the vulnerability of contractor scams.

MENTORSHIP PROGRAM

We have implemented a mentoring program in our chapter that has been very successful in engaging and retaining new members as well as improving the industry by developing the people in it. This also gives us the opportunity to nurture diverse talent and solve industry-wide problems. When a member joins our chapter, a board member is assigned to them to help them get acquainted with our chapter and help them utilize all the benefits offered. The mentor will call the member to encourage participation in meetings and events, help connect them to other members, and develop meaningful professional relationships that could lead to future opportunities. Mentees aren't the only ones benefiting from the mentorship either. Mentors get the chance to grow both personally and professionally and experience improved self-esteem and fulfillment.

STRATEGIC PLANNING

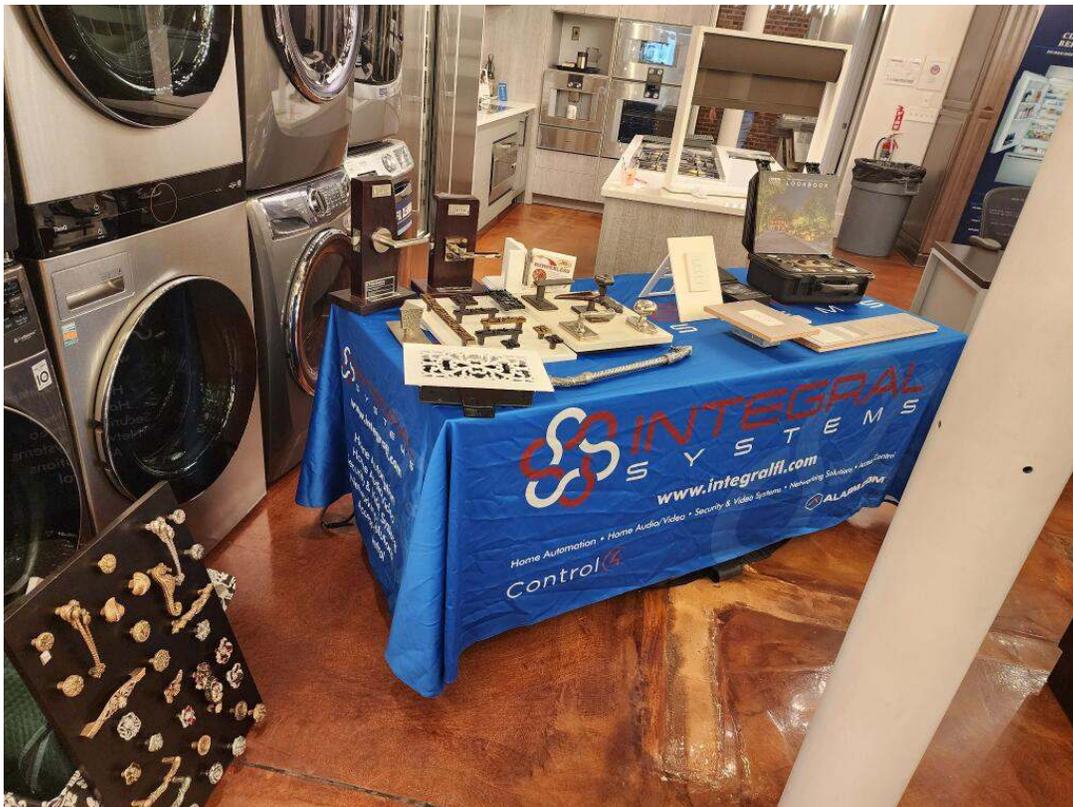
We hold an annual strategic planning meeting to measure our organizational culture and continuously make improvements when necessary. We implement an annual budget and review performance information to continuously improve our organization and reach our goals. Strategic thinking and management are embedded in the culture of our organization. We have established and defined core values which provide ethical guidelines for decision making. Our executive leadership demonstrates consistent commitment to the process by staying engaged and working as a team to make the chapter successful.

MEMBERSHIP SHOWCASE

Membership Showcase is an annual tradeshow that our chapter holds each year to give our members and non-members the opportunity to showcase their products and services to the remodeling industry. Industry related companies can sponsor a table on the suites pavilion at our local minor league baseball park for evening long networking, baseball, and great food. We utilized the \$50.00 off annual dues special to encourage new members to join and we signed up 6 new members. This event was posted on our social media sites with positive results and an increased number of website visits. Our goal was to get 100 people in attendance, and we had 105. We noticed that a good number of our members that we typically do not see all year favor this event and some companies bring their whole staff.



MEMBERSHIP SHOWCASE- A GREAT TEAM BUILDING EVENT



Eat, Drink & Design is another successful event we host annually with the A.S.I.D. West Coast Chapter

WORKFORCE DEVELOPMENT

The Workforce Development Committee works closely with the Pinellas County Schools helping them to implement the trades back into the school programs. As Florida's economy continues to focus on diversification and competitiveness, we continue to work toward filling the gap that is created between Florida's current education system and the needs of Florida's employers. As Florida's economy moves toward innovation and high wage, high-value jobs in emerging industries, we must have the workforce ready to fill these new positions.

We participate annually in the Pinellas County College & Career Day at the local high school and get in front of 1600 students and parents to encourage them to get into a trade. Our workforce development committee spoke to many parents and students about the various trades out there that they might be interested in pursuing. They answered many questions, and the parents and students were grateful that they attended the event. Many expressed the fact that their son or daughter were not fit for college or the military. And the trades industry gave them hope and they saw it as a viable alternative for the kids to get a trade and make a good living off its wages.

We support the Summer Internship program at Pinellas County Schools and connect high school interns with companies in our chapter. Recently we facilitated a donation from Milwaukee Tools to the Pinellas County Technical College (PTEC). Our Workforce Development committee alongside the Milwaukee Tool representative, presented each student with a tool kit and strong words of encouragement. We developed a student membership for our chapter and invited the Interior Design Students from PTEC and ASID to join.



Milwaukee Tools made a generous donation of tools to the Pinellas County Technical College. (PTEC)

Pictured below are members of or Workforce Development Committee, Teachers, Milwaukee Tool Reps, and Students of PTEC.



JOINT EVENTS TO PROMOTE AND RECRUIT

We partner annually with the ASID West Coast Chapter and hold an event/mini tradeshow called Eat, Drink & Design. It is a free event funded by the tabletop sponsors and it draws the interior designers and the remodelers together for an evening of collaboration and relationship building. Many of our Industry Partners participate in this event, therefore, it gives us a chance to interact with them. Our chapter invited ASID to hold a joint holiday party together this year and they agreed, a true sign of a partnership and a great opportunity to grow our membership.



BainUltra was one of the sponsors for the Holiday Party we hosted together with A.S.I.D. And yes, it was on St Pete Beach in December and that is a very tan Santa soaking in a tub!

SUPPORTING NON-PROFITS AND COMMUNITY OUTREACH

We support the Clearwater Marine Aquarium by hosting our annual CotY Awards/EOE at their facility. The Clearwater Marine Aquarium is a non-profit 501(c)3 organization whose mission is to preserve the environment while inspiring the human spirit through leadership in the rescue, rehabilitation, and release of marine life, environmental education, research, and conservation. You might be familiar with Winter the dolphin and the movie Dolphin Tale. Our CotY Awards not only include the best projects, but we also honor a Remodeler of the Year, Associate of the Year, and a Hall of Famer. The Remodeler and Associate of the year are recognized for their participation in the chapter, contributions to the remodeling industry, and community service. The Hall of Fame Award is awarded to the member that is a builder or associate that has been a NARI member for at least 7 years, serves on a local, regional, or national NARI board and has NARI certifications. They also have served on community, civic, religious, educational, political, or governmental organizations board or officer.

Our title sponsor for the 2022 CotY Awards/EOE was Industry Partner Milwaukee Tool, so we had a special cake made to look like a toolbox. (See attached photos)

Each year we support the Toys for Tots fundraising initiative by raising money at our monthly membership meetings selling tickets for door prizes donated by the night's tabletop sponsor. Our annual goal is to raise \$1000.00.

Our chapter is a big supporter of the Habitat for Humanity ReStore and we work with three local affiliates to coordinate donations of new and gently used appliances, cabinets, building materials and more. We encourage our members to donate these materials to help keep the tons of usable debris from filling up our landfills while helping Habitat to raise money to build, rehabilitate, and repair safe and affordable homes for families in our community.



Milwaukee Tools was the Signature Sponsor of our 2022 EOE/CotY Awards and we had this special cake crafted to serve as desert. It was cut into pieces with a Sawzall!



NARI TAMPA BAY MEMBERS TAKING ACTION TO HELP OUT HURRICANE IAN VICTIMS

A strong category 4 storm with 155 mph winds hit the Southwest coast of Florida in October causing upwards of \$40-\$60 billion in property damage, making it one of the costliest storms to ever hit Florida. Our SW Florida NARI Tampa Bay members are safe and accounted for. NARI Tampa Bay member Milwaukee Tools and a few other members partnered with the local community to distribute essential supplies such as food, water, and batteries. They Worked with affected families to assist in recovery efforts such as housing repairs/demo, debris cleanup, and worked with our end-users to ensure they have what they need through various avenues.



SOCIAL MEDIA

We use social media platforms to promote our events to the community, we created a Facebook page, and Construction Chats, an avenue for our members and others to ask a professional industry related question. Our Facebook and Instagram account draws prospects to our events and creates consumer awareness of NARI and its mission. We post our monthly meeting flyers and events on social media to attract new members. Many consumers that were affected by recent hurricanes found us on social media and contacted us for help finding qualified contractors.

SPEAKER EVENTS

Each year we utilize our speaker funds to select a speaker that will have the biggest impact on our members. Our members are most interested in construction law, the upcoming changes to the industry, supply chain management, and best of all, a free analysis of their contracts. This speaking event not only draws in prospects, but it also links together the companies through physical and informational flows. Our speaking events are open to members and non-members. This allows potential members to mingle with current members (who can promote the value of NARI) and gives potential members a chance to experience how our organization really runs.

MONTHLY NEWSLETTER

Each month we send out a newsletter that helps connect our members and builds our brand. While they can't replace all other forms of promoting NARI, our newsletter is a valuable component of our marketing program and is relatively inexpensive to produce. The newsletter content is delivered to the members inbox and encourages more deliberate interaction with the content. We deliver valuable, relevant information to not only boost our brand, but the members also rely on it as a source of knowledge, benefits, and upcoming events. We grow our audience by adding potential members and consumers to our email list.



Annual Holiday Party Florida Style

Friday, December 2nd 6-9 pm



Postcard Inn on the Beach
6300 Gulf Blvd. St Pete Beach
P.S. Please Pre-Register
www.narithb.org





Remodeling Done Right.™

TAMPA BAY AREA

PRESENTS

November Membership Meeting

THURSDAY, NOVEMBER 10TH 6:00 PM - 8:30 PM

INTEGRAL SYSTEMS

2170 Sunnydale Blvd., Unit X
Clearwater, FL 33765



SHERWIN-WILLIAMS.

Guest Speaker: Melanie Zayas-Pena of Sherwin Williams will present "Universal Design for Independent Living" CEU option. She will reveal tips for incorporating IL strategies into your designs.

PLEASE PRE-REGISTER AT
WWW.NARITB.ORG

FERGUSON
Bath, Kitchen & Lighting Gallery