

2019 Chapter Excellence Award Nomination



NARI's Core Purpose is to advance and promote the remodeling industry's professionalism, product and vital public purpose.

In 2018, NARI Charlotte checked all the boxes:

- ❑ Grow the NARI brand to local professionals AND home owners.
- ❑ Advance membership numbers (20%) and market relevance.
- ❑ Become a proactive part of the solution in industry workforce development.
 - ❑ Boy Scouts of America Skilled Trades Explorer Post 1244
 - ❑ Charlotte Career Discovery Day
- ❑ Attach the NARI brand to good works in the community.
 - ❑ Pins 4 Kids / NARI Scholarships / Annual Holiday Toy Drive
- ❑ Hosted NARI National Spring Business Meeting – A Grand Success
- ❑ Build a chapter model for sustained excellence as a business.

Nomination Summary

- **2018 was a banner year for NARI of Greater Charlotte. We continued our commitment to the Four Pillars of Success of a sustainable and successful NARI chapter:**

- **Fiscal Strength and Strategy** – Making sound business decisions and executing precise fiscal strategy, NARI Charlotte has grown revenues via membership growth and Non-dues revenue events/initiatives.
 - Pins 4 Kids
 - NARI Golf Challenge
 - NARI Charlotte Resource Guide/Membership Directory
 - Contractor of the Year Awards

Additionally, NARI Charlotte has offset the cost of doing business by leveraging relationships to provide trade agreements, bartering and affinity programs that support the association financially, along with providing professional services and marketing:

- **Membership Growth and Retention** – The chapter started 2018 with 141 members, 28 chose not to renew, while adding 52 new or recovered members. Net gain of 24, or 17%. We had an good year of growth, at a time that national membership was suffering. We're focused on ROI.
- **Member Engagement** - Our members consider attending and supporting NARI Charlotte to be a good business decision and are recruiting like-minded professionals.
- **Leadership Development** – We have instituted term limits, board training, board expectations and ongoing mentorship so that we're nurturing our leaders and future leaders. Our bench of future board members and officers is growing, as we're continually vetting with committees and task forces.

Monthly Dinner Meetings

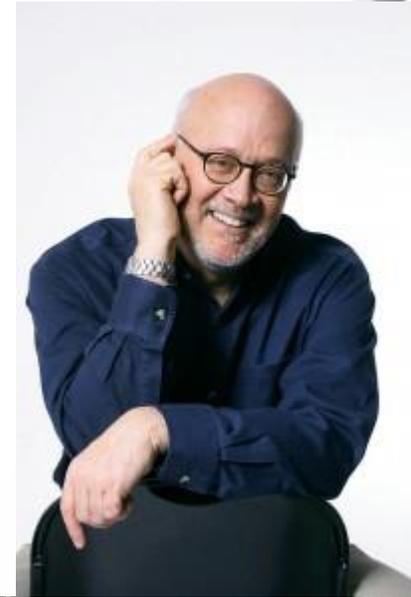
January Kick-Off Meeting

Kayleen McCabe – Workforce Development



March @ Electrolux

David Lupberger
Managing the Emotional Home Owner



**Average Attendance
130 Members & Guests**



NARI Charlotte wins 9 Regional Contractor of the Year Awards

- Recently sworn-in NARI National President, David Pekel attends the April Dinner Meeting to present NARI Charlotte members with their Regional CotY Awards.



New Member Orientation

Getting our newer members engaged immediately



Philanthropy Keeps our Members Emotionally Involved

- Pins 4 Kids raises money for local Children's charity



- NARI Golf Challenge raises money to offer 6 Scholarships to NARI families



- Holiday Social/Toy Drive
- A truckload of toys for Toys for Tots.



Fallen soldier, Paul Nash took a nasty fall, endured numerous surgeries and was in financial disarray. NARI members came to his aid, raising \$14K+.



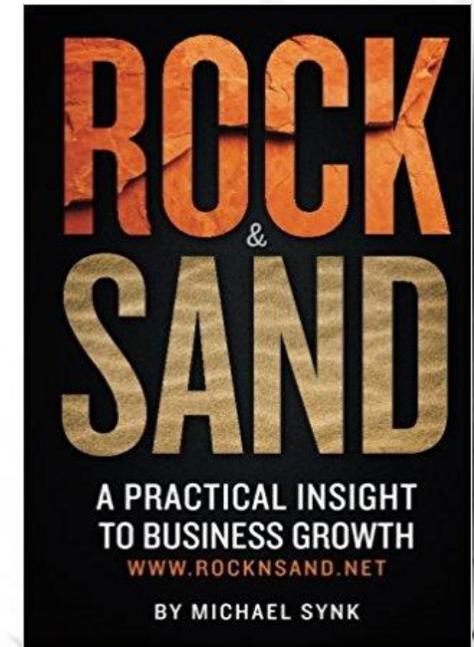
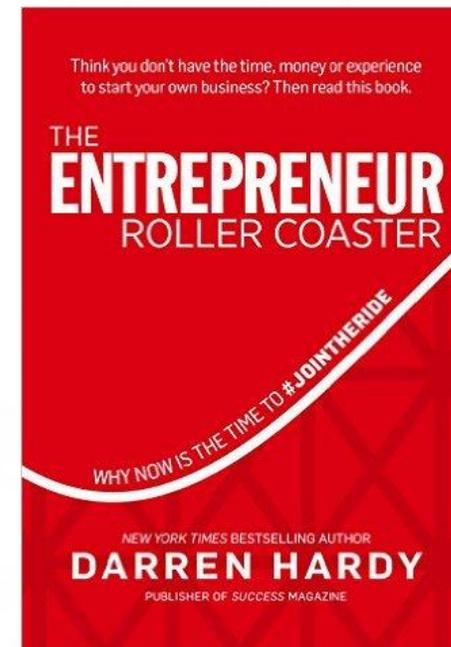
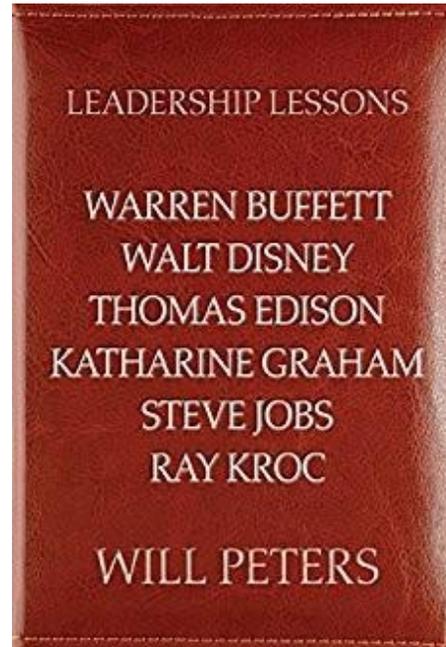
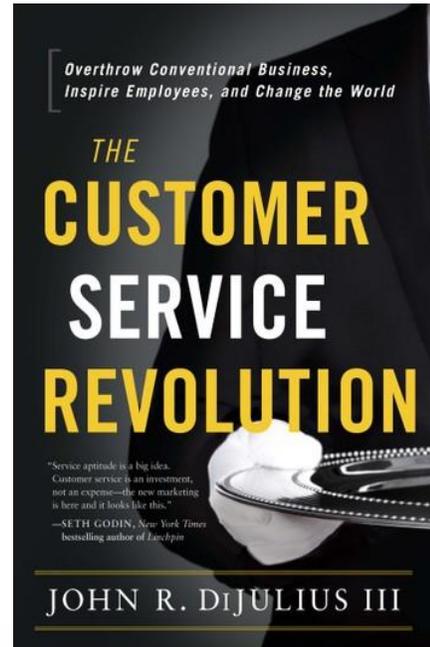
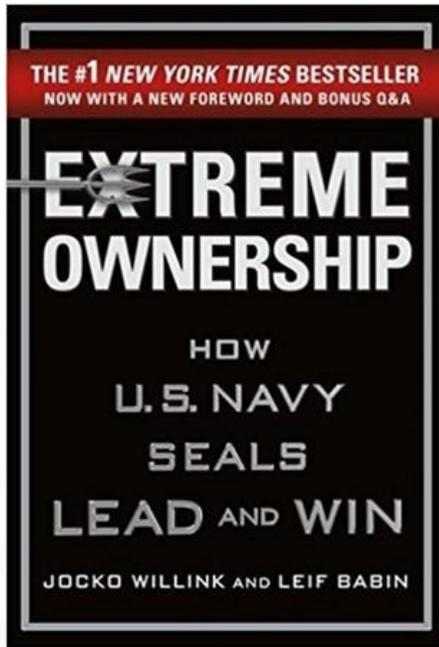
5th Tuesdays
Any month with 5 Tuesdays, on the 5th Tuesday, we purchase, prepare and serve the men at **Charlotte Rescue Mission.**



Level 5 Leadership Forum

That's right, we get our members to read!

- The format: We assign and read a book between meetings that generally targets personal or professional development. Our book discussion evolves into an anecdotal best practices discussion, as we begin to form an informal business advisory group.



Southern Spring Home and Garden Show

Our role as the industry partner gives us great visibility, stage time, 22 exhibitors, and media exposure.

ENTER TO WIN A \$1000 GIFT CARD TO *Orlando* **HOME SHOW**

NARI'S PASSPORT TO A Beautiful Home

HERE'S HOW TO ENTER:

- 1 Attend the Southern Spring Home & Garden Show
- 2 Pick Up Your Passport at the Entry to the Show
- 3 Visit the NARI Exhibiting Members Booths Listed and Get Your Passport Stamped
- 4 Enter Your Complete

NARI
NATIONAL ASSOCIATION OF THE REMODELING INDUSTRY



NARI introduces Skilled Trades to the BSA Explorers Program – Post #1244



The Boy Scouts of America Explorers Program is the career development program offered to youths, ages 13 – 21, offering exposure to various career paths. NARI members hosted six sessions in 2018, with numerous career opportunities highlighted.



At the 20108 Spring Business Meeting, in Charlotte, we offered a commencement ceremony in front of 200 NARI professionals.

NARI Charlotte hosts NASCAR Night at SBM

A taste of Carolina at the NASCAR Hall of Fame, including BBQ, Race Simulation, a Pit Crew Challenge and Moonshine Tasting. Over 250 in attendance.



Welcome to Charlotte, North Carolina
Thursday, April 19, 2018
 Hosted by **Electrolux**
 At the NASCAR Hall of Fame



- 6:00 p.m. High Octane Theatre** Welcome Reception / Brief Presentation
 - Let's meet our sponsors and learn about the history and impact of NASCAR.
- 7:00 – 10:00 p.m. Race Week** takes us behind the scenes for a look at how a NASCAR team and the NASCAR industry prepare for race day each week, including:
 - Race Simulation – Enter your team, or as an individual, and see how you can handle a racecar in a competitive atmosphere.
 - **The Kohler Pit Crew Challenge** – Enter or form your team to simulate the experience of a true pit crew, working against the clock.

Included in the experience is local/regional food and beverage stations, including a moonshine tasting station.

NARI Charlotte needs partners to host a successful event, give the rest of the country a taste of Charlotte and North Carolina, and confirm why we're the most decorated chapter of NARI in the country.

Partnership / Sponsorship Levels / Deliverables

- Event Host - \$5,000**
(SOLD – Thank you Electrolux!)
Electrolux
 Listed as the Event Host in all conference literature and communication, prior to, during, and post event. Company video and mic time during Welcome Reception Presentation (in Theatre). Great visibility and marketing opportunity.
- Racecar Simulation Host - \$5,000**
 Host of the Race Simulator area, and namesake of the (Your Company Name) Cup. You'll present the champions in The Winner's Circle. Company video and mic time during welcome reception. Great visibility and photo opportunities with all guests.
- Pit Crew Challenge Host - \$5,000**
(SOLD – Thank you Kohler!)

 Host of the Pit Crew Simulator area, and namesake of the Kohler Pit Crew Challenge. You'll present the winners during the awards presentation. Company video and mic time during welcome reception. Great visibility and photo opportunities with all guests.
- Food Sponsor - \$3,000**
(Co-Sponsorship Available)
 Listed as the Food Sponsor in all conference promotional materials. Food Stations will reflect signage "Sponsored by (Your Company Name)". Company logo and recognition during welcome reception. ALL guests will experience your area, whether they participate in the activities or not.
- Beverage/Moonshine Tasting Sponsor**
(SOLD – Thank you Barefoot)
 Listed as the Drink Sponsor in all conference promotional materials. Drink Stations will reflect signage "Sponsored by (Your Company Name)". Company logo and recognition during welcome reception. ALL guests will experience your area, whether they participate in the activities or not.
- Table Top Exhibitors - \$1,000**
(2 Still Available)
 Thank you –
 TheHomeMag
 Heartland Payment Systems
 Moen
 MGNT
 Kohler



Good Media Partners Enhance our Market Brand



NARI Partners with BizCon, offering “Best Practices”, to help our members become better business owners.

bizCON CHARLOTTE | CONNECT
LEARN
SUCCEED

SPEAKER



MIKE WAITE
NARI

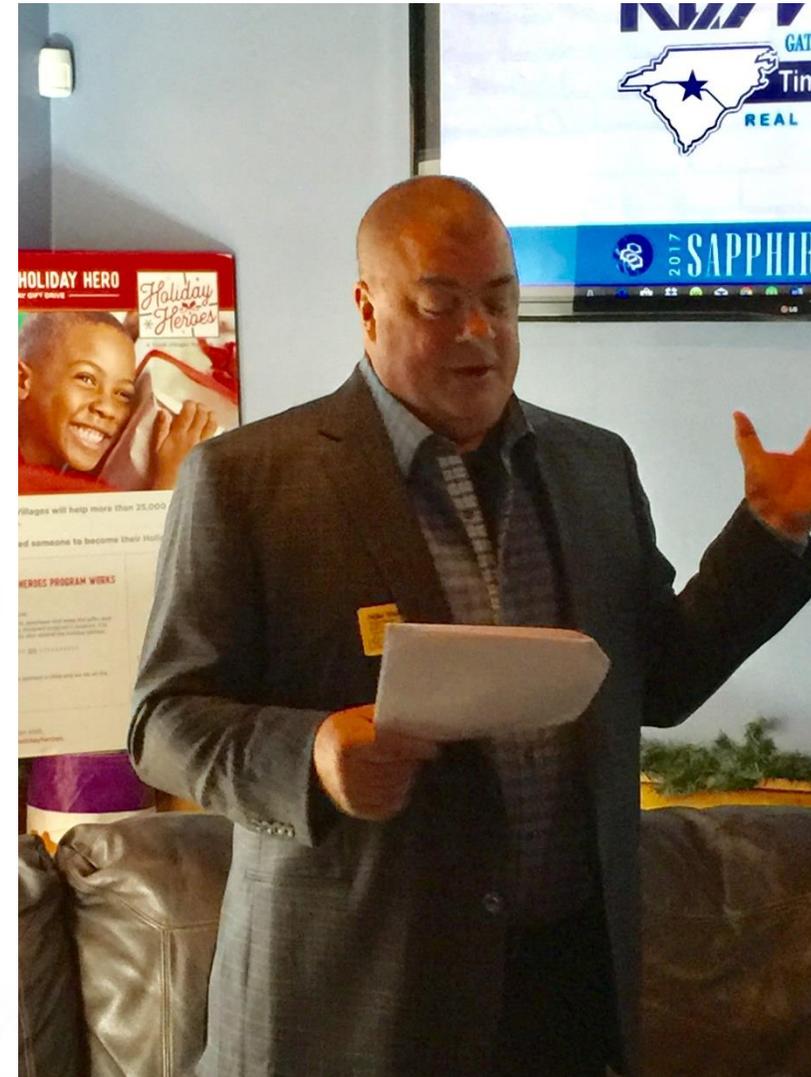
Presented By: **RMS Tech Spa**

5.3.18
SESSION TOPIC

**BUILDING A
POWERFUL PRODUCING,
PROFESSIONAL NETWORK**
Outward-focused networking
reaps innumerable returns.

MARKETING SPONSOR  **BRANDaffect**

REGISTER NOW!
www.bizconcharlotte.com



NARI Charlotte President Attends our first “Fly-In”, in DC.



2018 Contractor of the Year Awards The "Oscars of the Remodeling Industry"

200 in attendance, including members, guests, industry partners, media partners, and even some home owners. Big Night!



Cast
Your Vote
For
**CHARLOTTE'S
COTY**
(Contractor Of The Year)
People's Choice Award

- Favorite Inside Project
- Favorite Outside Project

Voting Opens Tuesday, October 17th
Visit the NARI Charlotte Facebook page to cast your vote!

[facebook](#) www.facebook.com/naricharlotte

NARI of Greater Charlotte
www.naricharlotte.com
704.365.6274



Annual Sponsorship makes for long-term partnerships AND enhances our fiscal position.



Special Thanks to our 2018 Annual Sponsors

We couldn't do it without you...

Diamond Partners



Platinum Partners



Gold Partners



At the end of the day...

- While most professional associations are experiencing membership losses, WE'RE NOT.
- While most professional associations are having difficulty getting membership to attend and support chapter events, WE'RE NOT.
- While most volunteer boards of directors of non-profit entities are dealing with challenges in identifying and inspiring the “next generation of leaders”, WE'RE NOT.
- While most professional associations are experiencing difficulty in garnering fiscal support, WE'RE NOT.

NARI Charlotte is thriving; growing it's membership, representing the best of the best in the industry, associated with it's Code of Ethics, is fiscally sound, is making a difference in the community that it serves, and is committed to the next generations of professionals required to keep the industry vibrant. We are a chapter of excellence.