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 GIFT CARD TO

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
   Passport Information
   Below

NARI
NATIONAL ASSOCIATION OF
THE REMODELING INDUSTRY

Arrival

Passport

Spring

Show

Restaurant

Bar

Coffee

Lunch

Dinner

Rom

Amph

Exhibiting Members
Booths Listed and
Habitat Stamped

Enter Your Complete
Passport Information
Below
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.
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 rascuer 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
Racetrack Simulation Host - $5,000

Pit Crew Challenge Host - $5,000
(COL – Thank you Kohler!)

Food Sponsor - $3,000
(As-Sponsorship Available)

Beverage/Moonshine Tasting Sponsor
(SOLD – Thank you Barefoot)

Table Top Exhibitors - $1,000
($900 Available)
Thank you – ThermoMag, Heartland Payment Systems, Moon, Kohler

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.
Good Media Partners Enhance our Market Brand
NARI Partners with BizCon, offering “Best Practices”, to help our members become better business owners.
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!
Annual Sponsorship makes for long-term partnerships AND enhances our fiscal position.
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.