

NARI Milwaukee, Inc.

2020 Chapter Excellence Award

Creating visibility in the community through workforce development, consumer events and charitable partnerships for value to chapter members.

NARI Milwaukee, Inc's executive committee nominates NARI Milwaukee for the 2020 Chapter Excellence Award.





NARI Milwaukee

Remodeling Trades
Workforce Development



Pathways Wisconsin - Construction Career Pathway

Pathways Wisconsin was born out of a state statute requiring academic and career planning services to students in grades 6 to 12 preparing students for post secondary education and/or careers at graduation.

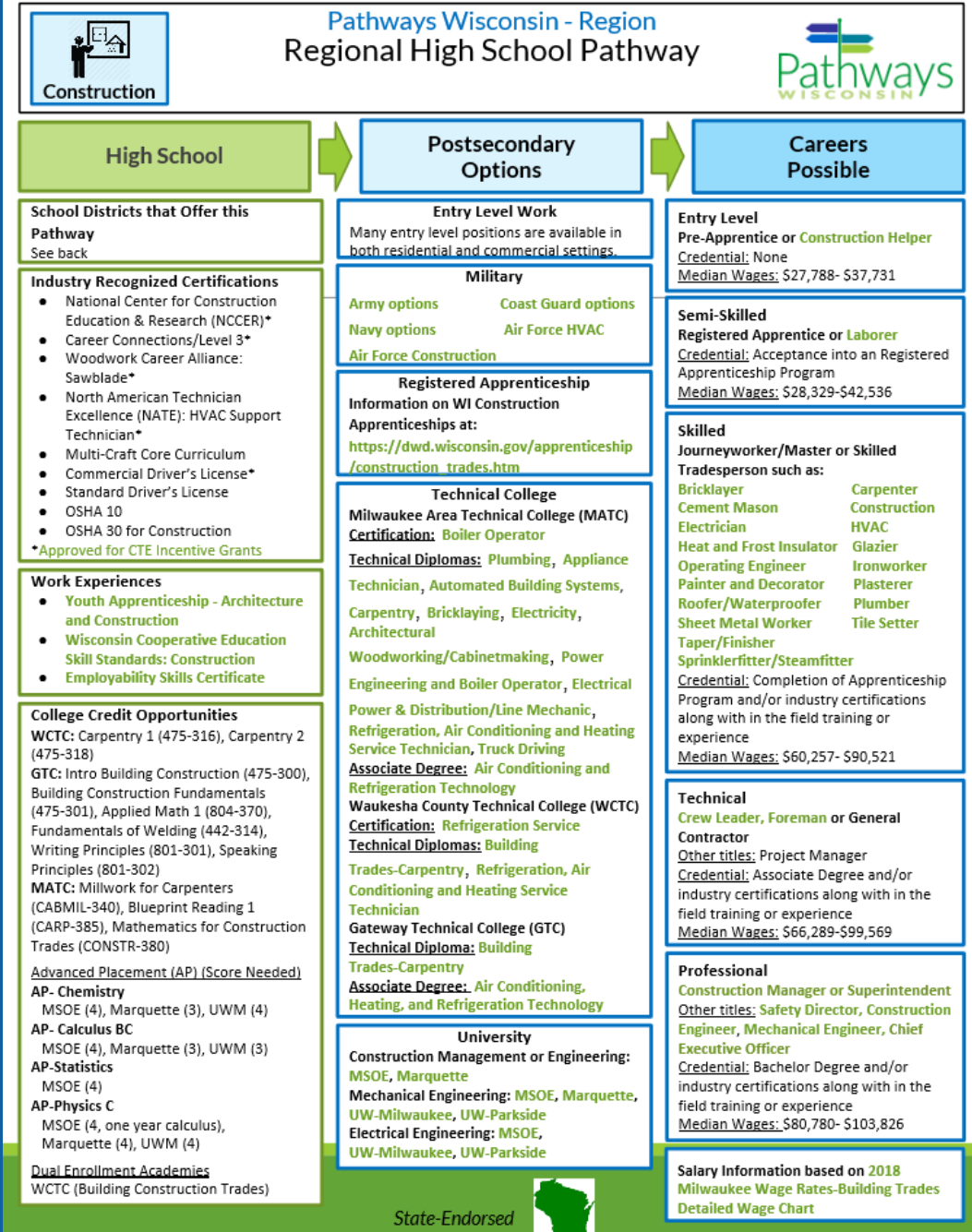
Through the Department of Workforce Development they identified four career areas that are high skill, high demand, projected greater than average industry growth in the next 10 years, have more than 5 positions in a career ladder and offer careers starting after high school or postsecondary education. The four identified career pathways are: Healthcare – Construction – Manufacturing – Technology. The goal is a designed 'pathway' students complete combined of education and real world experience so they are career ready to enter these high demand jobs.

Educators partnered with industry in identified state regions to develop the high school, post secondary and most importantly possible careers and career ladder from entry to professional.



NARI Milwaukee was part of the Regional Career Pathway Council on construction representing residential and light commercial specifically non-union remodeling and construction careers. This is the pathway developed.

NARI Milwaukee's engagement created positive visibility and enhanced image of non-union and residential construction opportunities. NARI Milwaukee is now in front of 21 school districts in the greater metro Milwaukee area as a resource offering speakers, subject matter experts to teach or guide school projects, course curriculums, job shadows, youth apprenticeships and entry level jobs.



SkillsUSA Wisconsin - Teamworks Carpentry State Competition

For the second year NARI Milwaukee conducted the SkillsUSA Wisconsin Teamworks Carpentry State Competition on the floor of their Spring Home Improvement Show. NARI Milwaukee started conducting the event four years ago in members' warehouses. The chapter realized the opportunity to showcase trade careers and youth skilled in the trades by presenting it to the whole community during the show. The first year the competition was two teams and grew to 17 teams of four students in 2019. Students are presented a construction plan which they need to assess and select their materials to build. Then working as a team the four students have two days to build the plan with no teacher assistance. The build incorporates carpentry including platform foundation, steps, walls, door and window framing as well as electrical and plumbing.

NARI Milwaukee through the support of sponsors and the NARI Milwaukee Foundation cover the expenses of the event which equates to \$2,000 per team.



The event has garnered additional visibility and awareness of NARI Milwaukee chapter and foundation as a community supporter, support of SkillsUSA and the Wisconsin high school system and overall youth wellbeing. The event has attracted significant media attention for NARI and SkillsUSA. The event has also connected youth to employers.



A documentary on “Preparing America’s Workforce” was created off of the NARI SkillsUSA competition:

<https://www.cbs58.com/news/skillsusa-carpentry-challenge-pits-teen-trade-students-against-each-other-for-a-shot-at-worksite-glory>

One of the many articles written about NARI and the SkillsUSA competition:

<https://www.jsonline.com/story/money/business/2019/02/15/students-build-homes-skillsusa-construction-competition-nari-show/2882041002/>

Additional live interviews on the SkillsUSA competition at the NARI Milwaukee Spring Home Improvement Show:

<https://www.tmj4.com/shows/the-morning-blend/skillsusa-at-the-nari-milwaukee-spring-home-imp>



Design Competition

NARI Milwaukee also supports the local technical colleges and their interior design programs each year at the Spring Home Improvement Show with a design competition. Four technical colleges receive a 10 x 10 room to decorate on a designated theme. The schools are highlighted at the show and students represent their school and work at the show interacting with consumers and exhibitors. It is another opportunity to showcase trade careers. The display attracts media attention and brings designers and future employers together.



Through the displays and student interaction, consumers learn the value designers bring to any project. The display has garnered additional visibility and awareness of NARI Milwaukee chapter and foundation as a community supporter and supporter of the technical colleges.





NARI Milwaukee

Consumer Events



Consumer Reach

Each year NARI Milwaukee hosts two consumer shows – NARI Home and Remodeling Show in October and the NARI Milwaukee Spring Home Improvement Show in February. The shows in their 29th and 58th years respectively continue to be a community favorite. With attendance over 15,000, consumers are specifically marketed to for serious and interested buyers in home improvement or remodeling.





Post Details

Reported stats may be delayed from what appears on posts



NARI Milwaukee

October 17 · 🌐

The Home & Remodeling Show kicks off tomorrow! Here's what you need to know to plan your weekend:

🕒 Show is open Fri. 12-8, Sat. 10 a.m.-8 p.m., Sun. 10 a.m.-5 p.m. at State Fair Park

🏠 Meet 100 remodelers and home improvement experts.

🔨 Homeowner seminars, culinary demos, local celebs, and an interactive gameshow

👨‍👩‍👧 Kids 17 & under are free. Active/retired military free with ID.

💰 Save \$2 when you buy tickets online!

#RemodelingDoneRight #NARIMilwaukee



OCT 20 NARI Milwaukee Home & Remodeling Show
Gm and 3 friends were interested

Boost Post

NARI Milwaukee, Mary Ebert, April Fox and 4 others 10 Shares

Like Comment Share

Performance for Your Post

1,728 People Reached

37 Likes, Comments & Shares

21 Likes 8 On Post 13 On Shares

4 Comments 0 On Post 4 On Shares

12 Shares 10 On Post 2 On Shares

73 Post Clicks

14 Photo Views 12 Link Clicks 47 Other Clicks

NEGATIVE FEEDBACK

2 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

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The marketing campaigns cover television, radio, outdoor, print, digital and social media buys.

Top 3 Facebook engagement days:

1. Oct. 17, 2019: 26,984
2. May 13, 2019: 14,388
3. Feb. 12, 2019: 12,843

Facebook likes:

- December 1, 2018: 4,808
- November 30, 2019: 5,206

Net increase: 8.2%



WHEN IT COMES TO REMODELING, WHO CAN YOU TRUST?



©2019 NARI Milwaukee



HandyBob414?

This man claims he can do everything from garage doors to kitchens, electrical to concrete. His profile is no more real than his skills. He's handy, all right. You hand him some money, and wave it goodbye.

#RemodelingDoneRight

When it comes to remodeling, you know you can trust NARI. All NARI members are experienced, proven, qualified – and verified by local people who know the industry and have your back.

Join us February 15-17 for the NARI Spring Home Improvement Show! Meet with true professionals and discuss your next project. Tickets and details at NARImilwaukee.org.



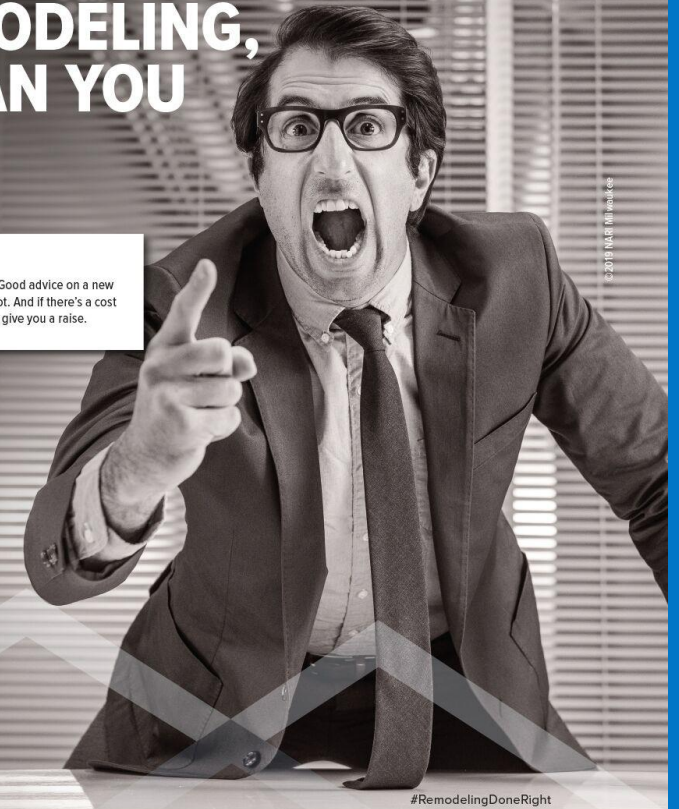
MILWAUKEE'S LARGEST HOME SHOW! • FEBRUARY 15 - 17

Magazine advertisements.

Television commercial:
<https://www.facebook.com/narimilwaukee/videos/2193693580868>

823/

WHEN IT COMES TO REMODELING, WHO CAN YOU TRUST?



©2019 NARI Milwaukee



Your boss?

Smart man. He hired you. Good advice on a new kitchen, though? Maybe not. And if there's a cost overrun, it's not likely he'll give you a raise.

#RemodelingDoneRight

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MILWAUKEE'S LARGEST HOME SHOW! • FEBRUARY 15 - 17



Public Relations -
All four of the markets' major news stations visited the show and most returned two and three times over the three days. They interview exhibitors, presenters, work team members and staff.



Performance for Fall Show 2019 through paid reach:
Oct. 1-Oct 20, 2019
(Facebook and YouTube)

769,744 impressions



Tour of Remodeled Homes had 15 participants in 2019 and attendance more than doubled.

Video:

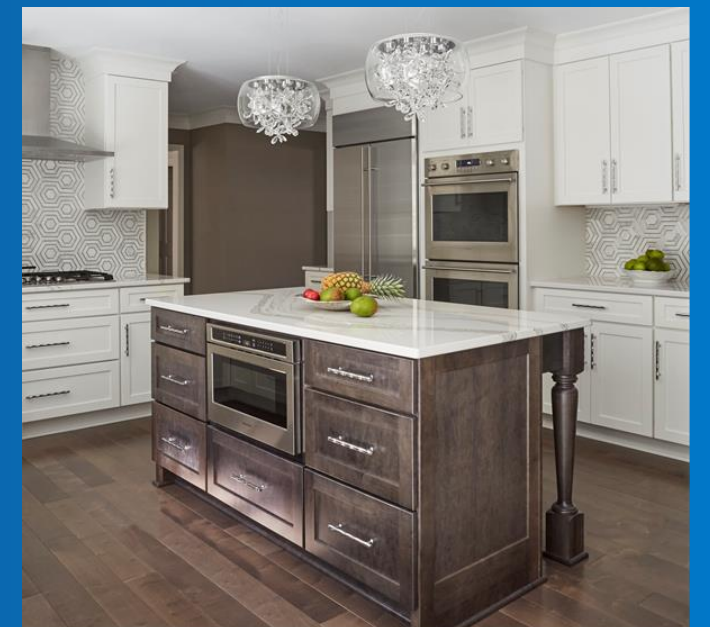
<https://www.facebook.com/narimilwaukee/videos/369243727024781/>



Performance for Tour through paid reach: May 1 – May 19, 2019

(FB, Instagram, and YouTube):

258,346 impressions



NARI Milwaukee's three consumer events creates visibility and awareness enhancing NARI's image through:

**25.5 MILLION
PAID IMPRESSIONS**





NARI Milwaukee

Charitable Partnerships



Charitable Partnerships

Three years ago NARI Milwaukee partnered with the Aurora Health Care Foundation to specifically support cancer care in the community. Aurora Health Care is a 33-year-old organization serving Wisconsin and northern Illinois with 15 hospitals, more than 150 clinics, 70 pharmacies in 30 communities. As a not-for-profit, and all-for-people health care provider, Aurora Cancer Care uses raised funds for innovative research and individualized care. Through its strong brand, one in four newly diagnosed cancer patients of the more than 33,000 individuals diagnosed with cancer in Wisconsin each year, seek professional care at Aurora. Their innovative care with a focus on survivorship yields a high quality and high quantity of donor advocates.



Together NARI Milwaukee and Aurora Foundation created the NARI Aurora Cancer Care House Soirée. The house is an exclusive showing Friday before the NARI Milwaukee Tour of Remodeled Homes in May. The house is a high-end remodeled home done by a NARI Milwaukee professional. Together NARI and Aurora raise awareness of cancer research and about the abilities, quality and craftsmanship NARI members can deliver through exclusive entry into the home. Guests are treated to a VIP experience with fine hors d'oeuvres and beverages, tours, entertainment while they meet and mingle with local celebrities.

Event promotional video: <https://www.facebook.com/narimilwaukee/videos/495526237650634/>





Welcome!

Thank you for attending the
NARI Aurora Cancer Care
House Soirée!

Thank You Sponsors

NARI Remodeling Done Right. MILWAUKEE
TOUR of REMODELED HOMES NARI Milwaukee
R&J CONTRACTORS TLLC
Aurora Cancer Care *it's personal.* 

SAZ'S HOSPITALITY GROUP
ABC Supply Co. Inc.
Blufford LUMBER & HARDWARE
MARVIN WINDOWS AND DOORS. Built around you.

Ablo KIBIS Kitchen & Bath Supplies
THE BOLD LOOK OF KOHLER.
HOLZMOTORS CHEVROLET
VELUX

Drexel BUILDING SUPPLY
Milestone Printing, Inc.
STORY HILL
Doc's Plumbing Service, LLC.
daviegreen
SPORTSMAN 105.7 THE FAN WISCONSIN MILWAUKEE

Remodeling Done Right.™



A portion of the net proceeds of sponsorships and ticket sales from the Soirée and Tour go to Aurora Cancer Care to support innovative research and individualized care. Each year NARI has raised more awareness of this event and in turn more donated funds.

Each year the funds are slated to support a different area of cancer care. This year NARI supported a program called Aurora Team Phoenix. Team Phoenix is an innovative 14-week fitness and research program in which a leadership team of multidisciplinary clinicians, triathlon coaches and volunteers encourage and assist cancer survivors to regain endurance, strength, flexibility, and overall health and wellness after cancer treatment by training for a sprint-distance triathlon. As a program of Aurora Research Institute, Team Phoenix also collaborates with higher education institutions on research seeking to better understand the effects of group-led, goal-oriented exercise and psychological well-being after cancer treatment.





Members of NARI Milwaukee chapter and foundation attended a training of the 2019 Team Phoenix. At the training NARI Milwaukee presented the check for the funds raised that May. It was an extremely emotional and moving meeting for NARI to see and meet the people the money was going to support and for them to meet the people behind the support. It was an unforgettable experience for both parties.



In 2019 NARI Milwaukee gave the Aurora Foundation / Team Phoenix \$20,000 making the three year contribution \$45,000.





NARI Milwaukee

Other Visibility Accomplishments



Friday Feature

For additional recognition of NARI Milwaukee members, to promote the NARI Remodeler of the Year (RotY) Awards and to showcase what NARI members can deliver we started NARI Milwaukee Friday Feature. Each Friday a RotY winning project is featured. The Facebook posts drive reach and interactions with the community.

Post Details

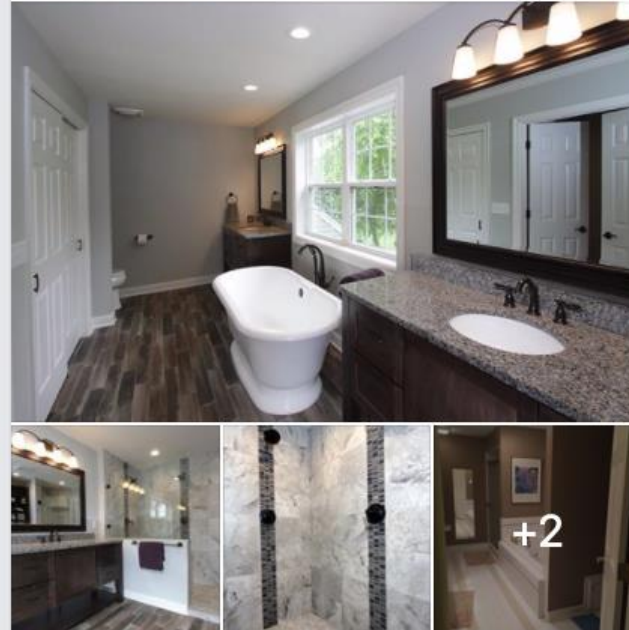
Reported stats may be delayed from what appears on posts

NARI Milwaukee
December 6 at 7:30 AM · 🌐

#FridayFeature! David & Goliath Builders / DG Remodeling 2018 NARI Milwaukee Remodeler of the Year Gold Award-Winning Residential Bath Project: \$50,001-\$75,000

The client was uninspired by their '90s master bath and wanted a fresh, updated look. They were also frustrated with the poor use of space in both the master bedroom and bathroom. Relocating plumbing fixtures, doors and windows gifted the homeowner with an airy bathroom retreat that included more privacy and luxurious features. A contemporary color pallet of quartz and tile revolves around the espresso stained vanities and includes shades of browns, grays, and blues. A more thoughtful layout and superior products and craftsmanship resulted in very happy homeowners.

#RemodelingDoneRight #NARIMilwaukee



Performance for Your Post

1,446 People Reached

103 Reactions, Comments & Shares

74 Like	11 On Post	63 On Shares
11 Love	2 On Post	9 On Shares
1 Haha	0 On Post	1 On Shares
5 Wow	0 On Post	5 On Shares
7 Comments	1 On Post	6 On Shares
5 Shares	5 On Post	0 On Shares

258 Post Clicks

135 Photo Views	0 Link Clicks	123 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Boost Post

11

1 Comment 5 Shares

Like

Comment

Share



Building Milwaukee Award

Annually NARI Milwaukee presents its “Building Milwaukee” award to recognize efforts made by individuals and businesses who concentrate on improvements assisting in the growth or positive impact of our community.

Since its inception in 1997, the “Building Milwaukee” award has been presented to Milwaukee area individuals and businesses that have positively impacted the area’s growth, including Governor Scott Walker, Bud Selig, Kohler Co., Michael Cudahy, Milwaukee Bucks, the YMCA of Metropolitan Milwaukee, Willie G. Davidson, Sue Black, and Milwaukee Mayor John Norquist to name a few.

The winning individual or organization is invited to NARI Milwaukee’s annual meeting and election night to receive their award and address NARI members about their efforts, current and upcoming projects.



NARI Milwaukee was honored to present the “Building Milwaukee” Award for 2019 to the J. Jeffers & Co. in recognition of their community efforts, revitalizing and enhancing the metro Milwaukee area through historic preservation and neighborhood revitalization of buildings for commerce and housing.

This has been an excellent way for NARI Milwaukee to be more visible to great leaders and professionals in the community.



NARI Milwaukee Committed To Its Members

NARI Milwaukee is committed to making an impact in the area to which it serves and where applicable in the state of Wisconsin. The chapter strives to give the NARI name and brand as much visibility, awareness and an enhanced image in everything they do and offer. The result of the efforts are returned value to members demonstrated in NARI Milwaukee's website engagement with consumers. Over the past year December 1, 2018 to November 30, 2019:

Directory Referrals: 2.18 MILLION +

Average Referral Per Member: 2,811

Each Day Average Referrals: 5,969

A referral is consumer engagement with the online directory and member listing



NARI Milwaukee, Inc.

2020 Chapter Excellence Award

NARI Milwaukee has worked diligently to create visibility in the community through workforce development, consumer events and charitable partnerships to grow the value for its members. The Chapter would be extremely worthy recipient of the 2020 Chapter Excellence Award.

We ask that you consider honoring NARI Milwaukee with the 2020 Chapter Excellence Award.

Thank you for your time and consideration.
The NARI Milwaukee Executive Committee

