



**DAVID PEKEL, MCR, CR, UDCP, CAPS
PEKEL CONSTRUCTION & REMODELING, INC.**

HENRY FENDERBOSCH LEADERSHIP AWARD

NARI Milwaukee, Inc.'s executive committee nominates David Pekel, MCR, CR, UDCP, CAPS for the 2020 NARI Henry Fenderbosch Leadership Award. Although we understand David is no longer a member, his exceptional volunteer leadership and dedication to NARI prior to the start of his 2019 NARI CEO position should not go unrecognized.

David has been in the building trades for more than 35 years, working in residential and commercial remodeling. With his grandfather and father having worked in the industry before him, David established Pekel Construction & Remodeling, Inc. in 1995 with his partner Mona Pekel as a full-service design/build firm. The company specializes in all types of remodeling, with an emphasis in historic renovation/restoration projects, employs a full-time team of administration, carpenters and designers.

David and his company have been affiliated with NARI and the Milwaukee Chapter since June of 1997, with David playing an extremely active role in the association. David is recognized throughout NARI Milwaukee as one of its biggest proponents when it comes to engagement, leadership and mentorship to other contractors.

Although he was the owner and head of a growing business, David was highly productive and an extremely involved participant in the national and local chapter's affairs, dedicated to continued development. At the chapter level he served in a variety of capacities, and his work had a strong impact on Milwaukee's growth and success. David committed time and energy to the marketing, consumer shows, tour of remodeled homes and personnel work teams. He also was a member of the board of directors starting in 1998 serving as director, secretary twice, vice president, and president in 2014. During the summer of 2014, NARI Milwaukee was searching for a new executive director. As president, David took ownership of the situation and assumed responsibilities of the executive director role and provided a calming influence during this time of uncertainty and change. David represented NARI Milwaukee as a delegate at NARI business meetings semi-annually since 2011.

While serving the chapter David was also serving national. His first committee work was marketing and communications and government affairs in 2011. Recognizing the importance for NARI to remain current on industry legislation as well as NARI being recognized by legislators as an important group that must be heard, David was instrumental in uniting the three Wisconsin NARI chapters in 2012 and 2013 for state government affairs calls. David shared knowledge from these calls to national and national knowledge back to the Wisconsin chapters. This coalition and experience turned valuable when the Wisconsin Department of Agriculture, Trade, and Consumer Protection (DATCP) was looking to update the rule that oversees the practices of remodeling and home improvement contractors – ATCP 110. David was instrumental in leading the NARI chapters and partnering with Wisconsin Builders Association to review rules and current legislation and providing suggested changes to DATCP representatives. DATCP representatives accepted segments of the proposed changes that circulated to other individuals and groups for further comments. David then led an advocacy campaign having members send letters to the DATCP in support of the proposed changes. This resulted in several of the suggested revisions that NARI offered included in the new rule, which went into effect in February 2014. David set an example that NARI had voice, could be heard and was an influencer of change.

From 2012 to 2014 David also served as a Contractor of the Year (CotY) judge, member of the certification marketing joint working group, vice chair of the certification board and a member of strategic planning and research, education, nominating and entry level remodeler development committees.

As David moved to immediate past president of NARI Milwaukee, his wasn't done with his passion, dedication and desire for success of NARI and the remodeling industry. David took the knowledge, skills and experience gained from involvement and leadership of the largest chapter of NARI and residing on numerous national committees and taskforces to the next level. In April 2015, David was elected secretary of NARI and now an officer and member of the executive leadership.

David proceed to hold national office of treasurer, president elect and president in 2018. During those years David not only represented NARI in leadership around the country, but also further served on the bylaws and ethics, membership, finance and audit and awards committees; certification and chapter standards boards, chapter executive forum, and the budget task force.

Serving on these committees, David was instrumental in creating and developing programs and services of value to current and potential members. Starting in 2016 David was executive sponsor the new Accredited Remodeling Company (ARC) program. Passionate about setting NARI member companies apart in the industry, David assisted in leading the development and creation of the ARC. The program was designed to recognize companies that demonstrated sound business and operational practices. Eligible companies would demonstrate five or more years in business and show success in standard business, marketing and operating systems. The standards revolve around ethical behavior, sound financial operations, sales and marketing systems, employee continuing education and development, and operating procedures. Further these standards provide an invaluable member benefit serving as a road map for all companies - startups to existing remodeling companies - as they look for areas to improve operations, increase productivity and profitability.

David was also instrumental in bringing to fruition the NARI Liability Insurance Program. NARI found Bonding and Insurance Specialist Agency, Inc. (BISA), one of the nation's leading developers of insurance programs and has insured specialty contractors for 30 years. They asked BISA to develop a custom designed liability insurance program exclusively available to active NARI members. David and the work team wanted consideration beyond standard general liability policies, for coverage on pollution including exposures such as asbestos, lead, and mold and professional liability. They expected the most comprehensive insurance package in the industry with competitive rates and the ability for contractors to work through their existing agencies for the program. Launched in 2017 the program offers a robust base policy coverage with many additional optional coverages based on members business and needs.

David was instrumental in exploring the options and possibilities of remodeling the current NARI building or selling the building and either building new office, leasing or purchasing an existing space. David and others spent countless hours meeting with contractors, real-estate professionals, developers and financial advisors to discuss options and weigh pros and cons of all options. Although the project took some different turns the ultimate decision was to sell and purchase an existing property. David continues to lead the efforts of the sale and build out of the new property.

In 2018 NARI national had significant staffing changes including the chief executive officer. David as president of the association assumed the interim role as a search began for a replacement.

Operations at NARI needed attention and David choose to turn a significant portion of this attention to NARI from his personal business – more so than he was already doing as president of the association. David quickly acted assessing operations, process and systems. He assessed and realigned staff rejuvenating moral with a positive outlook and new expectations. He swiftly reviewed the financial situation of the association and proposed changes to the board where expenses had to be cut to not further endanger the current fiscal year but eliminate possible long-term effects. He worked tirelessly at the Home Depot Pro Rewards program to straighten out the NARI contractor members, try to recruit those benefiting to becoming members and re-promote the program to current members to reestablish this as key source of non-dues revenue for the association. David took his assessment and evaluation of the operations of NARI and developed an action plan of what he believed were the next steps in taking NARI to a new level. Seeing this plan through coupled with his passion for the industry and specifically NARI, led David to make the choice to apply for the NARI CEO position.

Over the years David earned certifications:

- Certified Remodeler designation in 2003
- Universal Design Certified Professional designation in 2013
- Master Certified Remodeler designation in 2013

David has been recognized for his efforts in remodeling and leadership at the NARI Milwaukee level:

- Remodeler of the Year Awards - Multiple wins in the areas of remodeling and marketing since 1996
- Recipient of four NARI Milwaukee President's Awards between 1999 and 2012
- Marvin Johnson Meritorious Service Award in 2001
- Professionalism Award in 2000 and 2009
- Bill Bobrowitz Image Award in 2008 and 2014
- Government Affairs Award in 2013
- Mary Fox Hagner Lifetime Achievement Award in 2016

On the NARI national level:

- Peter H. Johnson Image Award in 2009
- Government Affairs in 2014

- President's Award in 2018
- 2011 Regional CotY Residential Historical Renovation/Restoration
- 2014 Regional CotY Residential Historical Renovation/Restoration
- 2016 Regional CotY Residential Exterior Under \$100,000

These are only a few of the major projects and programs David was involved in at the national level. He is an inspiration to all for his immense dedication and leadership for accomplishing these and many other efforts volunteering at the national level, engaging at the chapter level all while still running a successful remodeling firm. David has been, and will continue to be, a valued and highly respected industry professional to NARI and the home improvement and remodeling industry. His commitment to the association and to the industry falls into the category of 'one of a kind.' It takes an amazing level of commitment, drive and passion to do what David has done for an association and do it for over 20 years. David would be an extremely worthy recipient of the 2020 NARI Henry Fenderbosch Leadership Award.

We ask that you consider honoring David Pekel, MCR, CR, UDCP for the 2020 NARI Henry Fenderbosch Leadership Award.

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