

2021 Chapter of Excellence Award Nomination

In a year of change, NARI of Greater Charlotte has adopted some new acumen. "Pivot", "Slow Your Roll", and "Get Creative" are words I often hear at our meetings. Although, these phrases tend to surround discussions of challenge, our positivity remains fresh as these phrases are followed by hearty chuckles and knowing smiles. We have all learned to weather this storm... together. It reminds me of the powerful quote from the honorable Ruth Bader Ginsburg, "So often in life, things that you regard as an impediment turn out to be great, good fortune." And that is just it. We have faced tough challenges as an industry; COVID and its cascade of effects. Despite all these restraints, though, we were given a huge blessing; a boom in the remodeling industry.

Last year, Krista Young told you we started the year with no Executive Director, and she took over and did a stellar job. Then, she got great news; she was adding another Young to the world and gave birth to beautiful little girl, Gabriella Leigh. She gracefully transferred her title to me, in September 2021. So- transitioning leadership again, NARI of Greater Charlotte stepped into its busiest Season, hosting a Golf Outing in September and the CoTY Awards in November. As a newbie, I was drinking from the firehose. However- with the help of an amazing and supportive board, a talented and thriving membership, and some remarkable leadership from other chapters and National, I found my way through, and NARI of Greater Charlotte hosted two very successful and uplifting events. I realized; you will not find a better group of people than the NARI of Greater Charlotte Chapter.

As I look ahead, my focus in 2022 will be on membership, content, and fellowship all while giving back to our hometown of Charlotte, The Queen City. I am honored to be the ED of NARI and plan to continue and elevate its lineage of success.

Mara Esser

Dinner Meetings a la COVID Protocol:

January started with a cancelled meeting, but in February, we hosted a virtual networking event. By March, we were able to locate an outdoor bar, Protagonist Brewery, and began holding some outdoor, small group networking events. We continued that in April and May with all three months hitting our cap of 30 attendees. In June, we resumed in person meetings with an average of 50 attendees (our cap). Our members hosted these events, offering social distancing, masks (when required), and proper protocol for our area, as well as great food and compelling content. The photo shows our October dinner meeting where we hosted a panel to discuss the supply chain issues and ideas of how to work through this difficult time. We followed this up with some tools our members could use to help with clients, like an "The Experts Say" timeline for products in this market. It was very well received, and we had excellent feedback.



THIS IS US: NARI of Greater Charlotte





~~Pins 4 Kids Bowling~~ Tees for Kids



Our Annual Pins 4 Kids Event was waylaid by COVID. So, in true Charlotte form, we pivoted and decided on an outdoor golf event to raise money for the Jim Harkey Scholarship Foundation... Tees 4 Kids. With some quick planning and all hands on deck approach, the NARI team pulled off a much-needed face-to-face outdoor event. We raised over \$10,000 for scholarship grants!



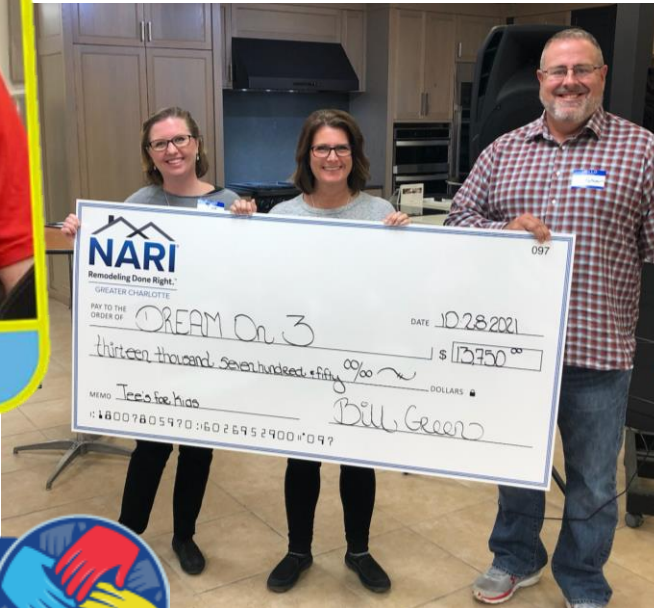
NARI Golf Challenge



And since we had such a success and COVID still kept us outside, we did another Tees 4 Kids Golf Challenge in September to fund a dream for a child with Dream on 3, an organization who makes Sports Based Dreams come true for children with life-altering or life-threatening illness. It was an honor to raise \$13,750 for this charitable institution.

And we had a blast doing it!

Our Dream on 3 Recipient!



DREAM on 3

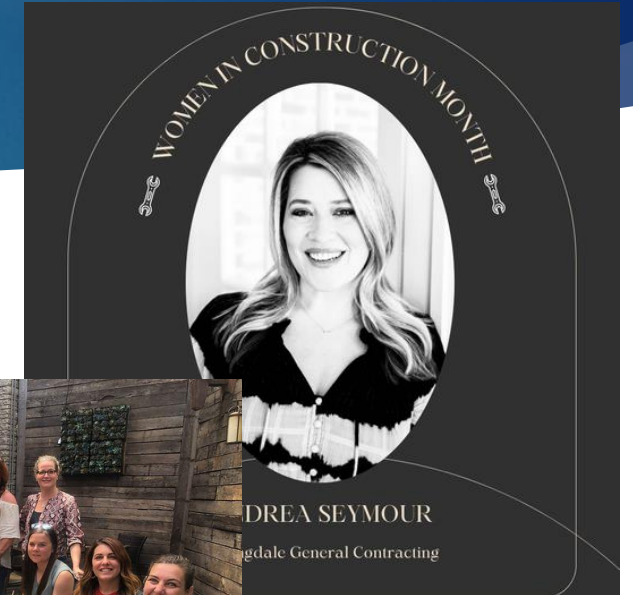


Meet Adam!

Nineteen-year-old Fort Mill, SC native Adam Bush is a charming teen who has always had a deep love for sports. He played lacrosse in high school but it has always been the Ohio State University Buckeyes that he rooted for every Saturday throughout the football season. Life changed drastically for Adam just one week after high school graduation when he was diagnosed with Ewing Sarcoma. This type of cancer is mostly found in males, ages 10 to 20. It can occur in any bone in the body, but most often happens in bones of the arms, legs, rib, spine, and pelvis. Adam's cancer affected his arm and he now is living with a left-arm prosthesis. To be safe, Adam has been in quarantine during his treatment, so he has not been able to start college or see his friends. He is currently undergoing chemo which has affected his moods and desire for his favorite foods. The Dream Team wants to give this sweet guy something extra special to look forward to! We are planning to take him to Indianapolis to the National Football Championship in January. Fingers crossed that Adam's team makes it all the way!

WIN: Women in NARI

Women in NARI (WIN) has become one of our most popular monthly events, hitting our max capacity month after month. The chance for women in the construction industry to get together and network has afforded many of our members a smaller venue with more personal connections. As well, in March we highlighted women in construction each week by sharing some featured members with our group. As much as we love the social aspect, our goal for 2022 is to leverage this group to do outreach for workforce development. Amy Dyer, one of our board members, is currently working on a plan to offer a workshop for young women to expose them to the remodeling industry and the careers they can have in this amazing field. We will be offering them some basic training in skills and employment development. With the help of members from She Built This City and ReBuilding Together, we have some great things in the works.



Our Marketing Efforts

We have continued our mission to share our story with Charlotte. In 2021 we focused on:

- Facebook
- Instagram
- Twitter
- Monthly Newsletter
- Podcasts (our catalogue of 38 episodes of Remodeling the Carolinas, The Builder Nuggets Podcast, etc.)

Our new budget plan includes the above plus the unveiling of our work in 2021 to present in 2022

- LinkedIn
- 6 New Fully Produced Podcasts
- 6-12 Blogs
- Advertising on Social Media

We worked with local Magazines to Feature our COTY award winners:

- The Home Mag
- South Park Magazine

We are working with local Radio Hosts to feature some upcoming events for our workforce development initiative:

- Ray Terry
- Bo Thompson



CotY: Evening of Excellence

Oh, what a night! Our CotY Awards was a huge success and a much needed in-person celebration for our group. Set with a backdrop of our beautiful Queen City from the Terrace at Cedar Hills, we enjoyed cocktails and dinner while sharing the best of the best of Charlotte's remodeling work. With a tremendous effort from our CotY committee, our event was gorgeous, warm, and celebratory. Our emcee Bo Thompson, a local radio celebrity, led us through one stunning project after the next. Great food, great music, and laughter were shared! The pride, fellowship, and comradery was evident in the faces of all in attendance as we enjoyed our sold-out event and added to the bottom line of our chapter. Our thanks to the Beatrice Owen and the Minnesota chapter for judging our entries and huge thanks to National, namely Cindy Foley and Anthony Lopez, for their incredible patience in leading me through the CotY process!





CONGRATULATIONS
TO ALL THE 2021 NARI CoTY AWARD WINNERS

NARI CoTY 2021 AWARDS

The National Association of the Remodeling Industry (NARI) Charlotte Chapter announced the winners of the 2021 CoTY (Contractor of the Year) Awards at this year's virtual event, held on November 18th. An independent panel of judges from across the country reviewed submissions to select the winners in 15 categories including whole house, historical renovation, kitchens, baths, additions, and more. Award winning projects are listed below and are featured on the NARI of Greater Charlotte chapter's website at www.naricharlotte.com/2021-CoTY-Awards.

1. Residential Historical Renovation \$250,000 and over
Paul Kowalski Builders, LLC
2. Residential Interior \$100,000-\$250,000
MUSE Residential, Inc.
3. Residential Exterior \$100,001-\$200,000
TriSquare Construction
4. Residential Bath Over \$75,000
ReVision Design/Remodeling
5. Entire House \$250,000-\$500,000
Caroline Classic Builders
6. Commercial Interior
Andrew Roby, Inc.
7. Residential Landscape Design/ Outdoor Living Under \$100,000
Turner Contracting Services
8. Residential Interior Under \$100,000
Turner Contracting Services
9. Entire House \$500,001-\$750,000
Andrew Roby, Inc.
10. Residential Kitchen \$100,001-\$150,000
DiFabian Remodeling, Inc.
11. Residential Bath \$25,000-\$50,000
MUSE Residential, Inc.
12. Residential Detached Structure
Hopedale Builders, Inc.
13. Residential Interior \$250,001-\$500,000
DiFabian Remodeling, Inc.
14. Residential Kitchen \$60,001-\$100,000
ReVision Design/Remodeling & DiFabian Remodeling, Inc.
15. Residential Kitchen Over \$150,000
Paul Kowalski Builders, LLC
16. Entire House Over \$1,000,000
Alair Homes Charlotte
17. Residential Addition \$100,000-\$250,000
DiFabian Remodeling, Inc.
18. Residential Bath \$50,001-\$75,000
MUSE Residential, Inc.
19. Universal Design - Interiors
DiFabian Remodeling, Inc.
20. Residential Interior Element under \$30,000
ReVision Design/Remodeling

Our Philanthropic Partners

We continue our partnership with these philanthropic organizations. The ROC is a partner who works with high school children, offering them a magnate experience to learn trade skills such as carpentry and plumbing. They were our guest speaker at our August Dinner Meeting and work with our members to place interns. She Built The City focuses on women in the construction industry, offering young women a chance to explore and learn trade skills. We are currently working with them on a project to offer workshops to young women. Dream on 3 offers sports-based wishes to children with life-altering or life-threatening illness or conditions. Our Tees 4 Kids event raised \$13,750 to fund a child's wish. And Rebuilding Together works to keep people in their homes when life situations or events make their current situation difficult or unsafe. We are working to set up a volunteer day to build a deck with this group. We are strong believers in these organizations and strive to help them in their missions.



Charlotte Rescue Mission

A part of our Philanthropic plan is called 5th Tuesdays which is chance to get out and serve the community through sponsoring, cooking, and serving a meal to those in need. COVID put a stop to these in-person events, but our 2022 plan is to resume this mission!



Annual Holiday Toy Drive



Our Annual Holiday Toy Drive for 2021 was hosted by Ferguson Bath & Kitchen Gallery on December 9th. All guests brought an unwrapped gift to support the Toys for Tots. There was a special appearance from two local Marines and a mystery Nutcracker! Great food from 2 local chefs and wonderful fellowship was enjoyed by all. This event falls outside of the timeframe in the entry rules by 9 days, but it is an annual event and I wanted to share the celebration because it capped off our year so wonderfully and is a vital part of our schedule each year. (You may disregard this as an element of our entry, but I could not contain my excitement!). Last year, we were interrupted by COVID, or I would have shared 2020's. It is in our plan for next year and will remain a staple for NARI of Greater Charlotte as long as COVID allows.



I am excited about 2022.

We are filling our calendar already! We have started our sponsorship drive with a HUGE BANG and are updating our sponsorship commitments daily! In January, we host a kickoff meeting and will have tables set up to bolster our committees, sponsorship, and membership. In February we have a visit from National, featuring Plamena Todorova discussing Education, Certification, and Accreditation. We have booked venues for Pins 4 Kids & Tees 4 Kids. We are meeting to start working on COTY. We have added 2 new board members to our team. Our budget is set to make an impact while staying fiscally responsible to our members. We are working on several community-based initiatives to support workforce development and community outreach.

We are proud of the commitment of our Annual Sponsors, core members and leadership. We are grateful to National for the support and guidance they have afforded us.

Happy New Year!

Mara Esser



NATIONAL ASSOCIATION OF
THE REMODELING INDUSTRY

Remodeling Done Right.™

GREATER CHARLOTTE