

Chapter President Award

Nominating Jonathan Kelly
Kansas City NARI



Introduction

Who is Jonathan Kelly?

- A big ideas personality—(ok not so much with the details)
- Owner of a successful business in Kansas City—Fireplace & BarBQ Center
- Engaging
- Passionate about life
- Leader
- Dedicated to family (personal and NARI's)
- President in 2021 of the NARI-Kansas City Chapter



The adversity in 2020 taught us all a lot about business and leadership. While no one ever wants to encounter adversity, it can strengthen and develop our character so that we are better prepared for the future.

Jonathon Kelly-January 2021



Moving KC NARI forward into the future



Part of the February President's Message

As an organization that really prides itself on networking with other like-minded companies and individuals, we really had to pivot in 2020. Social distancing and lack of our primary networking outreach (lunches) really made this difficult. What we Kansas City NARI really wants to do moving forward is to come up with new ways to network and hold educational seminars. Fortunately, we have all learned how to do this to a certain extent with software out there already like ZOOM. Who would not have like to buy that ZOOM stock one year ago!

There have been good discussions on several levels about what does Kanas City NARI gatherings look like going forward. Is it in-person, virtual, or both? I am glad to report that we think both might be the right answer! With the help our education committee, who have done excellent work researching hardware available, we have purchased equipment we think will help us deliver on this endeavor. When you get a chance Google "OWL camera" ...it is a hoot. 😊

Our hope is that we will be able to increase attendance if we are more flexible in how people can attend. I recall attending a couple of virtual meetings while I was on vacation with the family in Florida last year. The kids and my wife were at the pool while I was on a Zoom meeting via my phone, from my car, while parked (not driving!) in a parking lot. This was certainly not possible for our chapter in 2019.

What the local chapter did to continue networking opportunities for members to be engaged.



President's Message March 2021

It has been said “We have two ears and one mouth so that we may listen twice as much as we speak.” I remember taking a class one time on communication at my church about relationship building. We covered a book called Listening for Heaven’s Sake by Dr. Gary Sweeten. No book has challenged me more than this one.

Going into this class I really thought that I was one of the best communicators that I knew. I mean, I had no problem offering my opinion. If someone disagreed with my opinion I was just as good letting that roll off my back and just keep moving right along. I thought it was a strength that I could engage in a conversation, without emotions, and share my two cents. I never took difficult conversations personal and was happy to offer my thoughts on anything and everything!

About 2 weeks into this book, I realized that I was an AWFUL communicator. I recall going back home and telling my wife how bad I was at listening. The book quickly pointed out a few reasons why I was able to engage people in my two favorite topics (religion and politics) and not feel threatened or afraid. The reason: I was not interested in ‘listening’ to them. Whether they agreed or disagreed had little impact on me because I was not taking the time to try and hear their side of the story.

While I certainly am a work in progress in listening, I have learned to not listen to the words as much as the feelings behind the words. I have found that when we try to understand and actively listen, we can get to the root of a person’s needs, thoughts, or concerns. Once we get to ground zero of the root causes, the solution or remedy is much more effective and easier to administer.

This has helped me so much in my personal and business life. I cannot imagine anyone who would not like a chance to be heard. I think when we implement actively listening into our day-to-day interactions, we really have a chance to be more impactful and influential. Most of us are specialized people in our industry with specific knowledge and skills. We have an opportunity to align those gifts with consumers needing those gifts. In doing so I think we have a chance to be fulfilled both financially and emotionally!

Sharing his passion about life and improving a skill.

President's Message May 2021

New or Renewed? What would you rather have? It seems like most reality shows based around home improvement seems to be some type of make-over or fixer upper. What is so appealing about taking something old and making it new or better that appeals to many of us? It seems that everyone loves a good before and after, right?

We are in a very fortunate and “essential” business category to be able to spend our time, energy, and resources to rehab, refurbish, and rebuild things. Better still yet, we get paid to share our creative energy and talents. I wonder if we sometimes fully grasp the incredible opportunity we are given. Are we making the most out of it?

Now more than ever it seems people are wanting to rehab, refurbish, or rebuild items or areas in their homes. The home improvement shows, and various websites, create a lot of energy and excitement for customers to take on these tasks. They really highlight and do a great job showing the end results. But what about all the processes and steps in between three commercial breaks on TV? There does not appear to be a lot of time spent on this part.

Rarely are we able to complete an entire project in one week or one afternoon like on TV and we are the experts! I hope NARI customers realize the dedication that we have all put into our industry. This can be the NARI certification designations or simply the years of experience and/or passion we have for our industry. While our projects are certainly intended to be eye catching, we also want it to endure. I am not suggesting we bore our clients with all the details, but we should be able to persuade them through our knowledge and understanding of our products and work.

I would like to think that we NARI folk are wired in some way that tends to bend us toward the mindset that it is more rewarding to rehab, refurbish, or rebuild something the right way as opposed to knocking it down. Oftentimes, the only thing better in my world than seeing a dazzling, new fireplace that is 6' long is being able to bring a fireplace back to life in terms of looks and usefulness. Don't get me wrong, a 72" fireplace makes a strong impression in a room, but I am most fulfilled when we take an older fireplace and restore its' usefulness and purpose.

Some of you may remember a marketing plan from years past called “Are you NARI?” I would like to challenge all of us to fully engage our clients with our knowledge and passion. I believe our Kansas City neighbors attempting their own ‘fixer-upper’ would appreciate the help of NARI members.

Improve the professionalism of the Remodeling Industry with consumers on sharing their knowledge and passion.

President's Message June 2021

In the early days before the internet (yes, I am that old and remember before we had internet) brick and mortar stores had little competition in terms of presenting products to customers. In those early days, I recall some of my peers in the hearth and barbecue industry complaining about all the products becoming available on the internet. As an early adopter and someone who loves the “latest and greatest”, I wanted to tell them they better get used to it. I think we all knew the internet was here to stay. Some loved it, some not so much but we all agreed it was going to change the way we would do business.

It seemed like everyone could find something cheaper online. Now we had customers asking why your version is so much more expensive. In our industry we learned that some of the less expensive items were sold online using different parts and the only way you could tell the difference was by either model or serial number. We learned that some manufacturers wanted that online market but also knew that price was critical, and they would sometimes remove items from products to hit those price targets. In the end, I think it justified the existence and importance of specialty stores.

The other change we saw was consumers going online and finding all kinds of pictures for projects or products that excite them. Sometimes we would find photoshopped pictures and it did take a little time to explain why that wood mantle cannot be that close to the fireplace. For the most part however, I have found it incredibly helpful on the showroom floor when a customer shows me a picture of what they like or want to do. This is a great opportunity for me to explain which of our products can meet that expectation or why that idea or product may not be ideal for their application.

There are many ways a consumer can get a product delivered to their doorstep. There is still very much a need for that personal touch or one-on-one conversation with the client in which we align our knowledge and expertise with their vision or dream. Our industry is not selling socks, batteries, or golf balls. I think it is essential that the various products we build, sell, and service need to be explained and maintained by a real expert.

[Sharing a business strategy on adapting to changing shopping culture customers use.](#)

Part of President's Message July 2021

Kansas City NARI maintains a strong and positive relationship with other chapters and NARI National.

Your local chapter has several energetic and passionate members with access to national. These members are actively expressing ideas and thoughts to national via national committees, the monthly Zoom President's Roundtable, and Executive Director's meetings/calls. We will continue to push forward and represent our chapter well. If anyone has any questions, please reach out to me or your favorite Board member.

I have seen some of national's new marketing ideas being put in place and believe they will help our local chapter market to new members. I am also very proud to report that our local chapter is blessed with a very talented staff and collection of committee members. I had a chance to sit in on a Zoom call with some members from our Marketing/PR Committee and the newer NARI National Marketing Director. He was very impressed with the efforts of our local committee. In true Kansas City fashion, our committee members were eager to share and offer any help to him in the future. I love that midwestern hospitality!

Sharing how the local chapter and HQ work together to strengthen NARI as a team.





November 21, 2021

To: NARI Chapter Pres

RE: Nomination of Jon
Term January 1.

We are writing to nr

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Capitol
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Phone: 913-652-2376

FAX: 913-652-2510

jotten@capfed.com

Memorandum

To Whom is May Concern:

I am writing this letter in recognition of our Kansas
endlessly to make the Kansas City Chapter
Member's perspective, he is always
we are doing is best for the
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discussion
success
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Sincerely,

Jon H Otten

Senior Mortgage

Capitol Federal Sa

913-652-2376



18901 w 158th St. Olathe, KS 66062

KC Home Solutions, LLC
913-780-4498
www.kchomesolutions.net
sales@kchomesolutions.net

To Whom It May Concern,

My name is Nick Shepard, CR. I am the owner of KC Home Solutions and First Vice President of KC NARI. I have had the privilege of working alongside Jonathon Kelly for the past few years on the board. Prior to that I got to know Jonathon from the PR/ Marketing Committee. That is where I got to understand his passion for NARI. This passion is not only for our local chapter, but also supporting NARI as an entire National Association.

The purpose of this letter is to Nominate Jonathon Kelly for this year's Chapter President Award. I am the incoming 2022 President for our local chapter, so I have watched Jonathon closely this year. My purpose of watching Jonathon is to understand what my role should be next year. I have been absolutely astonished by his leadership skills and dedication. Jonathon has attended almost every single committee meeting and event our chapter has had this year. Not only has he attended, but he has contributed greatly. He has helped our leadership team understand the resources that HQ is offering and make sure we are taking advantage of them. He has joined National President round table calls every time they are offered to bridge the gap between KC NARI and NARI HQ. Jonathon helped put together a Staffing committee and assisted this committee in replacing our Executive Director of 27 years, which was not an easy task. After our new ED started (which was a phenomenal hire) he has offered his time and assistance to ease the transition. Anytime the association needed funds he was always the first to donate. In a year coming out of COVID, Jonathon has done a terrific job trying to get the Chapter back together to Network, which is so vital for the Association.

I am not a writer. I am sure I haven't communicated how much time and energy Jonathon has poured into KC NARI this past year. I am sure this letter doesn't do justice to how deserving Jonathon Kelly is for this award. Our Association, our local Chapter is better because we had Jonathon Kelly serve as our 2021 President.

Sincerely,

Nick Shepard

Nick Shepard, CR

JASON WRIGHT ELECTRIC

12/2/21

Dear Nominating Committee,

On behalf of the Kansas City Chapter
to nominate Jonathan Kelly

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ational Association of the Remodeling Industry, I would like
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Appreciation Letters

Incoming President for 2022—Nick Shepard, CR
Board Member—Steve Brattin
Staff Search Committee—Jason Wright, CRS
Board Member—Jon H Otten
Kansas City NARI Staff



Dear NARI National,
It is with great pleasure that I would like
president for the National. One
wonderful asset to our chapter, or
and beyond—to work, professionalism
and beyond planning, professional
strategic planning, team player,
Jonathon is a true association,
but also the entire association,
dedication and focus, I truly feel
might come his way, I truly feel
100% be rewarded for his



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Sincerely,

Nick Shepard

Nick Shepard, CR



Dear NARI National,

It is with great pleasure that I would like to recommend Jonathan Kelly, current Kansas City NARI president for the for the National President Award. He has proven to be an excellent leader and he is a wonderful asset to our chapter. Over the years of working with Jonathan he has consistently went over and beyond to work directly with our chapter to create better relationships, innovative solutions, strategic planning, professionalism, goal setting and outstanding leadership skills.

Jonathan is a true team player and carries such positive energy not only with in the board/committees, but also the entire association. He works behind the scenes, beyond working hours, works with dedication and focus, shows amazing professionalism when dealing with any and all challenges that might come his way. I truly feel that Jonathan is an incredible candidate for this award, and he should 1000% be rewarded for his hard work, dedication and outstanding performance with in our industry.

I would like to extend my heartfelt thanks and appreciation to Jonathan for his outstanding performance and for making his years on the NARI Board such an incredible success.

Sincerely, Steve Brattin



12/2/21

Dear Nominating Committee,

On behalf of the Kansas City Chapter of the National Association of the Remodeling Industry, I would like to nominate Jonathan Kelly for the National Chapter Presidents Award.

During his year of service as our Chapter President, Jonathan has been Amazing. He has engaged with the NARI HQ to bring valuable information back to our local Chapter. He has driven our Chapter to navigate the current conditions in regards to Covid. Jonathan has spent countless hours engaging with all of our Committees. If there was something NARI happening in the Kansas City this past year, Jonathan was never very far away.

Jonathan has attended many of the National Presidents Calls and he has spoken very highly of the information that was shared on these calls and how much of a benefit these calls were to our organization. He has brought a number of ideas back from these calls to help our KC Chapter. He has worked tirelessly to continue to build a strong relationship with our Chapter and the National organization.

Our long term Executive Director is retiring December of 2021. Jonathan served on the Search Committee to locate a new ED and to evaluate our current staffing. He helped in the negotiations with the new ED. He has had weekly calls with the new ED to help the transition and plan for the future.

Jonathan served on the Strategic Planning Committee and he even reached out to the SBA SCORE Program and engaged a Mentor to help facilitate the strategic planning process. He has been a driving force to keep the organization focused on meeting our Strategic Plan.

Our Chapter has just gone through our budget process to define our budget for 2022. Jonathan was not only at the Finance Committee meeting but he also attended many of the other Committees in order to make sure our 2022 budget was going to be able to meet our goals and also be financially viable.

Jonathan has displayed such amazing leadership during this past year. He has been engaged with the National organization, he has engaged every asset of the KC Chapter, he has listened, he has implemented, he has delegated, he has followed up and followed through. His passion and dedication to the organization has been stellar and our Chapter will benefit for years from his leadership.

Please do not hesitate to contact me for more information.

Sincerely

Jason Wright

Jason Wright
President



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Lee's Summit, MO 64063



True Blue® for over 100 years

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FAX: 913-652-2510

jotten@capfed.com

Memorandum

To Whom it May Concern:

I am writing this letter in recognition of our Kansas City NARI Chapter President, Jonathan Kelly. Jonathan has worked endlessly to make the Kansas City Chapter into the best it can be during an extremely challenging year. From a Board Member's perspective, he is always pushing us forward and trying to get us to "think outside the box" to make sure what we are doing is best for the overall Chapter. He faithfully attended NUMEROUS Committee meetings to make sure he had a pulse on the local Chapter while keeping everyone working together. He was involved in many Chapter President discussions and round tables to try and gain new knowledge on how to make the Kansas City Chapter even more successful. His sense of direction and leadership have been invaluable to our Chapter. I've heard it said that "everything rises and falls with leadership" and Jonathan has definitely helped the Kansas City Chapter continue to rise to the top.

Sincerely,

Jon H Otten

Senior Mortgage Consultant

Capitol Federal Savings

913-652-2376



November 21, 2021

To: NARI Chapter President Award Nominating Committee

RE: Nomination of Jonathan Kelly President, Kansas City NARI Chapter
Term January 1, 2021 to December 31, 2021

We are writing to nominate Jonathan Kelly for the Chapter President Award.

Laurie's

I have worked with Jonathan Kelley for a short time. I did interview with Jonathan and got to know his volunteer leadership style, which at times would need to be different than leading his for-profit company. I quickly learned that Jonathan is long term and flexible, is committed to action and outcomes and is modest and humble. Culture is important to Jonathan, and he is committed to collaboration as the President of Kansas City NARI. He is deeply loyal to Kansas City NARI and the success of the organization, the members, and the industry.

Gretchen's

Jonathan Kelly has shown continued interest in each of the committees as they meet monthly to discuss their agendas. His time spent attending these meetings goes above and beyond anyone's expectation. He is genuine with his efforts and wants to contribute wherever he can. It has been wonderful to feel his support as we strive to increase membership.

D.J.'s

I have been with Kansas City NARI since April 2002. This is the first time I have seen a president become highly involved with the association. He continued to not only remain on the Marketing Committee during his term, but also had an employee from his company join the committee. Jonathan is the first president that attended the majority of each committee meetings throughout the year. In the past the president would attend only one meeting per committee during their term. He also stepped up and severed on the staffing committee to help select the new Executive Director position. He has taken a positive, passionate, and caring position on continuing to develop the culture he and the board envision the Kansas City NARI chapter to have as it moves forward in the new world culture that has developed this past year.

Just a reminder that he still put lots of hours not only into Kansas City NARI, but his own company Fireplace & BarBQ Center.

Sincerely,

Laurie

Laurie Weber-Manning
Executive Director

Gretchen

Gretchen Evans
Member Specialist

D.J.

D.J. McEwen
Executive Assistant

Recap

Who is Jonathan Kelly?

- Passionate about NARI, locally and nationally.
- Goes above the call of presidency responsibilities.
- Wants what is best for Kansas City NARI & NARI as a national association
- Wants all members to know what NARI offers business to be successful
- Team player, amazing leadership skills, willing to seek help when knowledge is not within the group, and willing to listen.





Thank you

For Your Consideration.

Kanas City NARI...moving forward and up with it volunteer leadership.