

NARI Milwaukee, Inc.

2021 Chapter Excellence Award

Creating visibility in the community through workforce development, in-person consumer events and marketing during a pandemic living up to the value our chapter members expect.

NARI Milwaukee, Inc's executive team nominates
NARI Milwaukee for the
2021 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.



In 2019, NARI Milwaukee was part of the Regional Career Pathway Council on construction representing residential and light commercial specifically non-union remodeling and construction careers. In 2020 NARI Milwaukee was invited to the State Career Pathway Council to complete the pathway that is currently being implemented in the state public education system. On the next page is the pathway developed. It's intended to represent two basic components of the industry pre-construction and construction and the education/experience levels associated with various positions. It is not an all-inclusive list, but enough information to give educators, students and parents an idea of the careers in construction and what education or experience is required.

NARI Milwaukee's continued engagement created positive visibility with other industry leaders and educators enhancing the 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. Consortium and Youth Apprenticeship Coordinators now attend NARI events with booth space and giving webinars/presentations to educate NARI members on Youth Apprenticeships and connecting students to business.





Architecture & Construction Career Pathway

<Name of Region>

2020-2021



EXPLORE: Click on the links to find the job titles that seem most interesting to you to learn more! Save any jobs you are interested in from this career pathway in your XELLO account so that you can create an Academic and Career Plan (ACP) later on.

Educational Level <small>May also require work experience</small>	Design/Pre-Construction	General Construction Skilled Trades *In the Construction Industry, experience is equally as important as a degree!
High School Diploma, Certification	Many entry level general laborer positions are available in both residential, commercial, road building, and industrial settings. Construction Laborer * ○ Pre-Apprentice Supplier Sales Carpenter Helper * Painter ○ Roofer ○ Range \$ xxx,xxx-xxx,xxx	
Certification or Technical Diploma	Appliance Technician * Landscape Technician HVAC Service Technician ○ * Retail/Design Consultant Range \$ xxx,xxx-xxx,xxx	Cabinet Maker Bricklayer ○ * Boiler Operator Rough Carpenter * Tile Setter * Range \$ xxx,xxx-xxx,xxx
Registered Apprenticeship	Concrete Finisher * Electrician ○ Plumber ○ * Operating Engineer * ○ Sheet Metal Worker ○	Steamfitter * ○ Boilermaker ○ Iron Worker ○ Carpenter ○ * Pipefitter * Crew Leader/Foreman * Superintendent * Range \$ xxx,xxx-xxx,xxx
Associate Degree	Drafting Design Technician Surveyor Interior Designer ○ Landscape ○ Range \$ xxx,xxx-xxx,xxx	Project Manager * Assistant Construction Manager * Cost Estimator * Range \$ xxx,xxx-xxx
Bachelor Degree and beyond	Architect ○ Civil Engineer ○ Landscape Architect ○ Range \$ xxx,xxx-xxx,xxx	Safety Manager Company Owner Project Engineer * Construction Manager * ○ Range \$ xxx,xxx-xxx,xxx
Postsecondary Options	Click HERE for Postsecondary Options	Click HERE for Postsecondary Options

- * **BRIGHT OUTLOOK** = these jobs are expected to grow in the future – which means more opportunities for you!
○ **XELLO** = you can learn more and save this job in your Xello account (note: some job titles might look a little different in Xello)



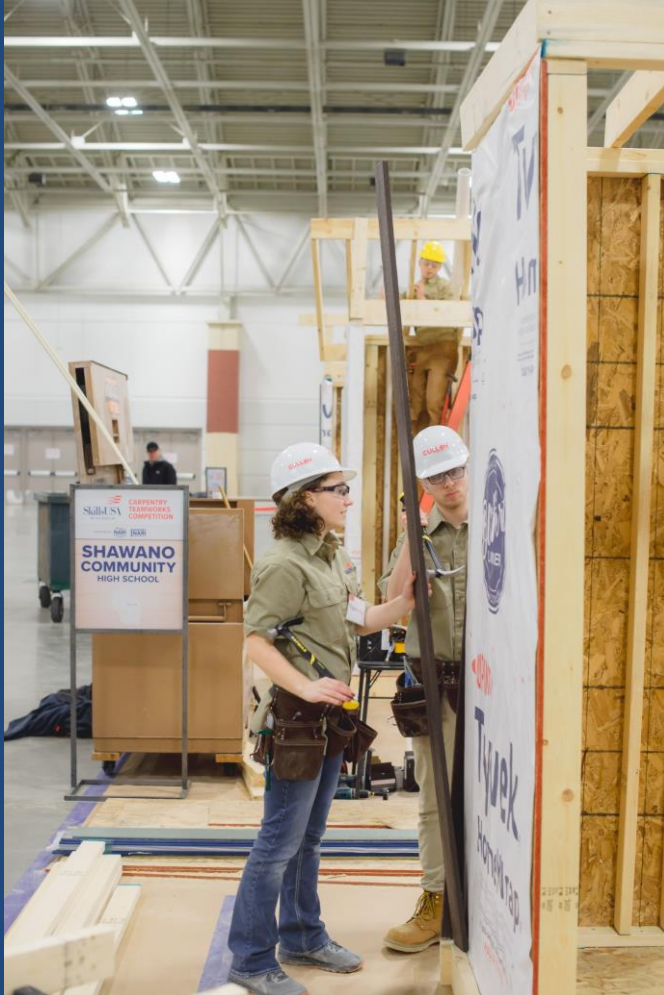
SkillsUSA Wisconsin - Teamworks Carpentry State Competition

For the third year NARI Milwaukee conducted the SkillsUSA Wisconsin Teamworks Carpentry State Competition on the floor of their Spring Home Improvement Show in February. 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 an average of 15 teams of four students annually. 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, walls, trusses/roof framing, door and window framing, rough electrical and plumbing and installing siding, soffit and fascia.

NARI Milwaukee brings together manufacturers, suppliers, members and building inspectors of southeast WI to organize, judge and financially support this event in partnership with the NARI Milwaukee Foundation equating to \$2,000 per team or over \$30,000.



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 couple of the many articles and news stories about NARI and the SkillsUSA competition and a quote:

[Spectrum News](#)

[Channel 58 news story](#) (see segment three for SkillsUSA)

“I would like to thank each and every one of you and your companies for your part in hosting the SkillsUSA Teamworks event. I hope you know what tremendous opportunity this event provides for the students, and each year you manage to make the event better and better. In the past 5 years, I have had 30 students compete in this competition and nearly all of them have gone into the trades or plan on doing so after graduation. It takes great collaboration and partnership to build tomorrow's work force, and I am glad to be working with you to accomplish this. Again, I send my deepest thank you.”

Jeffrey Martin
School District of New Berlin



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 space to design and 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.



Through the displays and student interaction, consumers learn the value designers bring to any project. The display attracts media attention, brings designers and future employers together and another opportunity for NARI to showcase trade careers. 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

Even During a Pandemic



Consumer Reach

Each year NARI Milwaukee hosts two consumer shows – NARI Milwaukee Spring Home Improvement Show in February and the NARI Milwaukee Home and Remodeling Show in October. The shows in their 58th and 30th years respectively continue to be community favorites. With attendance over 15,000, we specifically market to serious and interested buyers in home improvement or remodeling.

In 2020 the NARI Milwaukee Spring Home Improvement Show was the last major consumer event held in Wisconsin due to the state shut down and 'Safer at Home' order issued by the Governor in March. NARI Milwaukee watched as businesses and other associations in our area came to a standstill, immediately cancelled all in-person events for 2020 and panicked over their future. The economy and people's lively hoods were crumbling as business collapsed.



Community Leadership

Through the shut down, construction was deemed essential and NARI members continued to work. It quickly became apparent that our members were viewing this pandemic through a very different lens compared to other industries. They all found means to conduct 'business as usual' under established safety guidelines.

Taking the cue from our membership, NARI Milwaukee choose to show leadership in the industry and community and learn to do business successfully with COVID-19. NARI Milwaukee was determined to not let our small business membership down and support them with the programs and services they value. Further, remodeling demand escalated. Consumers were desperately seeking remodeling professionals to make accommodations to their homes as their standard place of rest suddenly became the office, classroom, restaurant, playhouse and staycation destination.

NARI Milwaukee has been in the consumer home show business for nearly 60 years. We are experts in the business. However, conducting a health-safe show during a pandemic was now the goal and we were ready for the challenge. Although we knew this was probably not going to be our biggest event, we had support from our members to move forward.



NARI Milwaukee fully understood the pandemic was serious and the last thing we wanted to do was endanger any of our members, staff and the community. We knew to do this we would need a full commitment from the Wisconsin State Fair Park, location of the show, and Valley Exposition Services – and they agreed. The October NARI Milwaukee Home & Remodeling Show was going to be the first major public event to occur in the state since our last consumer show in February.

Together with our partners, our insurance and legal teams NARI Milwaukee drafted a [COVID-19 Health and Safety policy](#). We also mandated that each exhibitor in the show create their own health and safety plan for their space and employees working the event. All exhibitors were informed up front of the guidelines and that anyone in attendance would be required to wear a face covering or be removed from the event. NARI Milwaukee also enabled contact tracing measures if cases of COVID-19 were linked to the event staff could notify anyone in attendance. NARI Milwaukee also watched closely the Phased Reopening Guidance for Suburban Milwaukee County and WI State Orders. Rules were changing almost weekly and staff had to monitor any capacity limits of the venue at State Fair Park as determined by the West Allis Fire Department so consumer traffic could be controlled as necessary.

The October show is traditionally held in the Exposition Center at the fair grounds but on April 9 the governor announced the construction of an Alternative Care Facility (ACF) in the venue. At the time COVID-19 cases in the state were low and it was expected the ACF would be removed by July.



In August, staff learned the ACF was not coming down and the governor extended the contract to the end of the year. The event had to move venues, and nothing was open that could accommodate the size of the show. NARI Milwaukee opted for a smaller building on the fair grounds, re-worked the entire floor plan, called registered exhibitors to inform them of the changes and relaunched registration to the membership.

NARI Milwaukee continued to navigate and adjust planning to the continuous rule changes as cases of the virus started to rise in the northern area of the state. With the show ready to open October 16, staff was informed on October 7 that the governor ordered to open the ACF on October 14. It became a major decision to proceed or not with the ACF opening on the same grounds. What would the optics be, how would our members and community react? After much deliberation and conversation with members, it was decided the show would go on.

NARI Milwaukee was embraced by members, association peers, consumers and media as the event doors opened. As anticipated, attendance was down, but visibility and awareness in the community up. NARI Milwaukee had done it. They successfully conducted an in-person consumer show with no cases of COVID-19 linked to anyone in attendance. Event Planners locally and from other states called and attend the show to commend NARI Milwaukee on their leadership and benchmark the event for their future use.



Stay Safe Today!

PREVENT THE SPREAD OF COVID-19



BY ACCEPTING ADMISSION TO THE EVENT, YOU AGREE THAT YOU VOLUNTARILY ASSUME ALL RISK ASSOCIATED WITH ATTENDING THE EVENT, INCLUDING POTENTIAL EXPOSURE TO COVID-19 AND OTHER COMMUNICABLE DISEASE, AND YOU AGREE TO HOLD HARMLESS AND RELEASE NARI MILWAUKEE AND ITS DIRECTORS, OFFICERS, MANAGERS, MEMBERS, EMPLOYEES, AND AGENTS, AND THE VENUE AND OWNERS OR OPERATORS OF THE VENUE WHERE THE EVENT TAKES PLACE (COLLECTIVELY, THE "RELEASED PARTIES"), FROM ANY AND ALL LIABILITY FOR ANY LOSS, INJURY, ILLNESS OR DAMAGE WHICH YOU MAY SUFFER IN CONNECTION WITH THE EVENT, INCLUDING ANY PERSONAL INJURY OR PROPERTY DAMAGE, EXCEPT TO THE EXTENT SUCH LOSS, INJURY OR DAMAGE IS CAUSED BY THE RECKLESS OR INTENTIONAL ACTS OF THE RELEASED PARTIES.

 NARIMilwaukee.org



PERSONAL HEALTH CHECK

Have you had close contact with anyone diagnosed with, or shown symptoms for, COVID-19 illness within the last 14 days?

Do you have a fever, any respiratory symptoms, cough, shortness of breath, or sore throat?

If you answer "Yes" to any of these questions, please **DO NOT** enter the event.

THANK YOU FOR HELPING US KEEP THIS EVENT SAFE!





This was our first show. I thought the show was great and enjoyed the experience. Thank you for choosing to run the show during this time!
- Laura Juris, Best Electric Service



I don't think I've ever been so excited for a show! – Annelise Linn, Renewal By Anderson

The show safety plan is exactly what I was hoping to hear! Josh Plier, West Allis Heating & Air Conditioning



WHEN IT COMES TO REMODELING, WHO CAN YOU TRUST?



Your DIY neighbors?

While they're always ready to offer a word of advice or a helping hand – you've seen their handiwork. There's definitely a difference between "doing" and "doing it right."

#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. Start your next project by finding a professional at NARIMilwaukee.org.



Due to COVID-19 a new marketing campaign was created.

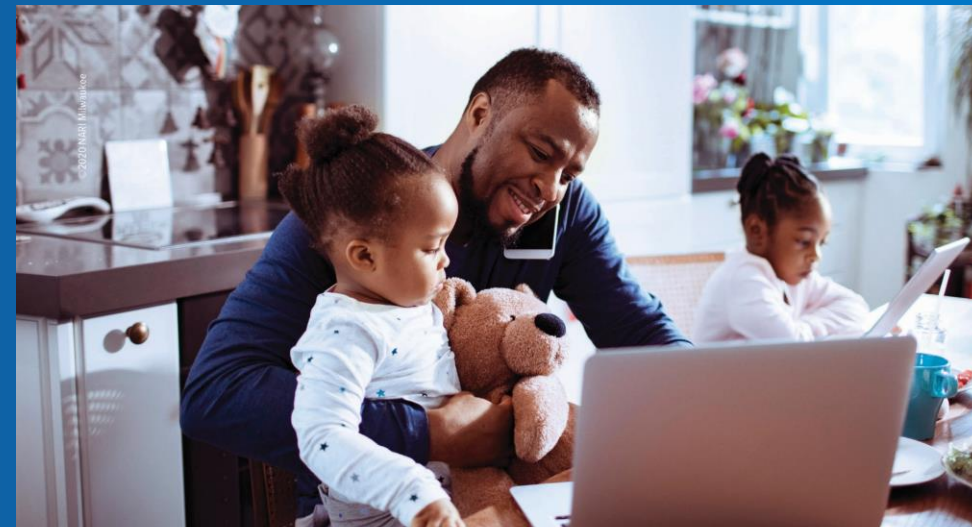
Magazine advertisements

February left

October right

New campaign included new TV

Commercials



YOUR HOME IS EVERYTHING.

LET'S MAKE IT REALLY SOMETHING.



Now that your home has become a classroom, office, boardroom, staycation host and more – are you ready to upgrade its amenities? Join us October 16-18 at the NARI Home & Remodeling Show! Meet trusted, proven remodeling professionals to get your job done right. Tickets and details at NARIMilwaukeeHomeShow.com.



OCTOBER 16-18 • STATE FAIR PARK • Tickets just \$5!



[Fox 6 news story](#)

[Channel 12 news story](#)

[Channel 58 news story](#)

[Channel 4 news story](#)

[Channel 4 Morning Blend story](#)

Public Relations – There is no better way to gain visibility than through the local media channels. NARI Milwaukee's leadership to host a consumer event during a pandemic on the same grounds as the ACF gained significant attention. All four of the markets' major news stations visited the show and most returned two and three times over the three days. They interviewed exhibitors, show guests and staff. Stories aired during the news casts and were posted online. Links to some of the stories are included.

NARI Milwaukee also garnered attention from national media – ProRemodeler. They did two interviews one for a [written story](#) and follow-up live interview on their video news outlet [The Weekly](#).

Performance for Fall Show 2020 through PR impression (unpaid):

69 Million Impression



NARI Milwaukee

Other Visibility Accomplishments



Post Details



NARI Milwaukee

Published by Allison Salkeld [?] · November 13 · 🌐

Milwaukee, we need your help! Vote for your favorite remodel and help one NARI Milwaukee remodeler win the Readers' Choice Award sponsored by MKE Lifestyle.

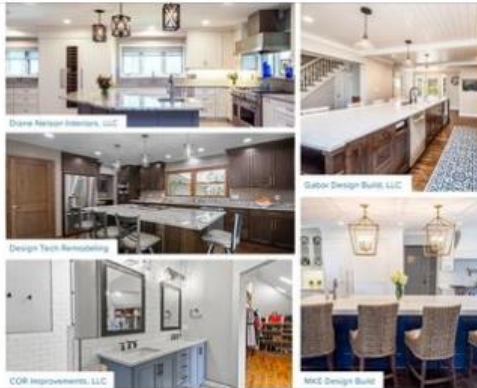
Vote once per day, per email address and share this with your friends! Contest ends December 4

<https://woobox.com/ptqpgb>

Vote for your favorite project!

READERS' CHOICE AWARD

MKElifestyle



Get More Likes, Comments and Shares

When you boost this post, you'll show it to more people.

2,616

People Reached

435

Engagements

Boost Post



8

32 Shares



Like



Comment



Share



Performance for Your Post

2,616 People Reached

137 Reactions, Comments & Shares ⓘ

76



Like

6

On Post

70

On Shares

14



Love

4

On Post

10

On Shares

13

Comments

0

On Post

13

On Shares

34

Shares

32

On Post

2

On Shares

298 Post Clicks

33

Photo Views

103

Link Clicks ⓘ

162

Other Clicks ⓘ

NEGATIVE FEEDBACK

0 Hide Post

0 Hide All Posts

0 Report as Spam

0 Unlike Page

Reported stats may be delayed from what appears on posts

Facebook

NARI Milwaukee uses Facebook to not only promote major events but members weekly to the public.

Top 3 Facebook engagement days:

1. Feb. 10, 2020: 42,667 **up 63% from 2019.**
2. October 11, 2020: 38,507
3. September 25, 2020: 19,409

Facebook likes: 5,516

Facebook followers: 6,097


Increase: 8%



Friday Feature

For additional recognition of NARI Milwaukee members, the Chapter continues to run the Facebook Friday Feature. We promote the NARI Remodeler of the Year (RotY) Awards to showcase what NARI members can deliver. Each Friday a RotY winning project is featured. The Facebook posts drive reach and interactions with the community and has turned the NARI Milwaukee Facebook page into a consumer resource and look book for remodeling project ideas.



Post Details

**NARI Milwaukee**
Published by Allison Salkeld [?] · May 22 · 🌐

#FridayFeature! Kowalske Kitchen & Bath 's Gold Award-Winning Residential Interior Project: \$100,001-\$250,000

A young couple contacted us while house shopping, hoping we could turn an outdated 1980s contemporary into their dream home. The house had many small, closed off rooms, which didn't work for entertaining or viewing the gorgeous wooded lot. They wanted a home that was unique, durable, and expressed their funky personality. The first floor was transformed into their dream kitchen. A bathroom/sauna became a guest bathroom and fun powder bath. The dysfunctional master suite was updated with a stunning walk-in shower and black vanity. An open loft was converted into a full bedroom suite for a future nursery.

#RemodelingDoneRight #NARIMilwaukee



Performance for Your Post

1,565 People Reached

118 Reactions, Comments & Shares ⓘ

76 👍 Like	15 On Post	61 On Shares
18 ❤️ Love	4 On Post	14 On Shares
1 😲 Wow	0 On Post	1 On Shares
18 Comments	1 On Post	17 On Shares
5 Shares	5 On Post	0 On Shares

369 Post Clicks

220 Photo Views	0 Link Clicks ⓘ	149 Other Clicks ⓘ
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NEGATIVE FEEDBACK

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

Reported stats may be delayed from what appears on posts

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.

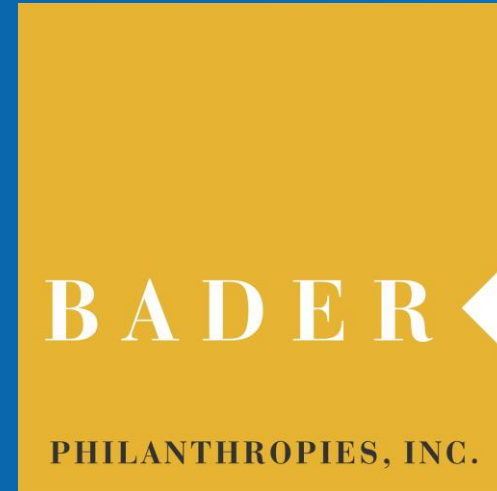
The winning individual or organization is invited to NARI Milwaukee’s annual meeting and election night to receive their award and address NARI members about their efforts, current and upcoming projects.



A continual increase in COVID-19 cases in WI drove leadership to cancel the in-person event two business days before the event and take it virtual. NARI staff rallied together and turned the event virtual including a video presentation from the “Building Milwaukee” award recipient.

NARI Milwaukee was honored to present the “Building Milwaukee” Award for 2020 to the Bader Philanthropies, Inc. in recognition of their community efforts, bringing people of diverse perspectives together around issues of social concern and improving the quality of life of all people living in Milwaukee, rural Wisconsin and abroad.

This has been an excellent way for NARI Milwaukee to be more visual 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 we 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, 2019 to November 30, 2020:

Directory Referrals: 3 MILLION + up 39% (previous period)

Average Referral Per Member: 4,206 up 49%

Daily Average Referrals: 8,322 up 39%

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



NARI Milwaukee, Inc.

2021 Chapter Excellence Award

NARI Milwaukee has worked tirelessly through the pandemic to create visibility in the community especially through in-person consumer events to maintain the strength of the Chapter and deliver value for its members. The Chapter would be extremely worthy recipient of the 2021 Chapter Excellence Award.

We ask that you consider honoring NARI Milwaukee with the 2021 Chapter Excellence Award.

Thank you for your time and consideration.

The NARI Milwaukee Executive Team

