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NARI ANNOUNCES NEW CEO CHRISTINE MELENDES

WHEELING, III. (July 11, 2022) – The National Association for the Remodeling Industry (NARI) announced that Christine Melendes, CAE will assume the role of NARI Chief Executive Officer on July 18, 2022. Melendes has served associations for more than 20 years and comes to NARI from the Association for Corporate Growth (ACG).

Melendes' most recently served as the Senior Vice President of Events & Strategic Projects at ACG, an organization of 15,000 members across 57 chapters. Over her 10-year career at ACG, she was instrumental in growing revenue through sponsorship programs and events, launching the organization's first publication, and publishing an award-winning study of the economic impact of private capital on the U.S. economy. She also developed ACG's first ever certification program in 2020.

"I am honored to assume this position, especially at this particular time," said Melendes. "The remodeling industry is experiencing record growth, and NARI is working with its members to bring them the tools they need for the future."

"Christine Melendes is the perfect choice to be the CEO of NARI," said NARI President Chris Egner, MCR, CR, CKBR, UDCP, CRPM. "Christine brings a proven track record of engaging and developing members, and of working collaboratively with members and chapter leaders nationwide. Her fresh perspective will bring new vitality to NARI as she develops and implements our new strategic vision," Egner said.

"NARI has gathered member input to develop a new strategic plan, we are conducting the industry's first salary survey in many years, and we are investing in our digital infrastructure so we can reach new audiences and enhance service to our members," Egner added.

Prior to her role at ACG, Melendes served as Director of Membership Marketing for the Professional Convention Management Association (PCMA) where she increased retention and grew membership. She also served as Operations Director at the Women's Foodservice Forum where she managed more than 16 committees, membership, the office infrastructure, and a formal mentor program.

Melendes won the Association Professional Achievement Award from Association Forum in 2015. She obtained her Certified Association Executive (CAE) credential from the American Society of Association Executives (ASAE) in 2008. According to ASAE, the CAE credential demonstrates the wide range of knowledge essential to manage an association in today's challenging environment.

Melendes is currently pursuing her Executive MBA at Loyola University Chicago (expected spring 2023) and is a graduate of the University of Wisconsin-Milwaukee. She received her certificate in Nonprofit Management from the University of Chicago Booth School and completed the improv training program with Second City Chicago.

Melendes' hiring follows a six-month-long national search that was led by a respected national recruiting firm. NARI's Executive officers reviewed more than 20 candidate resumes. Multiple rounds of interviews were conducted to identify the top candidates. Melendes was selected from a group of four finalists who participated in an additional round of interviews.

About NARI ...

The National Association of the Remodeling Industry, or NARI, provides residential remodelers with tools that enable them to perform at a higher level. NARI members' annual sales are nearly three times the industry average because of the knowledge, networking and support that they receive as members. In addition, NARI plays a vital role in the \$300 billion residential remodeling industry, connecting homeowners with its professional members, so they have a positive remodeling experience with a professional, qualified remodeler. NARI members pledge to follow the nation's strictest code of ethics for remodelers so homeowners can feel confident that their remodeling job will be done right when they hire a NARI member. NARI's website, remodelingdoneright.com, contains a searchable list of NARI members that homeowners can use to find a NARI remodeler near them.