

MVNARI and WHIO-TV bring new show to valley

Miami Valley NARI, the number one local remodeling industry association, and WHIO-TV, the top-rated television station in west central Ohio, have announced a new partnership to bring an exciting new consumer-oriented



home improvement exposition

to the Dayton area.

Homeworld 2002 will be held January 31 through February 2 in the Exposition Center at Dayton International Airport. The show will feature over 100,000 square feet of exhibits by remodelers, home builders, developers, landscapers, home technology suppliers, decorators, home furnishings retailers, pool & spa services, and more.

The partnership with WHIO represents a new era in Miami Valley NARI's home show involvement. For the past 18 years MVNARI has been a sponsor of the Miami Valley Home Improvement Show at Hara Arena. After much consideration



The Exposition Center at Dayton International Airport

the Home Show Committee and the board of directors determined that joining with Cox Enterprises and WHIO to establish a new show in a new location offered greater opportunities for future growth. NARI is an equal partner with WHIO in Homeworld 2002. This places more responsibility on NARI and requires more work by the association, but it also offers opportunity for higher returns and assures NARI a high profile and close identification with the show.



NARI will continue to sponsor the Housetrends Kitchen and Bath Show to be held October 26-28 at the Hara Complex. NARI no longer has any official connection with Hara's Miami Valley Home Improvement Show.

Cox Enterprises is an international media conglomerate whose local holdings, in addition to WHIO-TV, include *The Dayton Daily News*, *The Springfield News-Sun*, *The Hamilton News-Journal*, *The Middletown Journal*, The Miami Valley Cable Channel, WHIO-AM, WHKO-FM, WDPT, WDTP, and

ActiveDayton.com. This powerful blend of communication resources will facilitate promotion of the new show. In fact, a promotion budget in the six-figure range has been established for Homeworld 2002.

NARI members who exhibit at Homeworld 2002 won't receive an exhibit fee discount, but they will get a \$50 credit on their NARI dues invoice. Nonmembers who exhibit and join NARI will receive a \$75 credit on their first year's dues.

The Exposition Center at Dayton International Airport is the only venue in the Dayton area that was designed and built as an exhibit center. Road improvements on the east side of the airport, expanded parking, and a large, attractive sign on Vandalia's North Dixie Drive make the center an even better location for what is sure to be the biggest and best home improvement show in the Miami Valley next year, and for many years to come.

For Homeworld 2002 information contact John Hayes, at WHIO-TV, 937-259-2120, or Kim Fantaci, at NARI, 937-222-6274.

Coming Attractions

August Meeting

Date & Time

5:30 p.m., Wednesday, Aug. 22

Location

Dayton Marriott

Program

Marketing a Remodeling Company

Nichole Crouse

ID Solutions

Cost

\$20 members, \$25 nonmembers

Please call the Miami Valley NARI office at 222-NARI to make reservations for these meetings.

"What's in it for me"? That is the question!

by Bob Malchow, CR

Malchow Building & Remodeling

One of the most frequently asked questions concerning NARI membership has always been "What's in it for me? What is the value to my company should we choose to join?"

Over the past several months, the board of directors, together with the Home Show Committee, the PR Committee, with the help of Advanced Management Concepts, have been working to produce many exciting changes and opportunities to enhance the image and public awareness of both Miami Valley NARI and member companies.

Perhaps the most significant event, has been the announcement

that Miami Valley NARI has formed a partnership with WHIO-TV to co-produce our January home improvement show, **Homeworld 2002**. **Homeworld 2002** will be presented January 31-February 3, 2002 at a new location, the Exposition Center at the Dayton International Airport.

Some of the high points of this new production include: what promises to be the largest promotional package of any home show, with TV, radio, and newspaper ads, and an event web site; a much improved floor plan on one large floor for better traffic flow and therefore an improved opportunity for visitors to see each exhibitor's display; prizes and incentives for both visitors and exhibitors.

Both Miami Valley NARI and WHIO-TV are confident that this will be the largest and most Exciting home show that the Miami Valley has seen. If you have not received information from both NARI and WHIO-TV, please contact the NARI office at (937) 222-6274 or John Hayes, WHIO-TV, at (937) 259-2120.

Please note that we are no longer affiliated with the Miami Valley Home Improvement Show at Hara. I urge you to support this important new MVNARI activity.

Miami Valley NARI is also joining with the City of Dayton to produce a consumer oriented show focusing on home improvement issues, and the benefits to the consumer of hiring a professional contractor, which will air on cable TV's public access channel starting this fall. Watch for it.

NARI will be sending out infor-

mation very soon on: a co-op advertising package for display on RTA busses at a very reasonable cost to members; an opportunity to have your company name or logo and number listed on a NARI cover page, or under a NARI logo listing in the yellow pages; information for listing and advertising in the *Consumers Remodeling Guide*.

While this may seem like an overwhelming amount of "stuff" to digest at one time, please take time to carefully review all of this information and contact the appropriate persons to insure that you are included in these exciting new ventures.

See you at the August dinner meeting.

Miami Valley

REMODELER

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The mission of MVNARI is:

1 To establish and maintain the association's firm commitment to developing and sustaining programs that expand and unite the remodeling industry, as well as ensure the industry's growth and security.

2 To encourage ethical conduct, sound business practices, and professionalism in the remodeling industry.

3 To present NARI as the recognized authority in the remodeling industry.

This mission is carried out by:

1 Promoting the common business interests of those engaged in the industry.

2 Sponsoring educational programs and activities for members.

3 Enlightening consumers to the needs and advantages of home remodeling and maintenance, thereby improving the nation's housing inventory.

4 Recommending legislative and regulatory action which safeguards and preserves the remodeling industry and stimulates the marketplace.

Marketing remodeling will be August topic

Nichole Crouse is a marketing expert and graphics designer with roots in the remodeling industry. She is the daughter of remodeling contractors - NARI members Debbie and Mike Fritz, Main Street Construction - and she has planned marketing communication programs for numerous contractors and suppliers in the Miami Valley.



Nichole Crouse

Nichole, owner of ID Solutions Marketing + Design Studio, a supplier member of MVNARI, will be the featured speaker at the August meeting. Her topic (logically enough) will be "Marketing A Remodeling Company." She will in-

troduce NARI members to the basics of planning a marketing mix to produce the most results for the typically-limited marketing budget of a remodeling contractor.

The August meeting will be Wednesday, August 22, at the Dayton Marriott. The social hour starts at 5:30 p.m. Dinner and the educational program will follow.

Remember, you must be present to benefit from the educational and networking opportunities NARI offers. You must also be present to win the lotto drawing. The pot has grown to \$325. Every MVNARI member is automatically entered in the monthly lotto.

To make reservations for the meeting call the NARI office at 937-222-6274 - that's 222-NARI on your phone keypad.

Local and state events are set for September

September will be a busy month, with two major events on the NARI activity calendar.

Yale Industries, 2725 Needmore Road, will host the regular dinner meeting of Miami Valley NARI on Wednesday, September 26. It will be an opportunity to get better acquainted with the products offered by a MVNARI supplier member and with the people who bring them to you.

NARI Professional Remodelers of Ohio (NARIPRO), the consortium of the six Ohio NARI chapters, will present its first Showcase and Meeting on September 21 and 22, in Canton. The meeting will feature supplier exhibits and a series of educational programs.

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July meeting brings crowd to Bellbrook Chocolate

Obviously, chocolate is popular. More than 25 Miami Valley NARI members braved heat and humidity, scattered torrential rain showers, and south suburban rush hour traffic to attend the July meeting at Bellbrook Chocolate Shoppe.

Meeting participants were well-rewarded for their effort. Bellbrook Chocolate Owner Betty Blose provided a dinner buffet of homemade barbecue beef, and several other dishes, including green beans that drew rave reviews. Dessert, of course, was a chocolate buffet featuring more than 20 varieties of chocolates made by Betty.

Space was limited, but no one seemed to mind the close quarters.



Betty Blose describes some of the customer appreciation gifts she has supplied to remodelers.

The price was right, too. Betty hosted the entire event, but she did request that everyone make a \$10 contribution to support future MVNARI educational programs. Between donations and NARI's Split the Pot share the meeting netted nearly \$300 for the chapter.

In his introduction MVNARI President Bob Malchow said that Bellbrook Chocolate's membership illustrates the inclusive nature of NARI.

"NARI is not only an association for remodeling contractors and building materials suppliers, it's for everyone who provides any type of goods

and services to the remodeling industry," he said. "For several years Betty has been providing business gifts and customer appreciation programs to some NARI members. She



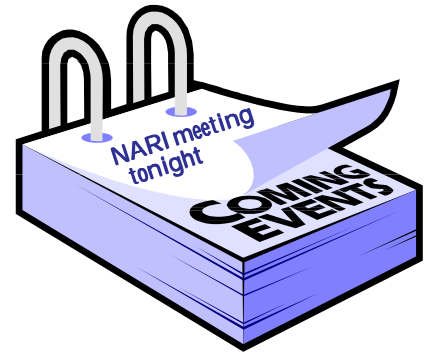
John Stanforth serves up Betty Blose's barbecue beef.

thought joining NARI would give her the opportunity to meet more potential customers.

"Once she was a member Betty learned that NARI offered her a lot of benefits over and above making business contacts. For instance, a lot of our educational programs aren't contractor-specific. Three of the four NARI meetings between February and May had programs on subjects of general interest to business people," he said.

Bob also announced that Betty

has agreed to organize and chair the new Fund Raising Committee, and to serve as the chapter's representative on the NARIPRO Fund Raising Committee.



August 22 Dinner Meeting

Dayton Marriott

Nicole Crouse, ID Solutions

"Marketing a Remodeling Company"

September 26 Dinner Meeting

Yale Industries

October 17 Sales Seminar

Manchester Hotel, Middletown

David Hiatt, Hiatt Associates

"Sales and the Professional Remodeler"

October 24 Dinner Meeting

Dayton Marriott

Jess Meloche, Safety Systems

"OSHA Legal Issues"

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