



FEBRUARY 15 - 17 / STATE FAIR PARK

NARI Milwaukee Hosts Largest Home Improvement Show

If you've got a home remodeling wish list or a home improvement To Do list, don't miss the NARI Spring Home Improvement Show, Feb. 15-17.

The show is packed wall-to-wall with hundreds of trusted local professionals who are ready and willing to share information, advice and insight on how to remodel or improve your home, inside and out.

Whatever your dreams, wants or needs might be, you'll find companies that handle everything from A to Z – air conditioning and additions; bathroom and kitchen remodels; electrical and plumbing; roofing, siding, windows and doors; and landscaping, decks, pools and spas. It's all at the NARI Spring Home Improvement Show at the Wisconsin Exposition Center at State Fair Park, 8200 W. Greenfield Ave., West Allis.

Attendees can also watch an exciting, real-time event as teams of high school students from throughout Wisconsin work against the clock to win the state SkillsUSA carpentry competition. The teams have a limited amount of time to create an entire room by framing walls, hanging drywall and installing electrical and plumbing.

What's more, all weekend long there will be special guest appearances from nationally known sports, music and cooking celebrities, including former Packer player LeRoy Butler, Mad Dog & Merrill and others.

What to Look for at the Show

More than 250 NARI Milwaukee members – These trusted, local experts are ready and willing to answer any and all questions, no matter how big or small they might be. They can also make recommendations and provide homeowners with guidance, solutions and creative suggestions.

Sherwin Williams Color Trend Interior Design Challenge – Drawing inspiration from Cavern Clay, the Sherwin Williams color of the year, students from Milwaukee Area Technical College, the Milwaukee Institute of Art & Design, Mount Mary University and Waukesha County Technical College will design a unique room.

Home Solutions Stage – Area experts will cover a variety of topics, including “Color Trends for 2019” and “The Latest in Kitchen & Bath Materials.”

Culinary Stage – Tantalizing grilling and cooking demonstrations will be conducted throughout the show.

Make-It-Take-It – Attendees can create their own vintage wooden sign to liven up their home décor with Farmhouse Paint Bar & Café (tickets sold separately).

SkillsUSA Competition – Nearly 20 teams of high school students will build a section of a home in just 11½ hours. All structures will be judged and the winning team will advance to the national SkillsUSA carpentry competition.

The Park – Show attendees can sit back, relax, have a beverage and enjoy beautiful water features and musical entertainment.

The NARI Spring Home Improvement Show opens on Fri., Feb. 15 and runs through Sun., Feb. 17. Tickets are \$10 in advance (online only) and \$12 at the door. Seniors (60+) are \$8 at the

door, children age 17 and younger and retired and active duty military personnel (with I.D.) are free. Parking is \$6 at State Fair but there's also nearby street parking.

For details on the NARI Milwaukee Spring Home Improvement Show or to receive a free copy of the annual membership directory, visit NARImilwaukee.org or call 414-771-4071.



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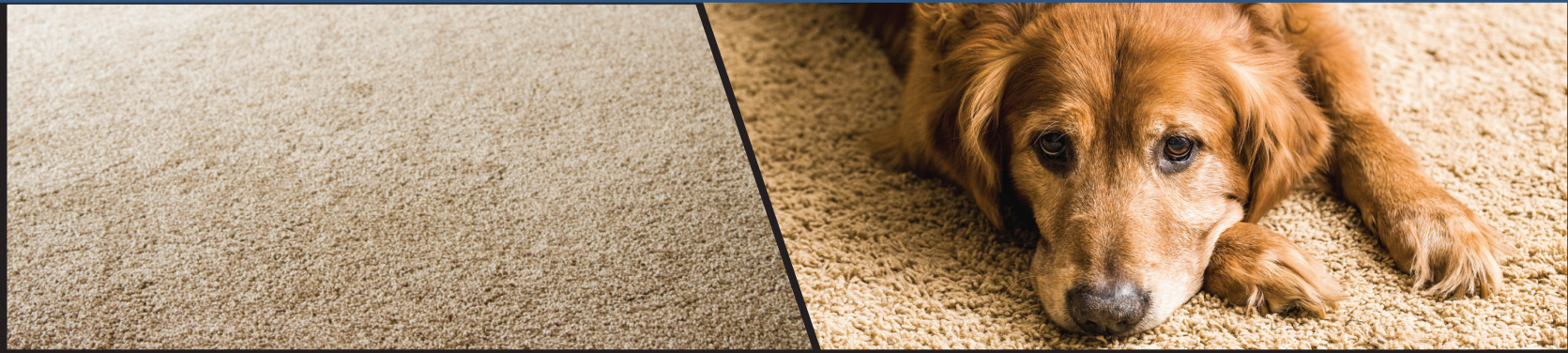
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FRIDAY FEBRUARY 15

10am-8pm



11am
Houseplants - The New Gardening Obsession!
Melinda Myers,
"The Plant Doctor"



Noon-6pm
Mad Dog & Merrill
"The Grillin' Buddies" serve up tasty recipes with a helping of laughs

1pm - Guess the Price Gameshow
Challenge yourself by guessing the costs of local remodeling projects

3pm - Kitchen & Bath "Must Haves"
Tracy Grosspietsch, CKBR, UDCCP,
AB&K Kitchen & Bath



5pm
Remodeling Contracts 101
Nick Kerzner, MCR, CR,
CKBR, "The Construction Guru"

SATURDAY FEBRUARY 16

10am-8pm

11am
Interior Design & Your Remodel
Nancy McMahon & Alvin Heitmann,
Ethan Allen



Noon & 6pm
Mad Dog & Merrill
"The Grillin' Buddies" serve up tasty recipes with a helping of laughs

1 pm - Guess the Price Gameshow
Challenge yourself by guessing the costs of local remodeling projects

2 pm - Culinary Demo!
Chef Brian Taborski, Saz's Hospitality Group

3pm - Kitchen & Bath Materials
Nicole Raffensperger from Design Tech Remodeling & Andy Schafer, CKBR, CLC, from Advantage Remodel



4pm
Master Chef Champion
Shaun O'Neale, Season 7



5pm
Communicating with Your Contractor
Nick Kerzner, MCR, CR,
CKBR, "The Construction Guru"

SUNDAY FEBRUARY 17

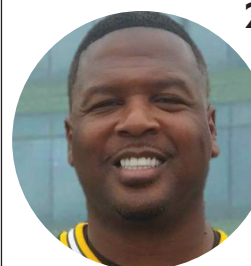
10am-5pm

11am - Guess the Price Gameshow
Challenge yourself by guessing the costs of local remodeling projects

Noon & 4pm
Mad Dog & Merrill
"The Grillin' Buddies" serve up tasty recipes with a helping of laughs



1pm
The "It" Colors for 2019
Danielle Stallings,
Sherwin Williams



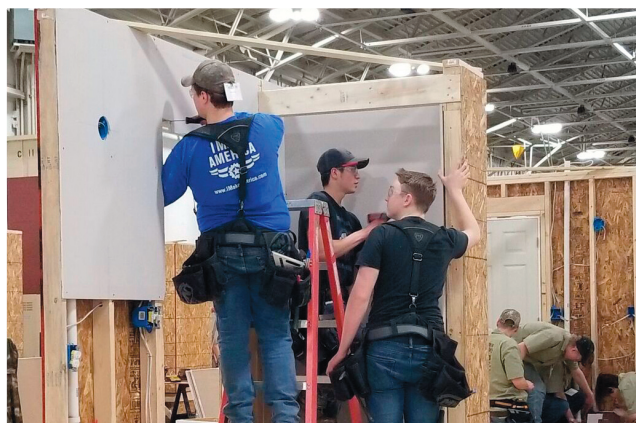
2pm
Packer Player Recipes & Cookbook Signing
Former Packer, LeRoy Butler, shares his much-loved recipes



3pm
Communicating with Your Contractor
Nick Kerzner, MCR, CR,
CKBR, "The Construction Guru"



On Feb. 15 and 16, show attendees can watch as four-person teams of Wisconsin high school students work to build a room during the SkillsUSA Wisconsin Carpentry Teamworks State Competition. The completed projects will remain on site for public viewing Feb. 17. The team that wins the Wisconsin competition will advance to the national championships in Louisville, KY.



High School Carpentry Competition Adds Reality Show Excitement

In case you didn't know, there's a reality competition taking place at this year's NARI Spring Home Improvement Show.

For two days, there will be hammers pounding and saws buzzing as 17 teams of high school students from throughout the state work against the clock to win the SkillsUSA Wisconsin Carpentry Teamworks State Competition and advance to the national championships in Louisville, KY.

The four-person teams have just 11½ hours to construct a section of a home from scratch. On the evening of Feb. 14, the teams will each receive a blueprint and supplies. Bright and early the next morning, they begin building a room from the ground up.

"The competition is an opportunity for high schoolers to showcase what they've learned and test their construction skills outside of the classroom," says Diane Welhouse, CKBR, executive director of the Milwaukee chapter of the National Association of the Remodeling Industry (NARI). "It's a difficult challenge that requires teamwork to complete wall framing, drywalling, plumbing, electrical and a window and door installation."

The SkillsUSA competition also evaluates the teens' professionalism. Each student is required to submit a resume in advance and the teams must make a presentation to the judges about their project.

"It is critical for these students to have the carpentry

technical skills, but even more important are the soft skills for them to work as a cohesive team to be successful, just like they would need to do on an actual job site," says Brent Kindred, executive director of SkillsUSA Wisconsin.

NARI Milwaukee and SkillsUSA Wisconsin are inviting parents, youngsters and teens to come and watch the high school students as they construct their rooms Feb. 15-16. The completed rooms can then be viewed on Feb. 17.

"It's a great way for male and female students see the skilled and technical trades in action and get excited about what's possible for them," says Kindred. "Right now, there's booming demand for those who have talents in carpentry, plumbing, electrical and other hands- and minds-on careers."

SkillsUSA Wisconsin is a partnership of students, teachers and industry representatives who are working to ensure that the state has the skilled workforce it needs to stay competitive. With a commitment to fostering career readiness for middle and high school students, SkillsUSA is active in more than 180 schools across Wisconsin.

This is the second year that NARI Milwaukee has hosted the Wisconsin carpentry competition. The non-profit represents the best remodeling and home improvement professionals in the area and promotes professionalism, ethical conduct and sound business practices in the remodeling industry.

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Visit NARI Milwaukee Award Winners and Certified Professionals at the Show

All exhibitors at the NARI Spring Home Improvement Show are NARI members so you are assured they are local, trusted and proven. Some NARI members have chosen to test their abilities through professional contests and/or advanced education.

Annually NARI Milwaukee holds the Remodeler of the Year contest. NARI members enter their projects to be judged by an impartial panel of industry experts on how well their company met the needs of the client, as well as overall craftsmanship, aesthetics, functionality, innovation and other criteria.

“The awards are significant since we're always looking to honor remodeling and home improvement professionals who are setting the standard in service and craftsmanship,” says Diane Welhouse, CKBR, executive director NARI Milwaukee. “It's exciting to see the innovative, quality work that our members are doing.”

Each year, NARI Milwaukee recognizes companies in more than a dozen categories, ranging from kitchen, bathroom, basement, exterior and whole house remodels to landscape design and outdoor living projects.

These 2018 NARI Milwaukee Remodeler of the Year award recipients are exhibiting at the show and in the NARI Gallery of Projects:

- AB&K**
- Allrite Home & Remodeling, Inc.**
- Bartelt. The Remodeling Resource**
- Callen Construction, Inc.**
- Carmel Builders, Inc.**
- Design Tech Remodeling**
- DG Remodeling, a div. of David & Goliath Builders**
- Gabor Design Build, LLC**
- GMH Construction, Inc.**
- Hawks Landscape Co., Inc., a division of the Hawks Nursery Co., Inc.**
- J & J Contractors I, LLC**
- Joseph Douglas Homes and Remodeling**
- Kerzner Remodeling & Construction**
- Kowalske Kitchen & Bath**
- LandCrafters, LLC**
- MKE Design Build**
- Renovations Group, Inc.**
- S.J. Janis Company, Inc.**
- Story Hill Renovations, LLC**



Design Tech Remodeling, LLC received an award for a transformational kitchen remodel. The homeowner grew up in the house and was ready for a modern layout that included an open-concept kitchen. To accomplish that, Design Tech removed two walls to utilize space from an adjacent dining and living room. The result is an eye-catching kitchen with improved traffic flow and more storage and counter space.



MKE Design Build was recognized for the work it did on a challenging bathroom remodel. The condo owner wanted to convert a bathroom that had originally been designed as handicap-accessible to a master on-suite. The client's wish list included ornate, antique touches combined with stylish modern amenities, including a soaking tub.



Bartelt. The Remodeling Resource earned an award in the whole house remodel category. While the homeowners loved the location of their lake home, it lacked character and didn't fit their lifestyle. The Bartelt team was asked to create a home that accommodated entertaining and took advantage of the lake views. After removing walls and reconfiguring the space, the first floor now features a wall of windows that runs the entire length of the home. The crisp blue and white exterior colors are a nautical nod to the home's lakeside location.

Know Your Letters - What Does CR or MCR Mean?

At the show, when you meet with contractors, you might notice a series of letters hanging in their booth or behind his or her name on their business card.

The letters are actually designations that indicate the contractor has taken classes and met other criteria to earn a professional NARI certification.

To secure a designation, the NARI member must:

- Successfully complete a written examination on the fundamentals of remodeling.
- Pass a review by the NARI Certification Board.
- Meet all continuing education requirements.

- Demonstrate knowledge and ability to perform the remodeling functions related to the specific certification designation.
- Adhere to NARI's Standards of Practice and Code of Ethics.
- Have a minimum of five years of continuous full-time employment in the remodeling industry.

For a list of contractors who have NARI Certified Professionals on staff, visit NARImilwaukee.org or call 414-771-4071 for a complimentary member directory.

Here's what the acronyms stand for:

- MCR - Master Certified Remodeler
- CR - Certified Remodeler
- CKBR - Certified Kitchen & Bath Remodeler
- UDCP - Universal Design Certified Professional
- CRS - Certified Remodeler Specialist
- CRA - Certified Remodeler Associate
- CRPM - Certified Remodeling Project Manager
- CLC - Certified Lead Carpenter
- GCP - Green Certified Professional



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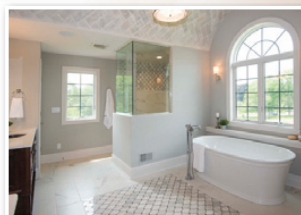
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Special Attractions at the Show

The Park

Sit back, relax, have a beverage and enjoy beautiful water features and live music from Vinnie Hines, a former American Idol contestant on Saturday & Sunday.



Farmhouse Paint Bar & Café

Create a handmade, decorative piece to add panache to your home décor (separate ticket required).

2019 Color of the Year Showcase

Check out individual rooms designed by local interior design students. All rooms are inspired by Cavern Clay, the Sherwin Williams Color of the Year.

NARI Gallery of Projects

Take a break from walking the show floor to catch the stunning remodels from NARI Milwaukee members.

SkillsUSA Wisconsin Carpentry Team-works State Competition

Watch an exciting, real-time event as teams of high school students build an entire room from scratch for the chance to advance to the national championship. Construction takes place Feb. 15-16 with the completed rooms available for viewing on Feb. 17.



How to Hire a Professional Remodeler

Finding a qualified, professional remodeling contractor doesn't have to be difficult. In fact, you can start by visiting the NARI Spring Home Improvement Show at State Fair Park Feb. 15-17. More than 250 NARI Milwaukee members exhibit at the show so it's easy to stop by a number of booths to have an initial conversation.

"It's important to do your homework when hiring a professional remodeler," says Al "Bingo"

Emmons, NARI Milwaukee board president and owner of Creative Construction of Wisconsin, Inc. "NARI members are proud of their affiliation and commitment to professionalism, and it's a reputation they work hard to protect."

NARI Milwaukee's more than 700 member companies have met the association's stringent criteria for experience and professionalism, plus NARI members have pledged a commitment to the highest standards of practice and NARI's Code of Ethics.

3. Ask questions about the contractor's business.

- Does the remodeler have all the required licenses?
- Do they have general liability insurance?
- Do they have a warranty on their work?
- How do they handle problems that may arise on the project?

4. Check the web site, references and background of the remodeler. Ask if they are a member of a professional or trade association and call those organizations to confirm their status.

5. Don't make the selection on price alone. Many people are lured by the lowest price, thinking that they have found a great deal. But, be skeptical of unusually low prices. These bids may cost more in the end, especially if the contractor is cutting corners, not pulling permits, not calculating certain costs, or is inexperienced.

For more information on the NARI Milwaukee Spring Home Improvement Show, to receive a free copy of the annual membership directory or find a professional remodeler, visit NARImilwaukee.org or call 414-771-4071.

Follow these steps for hiring a professional remodeler:

1. Employ a contractor with an established business. Start by searching the NARI Milwaukee website at NARImilwaukee.org.

2. Discuss your project with a couple of NARI remodelers. Describe what you envision for your home remodel, styles you like, your estimated budget, and other ideas for the remodeling work.

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