



FEBRUARY 14 - 16 / STATE FAIR PARK

NARI MILWAUKEE HOSTS SPRING HOME IMPROVEMENT SHOW

If you've got home improvement and remodeling questions or are looking for a qualified contractor, the NARI Spring Home Improvement Show is the place to be.

The show runs February 14-16 at the Wisconsin Exposition Center at State Fair Park, 8200 W. Greenfield Ave., West Allis. It is packed wall-to-wall with more than 250 NARI Milwaukee members who are ready and willing to share information and ideas on whatever your home may need – inside or out.

Exhibitors at the show cover all areas of the home – kitchen, bathroom and basement remodeling; additions and whole house remodeling; roofing, gutters, windows and doors; electrical, HVAC, plumbing; and more.

In addition, the exciting SkillsUSA carpentry competition is returning this year. Attendees can watch real-time as teams of high school students from throughout Wisconsin work against the clock to claim the state title from Barneveld High School who has won the past two years. The teams have a limited amount of time to create an entire room by framing walls, hanging drywall and installing electrical and plumbing.

Plus, this year's show includes special elements focused on sustainability and creating a healthy home. Sunday morning, Kelsey Jorissen Olesen from Green Willow Homestead will talk about "Sustainable Choices for your Home." The

Show Highlights

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.

2020 Interior Design Challenge – Students from Milwaukee Area Technical College, the Milwaukee Institute of Art & Design, Mount Mary University and Waukesha County Technical College are designing a unique, nature-inspired room around the theme of well-being.

Guess the Price Gameshow – Each day, there's a fun gameshow! You could win a prize while learning how much local remodeling projects cost and what factors influence the cost.

Home Solutions Stage – Throughout the show, area experts cover a variety of topics, including "Planning for a Remodel," "Options for Painting Cabinetry," "Sustainable Choices for Your Home," and more!

Create & Take – Add some panache to your home décor. Show attendees can create their own wooden sign with guidance from Farmhouse Paint Bar & Café (tickets sold separately).

SkillsUSA Competition – 15 teams of high school students build a section of a home in just 13 hours. All structures will be judged and the winning team will advance to the national SkillsUSA carpentry competition.

show will also feature a student design gallery of four different rooms that are inspired by well-being and sustainability.

And, since it's Valentine's weekend, there are a few "sweet and tender" highlights, including a demonstration on how to make macarons on Saturday afternoon, yoga meet-up Sunday morning, brunch inspired cocktail demonstra-

tion on Sunday and a sauna giveaway. Anyone visiting the show can enter to win a luxurious, two-person sauna from Good Health Saunas. Simply visit their booth to sign up.

Tickets to the NARI Milwaukee Spring Home Improvement Show 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 at State Fair is \$6 but ample street parking is available.

For more information on the NARI Milwaukee Spring Home Improvement Show, please visit NARIMilwaukeeHomeShow.com or call 414-771-4071.



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FRIDAY FEBRUARY 14

10am–8pm



**11am
Add Native Plants
to Your Landscape!**
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 – Options for Painting Cabinetry
Mike Madson, Colorwheel Painting, LLC



**5pm – Planning for a Remodel:
Project Expectations and Timeline**
Nick Kerzner, MCR, CR, MCKBR, CKBR,
“The Construction Guru”

SATURDAY FEBRUARY 15

10am–8pm

**11am – Ask Ed! The 411 on City
Permits, Codes and More**
Ed Lisinski, City of West Allis Building Inspector

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



**1:30pm
Battle of the Burgers**
Home chef competition
hosted by Shaun O'Neale,
MasterChef Season 7
Winner

3pm – Go Vertical with Gardening
Melinda Myers, “The Plant Doctor”



**4pm
Learn How to Make
Macarons**
Shahnoza Saadati,
Woops! Macarons



**5pm
Remodel All at Once
or a Little Bit at
a Time?**
Nick Kerzner, MCR,
MCKBR, CR, CKBR,
“The Construction Guru”

SUNDAY FEBRUARY 16

10am–5pm

**10am – Yoga for All by
Marie Coakley**
Start off your Sunday with a relaxing yoga
session that's open to all show goers

**11am – Sustainable Choices for
Your Home**
Kelsey Jorissen Olesen, Green Willow
Homestead



**Noon
Brunch Inspired
Cocktails**
Tom Gabert, Pour Inc.

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

2 & 4pm – Mad Dog & Merrill
“The Grillin' Buddies” serve up tasty recipes
with a helping of laughs

**3pm – Planning for a Remodel:
Project Expectations and Timeline**
Nick Kerzner, MCR, CR, MCKBR, CKBR,
“The Construction Guru”

Special Attractions

Gallery of Projects
Take a break from walking the show floor
and view award-winning remodels from
NARI Milwaukee members.

Speaker times and attractions are subject to change. Please check website for updates.

For two days, the floor of the NARI Milwaukee Spring Home Improvement Show will be an active construction site.

Teams of high school students competing in the SkillsUSA Wisconsin Carpentry Teamworks State Competition start with a blueprint and a pile of raw materials and hope to finish with a completed structure.

It's a real-time competition where the winning team advances to the national championships in Louisville, KY.

The four-person teams have just 13 hours to construct a section of a home from scratch. On the evening of February 13, the teams each receive a blueprint and supplies. Bright and early the next morning they begin building 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 and roof framing, 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 families and friends to come and watch the high school students construct their rooms February 14-15. The completed rooms can be viewed on February 16.

"It's a great way for students to 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."

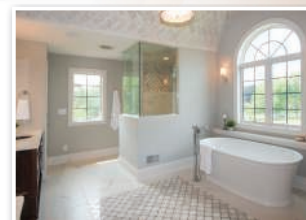
SkillsUSA Wisconsin is a partnership of students, teachers and industry representatives who are working to ensure that the state has the skilled workforce it needs to stay competitive. With a commitment to fostering career readiness for middle and high school students, SkillsUSA is active in more than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

This is the third year that NARI Milwaukee has hosted the Wisconsin carpentry competition on the NARI Milwaukee Spring Home Improvement Show floor. 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.



The public is invited to watch the SkillsUSA Wisconsin Carpentry Teamworks State Competition at the NARI Milwaukee Spring Home Improvement Show.

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KEYS TO REMODELING A SMALL KITCHEN

Online design sites often showcase kitchen remodels that seem to have endless space.

But, what about the reality of a small kitchen? What's the best way to remodel or update a small space?

The kitchen design experts who are members of NARI Milwaukee have advice and insight for those who are looking to redo a small kitchen.

"It's important to work with a company that has experience with small kitchens because they understand how to address the challenges of a small space," says Laree Allen, CKD, owner of Allen Kitchen & Bath.

Allen begins by assessing the space and its functionality from top to bottom. In older homes, soffits or bulk heads can usually be removed, which can give the room 12 inches of additional height.

"Once those obstructions are gone, we can put cabinetry up to the ceiling and deliver extra storage," says Allen. "Removing soffits also opens up the room, giving it a taller, bigger feel."

Adding a cabinet over the refrigerator is another place to gain storage space. While it's a high cabinet, it's also deep, making it ideal for small appliances and other lightly used items.

John Phillips, CR, owner of The Cabinet Maker, advises utilizing every inch.

"If you work with a company that does custom cabinetry, you can eliminate three-inch filler pieces that are typically used to cover or fill gaps," says Phillips. "When we build custom cabinetry specifically for a kitchen, we can work with odd shapes and sizes to gain the additional space that's needed."

Both designers recommend slim vertical storage cabinets to house cookie sheets, cutting boards, baking pans and other tall, slender items.

According to Phillips, creativity is another must.

Recessing a pantry cupboard into the wall space. Creating a small island on casters so it can be moved and utilizing a drawer within a drawer are all creative, space-saving elements.

Phillips points out that corners shouldn't be overlooked. Deep corner drawers that go all the way to the back of the cabinet are now available. There are also Super Lazy Susans that are sturdier and turnable. Due to their updated construction, they can accommodate heavier items like pots and pans and are easy to access.

Counter space can also be maximized in a number of ways. For example, select an under-mount sink. A self-rimming sink takes up approximately 2 to 3 inches of space that could otherwise be usable countertop. Utilizing tile instead of the countertop surface as the back-

splash is another way to gain precious inches.

Tracy Grosspietch, CKBR, UDCP, senior designer and sales manager with AB&K Bath and Kitchen, works with a lot of small kitchens in bungalow homes throughout Wauwatosa and the North Shore.

"To deliver more counter area and cabinet storage, sometimes we're able to create a peninsula off of an existing wall," says Grosspietch. "Other times, we can increase the footprint of the kitchen by removing a partition wall or incorporating a back hall way. If we're not

dealing with headers or structural elements, it can be an easy way to gain space."

Each of the designers cautions that a small kitchen does have its limitations but reworking the floorplan, adding storage and counter space and employing a creative approach can vastly improve its flow, functionality and usability.

Visit the NARI Spring Home Improvement Show Feb. 14-16 at State Fair Park to talk with NARI members who are kitchen design experts.



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SIDING DOES DUAL DUTY FOR HOMES

Practically, siding protects a home from the elements. Aesthetically, it is the “face” of the home. When homeowners replace their siding, it gives their domicile a fresh, updated look that enhances its overall curb appeal.

Today, there are more choices than ever - standard vinyl, insulated vinyl, cedar and a variety of composite products. Aluminum and steel siding are also available but, according to NARI Milwaukee professionals, they are rarely used.

Standard vinyl is the least expensive option but it does have a number of drawbacks. Since it's thinner, it can easily be dented or damaged by rocks thrown from a lawn mower, a stray baseball and even hail. It's also prone to waviness as it can conform to the imperfections of the walls underneath it.

Insulated vinyl siding pairs standard vinyl with a backing of solid foam insulation. The foam backing makes the siding stiffer and more resistant to warping and movement than conventional vinyl siding. Plus, it provides an R-value of insulation and potential energy savings.

“Within the vinyl category, there are a number of different thicknesses to choose from,” explains Jason Cyborowski, president of J&J Contractors I, and a member of the NARI Milwaukee board of directors. “We typically recommend 48 millimeter thickness since it's sturdier and thicker and provides the highest level of durability and insulation.”

Another option is composite siding, which came into the market about 25 years ago. It's a man-made product that looks similar to wood but has a number of advantages. Compared to wood siding, composite products are less maintenance, resist insects, woodpeckers and rot and typically come with a 50-year warranty.

“Today's composite materials stand up to Wisconsin weather. The composite siding has a thick coating that adds to its durability and requires very little maintenance,” explains Christopher Wittmann, CR, sales manager, with Callen Construction.

In the past, vinyl and composite were limited to light or classic colors. Now, darker, richer colors like deep grays, blues, reds, greens and browns are available, in addition to custom color matching.

“Custom matching gives homeowners more freedom and flexibility to re-side their home in stages,” says Scott Cline, owner of J & B Construction Company. “In some cases, we'll put composite just on the sides of the home that have experienced more environmental deterioration. Since we can match the color to the existing siding, you can't see a difference.”

Cline also notes that homeowners can mix and match materials.

“If clients select insulated vinyl siding, they can still pair it with composite trim around the windows and corners to add more visual interest to their home,” says Cline. “And, if they're thinking about new windows or a roof in the



near future, I recommend doing everything together since there are budget and installation advantages.”

Whichever product a homeowner selects, proper installation is key.

“Each product has its own installation requirements that impact how well and how long the siding will last,” says Cyborowski. “Oftentimes, we're called to a home to fix an installation problem that could have been avoided if the homeowner had worked with a knowledgeable contractor.”

To find a qualified contractor, start by searching the NARI Milwaukee website at narimilwaukee.org.

“Don't make a selection on price alone,” warns Diane Welhouse, CKBR, executive director of NARI Milwaukee. “Many homeowners are lured by the lowest price thinking they have found a great deal but these bids may cost more in the end, especially if the contractor is cutting corners or is inexperienced.”

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