



NARI-MN INSIDER

December 2021

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Message From the President

Dear Fellow NARI of MN Member –

I am excited about this upcoming year. The new year, new board, new opportunities for the members of NARI of MN. We have been working hard on several projects in the last couple of months. Let me take a moment to highlight these for you:

Strategic Planning

There is a group of 10 or so members that are working with a facilitator to produce a 10-year, 5-year, 3-year, and 1-year plan for the chapter. We are looking at all facets of the organization and planning on making some needed changes to the structure, the programming, and more. If you want to participate this is your opportunity. If you want to send information we would love to receive it. Look for more information soon as this moves forward.

New Board

Our new board is largely in place. We met on December 7th to do our retreat. The retreat serves multiple purposes: setting a baseline so that all of the directors have an understanding of the many things that the organization does and how we get it done, discussing the upcoming schedule of events, and having a good discussion about changes to the organization.

2022 Programming

We have our first event planned for the new year – it's Bowling! We will have 3 special guests from the NARI National Board of Directors: Chairman Doug King, Treasurer Andy Apter, and Treasurer Jason Hensler. This is one NARI of MN event you won't want to miss.

Holiday Party

The Board of Directors, at its November meeting decided to host a Holiday Party for the membership. You are all welcome on December 14th. We will be at Broken Clock Brewery in NE Minneapolis. This event is free and everyone receives 1 drink ticket. BUT, you have to register to attend. I am looking forward to this next year and serving as your President. See you soon!



Barak Steenlage
Owner, Anchor Builders
2022 NARI of MN Board President

New Members in 2021

ARC, Inc.
Aspects Construction LLC
Barrier Exteriors
Bayer Interior Woods
Bristol Built LLC.
Brynn Alden Interior Design
Cast Drywall
Clear Cut Xteriors
Contractors Connection Co.
Creations Cabinetry
Custom One Renovation
Fox Homes
Hart Design Group
Iron & Oak, LLC

Lakewood Construction, Inc.
Mark R Suess Interior Designs Inc
MarketSharp
Menzel Professional Coatings
Pete O'Keefe
Pinnacle Sales Group, Inc.
Robinson Lighting
Stockwell Homes
Stoltz Installation and Carpentry
Triton Commerce
Vetter Stone
VL Builders
Worth Design Build, Inc.

Hellmuth & Johnson is proud to serve
as Minnesota's trusted legal partner.

ON YOUR SIDE. AT YOUR SIDE.



HELLMUTH
— & —
JOHNSON

Chris Jones
cjones@hjlawfirm.com
(952) 746-2156
hjlawfirm.com



Event Calendar

We can't wait to see everyone again! Be sure to mark these dates down on your calendar and join us!

**DEC.
14**

HOLIDAY PARTY

Broken Clock Brewing
3134 California Street NE
Minneapolis, MN 55418
4:00 PM - 9:00 PM

15

LUNCHBOX HOUR (VIA ZOOM)

Hellmuth & Johnson
Topic: Employment Issues, FAQ's and You
12:00 PM - 1:00 PM

**JAN.
5**

LUNCHBOX HOUR (VIA ZOOM)

MSP Home Tour
Topic: 2022 Tour Info
12:00 PM - 1:00 PM

11

BOWLING EVENT

Bowlero
12200 Singletree Ln
Eden Prairie, MN 55344
5:30 PM - 8:30 PM

**FEB.
8**

MONTHLY MEETING

Bunker Hills
12800 Bunker Prairie Rd NW
Minneapolis, MN 55448
5:30 PM - 8:30 PM

**MAR.
8**

FIRM NIGHT

Hirshfield's
725 2nd Ave North
Minneapolis, MN 55405
5:30 PM - 8:30 PM

NARI OF MN HOLIDAY PARTY



NARI BOWLING



SAVE THE DATE!

January 11th, 2022
5:30 PM - 8:30 PM
Bowlero, Eden Prairie



Your Vision Starts at the Marvin Design Gallery: a window and door showroom by Shaw/Stewart



Your exclusive resource

Imagine the possibilities as you tour the area's only product showroom of its kind. Created by Shaw/Stewart in partnership with Marvin Windows and Doors, our showroom engages visitors with 65 Marvin Window and Door displays in varying home styles. We make it simple.

Everything you need

Leverage the Gallery's in-house design center as you further select everything from decorative hardware to shutters and column wraps; brackets to corbels; and doors to moulding and trim options. We handle every detail.

Building materials & millwork solutions for construction professionals since 1886.

SHAW / STEWART
LUMBER CO.

MARVIN 
DESIGN
GALLERY
BY
SHAW / STEWART

645 Johnson Street NE, Minneapolis, MN 55413 | 612-378-1520 | www.shawstewart.com/marvin-design-gallery/

What Are the **BENEFITS** Of Membership?

NETWORKING



EDUCATION



CERTIFICATIONS



RECOGNITION



BUSINESS DEVELOPMENT



2022 Sponsorship

BRAND NEW 2022 SPONSORSHIP PACKAGES!

As always, we continue to serve our industry by providing excellent programs and educational offerings, connecting members with colleagues to share best practices, and creating new opportunities that will help our members and their businesses grow and thrive. We hope you will consider making the commitment to be a NARI-MN sponsor! We look forward to connecting with you to explore ways to work together to maximize value. **Contact the office today!**



Remodeler



Project Manager



Sales



Designer



Framers

REMODELER(\$4,700 value, sign by Dec. 31 = \$3,670)

- Platinum CotY award sponsor
- Golf tee sponsor
- Monthly Meeting event sponsor OR Binder review sponsor
- Full pg. newsletter ads (2)
- Website home page sponsor

PROJECT MANAGER.....(\$2,475 value, sign by Dec. 31 = \$2,110)

- Gold CotY award sponsor
- Golf green sponsor
- Social event sponsor OR additional gold CotY award sponsor
- Monthly Meeting support sponsor
- Newsletter ads (2 half-page or 1 full page)
- Website home page sponsor

SALES.....(\$2,125 value, sign by Dec. 31 = \$1,980)

- Silver CotY award sponsor
- Golf tee sponsor
- Bowling lane OR CotY dessert sponsor
- Monthly Meeting table top sponsor (3x)
- Newsletter ad (half page)
- Website page sponsor

**A La Carte
Options Available
As Well!**

DESIGNER.....(\$2,125 value, sign by Dec. 31 = 1,980)

- Gold CotY sponsor & dessert sponsor
- Golf fairway sponsor
- Bowling lane OR CotY dessert sponsor
- Monthly Meeting support OR Golf putting green
- Newsletter ad (half page, 2x)
- Website winning CotY page sponsor

FRAMER.....(\$1,400value, sign by Dec. 31 = \$1,260)

- CotY dessert sponsor OR social event sponsor
- Golf green sponsor
- Monthly Meeting tabletop sponsor (2x)
- Newsletter ad (half page, 3x)



WINDOWS AND DOORS THAT REFER THEMSELVES

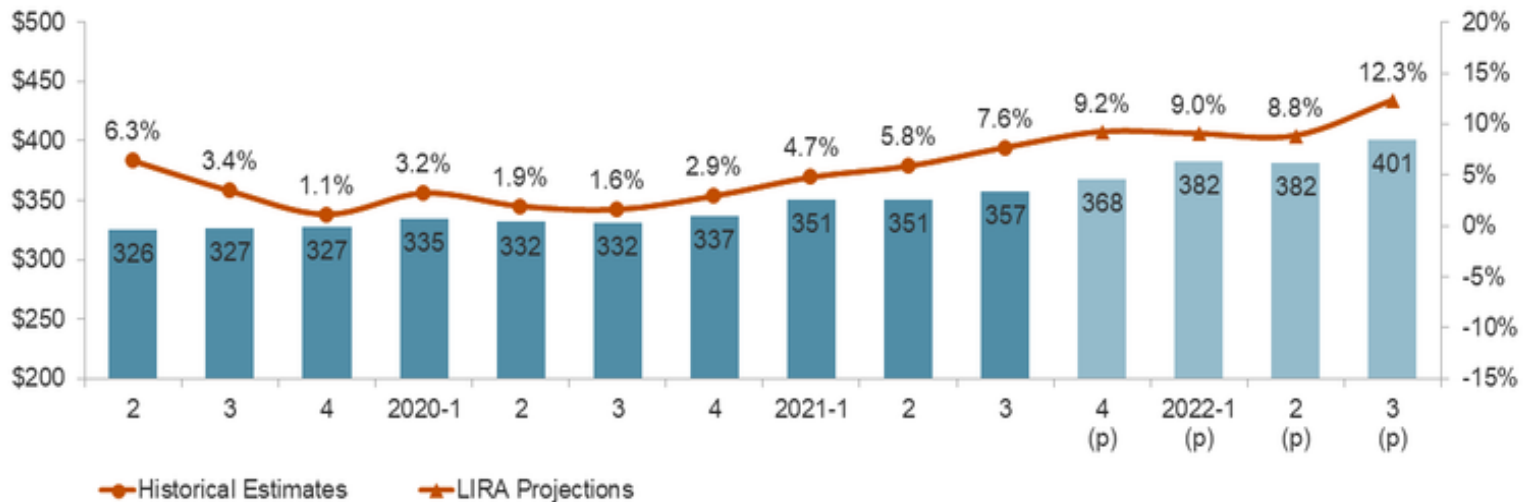
Homeowners trust Marvin because they're confident that our windows and doors will maintain their beauty and high performance through years of the harshest weather conditions. Contractors install Marvin because they're confident that we will continue to stand behind our products, just like we've been doing for over 100 years.

To find your local dealer and remodeling solutions, visit Marvin.com.



Remodeling Growth to Continue Through 2022

Homeowner Improvements & Repairs
Four-Quarter Moving Totals
Billions



The Leading Indicator of Remodeling Activity (LIRA) forecasts strong growth in the remodeling market through the end of 2021 and into 2022. The LIRA, released by the Remodeling Futures Program at the Joint Center for Housing Studies of Harvard University (JCHS), projects a pace of high-single digit gains in annual home renovation and repair spending in 2021 and 2022, with 9.0% growth in spending by the fourth quarter of 2022. The report forecasts year-over-year (YOY) gains in annual improvement and repair spending of 12.3% by the third quarter of 2022.

The third quarter report reflects the continued positive outlook for the future of the remodeling industry. After uncertainty about how the industry would be impacted in the early months of the coronavirus (COVID-19) pandemic and negative forecasts in the first two quarters of 2020, greater clarity has led to more positive forecasts for the remodeling industry since the third quarter of 2020. While estimated YOY growth in remodeling spending during the third quarter of 2021 (7.6%) fell short of LIRA's projection from the second quarter (8.5%), projections for YOY growth through the first two quarters of 2022 are higher than forecasts from the second quarter LIRA report.

“Residential remodeling continues to benefit from a strong housing market with elevated home construction and sales activity and immense house price appreciation in markets across the country,” Carlos Martin, project director of the Remodeling Futures Program at the JHCS said in a prepared statement. “The rapid expansion of owners’ equity is likely to fuel demand for more and larger remodeling projects into next year.” While several headwinds, such as the rising costs of labor and building materials and increasing interest rates, could taper expected growth in remodeling spending, Remodeling Futures Program associate project director Abbe Will said annual improvement and repair expenditures by homeowners could reach \$400 billion by the third quarter of 2022.

Due to the unprecedented changes to the U.S. economy brought on by the COVID-19 pandemic, many economic indicators are showing extreme percent changes from pandemic-induced lows. To reduce enormous growth rate volatility generated by YOY comparisons and potentially inflated expectations, the JCHS said projects for the second and third quarters of 2022 utilize smoothed data from residential remodeling permits, single-family housing starts, and existing single-family home sales. Using unsmoothed inputs for those three indicators likely would have projected annual growth rates roughly two-third larger than reported, according to the JCHS.

The LIRA, which is measured as an annual rate-of-change of its components, is designed to project the annual rate of change in spending for the current quarter and the following four quarters. The indicator is intended to help identify future turning points in the business cycle of the home improvement and repair industry. The indicator is benchmarked to national spending estimates from the U.S. Department of Housing and Urban Development’s American Housing Survey (AHS) and was re-benchmarked in April 2016 to a broader market measure based on the AHS. The next quarterly LIRA report will be released in mid-January 2022. [\(Article from Vincent Salandro, Remodeling Magazine\)](#)

2021 CotY Gala Photos



2021 CotY Gala Photos



Winning CotY Projects



Residential Exterior \$50,000-\$100,000
Great Northern Builders - GOLD



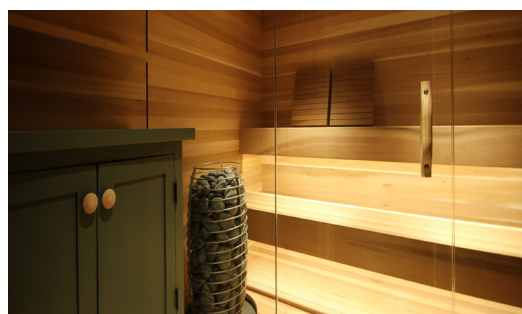
Residential Interior Element Under \$30,000
J3 Renovation & Design - SILVER



Residential Interior Element Under \$30,000
Jones Design Build - GOLD



Residential Interior Element \$30,000+
MA Peterson Designbuild, Inc. - SILVER



Residential Interior Element \$30,000+
Craft Design Build - GOLD



Residential Historical Ren/Rest \$250,000+
Holly Home Renovations - GOLD



Residential Detached Structure
John Kraemer and Sons - SILVER



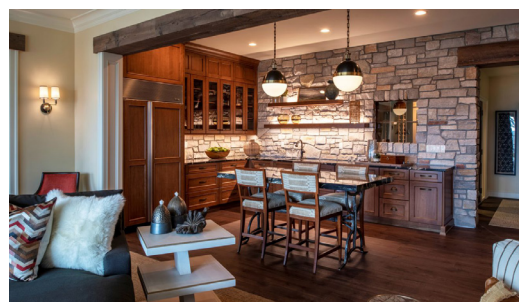
Residential Detached Structure
Great Northern Builders - GOLD



Basement Under \$100,000
Great Northern Builders - GOLD



Basement \$100,000 - \$250,000
Lake Country Builders - SILVER



Basement \$100,000 - \$250,000
Bob Michels Construction, Inc. - GOLD



Residential Addition Under \$100,000
Boyer Building Corporation - GOLD

Winning CotY Projects



Residential Addition \$100,000 to \$250,000
AMEK, Inc. - SILVER



Residential Addition \$100,000 to \$250,000
Bob Michels Construction, Inc. - GOLD



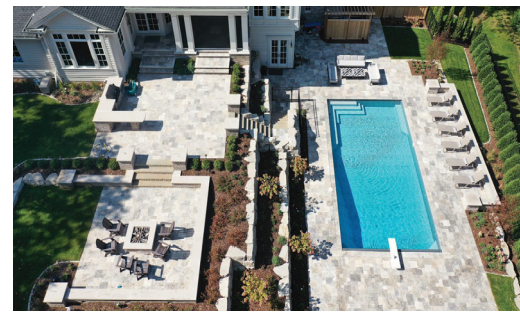
Residential Addition Over \$250,000
APEX Construction Management - SILVER



Residential Addition Over \$250,000
Quality Cut Design Remodel - GOLD



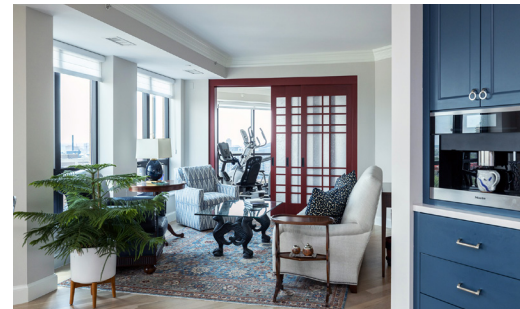
Residential Landscape Design Outdoor
Living \$100,000 to \$250,000
Yardscapes - GOLD



Residential Landscape Design Outdoor
Living Over \$250,000
Yardscapes - SILVER



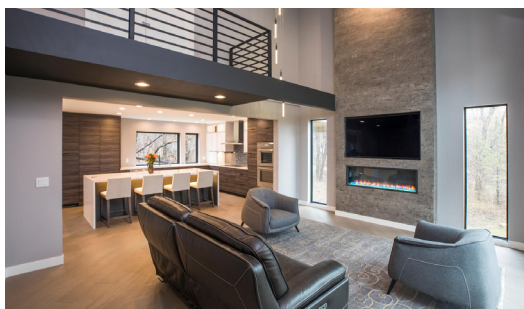
Residential Landscape Design Outdoor
Living Over \$250,000
LIVIT Site + Structure - GOLD



Residential Interior Under \$100,000
Plekkenpol Builders, Inc. - SILVER



Basement Interior Under \$100,000
McDonald Remodeling, Inc. - GOLD



Residential Interior \$100,000 to \$250,000
New Spaces Design Build Remodel - SILVER



Residential Interior \$100,000 to \$250,000
Boyer Building Corporation - GOLD



Residential Interior \$250,001 to \$500,000
Vujovich Design Build - GOLD

Winning CotY Projects



Residential Interior Over \$500,000
Murphy Bros. Design | Build | Remodel - SILVER



Residential Interior Over \$500,000
Gordon James - GOLD



Entire House \$250,000 to \$500,000
Holly Home Renovations - SILVER



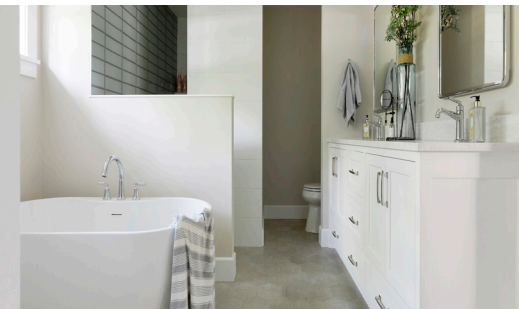
Entire House \$250,001 to \$500,000
MN Fine Homes and Remodeling, Inc - GOLD



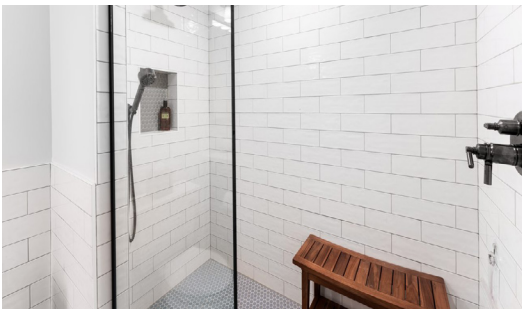
Entire House \$500,001 to \$750,000
MN Fine Homes and Remodeling, Inc. - GOLD



Entire House Over \$1,000,000
John Kraemer and Sons - GOLD



Residential Bath \$25,000 to \$50,000
Che Bella Interiors Design + Remodeling - GOLD



Residential Bath \$50,001 to \$75,000
McDonald Remodeling, Inc. - SILVER



Residential Bath \$50,001 to \$75,000
Holly Home Renovations - GOLD



Residential Bath \$75,001 to \$100,000
McDonald Remodeling, Inc. - GOLD



Residential Bath Over \$100,000
Jones Design Build - SILVER



Residential Bath Over \$100,000
mackmiller design + build - GOLD

Winning CotY Projects



Residential Kitchen \$30,000 to \$60,000
Che Bella Interiors Design + Remodeling - GOLD



Residential Kitchen \$60,001 to \$100,000
Mantis Design & Build, LLC - SILVER



Residential Kitchen \$60,001 to \$100,000
DreamMaker Bath & Kitchen - GOLD



Residential Kitchen \$100,001 to \$150,000
Plekkenpol Builders, Inc. - SILVER



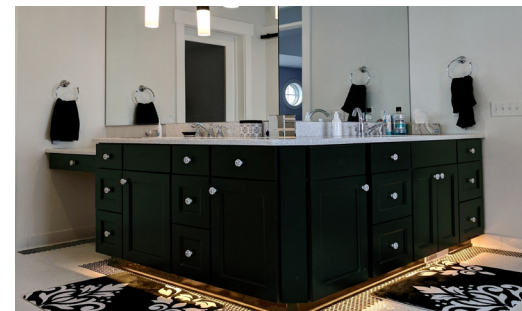
Residential Kitchen \$100,001 to \$150,000
AMEK, Inc. - GOLD



Residential Kitchen Over \$150,000
Bob Michels Construction, Inc. - SILVER

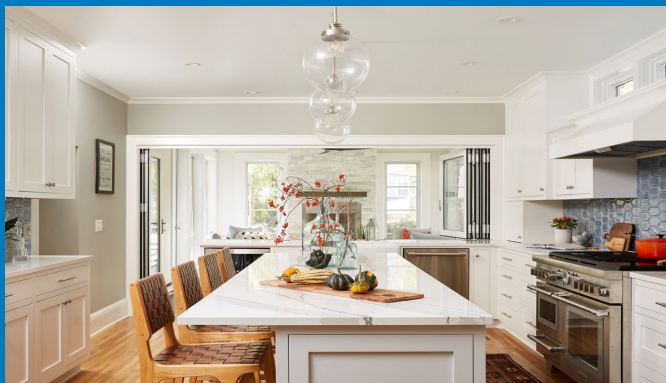


Residential Kitchen Over \$150,000
McDonald Remodeling, Inc. - GOLD

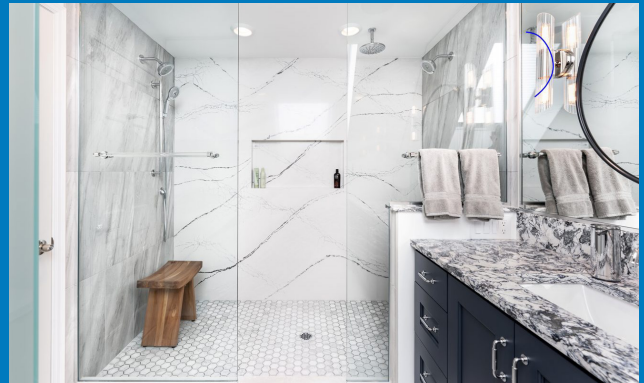


Associate CotY Award
American Glass & Mirror

**BEST OF
SHOW!
ITS A TIE!**



For Residential Addition Over \$250,000
Quality Cut Design Remodel



For Residential Bath \$75,001 to \$100,000
McDonald Remodeling, Inc.

Are You Interested in Joining/Starting a Roundtable?

We are looking for members interested in joining and/or starting their own Roundtables heading into 2022. Take advantage of the #1 NARI member benefit! **Call the office if you are interested! 612-332-6274.**

What is a roundtable and what are the benefits?

A RoundTable is an informal meeting and discussion forum where NARI members meet and share information to help them in their businesses. Associates and vendors are also welcome. Some RoundTables are developed around a special topic- Design Build, Project Managers, Businesses that are less than 5 years old are examples of some groups. The meetings provide owners with a way to learn from each other, learn from experiences of others and help members become better contractors and business professionals. This is a huge benefit for NARI of MN members. Some RoundTables have been around for 20 years and it provides members an easier way to meet other members than the large setting of a monthly meetings and other events.

How are they run?

Generally, there will be one "leader" of the group who will schedule meetings and keep track of the members in the group. The meeting dynamic is casual, and the goal is to have the groups small enough that each person gets their turn to share with the group. This is generally anywhere from 8-10 members. Roundtable groups will decide the topics for their meetings ahead of time, and the leader of the group will keep track of topics. Some current Roundtables bring in speakers occasionally to present to the group. Roundtables meet for an hour and a half, once a month.



NARI-MN 2022 Board



Barak Steenlage
President
Anchor Builders



Will Haack
President-Elect
Gordon James



Alana Wynne
Co-Chair, Nominating
Ferguson Kitchen & Bath



Michael Ansel
Treasurer & Chair (Mktg)
OA Design + Build



Tamatha Miller
Secretary & Chair, Shows/Tours
Tamatha Miller Designs



Melissa Buchanan
Chair, Workforce Develop.
Buchanan Kitchen Curators



Drew Wigness
Chair, Golf
Northland Cabinets



Amber Ellison
Chair, Social Events
MN Fine Homes



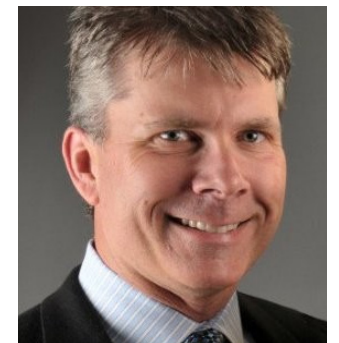
Shannon Brown
Chair, Sponsorship
Muska Lighting



John Fowler
Chair, Membership
Outlive



Jerry Ziemiecki
Chair, Program & Education
J3 Renovation & Design



Brian Jones
Chair, CotY
Jones Design Build



Michael Mahin
Jenn-Air/Whirlpool



Beatrice Owen
Executive Director
NARI of MN

*Welcome To Our
New Board!*

MSP Home Tour 2022

Have You Heard...?

NARI of MN is the new steward of the MSP Home Tour!

minneapolis • saint paul
HOME TOUR

Real Homes. Real People. Real Ideas.

Brought to you by NARI of MN!

NARI
Remodeling Done Right.
MINNESOTA

**COMING
APRIL 30 - MAY 1,
2022**

About The Tour:

Informally known as "the people's tour," this effort started more than 30 years ago, with the National Association of the Remodeling Industry of Minnesota (NARI of MN) involved, to encourage homeowners to remodel and expand. The tour area is Minneapolis & Saint Paul, and now includes first-ring suburbs.

We emphasize professional remodeling and building, highlighting neighborhood architectural styles. Our visitors are particularly supportive of historic restoration. There's also high interest in solar, environmental conscience, live/work/art spaces, and accessory dwelling units.

What sets this tour apart from other tours is the range of experiences AND that it is seen through the eyes of the homeowner. We interview each homeowner/couple before finalizing the commitment. Ideally, the homeowners are present and engaged during the tour. We are working on supplemental video/interview options you can purchase to tell their stories in a way that lasts beyond the tour.

It's a spontaneous, positive atmosphere for showing off what you can do and educating on the value of hiring professionals in the industry.

Base Rates:

- \$1,500 NARI of Minnesota member rate
- \$2,000 Non-NARI of Minnesota rate

This includes home description and 1/8th page business ad in the Guide under the listing (25,000 copies printed). Includes MSPHomeTour.com website sponsor logo and link from the listing.

How The Tour is Promoted:

- Copies of the Home Tour Guide are mailed to past attendees and available through libraries, other public locations and the participating homes. This is the biggest source of attendees, 25,000 copies.
- Community newspapers and the daily press have given strong editorial support and represent the second-largest source of attendees.
- Through various partnerships, we've leverage print and online advertising.
- Professional broadcast media pitches produced three major market exposures for the tour in 2019.
- We strategically boost on social media
- We answer specialized requests and opportunities in neighborhood and company newsletters.
- All publicity drives visitors to www.MSPHomeTour.com
- We assist the promotional efforts of our participating businesses, partners and in-king contributors, supplying logos, photos, and promo ideas.
- We encourage all participants to blog, email, use social media, and create web links promoting the tour.

Attendance/Demographics:

- About 3,700 people visit with an average of 5 homes per/person.
- 200 to 750+ visitors per home.
- Approximately 66% women, 34% men.
- 61% in their 50s & 60s, 22% in their 40s & under, 15% in 70s-80s.



Tour Area:

- Minneapolis, St. Paul, Brooklyn Center, Columbia Heights, Edina, Falcon Heights, Fridley, Golden Valley, Lauderdale, Maplewood, Mendota Heights, Richfield, Robbinsdale, Roseville, St. Anthony, St. Louis Park, West St. Paul

Interested in being on the tour?

CONTACT:

Margo Ashmore

NARI of MN Office Coordinator

612-867-4874

msphometour@narimn.org

**Deadline to express interest
JANUARY 17th, 2022!**



Meet The
2022 Board!



Sarah Ivers
President
Vujovich Design Build



Kevin Kalal
Treasurer
Abdo



Nancy Sparrow
Secretary
McDonald Remodeling, Inc.



Bjorn Freudenthal
Chair, Marketing
New Spaces



Tricia Wiitanen, UDCP
Refined Homes



Chris Schmitz
Co-Chair, Fundraising
ProSource Wholesale



Gary Hubbard
Kohler



Guy Selinske
Co-Chair, Fundraising
American Glass & Mirror



Melissa Buchanan
NARI-MN Board Liaison
Buchanan Kitchen Curators

Thank You!

A sincere note of gratitude to all who partnered with us this past year. You've given donations of time, money and materials, you've helped us spread the word, and have connected us with others. It's because of YOU that NARI Cares could:

- build a ninja warrior course for Luke
 - make electrical repairs for a war veteran
 - install a lift for a therapy pool
 - create storage cabinets for MN Adult & Teen challenge
 - create an accessible backyard garden for a differently abled boy
- We're looking forward to 2022, and have some great projects in the works!



How can I help?

We're always looking to partner with local tradespeople and designers. If you would like to donate to NARI Cares, click [HERE](#). For more information, contact Beatrice Owen at 612-332-6274.

We need your help! Take a quick survey!

This year, the Marketing Committee of NARI-MN is doing a benchmarking survey. The last survey was done in 2008 and members are looking for updated information. Your response is greatly appreciated.

The results of the survey will give you valuable information that we can all use to improve our business. Responses will be collected via surveymonkey. Compiled results will be shared with participating members. Company name and contact info will not be provided. Members that do not participate but want a copy of the results may order them from the office by contacting info@narimn.org.

Please complete this survey by **January 7, 2022** - CLICK [HERE](#) TO TAKE SURVEY

Thank you for your assistance,

Michael Ansel, Chair Marketing Committee

Dan Baumann, Former Chair, Program & Education Committee



NARI of MN LunchBox Hour Recap

Topic: "Communicating with ESL Subs and Employees"

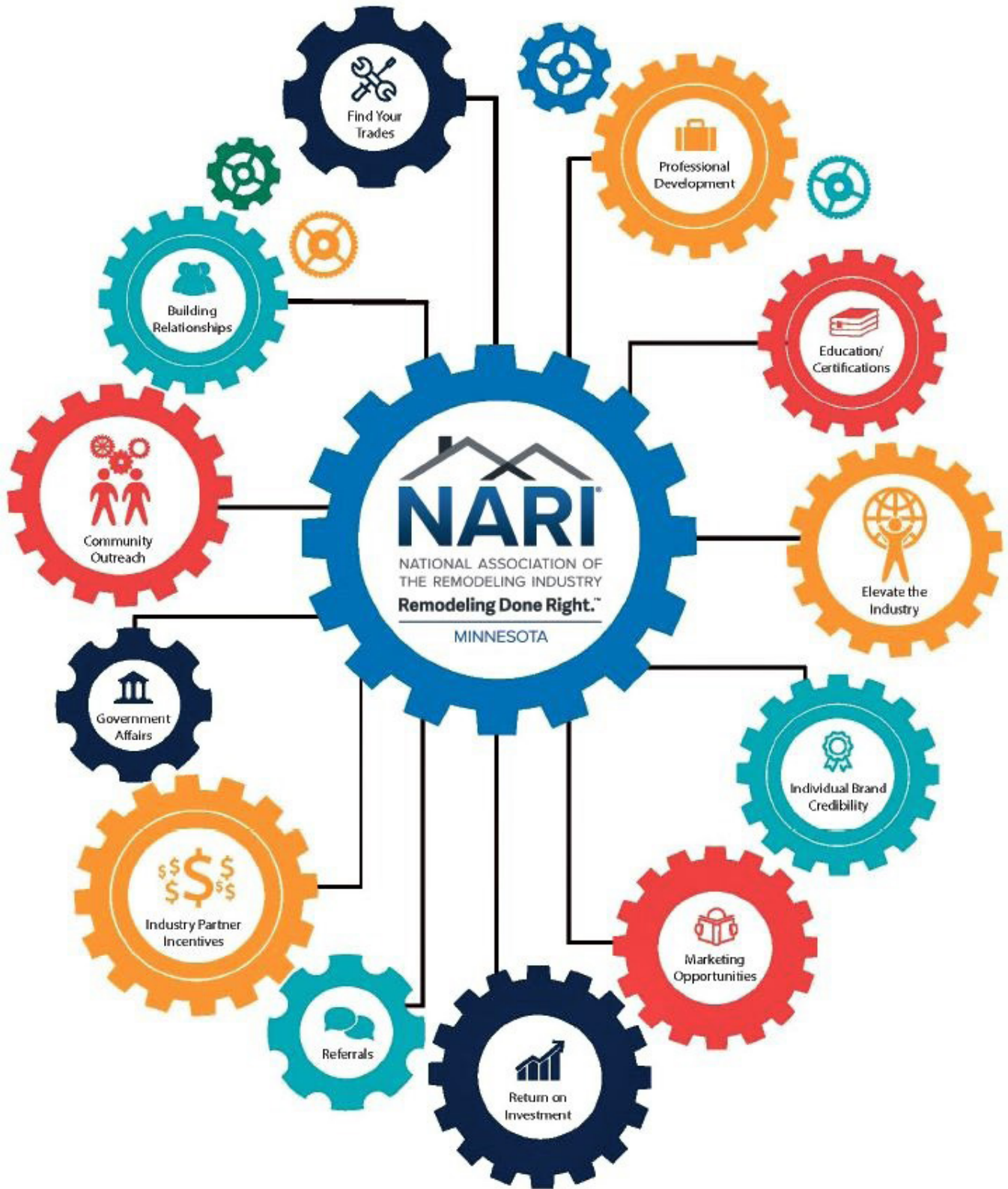
Presenter: Chris Schmitz, ProSource Wholesale



Non-English speakers can be quite good at their trades, but need multiple levels of communication to make up for the language fluency barrier. Chris Schmitz from ProSource Wholesale hosted a NARI-MN Lunchbox Hour with tips and tricks for working with subs and employees for whom English is a second language. Lunchbox hours, held via Zoom on Wednesdays, are informal, the equivalent of gathering around the break room table with some structured content to get the conversation started. Here's some of what was shared by host and participants:

- Three levels of communication work best all together: Translation, visuals, and in-person instruction.
- Google Translate or other translation programs are good with nouns and very basic sentences. Figures of speech, nuance, and complex sentences will be misunderstood. Good for writing out instructions, hopefully to be checked by someone with some knowledge of the other language.
- Visuals: Simple hand-drawn floor plans, paired with the translated words, help show the locations of carpet seams, orientation of materials, etc.
- Nothing quite substitutes for showing up at the job site to get the crew started. "Hablo Espanol un poco" might be met with a smile and "yeah, mi Ingles is not good." From there, both parties gesture, use the paper plans, and trade words enough to understand the charge. Most people glean and understand more from context than they can communicate back in a confident complete sentence.
- A crew that comes with an at-least-somewhat fluent English speaker to manage them, or that can provide a translator, is preferable. There are some jobs that will not be entrusted to a crew that has trouble communicating; the consequences of miscommunication would be too great.
- Consider a bi-lingual speaker for your next hire, Schmitz suggested. It might be in accounting or some other department, but they might be tasked to translate. There may be variations in dialects within Spanish speaking regions or within Eastern Europe, but many words are close enough that a person will understand well enough.
- One participant mentioned a developer who hired a building handyman, committing early on to memorizing a Croatian phrase book. Their relationship has lasted for decades.
- Simple greeting in another person's language, or taking time to share food or ask about culture and customs shows respect for them as humans. This is an extension of a company's culture of caring for the customer, pride in workmanship and ultimately, mutual trust and retention.

NARI-MN
275 Market Street, Suite 54
Minneapolis, MN 55405
narimn.org / 612-332-6274



NARI of Minnesota's Mission:

To be the primary remodeling resource for professionals and consumers by elevating the professionalism of the remodeling industry through expanding knowledge, building relationships, and recognition of industry excellence.