

10-YEAR WORKING PLAN

NARI OF MN

OUR VALUES



VALUE STATEMENTS:

Encouraging the highest standard of professionalism; choosing integrity, transparency, and ethical action.
 • Thriving through continual improvement of personal and business best practices. Striving for a net positive and regenerative relationship with the environment.
 • Engaging a diverse community of peers at all levels of business; building connection through mentorship, open dialog & sharing of experiences.
 • Improving our industry with volunteerism, representation, leadership, and labor.



PURPOSE STATEMENT:

Leading across the Industry through a Community built on Ethics, Integrity, and Professionalism.



NARI-MN: OUR 10-YEAR VISION

(This 10-year picture is a combination of the foundational pieces that we are doing already, want to keep, as well as what will be "new, different, better, more.")

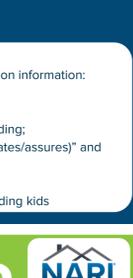
MEMBERSHIP

- Diverse, multi-lingual membership group with healthy representation across the industry
- Target Market: demographic, psychographic, geographic
- All contractors, associates & people connected to our industry that:
 - Have a Growth mindset
 - Share our Values & Agree to abide by Ethical Business Practices
 - Represent businesses at every stage of GROWTH and DEVELOPMENT
 - Do business in our region
 - Meet membership requirements as outlined in the bylaws



GOALS

- Establish membership tiers
- Develop and Engage more community partner relationships and honorary members
- Grow our membership to 1000+
- Improve membership presence across MN & Western WI
- Engage employees of our own company MNs; Make every employee feels like a member



CULTURE

As we grow, we want to sustain our culture as outlined in our values statements.

BRANDING

To better serve our membership and leverage our assets to the fullest:

CONSUMER FACING BRAND MSP HOME TOUR



- Branding to the consumer as MSP Home Tour
- Utilize "Powered by NARI-MN" for education and expertise

GOALS

- Create a year-long INTERACTIVE tool that brings consumers closer to member's work
- Grow the tour:
 - Larger geographic area
 - More Homes
 - Better Recognition
 - Better Experience for consumers
 - Better Experience for participants
 - Better Revenue generation

• Staff execute & market the MSP Home Tour
 • Create an established REPOSITORY of consumer education information:
 - "How to hire a remodeler"; "Cost of projects", and more!
 - Utilize home tour to gather information from consumers.
 - Develop a system/process for identifying FAQs & responding;
 - Ensure tour "addresses consumer desires (inspires/educates/assures)" and does it better each year.
 - Recognized/Bigger/Better/More
 - Explore opportunities to engage people of all ages including kids

INDUSTRY FACING BRAND



GOALS

- BE the front door to the industry "The Avenue to Growth"
- COMMUNICATE Easier access to success from "the beginning"

COME TO NARI-MN TO:

- Learn how to create a remodeling company
- To get the education on how to be a successful company
- Build your business plan

MAKE OUR INDUSTRY BRAND VISIBLE AND RECOGNIZABLE TO HIGH SCHOOL STUDENTS, PARENTS, CAREER COUNSELORS

- Recognize & Distinguish member's "levels" of achievement, certification, etc., beyond tenure — in service of industry & engagement
- GROW NARI-MN to be to the remodeling industry what AAA is to the auto industry
 - All encompassing
 - It's got our back



BECOME FOR THE REMODELING INDUSTRY WHAT AIA IS TO ARCHITECTS: THE STANDARD:

- we set the highest standards for operational performance
- set the standard for licensing

- NARI — The Remodelers Community
- NARI — The Remodelers Resource

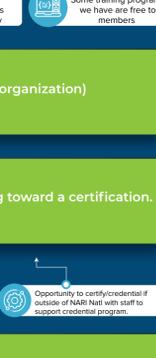
INDUSTRY RESOURCE

GOALS

- BE a healthy resource library for members, and the press

DEVELOP AND SHARE:

- Business Starter Pack: boiler plate/new business owner "kit" of templates; legal tools; lead qualifying template; list of databases (CRM, etc.); project management
- Case studies
- Succession planning support
- Relevant, meaningful data/fact sheet
- Press kit
- Links to existing thought-leadership resources



MEMBER VALUE

GOALS

- Reestablish Education Day as a significant event
- Offer access to a wide range of industry certifications for members
- Create scholarships for certifications, study groups, education resources
- Amplified member recognition
- Create a LOCAL recognition program that mimics National's COTY recognition program
- Consistently recognize & highlight the amazing work of our members, e.g. share successful/best practices; re: show-booth displays at our events; job site visits; witness photo shoots; create video, etc.
- Provide a quality 'Performance Construction Guidelines' for members
- Standard practice that new members join & "join in" — owners AND their employees as a way to accelerate growth/development, as well as bring ideas back to their organizations, be better leaders.

Communicate how members receive the value of being a voice for this association which is the standard for the Twin Cities/Western WI.

- Access to networking and other members
- Access to opportunities to purchase recognition (e.g. COTY)
- Access to educational opportunities
- Weekly electronic newsletter that goes out to members only
- Some training programs we have for members

ADAPT benefits list to serve YOUNGER members (vs. being a Boomer organization)

CERTIFICATIONS: An opportunity to join a study group that is working toward a certification.

- We keep track of the certifications
- We care about the certifications
- We list them
- We ask our board members to have them
- We mention them in public.
- Opportunity to certify/credential if outside of NARI-MN with staff to support credential program.

LIST of value tools members can immediately begin to use in their business, including

- Recommendations for software
- Tips on business plans
- Links to educational programs

- LIST Benefits programs (retirement fund, workers comp programs, other)
- HIGHLIGHT Local programs tied to benefits that our members want; e.g. one 2-hour session on marketing in the social media, etc.

EXPLORE "Free Firm Nights". Registration required to guarantee value from investment; BUILD an "ambassador" program to actively network at firm nights with intent to invite/recruit new members. BUILD a Repository of member knowledge: BUILD a Robust, working roundtables that have modern structure

STAFFING & OFFICE

GOALS

Staffing at minimum:

- Executive Director
- CFO & Operations Director
- Directors of Marketing, Membership (member engagement), Advocacy, MSP Home Tour Coordinator
- Admin

Consider a savings/benefits program person; event planner;

All staff receives training every year that consists of information on:

- technology upgrades (with tech support)
- marketing tools
- membership growth/retention

Look for possible Certified Association Executive (CAE) candidates

ED travels to National meetings; Other staff attend area-specific meetings

Marketing person FT; owns "brand" (may also have Home Show as part of role)

Able to hire specialists/provide specialties

Reference/Resource/Librarian/Researcher

Project-based consultant(s) where applicable

Leverage 'membership for services' with existing members for specialized projects

Project management shared software implemented & utilized to track progress; make tasks & activities visible

Explore options for INCOME PRODUCING office space, remodeled location (e.g. old firehouse converted) with materials and workmanship from membership, with accessibility and accommodates:

- 6 offices
- meeting/training space with state of the art technology
- rental (non-dues revenue)
- storage
- conference room
- kitchenette
- Parking lot with over 15 spots
- Near major highways
- Library/tool resource center
- Product showroom for members (e.g. samples, photos, etc.)-non-dues revenue
- Potential Co-working space
- Up to date technology

THE BOARD OF DIRECTORS

GOALS:

- HAVE a waitlist to serve on the board
- BE a MODEL chapter — Set the bar for how to operate and have strong member involvement
- Examine processes and bylaws for board operation; improve effectiveness & clarity
- Develop standard 'benefits package' for board members, e.g. headshots, free events, profile on social media, press release, link to website/SEO, and more
- Evolve Board roles with the intention of being more flexible regarding time commitment and more specific in benefit for members
 - e.g. company vs. individual/rotating board members for some roles
- Explore options regarding supporting boards, e.g. Junior board, Ambassador board, Past Presidents Advisory Group
 - When board members make decisions representing the association — those additional boards could be a source of "quicker" response (in lieu of reaching out to entire association)

- CREATE a warmer, hand-held on-boarding for new board members
- BUILD more oomph in the Board hand-off
- HAVE a Board that reflects diversity of membership; large manufacturers, specialty contractors; broad representation

- Actively MANAGE our chapter's relationship with National
- TRAIN Board members on membership duties & responsibilities