

# NARI Lunch and Learns

## Weekly Training Sessions on Topics Important to You!

*All sessions will begin at noon and end by 1 pm on the date noted. Zoom connection information will come out just prior to the training!*

### December 15—Marketing Strategies

Speaker—Eric Jordan, Regional Advertising Sales Manager, Sparklight

What are the tricks of advertising and marketing your business in these strange times? This session will get into the various types of advertising and marketing, how they work, who they reach and what are the best options for your budget. Eric will share his expertise after working for all forms of media from TV to cable to print to digital media.

### January 12—The Newest News in Taxes

Speaker—Karen Mitchell, Online Accounting

Karen will give you an update of tax law changes that benefit contractors including the 45L and R & D credits (free money from the IRS!), update on PPP forgiveness and tax on PPP loans and other important tax savings tips that can save you money year over year!

Karen is a long time National NARI member and instructor, located here in the Boise area!

### January 19—Economic Outlook for 2021

Speaker—Zions Bank (invited)

These are strange times and 2021 will bring a new year. This speaker will talk about the economic outlook for the year, trends and changes that can help you to prepare your business for what is to come.

### February 3—Building Trust in Trying Times

Speaker—Roseann Freitas, Better Business Bureau

Now more than ever, it is critical for business owners to focus on trust, honesty, transparency, and integrity to survive. You will learn the components of building and maintaining credibility with their customer base. Learn how customer responsiveness, advertising honestly and being transparent earns you trust, which will pay dividends when the crisis is over.

### February 9—NARI Industry Partners and the Services They Offer

NARI has many Industry partners that support both the national and local chapters. They offer some great services that can help make your business better. We will hear from five service providers on topics such as marketing, sales training, referral and survey services, and more.

### February 17—NARI Industry Partners and the Products They Offer

In this session we will hear from partners offering a wide range of products for your business.

### February 23—Best Practices for Running a Remodeling Business

Speaker—Victoria Downing, Remodelers Advantage

We will explore best practices in running a remodeling business—such as modes like design build vs. traditional, goals for business profit percentages, mark-up and margins, and more.

Please thank our sponsor for these trainings:

**Remodelers  
ADVANTAGE®**

**No reservations needed—just join us for the sessions you are interested in!**

**Free to NARI members and our invited guests (if you are not a NARI member email [tottens@amsidaho.com](mailto:tottens@amsidaho.com) with your contact info to receive a link to the trainings) For more information contact the NARI office at 208-322-8191.**