

PRESIDENTS MESSAGE

Most of us, when asked to reflect on 2020, will quickly respond with “good riddance!” There is no doubt that 2020 will go down in history as the most challenging year of our lifetimes. In a year marked with COVID, civil unrest, and ever changing and uncontrolled conditions, our ability to control our own destiny has been altered. The loss, both economic and personal have been unprecedented.

But, with the negativity 2020 brought, 2021 is dawning as a new year filled with hope and a strong forecast for growth in the remodeling industry. No single industry benefited more than home improvement from the shifting consumer preferences during the “stay at home” mandates. It was as if America’s 330 million residents got a good look at their homes and saw the need for upgrades. With an ever-decreasing home inventory we must surmise the trend to renovate existing residences will continue.

As NARI of Idaho chapter president, I vow to continue providing our members with valuable programs, education and comradery you have become accustomed to as a member. We excitedly welcome 2021 with new board leadership and a new, very capable executive director. Finally, I would like to extend a sincere “Thank You” to Teri Ottens for her dedication and tireless commitment NARI of Idaho and NARI National. You will be missed!

Cheers to a busy and profitable 2021!

Best regards,

Peggy Behrens
President
NARI of Idaho



NARI of Idaho Monthly Meetings

During these strange times NARI of Idaho has been forced to curtail our face to face monthly meetings but we are doing a series of “Lunch and Learns” via Zoom. See page 8 for schedule of great topics offered over the lunch hour!

We need your training and speaker ideas! Contact the NARI office at caroline@idahotruenorth.com

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NARI of Idaho's First Virtual Home Tour a Success!

Due to Covid restrictions that seem to go on and on NARI was forced this year to conduct its Annual Home Tour virtually! We were not sure how it would work out but found that people are still interested in remodeling and were willing to check us out online.

We placed both email and online ads. Our email ads were opened by 5,203 people of which 868 clicked through to the website. Our online ads were seen 26,021 times and 964 of those clicked through to our website to view the tour.

The best news is that the tour will remain on our website until the next Home Tour and then will still be viewable through the archives. We plan another small online digital media campaign in March to help drive even more people to view our members' excellent projects.

Our live tour averages between 400 and 700 attendees and so we more than doubled our exposure to the public. The Home Tour Committee and the Board of Directors have made the decision that even when our Tour goes live again, we will keep the online component to widen our exposure.

We want to thank those companies willing to take a chance in the new technology and participate in the tour—

Renaissance Remodeling
Gammill Construction
CCH Design Remodel
Levco Builders
Boyd Remodeling
Ethos Design + Remodel

Thanks also to our sponsors -

Chf Home Furnishings
Renaissance Remodeling
Johnson Brothers
Pella Windows

Call For Home Tour Committee Members

We are starting to talk about the 2021 Home Tour and are seeking committee members helping us to plan the event. If you are interested contact the NARI office at 208-322-8191 or contact staff members Caroline Merritt at caroline@idahotruenorth.com.



NARI HAS A NEW STAFF MEMBER

To my NARI Friends

It is with great sadness that I bid you farewell! But the time has come, after 21 years working with this great group, to retire!! NARI has seen good times and bad over the years (remember 2007!) and I have made some great friends, helped you with some important initiatives such as the Home Tour, Contractors Who Care and Our apprenticeship program, and even got some really good remodeling tips over the years. I am really happy though to introduce Caroline Merritt of True North Public Affairs, who will be taking over for me in February. Caroline has many years of experience in running successful organizations like NARI and has jumped in with both feet! I know she will provide top notch service to you!

My email is staying the same if you ever want to contact me—I look forward to seeing what great ideas that Caroline will bring to the table!

Teri Ottens
AMS
208-321-2389



Caroline Merritt

MARCH HOME SHOW



We are looking for volunteers for the March 27-28 Idaho Remodeling Show sponsored by IBL. We have 2 or three hour shifts and as a volunteer you are welcome to wear your business logo and bring your business cards (the Board has decided to forgo the Spectra Show the weekend before). We will have a schedule out in February for you sign up. Please note that you will be required to wear a mask (we have NARI masks for all volunteers) and the show can still be cancelled based on Covid restrictions in place at that time. For more information or to volunteer contact NARI staff at caroline@idahotruenorth.com.

CONTRACTORS WHO CARE

NARI of Idaho would like to thank the Rotary Club of Boise Sunrise and Joe Levitch for their generous donation of \$667 to the Contractors Who Care program. This money goes a long way in helping out families that are low income, have medical needs or have military spouses deployed with minor (and sometimes major) remodeling needs. And as always we could not do it without the materials, supplies, labor and funds that you, our members, always donate when we put out the call!

If you know someone who wants to make a donations or have a family in need they can fill out an application on the NARI of Idaho website at <https://www.nariofidoaho.org/contractors-who-care/>.

Additional NARI Certification Online Prep Courses in Winter/ Spring 2021

Certified Lead Carpenter (CLC) - Starts February 25

Certified Remodeling Project Manager (CRPM) - Starts March 2

Universal Design Certified Professional (UDCP) - Starts March 30

Have questions about NARI Certification or the online certification study groups and courses?

Contact NARI Certification Staff at certification@nari.org or at 847.298.9200

We want to recognize our latest certifications —

CERTIFIED
NARI PROFESSIONAL

Right —Michael Owens received his Certified Lead Carpenter certification this month. He currently is employed by Keilty Remodeling, Inc



Left—James Owens received his Certified Lead Carpenter certification this month. He currently is employed by Keilty Remodeling, Inc

CODE UPDATE

This month all jurisdictions in Idaho with building codes have adopted and will begin enforcement of the 2018 International Codes. This will include:

- 2018 International Residential Code with amendments
- 2018 International Energy Conservation Code with amendments (Residential)
- 2018 International Building Code
- 2018 International Mechanical Code
- 2018 Fire Code
- IDAPA Rules and Amendments

Free electronic version of the codes are available at <https://codes.iccsafe.org/codes/i-codes>

When advertising any awards you have won through the NARI of Idaho that it must contain the year, the geographical location, and the category in which the award was won. This is from NARI Standards of Practice and Code of Ethics for the Remodeling Industry.



MEET YOUR NEW BOARD

We want to welcome the new members of the NARI of Idaho Board—

Monte Stark—Big Wood Cabinets

Anthony Boyd—Boyd Remodeling

Tammie Coffey—Renaissance Remodeling

Mike Hill of CCH Design Remodel was reelected for a second term

Our outgoing board members deserve a big thanks for the years they have devoted to leading Idaho's premier remodeling association!

Teresa Richardson—Renaissance Remodeling

Lyndell Kline—Cfh Home Furnishings

Kelsie Sanders—Ferguson

Current board members are-

Peggy Behrens—Mountain Land Design

Troy Stone—Wood Windows

Ryan Ammann—Pella Windows



NARI'S STRATEGIC PLAN

In December the NARI board met at the Powderhaus to review the annual strategic plan and work on goals for 2021. Below is a summary of several of those goals:

- Continue to promote our Contractors Who Care program, and seek out funding resources
- Utilize social and print media more to promote NARI projects and goals
- Develop a 'careers' page on the NARI website to promote careers in remodeling
- To involve more members in NARI committees
- To develop more non-dues revenues resources
- To look at a second round of the apprenticeship program.



NARI Board Works on 2021 Strategic Plan

Copies of the plan are available upon request from the NARI office.

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!



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. Join and be in the drawing from BBB for BBB Swag and a Dutch Bros Gift Card

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:



March 3—Economic Outlook for 2021

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.

March 9—Enerbank Services

Enerbank provides some great construction funding options for NARI contractors and their clients. They can provide the financial resources to get folks started along their remodeling adventure, with your help! This session will give Enerbank a chance to outline these options for you and for you to ask all the questions you have wanted to ask about how it works!

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 with your contact info to receive a link to the trainings) For more information contact the NARI office at 208-322-8191.

We want to congratulate the winners of the NARI 2020 awards—

CoTY Awards (Contractor of the Year—2020)

Category 1—Under \$500,000

Ethos Design + Remodel

Category 3—over \$1,000,000

Strite Design+Remodel

Trade Contractor of the Year

Wood Windows

Photo Competition First Place

Kitchen—\$30,000—\$60,000—Renaissance Remodeling

Kitchen—\$100,000-\$150,000—CCH Design Remodel

Bath—\$25,000-\$50,000—Ethos Design + Remodel

Bath—\$50,000-\$150,000—Strite Design+Remodel

Interior—\$75,000—\$150,000—Ethos Design + Remodel

Exterior— Ethos Design + Remodel

Whole House Under \$250,000—Renaissance Remodeling

Whole House- \$250,000—\$500,000—Strite Design+Remodel

Thanks to all for your submissions!





UPCOMING EVENTS

Programs for meetings

We are looking for speakers for our monthly meetings. We ask for a 20-25 minute presentation, generic and educational. Please email caroline@idahotrueorth.com with questions or suggestions.

MARK YOUR CALENDARS FOR 2021

February 3—Building Trust in Trying Times

February 9—NARI Industry Partners and the Services They Offer

February 17— NARI Industry Partners and the Products They Offer

February 23—Best Practices for Running a Remodeling Business

March 3—Economic Outlook for 2021

March 9—Enerbank Services

If you would like to host a meeting once we can meet again contact the NARI office at 208-322-8191

Please welcome our newest members:

Redstone Windows and Doors
Elite Remodeling LLC

Welcome Back:
Stronghold Remodeling—1991
(charter member)



2021 Board of Directors

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