



NARI-MN INSIDER

September 2021

IN THIS ISSUE

- Message from the President
 - Save the Date
 - Upcoming Events
 - 2021 CotY Awards
 - Membership Month
 - Sponsorship
 - 2021 Golf Event Photos
- Contractor Marketing Trends
 - Member Testimonials
 - 2021 NARI Board
 - Saints Game Photos

Message From the President

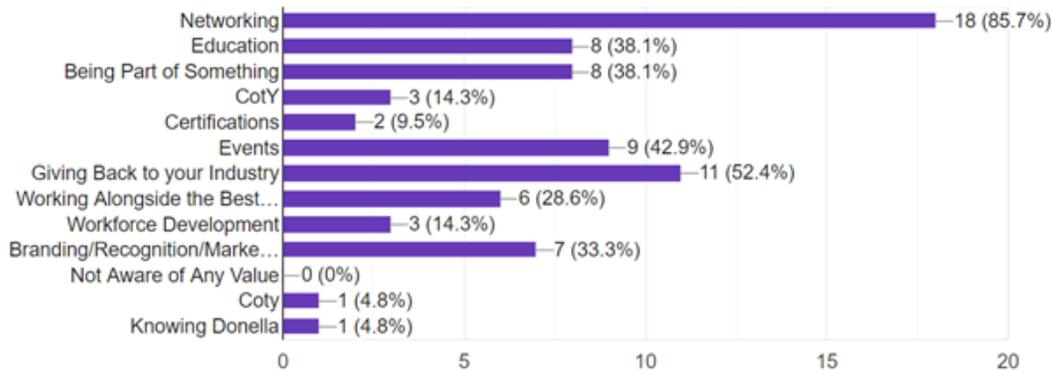
Dear Fellow NARI of MN Member –

Do you remember when you first joined this chapter? I do. What a thrill to be with so many amazing contractors and trade partners. I felt like I had landed home among my people. Everyone has a different story. Our collective story is what makes this chapter such an amazing group.

The Board this year has been looking at membership – asking about value – wanting to make sure that what You want from your chapter You are getting. At this year's golf tournament we asked quite a few of the members there about member value. Here are some of the results:

Your NARI MN Top Value?

21 responses



Over the years we have asked members about value. Last year we conducted our Membership Satisfaction Survey. Here are some responses when asked, "What could you recommend to increase NARI of MN value?"

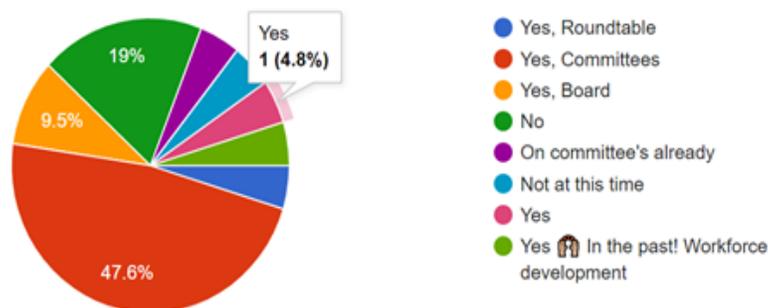
- More advertising to the public.
- Training that may be beneficial to employees, not just owners/managers.
- Showcasing members without having them sponsor events.
- Reboot the certification program.
- Mentor and mentee opportunities.

Thank you to everyone that participated in that survey. We have been reviewing your answers and have been working on implementing some of your suggestions. Our Workforce Development Committee is actively working on Mentor-Mentee opportunities!

Speaking of committees – we are always looking for members that are interested in helping your association. In fact, we asked at the golf tournament, have you considered volunteering? (See responses below)

Have You Considered Working/Volunteering for NARI - MN?

21 responses



Message From the President

Now is the Perfect Time to join a committee. We are also looking for members that want to serve on the Board. Contact the office, beatrice@narimn.org, if you are interested in either of these.

Look for information soon about our Benchmarking Survey. This is the survey that asks about you – how many employees, volume of business, and so much more. Please complete this survey when it lands in your inbox. This is a great tool for all of us.

Can't wait to see you at one, or all, of the last four events this year. Firm Night at Modern Design Cabinetry in September, Annual Meeting in October, CotY at A'BULAE in November, and Firm Night at Daltile in December. See you soon!

Alana Wynne, NARI-MN President
Ferguson Kitchen & Bath



Save the Dates!

SEPTEMBER

- 14 Firm Night
Modern Design Cabinetry
5:30 PM - 8:30 PM
- 17 NARI Cares Day 2021
8:30 AM - 4:00 PM
2 Locations!
- 29 LunchBox Hour
How to Submit for a Pillar Award
12:00 PM - 1:00 PM
Via Zoom

OCTOBER

- 7 CotY Day of Judging
8:00 AM - 12:00 PM
Location TBD
- 12 Chapter's Annual Meeting
IMS Building
5:30 PM - 8:30 PM

NOVEMBER

- 9 25th Annual CotY Gala
A'Bulae, St. Paul
5:00 PM - 10:00 PM

DECEMBER

- 14 Firm Night
Daltile, Plymouth
5:30 PM - 8:30 PM

Upcoming In-Person Events!

We're back and extremely excited to announce that in June we'll be having our first live and in-person event! We can't wait to see everyone again! Be sure to mark these dates down on your calendar and join us!

SEPT

14

FIRM NIGHT

Modern Design Cabinery
209 Paul Ave S
Cologne, MN 55322
5:30 PM - 8:30 PM

Modern Design
CUSTOM CABINETRY AT ITS FINEST

OCT.

12

MONTHLY MEETING

International Market Square
275 Market Street
Minneapolis, MN 55405
5:30 PM - 8:30 PM

Thank you to our sponsor!

ProSource[®]
WHOLESALE
Products & Pros for Home & Commercial Projects

NOV.

9

25TH ANNUAL COTY AWARDS

A'BULAE
255 6th Street E
St. Paul, MN 55101
5:00 PM - 9:00 PM

NARI CotY[™]
2021 AWARDS
MINNESOTA

DEC.

14

FIRM NIGHT

Daltile
14005 13th Ave N
Plymouth, MN 55441
5:00 PM - 9:00 PM

 **daltile**[®]
IMAGINE WHAT'S POSSIBLE[™]

Will You Join Us?

For the 25th Annual CotY Awards!
Live and in-person!

NARI CotY™
2021 AWARDS

MINNESOTA

When: Tuesday, November 9th

Where: A'BULAE, St. Paul

Evening Agenda:

5:00pm = Preview Party

6:30pm = Dinner

7:15pm = Awards Ceremony



Don't Forget the Submission Deadlines!

- CotY & A-CotY submission deadline - **September 15th at midnight**
- Pillar submission deadline - **October 8th at midnight**



August Was Membership Month!

Throughout the month of August, we held our annual membership drive.

Welcome to the newest NARI members!



Brynn Alden
Interior Design L.L.C.



What Are the **BENEFITS** Of Membership?

NETWORKING



EDUCATION



CERTIFICATIONS



RECOGNITION



BUSINESS DEVELOPMENT



Interested in Sponsorship?



2021 SPONSORSHIP OPPORTUNITIES

www.narimn.org
NARI-MN Sponsorships
Support the Organization that
Supports OUR INDUSTRY



Want to be a NARI-MN sponsor?

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!**



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

ON YOUR SIDE. AT YOUR SIDE.

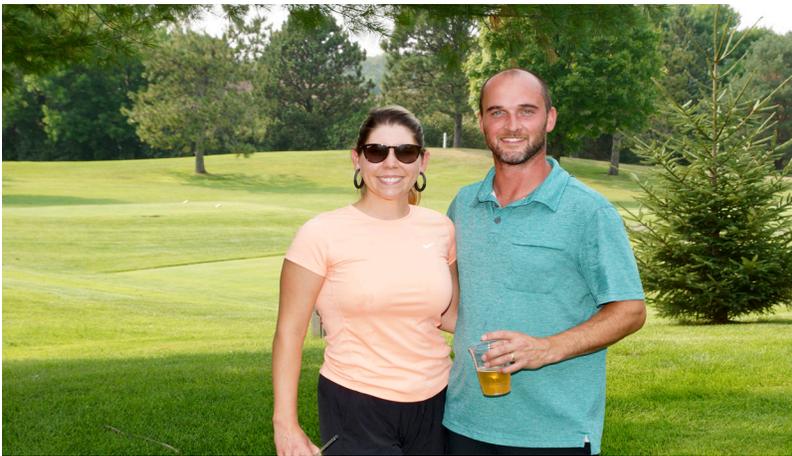


HELLMUTH
&
JOHNSON

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



2021 Golf Event Photos



2021 Golf Event Photos



Contractor Marketing Trends

Contractor Marketing Trends Not to Miss in 2021-2022

Contractor marketing trends are constantly evolving. Changes result from shifts in the industry itself as well as innovations in the marketing sphere. The below list covers some of the key marketing trends contracting companies should be aware of in 2021 and 2022.

Dedication to Brand Consistency

To stand out from the crowd, contractors need to build a strong brand. This encompasses your logo, visual marketing materials, and written voice (for example, across your website content). A strong brand is more accessible for customers to recognize and fosters loyalty.

Responsive, Informative Website

Your website is your first impression in the online world. Make it count. A contractor website should be informative, containing essential details like service offering and credentials. It should also be responsive and, ideally, mobile-friendly. A web design agency can help.

Active Social Media Engagement

There are an estimated 3.78 billion people on social media. This isn't a marketing channel contractors can ignore! Also, it's not enough to be online. Active engagement is vital. For example, contractors might post "this is or that" content, like "Which remodel do you like more?"

A Company Blog

A company blog is a great way to populate a contracting website with helpful content. It can also help establish your brand voice. You can use regular blogging to post industry insights as well as exclusive deals and offers for customers.

Attention to Search Engine Optimization

A great website that includes a bio can be a valuable way to improve search engine optimization. Quality SEO makes it easier for people to find your contracting company online. Professional SEO services can help you generate more traffic and better leads.

Dedication to Customer Education

Modern consumers don't want to feel like they are being sold to. Contractors should gear their marketing towards value-added, educational context that people can use. For example, they might include seasonal information like how to protect a basement against flooding.

A "Stand Out" Approach

There are many contractors out there. The key to marketing success in 2021 and 2011 will be taking a "stand out" approach. Sit down and write out your unique value propositions. What makes you one of a kind? These elements should guide your marketing in the future.

A Consistent Content Strategy

Whether it's social media, a website, a blog, content marketing must be consistent. Instead of simply posting whenever you feel like it, create a content calendar mapping out when you post



what. For instance, take advantage of a holiday like the fourth of July to wish followers on social media a safe celebration, building rapport.

Commitment to Customer Service

You can also use marketing solutions like social media to enhance customer service. An omnichannel approach incorporating diverse methods, like chat, phone, and email, ensures a more holistic commitment to customer satisfaction. Happy clients mean returning clients.

Attention to In-Person Presentation

The brand you establish for your contracting company through marketing media like socials and websites needs to be exhibited in person, too. You want to deliver on your brand promise. A courteous and clean appearance (for example, of contracting trucks) helps toward this end.

Article by Hook Agency, Inc.

<https://hookagency.com/blog/contractor-marketing-trends/>



NARI Firm Night Hosted By

Modern Design

CUSTOM CABINETS AT ITS FINEST

When: Tuesday, September 14, 2021

Time: 5:30 to 8:30 p.m.

Where: 209 Paul Avenue South, Cologne, MN 55322

Register:



Join us for a fun filled evening while networking with fellow NARI members.



State Fair Food
Lucky Duck - Ring Toss - Balloon Darts
Beer Garden
Tours and Prizes



Membership Testimonials

Membership in the National Association of the Remodeling Industry (NARI) is wise investment in your company's success. Members enjoy a range of benefits including access to relevant education programs, Certification, Accreditation, the Contractor of the Year Awards Program, business savings and rebate programs, project payment options, networking events, and much more. Continue below to see membership testimonials from current members.

"The community of members is invaluable especially now with the in-person networking being gone. Having a "go to" professional in so many facets of this industry is worth all the dollars spent!"

- Alana Wynne, Ferguson

"I've been involved since the beginning of my career; attending the CotY gala, being with my peers, and immersing myself in the industry. Serving on the NARI-MN Board of

Directors is a professional development tool. And, one of those tools is the opportunity to meet side by side with the contractors."

- Donella Olson, CKBR, EdgeWork Design Build

"NARI gives you tools, education, a way to network, unlimited resources, and feedback. Serving on the board gives you credibility and the opportunity to give back."

- Brian Jones, Jones Design Build

"All this was possible because I bit the bullet and joined. My only regret is that I waited six years to do it. The old adage of "you get out what you put in" really applies to your NARI membership. If you are wondering what NARI can do for you, stop wondering, jump in and get wet, the water's great and there's plenty of room for you!"

- Mark Mackmiller, MCR, CKBR, mackmiller design + build



NARI Minnesota is such a great organization representing the best of the best in the remodeling industry. Love hanging out with such quality people.

**- Ed Roskowski, CR
Vujovich Design Build**



Alana Wynne
President
Ferguson Kitchen & Bath

Barak Steenlage
President Elect
Anchor Builders

Donella Olson, CKBR
Board Chair
EdgeWork Design Build

Ruth Bader
Treasurer
Allrounder Remodeling

Brian Jones
Secretary
Jones Design Build

Tracy Kelly
Chair, Marketing
Hook Agency

Mary Mackmiller
Chair, Membership
mackmiller design + build

Michael Mahin
Chair, Sponsorship
All, Inc.

Dan Baumann
Chair, Program & Education
Chief Experts

Melissa Buchanan
Chair, Workforce Development
Buchanan Kitchen Curators

Drew Wigness
Co-Chair, Golf
Northland Cabinets

Eric Nopola
Synergy Products

Amber Ellison
Chair, Social Events
MN Fine Homes

Beatrice Owen
Executive Director
NARI-MN

Join the
BOARD
Today!

JOIN US!

For the October Monthly Meeting

Tuesday, Oct 12
5:30 PM - 8:30 PM
IMS Building

NARI-MN Presents

STATE OF THE



UNION:

The Past, Present, & Future

Thank you to our event sponsor

ProSource
WHOLESALE

Featured Speaker:

Victoria Downing,
Remodeler's
Advantage



Saints Game Photos



Saints Game Photos



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.