

## My Pledge as President

Hey Y'all!

Happy New Year and Thank You for voting me your Chapter President for 2019.

Today there are 23,500+ licensed 'Contractor' persons or entities in our state, what differentiates you from the other 23,499 out there?

I have several items on my mind that I'd like us to work on this year, but the one that rises to the top is to: **'monetize our memberships'**.

(You can skip to the bottom now for my Pledge OR read through as all this is building up to my Pledge.)

How can we Monetize our Memberships? I have a few ideas but want to hear yours.

We'll be sending out a survey in a few days, so please give us your **ONE BIG IDEA** that you'd like the Board to consider.

But Here's the catch; we can't do all of it ourselves, we need YOUR help too. Because this is a volunteer organization, just like our businesses, it's only going to get better by what we put into it. Please come get involved, let me know what interests you. Get on a Committee, be a Committee Chair Person, be a Co-Chair, get on The Board, become a National Delegate, go to D.C. for the NARI On The Hill Fly-In, serve Nationally (like **Judy Mozen** and **Dale Contant** as **National Presidents**), what else....?

Let's have a Modern-Day Industry Revolution in our market, let's shake it up, I think the new term is **#INTERUPT**, let's make more things happen, let's create new consumer demands for OUR services and products, let's make the NARI Certified Professionals the Go To remodeling providers!!

Many of you have already achieved a great level of success, come share your know how, come share your leadership and help us strengthen and grow our market.

NARI has been really good for me and the continual development of my business. I've learned a lot, seen a lot, experienced a lot and made a lot of life long friends. I know that if you'll apply yourself into what NARI has to offer, YOU can do the same and even more!!

I truly believe together, as an organization, we can make our local remodeling market Stronger, Better and more Profitable for both now and the future. I believe we can grow our NARI Brand and I believe we can cultivate our remodeling environment where our new potential customers will be seeking out NARI Contractors, NARI Certified Professionals and NARI Vendors and Service Providers across the Industry. We first need to increase our own self value to be able to portray that to those customers. What is our Value in the Industry?

**#NARIVALUE** - I've asked **Mark Cantrall**, this year's **Treasurer**, to put together a matrix in dollars and cents of what our Chapter is worth with all tangible and intangible resources. I know when he's done we will be pleasantly shocked at what quantified value we have as an organization. If you're a numbers person and want to help determine that value, I'm sure Mark would gladly accept your contribution.

**#NARINUMBERS** - Knowing our numbers. Every business measures its numbers and we're no exception. NARI Atlanta has been running fifth and sixth in Chapter size as far as number of Members.

Based on our size, NARI Atlanta has 5 voting Delegates we can send to the two annual National Business meetings each year. This April we'll be headed off to San Diego, CA.

We've developed a matrix of different categories to start measuring our Chapter in a more finite way. As we look at those numbers we can start measuring and monitoring our growth closer and critique our programs accordingly.

## **#REMODELINGDONERIGHT**

This is the National Slogan. Let's expand that out a little... What does that mean to us as Members? What does this mean to future Members? Are we each taking full advantage of this? Do we each have in place what will attract new customers and new staff? How are we using this to monetize our memberships...?

## **#NARIBOARD**

We have a really great line up of Board Members this year, some are returning and some are new. Thank you to **Paul Castell-Chairman, David Michelson-VP, Mark Cantrall-Treasurer, Laura Green Born-Secretary, Kurt Anderson, Tanya Athanaelos, JD Crill, Tyra Jones, Barbaro Ponce, Jennifer Prins, Steven Roberts and Michael Rothman!!**

I encourage you to get to know these people and ask them how you can help them.

## **#NARICOMMITTEES**

I encourage you and will be asking some of you to become involved in our Committees. You can be the **Chair-Person**, the **Co-Chair** or just a member of the committee. I can't promise it will work for you, but I know for many, being involved in and on a committee has helped them in their business. (People don't care what you know unless they know you care.) Our Committees are; **Bylaws & Ethics, CotY Awards, Cutting Edge Remodeling Expo, Education, Finance & Audit, Golf Tournament, Government Affairs, Home Shows, Marketing, Membership, Tour of Homes, Event & Programs**

Do you have a special interest or skill that you can apply to one of these committees? Please let me hear from you immediately!

## **#NARIBYLAWS&POLICYMANUAL**

Whether you're a new Member or have been a Member for a while now I encourage you to read these if you haven't. I must confess, I've been a member for 18+ years and just now read them preparing for my term as President. (Bet I'm not the only one). After reading both of them, I see it's time to update again and would love your input and participation. If you don't have a copy of either, contact Kathryn our Executive Director and she will gladly email you a copy. You can read what the roles and responsibilities of the Board and Committees are in these documents.

## **#NARIEXECUTIVEDIRECTOR**

As many of you know we have a new **Executive Director, Kathryn Stempler**, it was my pleasure and honor to be able to go through the interview and hiring process for our new ED last year. I know Kathryn is going to be great for our Chapter and I know she 100% cares about you, your business and our Chapter. Please reach out to her if you need anything, talk to her, help educate her, she is here to help.

## **#NARICERTIFIED**

Currently we have 55 NARI Certified Professional Members. Are you one of those NARI Certified Professionals? Did you know NARI Certifications aren't just limited to contractors? Do you have NARI Certified Professionals On Staff? Let's get you there, let's let the public know that you've invested in yourselves, your staff and your business to further your knowledge base of the Industry to set yourself apart from the other 23,499. This is something we can do!! Here's a list of the Certifications; **Master Certified Remodeler, Certified Remodeler, Certified Kitchen and Bath Remodeler, Certified Lead Carpenter, Certified Remodeling Project Manager, Universal Design Professional, Certified Green Home Professional, Certified Remodeler Specialist, Certified Remodeler Associate.**

It would be easy for every Member Company to have at least one NARI Certified Professional on Staff. It makes for great marketing for you and your company.

### **#NARIACCREDITATION**

Who's business is going to be the first NARI Atlanta Member to become NARI Accredited? I do know **Dale Contant** is well on his way to becoming NARI Accredited, will he be the first in Atlanta? He's already filed his paperwork with NARI National and putting everything in place.

This is a new program for NARI. Whether you're just getting started, been in business for a short time or long time, or thinking about wanting to sell your business one day, I think it's the perfect blueprint for a remodeling company.

### **#STAYNARI**

I've seen a lot of people come and go for various reasons and have to wonder where they went and why? What can we do more of? What can we do better? What can we add? What can we stop doing? What do we need to do to keep you coming back? Please let me hear from you. Come get involved. If we build our organization where you'll stay, it will be an organization that will attract more new members and bring old members back.

### **#RECRUITONE**

Let's grow our Chapter. Did you know that if you recruit three new members in a year, your membership is free the next year? Just ask **Paul Castell**, our past **President** and **Larry Hazenfield** one of our **past Board Members**, they've done it.

I'm going to be recommending that we create incentives for any extra efforts that you as a member spend recruiting new members. I know how much effort it takes and I think that should be rewarded.

### **#NARISMART**

How many more projects could you fulfill a year if you had more qualified help. Let's teach a new crop of skilled labor the NARI way!! #NARISMART

Do you have staff members that are ready for their own career growth. Let's get them to **Cutting Edge**. **Peck Kehler** is already working on this year's program which just keeps getting better. His theme this year is; '**Expansion, Becoming More**'.

Reach out to Peck to see how he can help you and your staff. Ask him how you can help him.

### **#NARIBENEFITS**

We'll be reminding you of these on the new website. NARI National has done well for us in this department and we have some local businesses that have created Benefits for doing business with them as well. If your business has incentives that we can pass on to our members, please let Kathryn know so we can list them equally.

### **#NARIMARKETING**

I believe we need to step up our game and broaden our reach with all the opportunities we have to create a bigger demand by consumers for NARI Members and NARI Certified Professionals. We have access to multiple media outlets and I envision our Committees working together to help spread the word. We can be in multiple places in print, we can be on multiple social platforms, we can have a speaker's bureau and a writer's bureau, we can do spots on radio & TV, we can do bill boards (look at **Laura Green Born**), we can be speaking with our local, state and national legislators and inviting them to come to our meetings. What else...? Come get involved!!

## #NARISOCIAL

It's no big secret how important web presence and activity on social media is. To answer that, we're coming out with a brand-new website early this year with better bells and whistles...

We've also been doing better at social media and getting up with the times. And to that point; **Tyra Jones, Board Member and CotY Committee Chair Extraordinaire**, is going to be posting you up on Instagram at our **NARI NIGHTS** so get ready. Get your page up because she's going to be asking you for it.

It's her vision to get you seen, promote NARI and help monetize your membership!

## #NARINIGHTS

Hope to see you there, Come show your support for our **Sponsors**, if it wasn't for all these businesses, our Chapter Events wouldn't be as good as they are.

Come for the Networking, Come for the Good Food and Spirits. Come learn something.

Come out of your comfort zone and say hello to the new person, trade biz cards, build new relationships, bring a staff member, bring a friend, HAVE FUN and remember to always thank our Hosts!!

## #NARIFIRST

It's a two-way street; If we want to Monetize our Memberships we need to lead by example. If we really place a value on our membership and think the public should buy from us because we're NARI, then we need to believe that with our actions. Who else are we bringing into their homes? Are they NARI Members? Who are you referring your customers too, are they NARI Members? If we want more of the public to buy in on how great NARI is and why they should use a NARI Member, then we need to support our own. If we're buying from or referring work to non-NARI members, let's bring them in and build up our industry. Let's Monetize our Memberships!

So here is my Pledge; (and I challenge all other members to try to do the same)

"#NARIFIRST, I pledge to always try to use a NARI member FIRST in all aspects of my remodeling business"

Take the Challenge, Make the Pledge, Drink some Beer and Let's have a Great Year!!



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