

CALENDAR

- April 3**
-HIR Committee Meeting
- April 8**
-Membership Committee
- April 9**
-Portland Membership Mtg.
- April 10**
-Markup & Profit Seminar
-Codes Committee
- April 15**
-Contractors Breakfast
- April 17**
-Golf Committee Meeting
-Salem Membership Mtg.
-Salem Board Meeting
- April 24**
-ORA After-Hours Event
-Government Affairs Mtg.

ORA/NARI Portland and Salem Members Capture National Honors

Two ORA/NARI members won national NARI Contractor of the Year awards at last month's annual NARI awards dinner held in St. Petersburg, Florida. Neil Kelly Design/Build Remodeling, Portland, took the award for Whole House Under \$250,000 with a project designed by Janie Boyl, and Olsen Homes & Renovation, Salem, won the award for Residential Kitchen Over \$100,000. Both were selected from a field of seven regional winners in their respective categories. ORA/NARI had a total of 12 regional winners, with two going on to win the national award.

Regional Winners recognized at the event (as announced in the February 2008 ORA Update newsletter), included Oswego Design & Remodeling, Lake Oswego; Master Plan Remodeling Design/Build, Portland; Henderer Design+Build, Corvallis; Sun Forest Construction, LLC, Bend; Metke Remodeling & Woodworking, Lake Oswego; Centerpointe Construction, Brush Prairie, WA; and Paolo Design Group, Portland. Neil Kelly Design/Build Remodeling won a total of five regional awards, and Metke Remodeling & Woodworking won two.

ORA/NARI members in attendance for the annual awards dinner in Florida included Mike Montgomery and Glen Dietrich – Sun Forest Construction, Bend; Thomas E. McKee CR – Cottage Craft Design & Construction, Portland; Barb Friedman – Oswego Design & Remodeling, Lake Oswego; and Phil Peach, ORA/NARI, Portland. Tom Miller – Tom Miller Remodeling Inc. attended meetings earlier in the week, although did not attend the dinner.



(L-R) Phil Peach, ORA President & CEO; Mary Busey Harris, NARI Executive Vice President; Barb Friedman, Oswego Design & Remodeling.



(L-R) Thomas E. McKee CR, Cottage Craft Design & Construction; Renee Rewiski, newly elected NARI Board President.

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NARI Teleseminar Schedule

April 15, 2008: "How to Market Green"

Green is a hot-button these days. Increasing numbers of people are concerned about the environment and their role in their children's and grandchildren's environmental futures. Amazingly, most remodelers are already "into green." That said, too many don't communicate just how green-sensitive they are; and that's a shame. It's time to be proactive about the way you're helping to protect the environment and create energy efficiencies. On April 15th we'll show you how.

Presenter: Adrienne Zoble

Cost: \$75

Order: www.azobleassoc.com/buy.html

May 20, 2008: Marketing Consistently Despite Being Overwhelmed

You don't know how you're going to generate four quotes that are overdue. You're thinking you can't possibly handle another quote request or another project, but don't give up now. Remember the "delay factor." That's the time between when you present and when they say "yes." Remodelers throughout the US are reporting an interesting contradiction: business is really good, but people are taking considerably longer to make decisions.

This means you have to be marketing consistently . . . no matter how busy. Just stop marketing for a few weeks to play catch up, and you'll realize there's nothing in the pipeline. Marketing consistently is simply not so difficult as you may think, and it doesn't take lots of time or money.

Presenter: Adrienne Zoble

Cost: \$75

Order: www.azobleassoc.com/buy.htm#nariteleseminars

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President & CEO's Message



Phil Peach, CAE

ORA Maintains Status as one of NARI's Largest Chapters

The NARI spring meeting and Evening of Excellence Awards dinner was held last month in St. Petersburg, Florida. It is always interesting to see how other remodelers and other NARI chapters operate across the country. In the final analysis, we all share the same goal to build our chapters, recruit more members, provide the best possible benefits and services to our members, and promote professionalism in the remodeling industry.

It is clear that the building industry is seeing a slowdown in many parts of the country. We are fortunate in Oregon, so far, that we are not seeing nearly as dramatic a slowdown as some other areas, but we are experiencing a slight downturn nonetheless. There is a lot of speculation as to how long the cycle will last, and how much deeper it will go before turning around. Fortunately, the difference between new homebuilding and remodeling is even more dramatic with regard to the economy and the growth of our respective trade associations, especially in Oregon.

Membership in most NARI chapters is maintaining continued strong growth. Smart remodelers know that an economic downturn is all the more reason to maintain membership or even join as a new member to take full advantage of the marketing and networking opportunities. As some companies look for ways to trim nonessential expenses, it's all the more important for ORA/NARI and other chapters to establish association membership as a business necessity.

I'm pleased to report that NARI's membership statistics report as presented at the NARI board meeting indicate that ORA/NARI had the largest net gain in membership as of February 1. In fact, the Portland chapter is now the 4th largest in NARI, followed by NARI Minnesota in 3rd place, Washington DC in 2nd, and Milwaukee, Wisconsin is the largest. If you take ORA/NARI as a whole (combine Portland, Salem and Eugene), then we are the third largest.

The chapter executives (like myself) set aside a whole day at the NARI meetings to share ideas for furthering our mutual goals to grow the membership. In fact, this is so important that we have now set aside two days this summer for a special, stand-alone meeting at the NARI headquarters. Our interaction with NARI sponsors has also been an important tool for getting companies like Ferguson, Lutron, Home Depot, and Lowes more involved at the local level.

Because of ORA/NARI's membership size, we are entitled to several positions on the NARI board of directors. At last week's meeting, ORA/NARI representatives included board chair Tom McKee CR – Cottage Craft Design & Construction, Tom Miller, CR – Tom Miller Remodeling, Barbara Friedman – Oswego Design & Remodeling, and myself. A historic change in the NARI governance structure will now provide most of the representation via a new House of Delegates, reducing the unwieldy board size down to 18.

Several ORA/NARI members also serve on key NARI committees. Our past board chair Mitch Speck, CR, CKBR – Spektacular Home Remodeling, serves as chair of the NARI Strategic Planning Committee. Other key committees include the NARI Membership Committee which discussed ways for NARI to assist with membership marketing campaigns at the chapter level, recommended approval for newly chartered chapters to the board, and talked about the new on-line career center that will allow resumes to be posted by job-seekers. The NARI Marketing Committee discussed its proposed consumer advertising campaign as recommended by its new ad agency, guidelines for proper use of the NARI logo by members, and trade alliances with various magazines such as Better Homes & Gardens. The Chapter Executives Forum discussed sponsorship development, volunteer recruitment, home shows, and special events.

The spring meetings concluded with the annual Evening of Excellence dinner, which is always a highlight. Sometimes referred to as the "Academy Awards of the remodeling industry," over 300 remodeling contractors from around the country came to share in the excitement as regional winners accepted their awards and awaited the announcement of the national winners. ORA/NARI had a total of 12 regional winners, two of which went on to capture the national award in their respective categories (see page 1).

Congratulations to Alex and Nick Olsen, Olsen Homes & Renovation, Salem who won the national Contractor of the Year award in the category of Residential Kitchen Over \$100K, and Neil Kelly Design/Build Remodeling, who won best Whole House Remodel Under \$250K, by designer Janie Boyl. Interestingly, ORA/NARI members Tom McKee, CR and Barb Friedman happened to win the national awards in these same two categories last year. Our Portland and Salem chapters can be proud of this year's winners!

Message from the Board Chair

Many of you have committed to entering a project in our Outstanding Remodeling Achievement Awards competition. I had the privilege of being a judge in this year's NARI COTY awards competition, which is very similar in nature to our ORA awards program. I wanted to share a few words about what makes a great entry.

First and foremost, it is important to remember that regardless of the award competition, the judge has about three minutes to review your entry. He or she has stacks of entries to review and a deadline. A full page or two of boilerplate at the beginning is simply not going to be read. Think of your entry as a concise magazine article in Better Homes and Gardens or better yet Readers Digest. You have two and half pages to tell your story.



Thomas E. McKee
ORA Chairman of the Board

Get professional photos: Even a pretty good amateur photo buff can't capture your project like a pro.

Use Microsoft Publisher: It is cheap and easy. You can insert photos, create captions, setup columns of text, create bullets – you can create a magazine article.

Use Chief Architect's "layout" printing function to tailor floor plan views. You cannot have enough floor plan views. The judge is always trying to put your creative changes in perspective.

Before and After: Contrast before and after in your photos and floor plans.

Bullets: Think bullets and not paragraphs. Use well-written sentences to transition from one list of bullets to another. Caption photos and drawings. The judge is going to expect you to provide a MapQuest set of directions through your entry.

Timing: I know it is tough, but complete your entry a week prior to the award due date, April 18. Let it set for a few days and then give it a thorough final review and spell check!

Finally, complement your winning award by placing a half page ad for your super company in the ORA Oregon Remodeling Sourcebook. And, if your project is good enough for an award, it is probably good enough to put on display at the ORA Remodelers Home Tour. Best wishes and good luck!

ORA/NARI After Hours Events

According to our member survey conducted earlier this year, networking is the #1 benefit of membership, closely followed by marketing and education. As our monthly membership lunch meetings and our monthly contractors breakfasts continue to grow in popularity, we have decided to add a series of after-hours events.

Kimberly Wheeler, MBank has stepped up to the plate to host ORA/NARI's first after-hours event on Thursday, April 24 at MBank. Pental Granite & Marble is hosting a similar event on May 29, and Ferguson will be hosting us at their new Pearl District showroom in August (TBD). We will also be holding our annual summer social on July 22.

After Hours and Summer Event Schedule:

Thursday, April 17, 5:30pm to 7:30pm
MBank
17898 SW McEwan Rd., Tigard 97224
Co-Hosted by MBank and W.B. Adams Insurance

Thursday, May 15, 5:30pm to 7:30pm
Pental Granite & Marble
3551 NW Yeon Ave., Portland 97210
Hosted by Pental Granite & Marble

Thursday, May 22, 3:30pm to 5:30pm (Seminar)
5:30pm to 7:30pm (Barbecue)
Kelly's Home Center
3850 Hagers Grove Rd., Salem 97317
Hosted by Kelly's Home Center

ORA/NARI Summer Social
Tuesday, July 22, 5:00pm to 7:30pm
NW Natural
220 NW Second Ave., Portland, OR 97209
Sponsored by Pacific Lumber & Truss, JELD-WEN & NW Natural



Member Spotlight

ORA/NARI Contractor



Liz Maitral
Maitral Construction, LLC
7327 SW Barnes Road, Suite 229
Portland, OR 97225
(503) 222-9705
liz@maitralconstructionllc.com

After ten years as a Los Angeles County Deputy Sheriff, Roger Maitral decided to make a change. Having assisted with his father's construction company over the years, he decided to form his own. In 1998, he met Liz via the internet, and moved to Portland to get married. Formerly in the high tech and event-planning business, Liz partnered with Roger's 35 years experience in the construction business to form Maitral Construction.

The company offers owner/builder consulting, as well as construction consulting. For homeowners who want to act as their own general contractor, Roger and Liz coach them through the process, providing the tools and resources to be successful. This includes customized timelines, spec sheets for subcontractor bids, establishing the project budget, a glossary of terminology, and everything needed for step-by-step management of the project. They also assist with discounted contractor pricing for materials.

Their construction consulting service is for homeowners who have started a project and realize they need help. If a contractor is involved, they assist with expediting or mediating unresolved issues, thereby bridging the communication gap. This may involve explaining terminology, expediting the client's decision-making process, or helping with other homeowner choices that the contractor may not have time to guide them through.

"We're here to help the contractor, not get in the way," says Liz. "Our goal is not to take business away from the contractor." One client recently said they felt that the Maitrals "gave them back the feeling of power over their project." A breakdown had somehow occurred where the clients were feeling powerless over their project. The Maitrals provided the tools to better understand both their rights and responsibilities.

Roger and Liz joined ORA/NARI as a means of networking with other contractors. They say their strongest tool so far has been ORA's Home Improvement & Remodeling Show™, leading to great referrals in a time of otherwise limited marketing budgets. In their spare time, Roger and Liz are "slaves" to their two large standard poodles. They enjoy spending time with Roger's daughter and three grandchildren in Vancouver.

ORA/NARI Supplier



Matthew Sellens
Perpetua Wood Floors
3604 NE 50th
Portland, OR 97213
(503) 849-2580
perpetuawoodfloors@hevanet.com

If there was an award for traveling the farthest to become a contractor in Oregon, it would probably go to Matthew Sellens of Wellington, New Zealand. After getting his certificate in mechanical engineering and industrial design, he relocated to Australia. His love of skiing took him to Colorado, Utah, and Taos, New Mexico where he met his wife, a professional photographer specializing in winter sports.

Matt and Beryl fell in love with Oregon when they traveled to Mt. Bachelor, especially for what Matt calls its "perfect balance of people and temperate climates, not too extreme." He especially enjoys Oregonians' easy-going lifestyle. After a year working as a carpenter for a small construction company in Eugene, Matt joined forces with his wife's photography business at Mt. Bachelor. During that time, he spent summers sharpening his woodworking skills, building canoes, drift boats, working as a fly-fishing guide on the Deschutes River, and two seasons aboard an Alaska fishing boat.

His fondness for wood led to working as a subcontractor for Environmental Building Supplies and Endura Wood Products. He is particularly interested in less common woods, and fascinated with the idea of reclaiming salvaged wood, as well as crafting finished lumber from trees provided by the customer. After several summers building decks and gazebos in Bend, Matt formed Perpetua Wood Floors in the late 90's.

Perpetua specializes in dustless sanding and finishing, working for remodeling contractors, and crafting wood floors for newer homes. Matt is very selective as to which contractors he works with, insisting that they must share his focus on respecting the wants and needs of the homeowner. "You need to take into account every detail of what they want, a whole-house approach, for a complete representation of what they need for their home," says Matt.

Matt joined ORA/NARI last year because "the networking is incredibly powerful, and jobs that come through networking are the only way a business survives." He enjoys having a business in Portland because of what he calls its "vibrant sense of relevance." Perpetua now has six employees.

28th Annual Golf Classic

This year's tournament will be held at the award winning StoneCreek Golf Course in Oregon City on August 1, 2008. Be sure to save the date and start recruiting your team of four! The Golf committee is excited and gearing up for the golf tournament. We are still looking for Hole Sponsors as well as prizes to be donated for the drawing.

If you are interested in becoming a sponsor, donating a prize or playing, please contact Brianna McLeod at (503) 788-2274 bmcleod@oregonremodelers.com for more information.



StoneCreek Golf Course

Employee or Independent Contractor?

It can often be difficult for an employer to determine who is an employee and who is an independent contractor. It is important to determine which category a worker falls under as this will affect their subjectivity to workers' compensation coverage. There are several things to contemplate when trying to make this determination. Some of the common characteristics to be considered are following, in no particular order of importance. A worker may be considered an independent contractor if they:

- Furnish equipment and have control over that equipment.
- Submit bids for a job or contract or fix the price in advance.
- Choose the work to accept and has capacity to refuse an assignment.
- Pay - will relate more to completion of a job.
- Work is usually intermittent with an expected start and end date.
- A firing can give rise to suit for breach of contract.
- Risk of capital money invested in the work, a potential for loss or profit
- Employment of others - hire and pay employees or subcontractors.
- Perform services for more than one person or business; have multiple customers.
- Economic independence - don't depend on any one client or customer for income.
- Hold oneself out as a contractor - represent to the public that this is a business.
- Separate phone, business cards, and business advertising.
- Work under own trade name and not the trade name of person or business contracting the services.
- Performance affects own goodwill but not the person contracting the services.
- Own an existing business which can be sold for more than the price of the assets.
- Have credit with suppliers, business lenders, and other vendors.
- Maintain insurance coverage for liability, errors, and omissions.
- Registered as an assumed business name or other legal business entity.
- Have a local business license.
- File taxes as self-employed.
- Perform services for customers of his or her choosing.
- Are not a part or component of anyone else's business.

Once an employer establishes that a worker is an independent contractor, it is just as important to then collect and maintain active and current certificates of coverage for that contractor. It is an employer's responsibility to confirm that an independent contractor has their own coverage. If you are not able to obtain proof of coverage, it is a good idea to pursue other contractors to do business with that do maintain their own active coverage. This can help protect you from getting stuck paying additional insurance premiums at time of audit.

The above list of items was gleaned from the State of Oregon Workers' Compensation Division's website and should be considered only as a guideline. For specific questions concerning subjectivity and independent contractors, please contact the State of Oregon Workers' Compensation Division at (503) 947-7810 or (800) 452-0288. You may also contact your Empire Pacific Risk Management, Inc. Account Executive at (503) 968-6300 for any questions you may have with respect to your workers' compensation coverage.

Tina Giannoni is an underwriter and account executive with Empire Pacific Risk Management, which serves as administrator for ORA's endorsed Oregon Contractor's Worker's Comp Trust program. For more information, contact Empire Pacific at (503) 968-6300.

ORA Endorsed Benefit Providers

The following Association members have been formally endorsed by the ORA.

Banking Services

West Coast Bank

Larry Schwartz
503-279-3173

SchwartzL@wcb.com



Free business checks and checking account, free on-line banking, no annual fee credit and debit cards, loan fee waiver.

West Coast Bank Merchant Services

Leo L. Read
503-881-6137

leol.read@firstdata.com

Competitive rates for credit card processing, Telecheck verification, gift cards, on-line account management, local sales representative, 24/7 customer service.

Consumer Shows

Home Improvement & Remodeling Show™

Derek Nollman
503-788-2274

dnollman@oregonremodelers.com

\$250 discount on booth space for ORA/NARI members



Mid-Willamette Valley Home & Remodeling Shows

Kaleb Ramsay
1-800-537-9396

Kaleb@WVPevents.com



15% discount on booth space for new members - first time exhibitors at the Annual Salem Home & Remodeling Show.

Employee Assistance

American Counseling & Training

Reese Matye
503-774-9971

acteap@earthlink.com



Employee Assistance Programs (EAP) provide a confidential opportunity for CEO's, their personnel and family members to discuss professional and personal concerns, including drug and alcohol related issues, and violence in the work place.

Fuel

Jubitz Fleet Services

Gaylene Salvagno
503-240-5844

gaylene.salvagno@jubitz.com



Competitive prices on diesel and gasoline based on wholesale rates

HR Management

Professional Business Solutions, Inc.

Craig Hills
503-223-4408

craig@pbsi.com



Human resource department for your business. Payroll, worker's comp coverage, government compliance. Peace of mind.

Insurance

Oregon Contractors Workers Compensation Trust

Todd Hennelly
503-968-6300

todd.hennelly@empirepac.com



Competitive rates on ORA's self-insured worker's comp pool and risk management programs

CSNW Inc. Advantage Dental Plan

Dan O'Doherty
503-226-2171

dano@csnwinc.com



ORA's endorsed agency, specializing in medical, dental and supplemental insurance.

Publications

Oregon Remodeling Sourcebook

Bob Bohrer
503-453-6707

bobb@oregonhomemagazine.com

Oregon Remodeling Sourcebook, ORA's annual members-only consumer directory (30,000 copies, created and distributed by Oregon Home magazine)



A Message From ReFIT (Rebuilding For Independence Together)

Professionalism comes through in many ways. A willingness to help others in need and giving back to the community we live and work in is a wonderful way to let others know how much you care. It is a message that helps promote you, your company and our industry. ReFIT would like to thank all those in attendance at March 12th's ORA membership luncheon and in particular those who signed up to volunteer for ReFIT and those who took up the challenge to match donations. A special thank you to our anonymous donor -- thank you Jim!

Donations received:

Sharon Olsen-Designers Edge, Jim Feild, CR -Progressive Builders NW, Shane Kenney-Heritage Restoration Co., Jim Andrew-Pacific Lumber & Truss, Gordon and Dan Nelson-Integra Remodeling & Construction, Jim Kreipe, CR, CKD-Square Deal Remodeling, Brandy Marsh-The Carpet Place, Sue Collard-In-House Architecture, Roanna Holden-Ryerson Hardwood Floors, Tim Sweeney-Chown Hardware, Courtney McEldowney-A-Tech Granite & Marble, and Shawnda Horn-Double J Construction.

If you are interested in donating cash, services, or labor for a ReFIT project, or if you want more information about ReFIT, please contact Craig Hills, PBSI, (503) 223-4408 craig@pbsi.com

Markup & Profit Seminar

Michael Stone, author of Markup & Profit: A Contractor's Guide, is returning to ORA/NARI to offer his popular, full-day seminar by the same title. Scheduled for 8:00am to 3:00pm on Thursday, April 10, the seminar is geared towards general contractors and specialty contractors who do remodeling or new home construction. Topics include establishing overhead and profit margins, operating capital reserve accounts, adjustments for unbudgeted expenses, breakeven points and a range of other issues. To RSVP for this seminar please contact Debbie Little at (503) 788-2274 dittle@oregonremodelers.com by April 7th.

33rd Annual Home Improvement & Remodeling Show™

The 2008 Home Improvement & Remodeling Show™ is scheduled for September 25-28 at the Oregon Convention Center. The application for exhibit space is available [online](#). New sponsorship opportunities have been added to this year's show due to overwhelming success from last year's feature sponsors, and the demand for more similar opportunities. For additional information contact Brianna McLeod at (503) 788-2274 or bmcleod@oregonremodelers.com.



Oswego Design Exhibit Space in the 2007 Home Improvement & Remodeling Show™

V.I.P. SPONSORS



Contract Furnishings Mart



Out Last Them

My grandfather retired from his job in Portland after 50 years at the same company—he got a gold watch from his employer. This morning I just found out my uncle Joe at Chown is retiring after 50 years at Chown. I'm happy to report his 'gold watch' is in the form of a big screen television to watch sports. Fifty years is a long time to be at the same employer and I think its going to become more rare in the future as we jump from place to place, get out-sourced, closed down, migrate, change careers, suffer a mid-life crisis or just suddenly decide we want to pursue our hobby as a business.



IAN'S CORNER
By Ian Hawes
Portland Sash & Door

How do you stay at one job fifty years? My Uncle Joe's glib response has always been to just show up as long as the paychecks keep coming. I'm guessing the trick is 'simple' but requires more prac-

- Appreciate your job.
- Thank your customers for their business.
- Remember you spend more time with your co-workers than your family—treat them like it (or NOT, depending on your family)
- Make sure your priorities are correct.
- Laugh at yourself and the situations you find yourself in.
- Don't be the first one to leave, or the last one to arrive.
- Pitch in and help when someone needs help.
- Mentor the new person until they understand the pink V/983 form goes in the left bin, not the right bin.
- Communicate with co-workers, bosses, customers and suppliers.
- Try mending more fences than you break.
- Smile.
- Don't be the squeaky wheel everyday.
- Treat everyone with the same respect.
- Do your best job—don't turn in partial credit and expect great results.
- Look for ways to save time and money for the company.

Like everyone else, I have forgotten each and every one of these simple lessons at one time since I joined the work force. Some more often than I would care to admit. (Maybe this is the reminder I need for myself.) Thank you, Uncle Joe for allowing Chown to build their building around you---and showing us how you stay at the same job for fifty years. Too bad the Blazers picked up Maurice Lucas and ended your career as an NBA power forward before your time.

Members in the News

The Wine Outfitters, Inc has opened its new showroom at 2224 NW Quimby St. in Portland, according to founder Dennis Mc-Fall. The facility includes examples of wine storage options like racking, lighting, finishes and other storage and design options. A design team is also available to discuss clients' needs. Wine Outfitters recently added its own line of locally manufactured, sustainable wine racking. Not only is it the first "green" custom racking, it offers numerous features like 100% pinot noir compatibility, earthquake resistance, and enhanced appearance and flexibility. The Wine Outfitters have been featured in the Oregon Wine Press, the Portland Tribune, The Tualatin Times, and on KXHL am radio's Home & Wealth show.

Parr Lumber is partnering with FedEx Ground to provide relief to Vernonia and surrounding Columbia County households that were devastated by floods this past winter. They are offering customers the opportunity to make a donation in order to aid the 825 households that have registered with FEMA for assistance. Donations are welcomed in the form of cash contributions, building supplies, or Parr Lumber Gift Cards. Of the 825 homes that have registered for financial assistance from FEMA, only 5 percent have qualified for the maximum rebuilding allotment of \$28,800. Less than 25 percent of residents have flood insurance.

Randy Hudson has been named Sales Manager for Neil Kelly Design/Build Remodeling. A University of Oregon journalism graduate, Hudson has over 20 years experience as a sales executive and marketing consultant, primarily in the local broadcast industry. He is involved with the Natural Step and other sustainability-focused organizations.

Natural Stone Unlimited is hosting a technical manager from Germany-based Kiesel to provide a demonstration of their eco-friendly ceramic tile and natural stone installation product. A special session for ORA/NARI members is planned for 2:00pm, following the April 9 membership luncheon at the Holiday Inn, 1441 NE 2nd Ave. Additional sessions are planned the same day from 10:30am to 12:30pm, and 4:30pm to 6:30pm, with refreshments and wine by Premium Vintage Wine Company. The 47-year-old Kiesel does business in 30 countries, featuring safe and easy-to-install primer, mortars, waterproofing, grout products and more. RSVP to Kuldip at (503) 702-6295 or 503-866-5888 kuldip@naturalstoneunlimited.com or Liza Fong at (503) 866-5888 liza@naturalstoneunlimited.com

Members in the News (Continued)

Parr Lumber Company has announced completed a floor-to-ceiling, environmentally-conscious remodel at its Northwest Portland location. Originally opened in 1946, the store showcases Parr's sustainable technology, as reflected in its "Get Real" program, which allows customers to identify and research sustainable products.

Steven Heiteen (Steven Heiteen Construction), and Bill Capps (Arciform LLC), have been appointed to the City of Portland's Bureau of Development Services Sustainable Building Technical Advisory Committee. The committee will meet every two weeks through this summer, for the purpose of creating a local building code amendment to augment the current State Building Code, addressing more sustainable buildings.

Rick Sovereign, R.L. Sovereign Construction and his 10-year-old daughter Anna were recently featured on KATU-TV News following their successful father-daughter steelhead fishing trip on the Clackamas River. Their photos were included in a feature by Channel 2 television weather reporter Rhonda Shelby.

Roger and Liz Maitral, Maitral Construction appeared in a recent [NY Times article](#) on construction coaching. The article entitled "Calling In The House Therapist" was about construction consultants who assist their clients with coordinating their home remodeling projects, often acting as an intermediary to assist with bid review, contractor selection, procurement of building materials, and conflict resolution.

Greg Olson, CR, was one of three contractors featured in a February 2008 Remodeling Magazine article entitled "[Open Book.](#)" The article was about the concept of sharing project revenue information with employees in order for them to share in the "ownership" of the project. Greg commented that his goal is to have "a whole company of employees who think like business owners."

Howells Custom Cabinets certainly understands the value of members working together to support a successful association. Dave and Chris Howells recently joined ORA/NARI as a means of expanding the remodeling side of their business. Upon seeing that the office carpet was long overdue for cleaning, Howells arranged for donated cleaning by his son Jeff. ORA extends its thanks to the Howells for their generous support!

Tim Cook of ENVI Construction, LLC and his wife welcomed their second boy, born at home 4:30am Tuesday the 18th of March. He was 7 lbs 13 ounces 21 inches upon arrival. We have yet to name him-ideas? Mom, dad and big brother are thrilled! Congratulations on the newest bundle of joy!

If you have any news that you would like to share with your fellow ORA/NARI members, please send it to ppeach@oregonremodelers.com. Examples may include new products, new facility openings, charitable activities, awards, new personnel hired, seminars, special events, family milestones, and more.

ORA/NARI Welcomes New Members

CIRCADIAN CONSULTING & DESIGN

Gail A. Dresner
18376 S Upper Highland Rd.
Beavercreek OR 97004
Phone: 503.632.1191
Chapter: Greater Portland
Sponsor: ORA Staff

NORTHWEST SONY ONLY

Stephen Weber
1610 NE Glisan St.
Portland OR 97209
Phone: 503.542.3667
Chapter: Greater Portland
Sponsor: HIR Show

WELLS FARGO HOME MORTGAGE

Steven J. Ulrich
14795 SW Murray-Scholls Dr., #108
Beaverton OR 97007
Phone: 503.590.3938
Chapter: Greater Portland
Sponsor: Kevin Doherty

HOWELLS CUSTOM CABINETS

Chris Howells
7609 SE Overland St.
Milwaukie OR 97222
Phone: 503.777.8475
Chapter: Greater Portland
Sponsor: David Chown

R & H CONSTRUCTION CO., INC

David Gunsul
1530 SW Taylor St.
Portland OR 97205
Phone: 503.228.7177
Chapter: Greater Portland
Sponsor: Paolo Design

KOHLER CO.

Larry McIntire
16055 SW Walker Rd., #217
Beaverton OR 97006
Phone: 503.550.1030
Chapter: Greater Portland
Sponsor: ORA Staff

STANLEY HOME RENOVATION & DESIGN, INC

Mitch & Arlene Stanley
10879 SE Main St.
Milwaukie OR 97222
Phone: 503.631.2400
Chapter: Greater Portland
Sponsor: ORA Staff

CALENDAR 2008

Committee/Board Meetings

April 2008

- 4/3 HIR Committee 9:00am
ORA Conference Room
- 4/4 ORA Board Meeting, 3:00pm
ORA Conference Room
- 4/8 Membership Committee Meeting, 8:30am
ORA Conference Room
- 4/9 Portland Membership Meeting, 12:00pm
Holiday Inn
- 4/10 Codes Committee Meeting, 9:00am
John Hasenberg Architects
- 4/17 Salem Board Meeting, 8:30am
Annette's Westgate Cafe
- Golf Committee Meeting, 12:00pm
ORA Conference Room
- 4/24 Government Affairs Committee Meeting, 3:00pm
ORA Conference Room

May 2008

- 5/1 HIR Committee 9:00am
ORA Conference Room
- ORA Board Meeting, 3:00pm
ORA Conference Room
- 5/8 Codes Committee Meeting, 9:00am
John Hasenberg Architects
- 5/13 Membership Committee Meeting, 8:30am
ORA Conference Room
- 5/14 Portland Membership Meeting: Awards Luncheon, 12:00pm
Holiday Inn
- 5/15 Salem Board Meeting, 8:30am
Annette's Westgate Cafe
- 5/15 Golf Committee Meeting, 12:00pm
ORA Conference Room
- 5/22 Government Affairs Committee Meeting, 3:00pm
ORA Conference Room

Please RSVP to Debbie Little in the ORA office by
phone 503-788-2274
e-mail: dlittle@oregonremodelers.com

Membership Meetings: April 2008

Portland Meeting
Date: Wednesday, April 9th, 2008
Location: Holiday Inn, Portland
1441 NE 2nd Ave., Portland
Time: 12:00pm
Cost: \$25.00
(No shows and non-RSVP'd will be charged \$35.00)
Topic: What You Need to Know About
Contractor Liability Insurance
Speaker: Bill Adams, Jeff Young
W.B. Adams Insurance Co.

Salem Meeting
Date: Thursday, April
Location: Annette's Westgate Cafe
Time: 7:15am
Speaker: TBA

Contractors Breakfast Sponsor: Armstrong Cabinets

When: Tuesday, April 15th, 2008
7:00-8:00am





Where: 13327 NE Whitaker Way
Portland OR 97230

RSVP: Debbie Little at ORA
Phone: 503.788.2274
Email: dlittle@oregonremodelers.com

Armstrong Cabinets will be offering a hot breakfast and Prizes. Contact Debbie to reserve your space!



Current ORA/NARI Member Benefits!

-  Listing in Oregon Remodeling Sourcebook (circulation 30,000)
-  ORA and National NARI Website Listing
-  Affiliation With National Association of the Remodeling Industry (NARI)
-  Consumer Referral Toll-Free Hotline
-  Discounts on Consumer Show Booths, Building Materials and More
-  Worker's Compensation Insurance Plan
-  Home Improvement & Remodeling Show™
-  Remodelers Home Tour™
-  Seminars on Marketing, Safety, Lead Education and More
-  Governmental Affairs Representation
-  Certification Programs (CR, CLC, CKBR, CRC, CRA, CRS)
-  Monthly Newsletter
-  Networking Opportunities
-  Special Events: Golf Tournament, Holiday Event, Socials
-  ORA Outstanding Remodeling Achievement Awards
-  Human Resource Management
-  Association Logos and Signs

The Update

Oregon Remodelers Association/NARI
8101 SE Flavel Street
Portland, Oregon 97206



Change Service Requested



Look for your chapter's monthly membership meeting notice at www.oregonremodelers.com/!