

REMODELING TO THE HIGHEST STANDARDS

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April 30 Chapter Lunch at the Radisson Hotel is Cancelled...but in its Place is a Virtual Lunch & Learn

Insights & Strategies for the Digital Landscape over the Next Decade

Kansas City NARI's Education Committee wants to provide educational opportunities that are easy to access during the COVID-19 national pandemic.

On Thursday, April 30 from 11:30 to 1:00 join us for a Zoom conference call on Insights & Strategies for the Digital Landscape over the Next Decade. This free Virtual Lunch & Learn is made possible by NARI members Banner Garage and Outdoor Lighting Perspectives.

The virtual Lunch & Learn will be presented by Jake Bjorseth and Luke Kasunic, Trndsttrs Media. Trndsttrs Media is an agency designed with two objectives: To consult brands on reaching the next generation of consumers, Gen Z (Generation Z), and to execute on unique strategies or forward-thinking marketing solutions that are often unavailable when pursuing an agency partner.

Jake Bjorseth is the Founder of Trndsttrs Media. He got his start in 2015 by marketing Kansas City area businesses on Snapchat, rapid growth led to him consulting on digital marketing to Noodles & Co and several other national brands at age 17. This sparked the birth of Trndsttrs Media, early on supporting local businesses with their digital marketing

efforts, but eventually growing to consult and execute on projects for Fortune 500 brands such as McDonalds, United Healthcare, and prestigious agencies like Ogilvy.

Luke Kasunic is the Director of Consumer Insights at Trndsttrs Media. Filled with a passion for solving abstract problems paired and a knack for recognizing unseen patterns, he's developed a reputation as a weapon most insights teams dream of. With a background in Marketing & Behavioral Economics, Luke loves to put the two together through creating case studies, compiling data, and testing hypotheses centered around consumer behavior.

Jake and Luke will cover:

- **It's not "Digital Marketing," It's Just "Marketing."**
- **Understanding the Digitally Native - and how to get in front of them.**
- **Brand Is Everything.**
- **Know your target market, and where they spend their time.**
- **Authenticity isn't strategic, it needs to be genuine to win.**

Topic: Virtual Lunch & Learn-- Insights & Strategies for the Digital Landscape over the Next Decade

Time: Apr 30, 2020 11:30 AM Central Time (US and Canada)

Join Zoom Meeting. You can access that either from a phone or your computer/tablet if you have a microphone. For your phone or tablet, you should download the Zoom Cloud Meetings app. All the details are below!

<https://zoom.us/j/94650755590?pwd=UHNNSWw4M0F1NGlXVjVsZzhPQW5XZz09>

Meeting ID: 946 5075 5590

Password: 027623 (continued on next page) 1

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The President's Message

Hello,

Although only a month has passed since my last message to members, so much has changed. Many of us are under stay-at-home orders and adhering to social distancing guidelines as we ride out the Coronavirus pandemic. The safety of our members, families and clients is top of mind during this unique and challenging time.

The KC NARI office quickly moved to an all virtual working organization so meetings and business can continue online. Many KC NARI events have been postponed, others are occurring virtually, and a few events remain undecided. The NARI Headquarters staff is working tirelessly to provide timely information and updates to support our businesses. Not knowing what is ahead of us can be challenging. We are all in this together and we are all here for each other. I encourage you now more than ever to engage with other members using the NARI Facebook Chatroom. Having this support community to connect with other members is a great resource in these current times (#NARI Chatroom).

We are forced to change the way we do business and interact with others, but what can we learn from this? What are the hidden blessings? The answers aren't always simple and sometimes they come to you much later... but there is almost always a silver lining. I challenge you all to think of ways to use this 'down-time' to your advantage, seek the positives, learn from this and come out of this better than you started.

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Here are a few things to think about during this time of adversity:

- Are we learning to be better managers, business owners, employees, family members and community members?
- Are we learning what is really important to us and what is not?
- Are we learning patience, humility, grace, self-control or other virtues that we are lacking?

These are undoubtedly difficult times surrounded by a lot of uncertainty. For some of us, repeating a phrase, quote or manta can help steady us or give us the strength to get through. A couple of mantras I lean on include:

- *Improvise, Adapt and Overcome*
- *This is Temporary*
- *Keep Calm and Carry On*

Find your phrase or mantra and we will all get through this together and be stronger and better than ever!

Sincerely,

Judy Transue, CR, CRPM
CHC Design-Build
judy@chcdesignbuild.com
913-438-6933



New Opportunity for KC NARI Members!

A new opportunity for KC NARI members is with a weekly pulse survey offered by Connect2Metrics (C2M). During this time of crisis, C2M is graciously offering this opportunity at no charge, for six months! Participating employers can sign-up at the link below. Enter your company information and you will be provided with a weekly short five question survey to send to your employees by email or text. Every week you'll gain access to your results dashboard. You'll be able to learn in nearly real time how your employees are feeling and what adjustments you can make to alleviate their concerns!

Learn more here: [Pulse Poll Page](#)

For additional employee and workplace questions, feel free to contact Karen Hughey, KR-HR at karen@kr-hr.com

Pending Application

Northcraft Flooring & Design

Jill Koeshall, Owner

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Board Minutes

April

Two applications were approved. The Board welcomed Maddy Ferguson, Mission Kitchen & Bath, to the Board to serve the remainder of Mike McCrave's 2020 Board position. The community service project in May will be moved to the fall. The Certified Lead Carpenter class is meeting online and the tests will be administered online in May. Through March the chapter financials are not realistic due to the cancellation of chapter meetings that bring in revenue as well as the postponement of the Remodeled Homes Tour. However, the chapter is cash secure with money in the checking account. The Board and the Finance Committee agreed to stop putting \$1,000 in long term investments each month until further notice.



KANSAS CITY NARI

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Joni Smith, Great American Building
Materials



KC NARI MEETINGS:

All meetings will be held via Zoom conference call until further notice.

Board Meeting

Wednesday, May 6

Judy Transue, CR, CRPM, 2020 President
913-438-6933, judy@chcdesignbuild.com

Advocacy Committee

Thursday, June 4 - 9:00 a.m.

Peggy Bruce, Chair
913-827-9952, peggy.bruce@vwealth.com

Education Committee

Wednesday, May 13 - 11:00 a.m.

Co-Chairs - Derick Shackelford, CR, CRPM, CLC, 913-544-4819, dericks@shackbuilt.com
John Bruce
913-859-9150, jbruce@outdoorlights.com

Ethics & By-Laws Committee

Karl Dunivent, Chair

816-343-8887, kdunivent@choicecabinetkc.com

Marketing/PR Committee

Tuesday, May 12 - 9:00 a.m.

Co-Chairs - Phil Steinle
913-696-9758, Phil@centurymarketinginc.com
Joanna Schiller
913-321-4100, joanna@abcosupplyus.com

Membership Committee

Wednesday, May 20 - 11:00 a.m.

Co-Chairs - Benita Brewer
913-339-8446, designergal@kc.rr.com
Ryan Christopher
913-498-9082, ryan@anythingonanything.com

Remodeled Homes Tour Committee

Tuesday, May 12 - 11:30 a.m.

Co-Chairs - Celia Aldrich, UDCP
913-649-3544, Celia@aldrichcontracting.com
Mellody Jurgeson, Bath & Kitchen Idea Center
by Grandview Winnelson
816-765-2555, majurgeson@winnelson.com

Social Committee

Tuesday, May 5 - 11:30 a.m.

Christine Hawkins, Chair
913-915-9140, christine.hawkins@ferguson.com

Workforce Development Committee

Thursday, May 21 - 8:00 a.m.

Deb Giudicessi, Chair
913-782-9663, deb@thediwoodshop.com



Sharing the Numbers with Your Lead Carpenters

By Shawn McCadden, CR, CLC

Our April 29 & 30 seminars with national speaker Shawn McCadden have been moved to September 23 & 24. See the details on page 15. In the meantime, please enjoy this article written by Shawn.

The potential for a lead carpenter to impact the company's bottom line is HUGE! If we think of a lead carpenter as a manager, then we must provide the tools and information needed to properly manage. This goes far beyond just sharing an estimate. Asking the lead carpenter to accept this responsibility without sharing the project estimate, understanding the cost of doing business, or how the company's mark-up is determined, leaves little motivation and justification for the lead carpenter to "Think like an owner".

First off let's set some assumptions. A remodeling company using a lead carpenter system needs a minimum of certain systems in place to manage, support and monitor its performance. Without these support systems, there is no true lead carpenter system. Another problem is that if one of the systems is missing, or not properly working, the whole lead carpenter system suffers. Think of it like a baseball game without a scoreboard. Your team can keep playing, but no one knows when the game ends, who scored when, or for that matter, who wins the game!

Establish a Budget:

First, an accurate budget based on realistic sales and production goals is needed for the business to determine the mark-up required to achieve overhead and a planned net profit. Don't pull your mark-up out of a hat, trade magazine, or cost estimate book. Base it on realities. That way when you share your company mark-up with employees, it will be based on business realities both you and they can justify. How many carpenters think that the difference between their hourly wage and what is collected from clients ends up in the owner's paycheck? If you are not already using a budget for your business, you might be surprised in the change of attitude this information can stimulate in all your employees, and you! You could even discover why you haven't been making enough money.

Create an Estimating System:

Next, an estimating system designed to predict costs is needed. The estimating system should include the ability to predict and or establish such things as allowances, labor requirements, payment schedules, project duration, critical path of the project, sub-contractor requirements and the schedule of each

of these items. Build your estimates the same way you would build the project. Include enough information to provide a guide for the lead carpenter, but not so specific as to dictate things that should be solved or determined in the field. Let them manage!

Develop Project Paperwork:

The paperwork used in your systems should help not only the lead carpenter to do his or her job, but should also assist the entire company. Use a contract that specifies all of the administrative details typical to your project types, something that works like a checklist of sorts. Include things like project schedule, payment schedule and terms, adequate specifications for each party's protection, details of allowances and when items must be selected, what will happen if the agreement is not followed and, what I consider most important, why the client is doing the project to begin with. In this way the client as well as the lead carpenter will know each other's responsibilities and limitations, to ensure overall project success. Provided the client has accepted and signed the contract, the Lead Carpenter then becomes responsible to monitor and enforce the agreement. Use this same theory for change orders, additional work orders, sub-contractor agreements, purchase orders, preconstruction or precompletion checklists and any other paperwork typical to your way of business. When developing these paperwork templates, keep in mind the multitude of people who will use them, as well as the purposes they should serve. Keep them simple, but specific.

Job Costing Can Help Refine Your Systems:

A sensible job costing and or project tracking system is a must! Develop your system(s) to track all of the considerations mentioned in the paragraphs above. Monitoring and adjusting your systems can only be done based on the realities provided by well thought out and organized Job Costing. Think of it as a report card for the entire company, not just the project or lead carpenter. As a lead carpenter begins working with and becomes familiar with all of the company systems and paperwork, their performance and reliability can be tested. In most cases, tracking that performance can be done with the job costing system. By analyzing the job cost report for each project, during production as well as after completion, weaknesses can and will become obvious.

Company Meetings and Performance Reviews:

Relying on the hit or miss feedback method from your systems and lead carpenters is a poor way to utilize the information your company and employees will have the potential to learn from. For example, consider scheduled production meetings every other Friday morning to review what was learned since the last meeting. This provides opportunity for all employees, field, sales and administrative, to learn *(continued on next page)*

from the realities exposed by your systems and the environment you work in. The purpose is not to determine blame or credit, for the systems or each employee, but rather how, working together, we can learn from and refine what we do.

This same theory applies to a performance review system. It should be structured as an opportunity for both sides to discuss and agree on what will be best for the future of the employee as well as the company. By documenting the agreements reached at each review, you can create a path for success that becomes the agenda for the next review. If the company becomes aware of a weakness in your systems revealed by the reviewed employee, that agreement should include how the company will correct it or work with employees towards improvement of the system.

Some of you may be saying, “What do all of these systems have to do with sharing my numbers with lead carpenters?” I would speculate that, without these systems in place to determine and confirm the numbers, part of the reason you’re not sharing those numbers already is your own lack of confidence in the numbers you’re using. If that is the case, you best get going on your systems! In many ways, a true professional lead carpenter could use the job cost system as a way to monitor the company, as well as his or her future potential at that company. Even without a job cost system, constant mistakes, poor paperwork,

a lack of adequate specifications, uninformed clients, low gross margins and a lack of any progress on these problems could be seen by a lead as a sign to move on to another company. One with the systems in place to ensure his or her success. Isn’t that the kind of lead carpenter we would want? One with the desire to be part of a successful team.

Community Service Project Slated for Saturday, May 9 Has Been Moved to Fall...Date to be Determined...Can You Help with Materials, Labor or a Cash Donation?

Kansas City Heroes is a grass roots ‘Pay it Forward’ group started in 2015 when a single mom who had been touched by help she had received, got some of her friends together to lend a helping hand to others. The group now has over 5,000 members and is an official not-for-profit organization assisting the disabled, elderly, homeless, veterans, and single parent homes.

The family that we will be helping is Tom & Charlotte Rhodes and their son Michael. Tom is a Navy veteran and served in Vietnam. Charlotte was recently successful in her second battle with cancer, and their grown son, Michael, is wheelchair bound. Their home in Kansas City, Kansas needs a lot of work, but we will be focusing on their only bathroom and a repair of the wheelchair ramp.

We will need materials, skilled labor and cash donations to make this work day a success. Thanks to Joni Smith, Chair of the Board, with Great American Building Materials, for organizing this community service project. She also wanted to call out Derick Shackelford, CR, CRPM, CLC, Shack Built, for going out to the home to help develop a detailed material list. If you can help with materials, labor or cash, please reach out to Joni Smith, jonigabm@gmail.com or 816-221-3220.

It’s the 11th Annual NARI Float Trip! July 9-12

Join us July 9-12 for the adults only NARI float trip in Steelville, Missouri at the Bass River Resort. Thursday is the travel day, Friday morning is the float, Friday evening is the group dinner...and the rest of the weekend is up to you! Bass River Resort offers campsites, in-ground pool, guided equestrians rides and more! To secure your spot contact Jerry Hillard at jerryh@agmgranite.com.

BUSINESS BUILT TOGETHER

Kansas City NARI April Chapter Meeting Cancelled, Remodeled Homes Tour Postponed

Kansas City NARI cares about the health and safety of all members, employees, and the consumers who turn to NARI for remodeling. As we follow the impact of the coronavirus (COVID19) throughout the area, we want you to know that your safety is our top priority.

With your well-being in mind, we are taking precautionary measures based on updates from public health officials.

- **The April 30 chapter lunch meeting at the Radisson Hotel has been cancelled.**
- **The April 29 & 30 seminars with national speaker Shawn McCadden, CR, CLC, have been moved to September 23 & 24. See details on page 15.**
- **The March 24 & 31 roundtables on “Want to Grow your Remodeling Business?” with Jake Schloegel, MCR, CLC, founder of Schloegel Design Remodel, have been postponed...watch for the new dates!**
- **The April 25-26 Remodeled Homes Tour has been postponed until fall 2020...date to be determined.**
- **All committee meetings at the Kansas City NARI office will be conducted with our Zoom account so you can still be a part of the conversation via your computer or your phone.**

As you know, Kansas City NARI’s mission is to “support member-focused education and encourage business relationships.” We will monitor upcoming chapter events on a case by case basis as we continue to monitor this changing situation closely. Kansas City NARI will communicate any changes with future events in as timely of a manner as possible.

**BUSINESS BUILT
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SUPPORT • PARTNER • CONNECT
KANSAS CITY NARI CHAPTER

We Miss Seeing All these Smiling Faces in Person!



New Members!

Give them a call, shoot them an email, agree to meet them at the next NARI event. Welcome them to KC NARI!

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Thanks for Renewing!

The following companies renewed their membership in 1st quarter 2020.

ABCO Supply 1 year member
AFC Heating and Cooling 4 year member
ALH Home Renovations, LLC 18 year member
All Pro Concrete Design 3 year member
Allen Building Specialties, Inc. 4 year member
Allen Company, LLC 3 year member
All-Weather Window, Doors & Siding/Andersen Windows 23 year member
Apex Tile and Flooring 4 year member
Arrow Renovation 4 year member
Asher Builders Inc 2 year member
Atronic Alarms 11 year member
Better Business Bureau 33 year member
Blossom Spaces LLC 3 year member
Brackmann Construction, Inc. 18 year member
Broan-Nutone, LLC/Best 4 year member
By The Blade, LLC 3 year member
Cabinet Reface 18 year member
Century Marketing, Inc. 15 year member
Classic Kitchens Design Studio 5 year member
CMP Construction, Inc. 3 year member
Comfort Remodel 2 year member
Crown Cabinetry 4 year member

CSW 13 year member
Duct Doctor USA of Kansas City 4 year member
Ferguson Bath, Kitchen & Lighting Gallery 24 year member
Fountain Glass, Inc. 14 year member
Fresh Coat Paint & Stain, LLC 2 year member
Glenlo Awning & Window 8 year member
Good Earth Water Gardens 3 year member
Great Southern Wood Preserving 5 year member
Habitat for Humanity of Kansas City ReStore 17 year member
Helpful Home Services LLC 2 year member
Home Depot 14 year member
HomeAdvisor 1 year member
Huber Engineered Woods 5 year member
Independence School District 4 year member
Jason Wright Electric 8 year member
Johnson County Community College 4 year member
Johnson County Siding & Window Co., Inc. 12 year member
Kansas City Hardscapes 1 year member
Kansas City Homes & Style 5 year member
KC Deck Pro 4 year member
KC Home Solutions 4 year member
Kenny's Tile & Flooring 9 year member
Kitchen & Bath Trends of Kansas, LLC 3 year member
Kohler Company 8 year member
Lee Drywall, Plaster & Stucco LLC 30 year member
Midwest Kitchens, LLC 1 year member
Millard Lumber 4 year member
MKM Home Restoration 4 year member

Morgan-Wightman Supply 7 year member
NiteLites of Kansas City Outdoor Lighting 3 year member
Owen Lumber Co. 20 year member
Ply Gem Siding Group 6 year member
Prairie Design Build 7 year member
Preferred Contracting Systems 14 year member
Prime Capital Investment Advisors, LLC 8 year member
Profile Cabinet, Stone & Design 8 year member
PunchListIt.com 3 year member
Reilly Insurance - Commercial Insurance & Benefits 4 year member
Reliance Construction Group 4 year member
Remodel Moore 5 year member
Renewal by Andersen 13 year member
Renovations, Etc. LLC 19 year member
ReTouch Design-Build-Renovate 9 year member
Roundtree Remodeling 15 year member
Saints Painting LLC 5 year member
Schutte Lumber Co. 14 year member
Stevermer Co. 18 year member
Stucco Repair Specialists, LLC 12 year member
Stumpff HomeWorks, LLC 4 year member
Teague Electric Construction Inc. 10 year member
The Remodeling Pro 13 year member
The Tile Shop 5 year member
Touch of Distinction--"color & design" 8 year member
Treadwell 1 year member
United Heating Cooling & Plumbing 14 year member



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The Great Reopening Debate

by Dr. Chris Kuehl, Armada Corporate Intelligence

This article was taken from the Business Intelligence Brief, an online information service, published electronically by Armada Corporate Intelligence. It is prepared by Armada CI. The publisher has taken all reasonable steps to verify the accuracy of the content of this information. Armada Corporate Intelligence shall not be responsible for any errors or omissions. If you would like to receive Business Intelligence Brief, please email Dr. Kuehl at chris.kuehl@armadaci.com

There has been a great deal of tactical confusion when it comes to the COVID 19 pandemic and that was always anticipated. It has been apparent from the very start this was a dual threat. The virus was expected to behave similarly to viral attacks in the past but with additional complications. It has the ability to spread far faster and it can hide very effectively. Around 95% of those who contract the disease get a mild version and it is estimated that roughly half of those that are infected show no symptoms at all. They become unwitting carriers. To deal with this kind of spread the world had little alternative to the imposition of isolation and quarantine. This created the second problem and for many this issue has been far worse than the infection. The percentage of people affected by COVID 19 remains very low but the percentage of people affected by the lockdown of the global economy is nearly 100%. Thus far around 22,000 people have died in the US from COVID 19 and 16 million people have lost their jobs. The conversation has now shifted towards

how to lift the quarantine. Analysis: The first efforts to return to some semblance of normal have been in Asia as this is where the disease got its start and where there seems to have been a slowdown in infection and death rates. China, South Korea, Japan and others have attempted to restart their economies with mixed results thus far. The travel bans have been lifted, factories are functioning again, retail outlets are open and there has been less concern over social distancing. There are still closed schools and large public gatherings have continued to be banned. Most importantly the consumer has remained wary and has not returned to old habits as quickly as hoped. Now the Europeans are working towards relaxing restrictions. There have been two schools of thought as to how to resume normal patterns. One has been to open up parts of the region that have not experienced significant infection rates. This would mean that lockdown would continue in urban areas and areas of human concentration. The fear is that people from the locked down areas would seek to migrate to the less affected areas and thus spread the virus. The second option is to expand the list of “necessary” businesses. Most of the nations left many places open as they were deemed essential – grocery stores, drug stores, hardware stores and the like. There have always been “essential” outlets that left people shaking their head – vape shops, gun shops, liquor stores. The steps being taken in Europe include opening up most all retailers. There is still reluctance to open restaurants but pressure is mounting given the large number of people working in that sector who have lost their jobs. In addition to decisions regarding what to reopen will be decisions regarding the conditions under which these restarts will take place. One of the changed sectors will be travel. The airlines have not shut down by mandate but passengers are few

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Business Built Together

and far between. The future of flying will be altered similarly to how it was changed by the 9-11 attacks. The emphasis now will be on health with officials inquiring about a passenger's health, where they have traveled and perhaps going as far as checking people's temperature before allowing them to board. There has been discussion of requiring people to have a recent set of test results before being allowed to travel. All of these decisions will impact hotels and theme parks and conference venues. Anything that people once traveled to.

Six Ways to Effectively Communicate to your Employees during COVID-19

By Karen Hughey, KR-HR Founder & CEO, and Kansas City NARI member

Communication has always been a key to employee engagement and productivity. Why? Because when there is minimal, incomplete or a lack of communication, employees fill in the gaps. And unfortunately, they tend to assume the worst. That drives fear, stress and distraction. Instead of focusing on their work, the rumor mill starts going in full force. I've seen this happen in so many workplaces. The good news is with some forethought, planning and consistent effort, you can head off the rumor mill, relieve employees stress and engage your employees!

Effective communication is even more important during this unprecedented time of uncertainty. Clear communication is crucial to stability. So, here are several tried and true successful approaches:

1. Daily staff meetings

For your employees who are working, conduct a daily staff meeting. It shouldn't be long. 10 minutes can be enough. If you do have employees in the office, make sure you practice social distancing. Have a stand-up meeting. When people are standing, the meetings don't tend to run long. During this meeting provide business and project updates, any staffing updates, and allow for questions.

If employees are working from home, conduct the same meeting via Zoom. Standing is optional!

2. Department meetings

If you typically have department meetings, keeping a sense of routine is helpful. Continue running those as you have in the past. The topics could be adjusted for the workload and project focus.

3. Communicating to furloughed employees

If you have employees who are furloughed, it's critical to keep them in the communication loop too. Communicate relevant updates just to that group. Topics could include business updates, expected duration of the furloughs if you know it. Don't make something up. Be honest. Be empathetic!

4. Solidify the message

Consistent messaging is key. While different roles have different concerns, it's essential to keep the overall message continuous and consistent.

Address all of their concerns and frequently asked questions. In the case of the COVID-19 pandemic, some of the questions will revolve around remote work, schedule changes, payment arrangements, leave management and other operational issues.

5. Diversify message delivery

How you relay the message is equally important as how it is crafted. Empathy is important during a crisis, but what if face-to-face communication is no longer possible?

Email is a common communication channel for organizations, but it's best to diversify delivery channels when the situation is urgent. If it's part of your company culture, add text messaging to the communication mix. Texting is helpful for quick, short and urgent messages.

If you haven't done so already add video conferencing or recorded video message options. These allow business owners to convey concern and empathy.

6. Keep the feedback loop open by staying close to your employees

Effective communication to staff goes beyond issuing announcements or bulletins. It's about keeping communication lines open and soliciting feedback. Employees have so many new dynamics at their households. Children are out of school for the rest of the year. Many families have more people than usual living under the same roof again. If you have a concerned or stressed employee, it's more important than ever to stop what you are doing to really listen and work on solutions.



2019 REMY

REMODEL OF THE YEAR



Best of Show Under \$75,000
 Designs and Plans-Schloegel Design Remodel



Landscape Design/ Outdoor Living Over \$250,000
 Gold & All Star: Renovations by Starr Homes



Best of Show \$75,000 to \$150,000
 Basement -KC Home Solutions



Room Addition \$100,000 to \$250,000
 Gold & All Star: Kansas City Remodel & Handyman Allen



Best of Show \$150,001 to \$250,000
 Basement -Quality Home Concepts



Room Addition Over \$250,000
 Gold & All Star: Scovell Remodeling



Best of Show Over \$250,000
 Room Addition-Scovell Remodeling



Remodeling Expert & National Speaker Shawn McCadden is Coming to Kansas City!



Shawn McCadden, president of Remodel My Business, Inc., obtained his builder's license by age 18; founded, operated, and sold a successful employee-managed design/build firm; co-founded the Residential Design/Build Institute; and was the director of education for a major national bath and kitchen remodeling franchise company. Today he speaks frequently at industry conferences and trade events. As an award winning columnist he writes a monthly column for **Qualified Remodeler** magazine.

Wed., Sept. 23 - Designing and Remodeling Your Company to Last—Today and into the Future

3-hour seminar from 3:30 to 6:30 hosted at Cosentino Surfaces, 15403 W. 100th Terr., Lenexa

Cost: \$85 per person for non-members, \$65 per person for NARI members

Are you frustrated with the performance of your current business model? Are you working too many hours, always tired, always trying to catch up and losing motivation in these challenging times?

By attending this seminar you will be able to:

- Understand the seven core business systems that your business can't live without and which ones your business should be concentrating on to achieve improved results.
- Understand the typical stages of growth most remodeling businesses go through so you can identify where you are now, where you can go next and how to get ready.

Thurs., Sept. 24 - Small, Smart and In Demand: 5 Strategies to Differentiate Your Business

9:30 to 11:00 at Radisson Hotel, 12601 W. 95th St., Lenexa, lunch meeting 11:00-1:00

Shawn will also present the lunch keynote on **Engineering & Delivering a Great Customer Experience.**

Cost: Pre-lunch seminar only \$60 per person for non-members; \$40 per person for NARI members; seminar + lunch \$85 per person for non-members, \$65 per person for NARI members.

Jerry Garcia, guitarist for the Grateful Dead once said *“You do not merely want to be considered just the best of the best. You want to be considered the only one who does what you do.”* For this unique session, Shawn has created a list of five things professionals can do to differentiate themselves from their competition. If you are the only one who does what you do, and customers want what you offer, they will only be able to get it in one place. If you want to remove yourself from the bidding game and pricing wars, you don't want to miss what Shawn has to share with us. You will be *“grateful”* you came.

By attending this seminar you will be able to:

- Know how to identify and communicate ways your business is different.
- Understand how to enhance your marketing messages so they stand out.
- Understand how to separate your business from the competition in ways far more valuable than price.

Questions? Call Kansas City NARI at 913-362-8833.





8015 Shawnee Mission Pkwy.
Merriam, KS 66202

Address Correction Requested

Kansas City NARI Vision: Kansas City NARI is the premier resource for the remodeling industry and its consumers. All remodelers will want to be part of Kansas City NARI and customers will insist on contracting with our members.

Kansas City NARI Mission: Support member-focused education and encourage business relationships. To fulfill this mission, Kansas City NARI will serve its members by:

- Providing education and certification programs
- Offering networking and marketing opportunities
- Creating a public awareness that makes NARI a household name
- Growing a dynamic organization

Kansas City NARI Motto: Business built together.

Kansas City NARI Values:

- Kansas City NARI is committed to the following values as a measurement of all our actions:
- Member-focused-- Continually expand and/or improve quality services for NARI members.
- Financial Responsibility--Exercise sound financial management in the best interest of our members.
- Community Service—Foster a sense of community within the NARI membership as well as give back to the community in which we live and work.
- Cooperation—Provide an environment in which the members and leaders work cohesively for the betterment of NARI.
- Integrity—Demonstrate ethical business practices by following our Code of Ethics and showing respect for fellow members and the organization.
- Recognition—Honor the traditions that have been established of recognizing members, their companies and their employees for contributing to the professionalism of the remodeling industry.

