



MILWAUKEE

2020 Remodeler of the Year Competition

Enter your best remodeling project!

Every NARI Milwaukee contractor has projects to be particularly proud of, whether it's a residential kitchen or bath, a damaged home that was restored to its former beauty, a spacious deck and landscaping project, a state-of-the-art home theater system, or even a brochure or advertisement created for your firm.

Show off your best work of the past year by entering the 2020 Remodeler of the Year competition! You can submit projects on behalf of your firm or as a team, with the general contractor making the submission. Projects are evaluated and scored on an individual basis by an impartial panel of judges. Gold, Silver, and Bronze awards are given based on the projects' final score.

Winners will be announced on Friday, January 8, 2020!

Your project could be on the cover of a magazine! NARI showcases these amazing projects in our member magazine *Renovate*, online, in print publications, at events throughout the year, and more.

Eligibility:

- Project/s was completed between December 1, 2018 - October 5, 2020
- Project/s was not entered into a previous Remodeler of the Year competition

IMPORTANT CONTEST DATES

- **Submissions due Monday, October 5, 2020 at 11:59 p.m. CT.**
- **Winners announced on January 8, 2021.**



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SHOW OFF YOUR WORK

Consider your best project(s) between December 1, 2018 - October 5, 2020 and submit them into the Remodeler of the Year Awards and the National CotY Awards. Each project entry is \$195.

Remodeling Category

- Residential Kitchen
- Residential Bath
- Residential Interior
- Residential Interior Element
- Residential Addition
- Residential Exterior
- Residential Detached Structure
- Entire House
- Residential Historical Renovation/Restoration
- Commercial Exterior
- Commercial Interior
- Commercial Specialty
- Residential Landscape Design/Outdoor Living
- Basement
- Green – Residential Interiors
- Green – Residential Exteriors
- Green – Entire House/Addition Projects
- Universal Design – Kitchen
- Universal Design – Bath
- Universal Design – Interiors
- Universal Design – Exteriors
- Universal Design – Entire House
- Disaster Restoration – Fire and/or Water (NARI Milwaukee Only)
- Disaster Restoration – Structure (NARI Milwaukee Only)

Advertising/Marketing Category

- Print Advertisement
- Brochure
- Radio Commercial
- Television Commercial
- Direct Mail Piece
- Social Media
- Overall Marketing Campaign
- Website Design



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ENTRY ASSEMBLY RECOMMENDATIONS

Entry Requirements

- Only NARI members in good standing are eligible to participate.
- The entrant company needs to be the NARI member that had complete oversight and supervisory responsibilities for the work completed (not applicable for specialty entries). Other NARI member companies that worked on the project may be included as Team Members (see below).
- **The project finish date must be between December 1, 2018 – October 5, 2020.**
- Entry fees can be paid by credit card on the program site or by check to NARI Milwaukee. All fees must be received by contest close date. All entry fees are nonrefundable, non-transferable, and cannot be carried over to subsequent years.
- Only entries that have never been submitted in prior NARI Milwaukee RotY contests are eligible for the 2020 ROTY.
- All projects entered in ROTY categories must be an improvement or addition to an existing structure. Entries for new structures will not be accepted except where specifically noted in the category description.
- The same project may only be entered in one category (with one exception as noted below). If you have a large, multi-area project, and would like to enter just a portion of it, it's fine to break it down. For example, if your project included the remodel of an entire house, you can enter an Entire House category AND enter a Kitchen category, an Interior category, and two Bathroom categories, etc. *Keep in mind you will have to break out costs for each project on each entry form.* The exception is with the Green and Universal Design categories. If you enter in Green or Universal, you may also enter the same project in one of the other contest categories.
- The Awards Committee and Judges reserve the right to disqualify, adjust the category, or deduct points from any entry that does not follow these rules and guidelines, without prior notice.
- All entry fees are nonrefundable, non-transferable, and cannot be carried over to subsequent years.

Elements Needed for a Complete Remodeling Category Submission:

1. Presentation required for judging:

The presentation must be submitted in PDF format and can be up to 30 pages long. This presentation is the only file the judges will see.

- We suggest using PowerPoint, Publisher, Word, or similar program to build your entry, and then save to a reduced size PDF file. (*Maximum file size is 20 MB*)
- Include a project statement, drawings, images, and any descriptive text or captions that will help the judges understand the details of the transformation.
- 'Before' photos are required and are best used immediately preceding 'After' photos. Present photos from the same angle if possible.
- Don't include the company name or any individual's names in your presentation, or otherwise identify yourself or the client in any way.
- Don't use photos with people in them.
- Any photo enhancement is limited to brightness, contrast, or sharpness. No items may be added or removed through photo enhancement techniques. Do not add or subtract items, or change the image in a way that may increase or decrease the value of the project.

2. Photos required for NARI Milwaukee's Promotions:

NARI Milwaukee needs the before and after images you included in your project presentation in .jpg, or .jpeg, format for promotional purposes.

- Each image must be a high-quality resolution of at least 300 dpi, a minimum of size of 4 x 6 (1200 x 1800 pixels), and no larger than 12 MB each.
- You can upload up to 20 images, but we require a minimum of 10. If you don't have 10 photos from the project, repeat one of the images to meet the requirements.
- Do not include in-progress images.
- These images will be used in the awards gala, outside media promotions, and NARI Milwaukee promotions.
- **Please save your best image for promotional purposes as "Best Image" upon downloading, label before and after photos as "before" and "after".**
- Any photo enhancement is limited to brightness, contrast, or sharpness. No items may be added or removed through photo enhancement techniques. Do not add or subtract items, or change the image in a way that may increase or decrease the value of the project.

3. Written project summary:

Entrants are required to provide a project summary, 100 words or less, in addition to their presentation. This summary will be collected via the online form and will be used to describe winning projects after winners are announced. Although the Judges will not see the summary included in this field, this information may be repeated in the presentation.

4. Photo and client release forms:

ROTY entry and photographer's release forms must be completed and returned for each entry. These forms will not be seen by the judges and are the only area where the member's identity (or anyone involved with the project) can be revealed. Forms are available on the contest entry page.

5. Supplier Information:

Provide a list of company names and contact information for contractors, products used, and suppliers that were used in the completion of your remodel.



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PHOTO TIPS

Since your project cannot be judged in person, good quality photos are key elements in your presentation. Whether or not you use a professional photographer, please keep the following in mind:

- Take "before" photographs before the start of every project. If you make this a standard practice, you will be ready when the job you anticipated to be an average remodel turns out to be a NARI National CotY contender. Take these shots from many angles.
- Take photos for work-in progress if it will help show the complexity of the process or the obstacles encountered.
- Take the "after" shots from the same angles as the before photos whenever possible. This helps give the judges a good perspective of the transformation and it's helpful if the judges can see these photos consecutively.
- Include both vertical and horizontal photos. If your project is published, it stands a better chance of being featured on a magazine cover if the editors have vertical shots from which to choose.
- Only include photos that will enhance the project entry. Although you have 30 pages to display the project, you don't need to use them all.

ADVERTISING/MARKETING CATEGORIES

These will NOT be submitted online but to the NARI Milwaukee Office.

1. The first page of your entry should be the completed Promotional Agreement. This sheet will be removed prior to judging. **THE COMPANY NAME CAN APPEAR ON THE ADVERTISING AND MARKETING MATERIALS SUBMITTED.**
2. Summary of advertising/marketing objective:
 - A. Explain the reason(s) for selecting the media outlet used and the goals of the program.
 - B. Describe innovative design and/or copy ideas.
 - C. Provide measured results of the advertising/marketing campaign.
3. Enclose sample of advertising/marketing piece:
 - A. If an ad, include tearsheet or affidavit of broadcast
 - B. If a website design, include printouts of the home page, other key pages of the site, and the website address.
4. Presentation options can include mounting on a board not to exceed 22" x 28" or in a 1" binder. Do not exceed 15 pages, front and back, or 30 pages one-sided, for samples and text.



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ENTRY RULES & GROUNDS FOR DISQUALIFICATION

Grounds for Disqualification

1. If an entry is more than 30 pages.
2. Failure to include the completed
 - Client/Contractor Agreement and Photographer's release (remodeling categories)
 - Promotional Agreement (marketing & advertising)
3. If a project has been entered in more than one category (example: whole house entry and a bath entry from the same house).
4. If an entry is a new building.
5. For Remodeling Categories – If the submission includes the company name anywhere in the entry, other than the Client Contractor Agreement and Photographer's release. This includes project photos with job signs, uniforms, etc.; plans, blueprints, contracts, etc.; and all other references within the submission.

Presentation of Awards

1. Judging will take place in the fall of 2020. Projects that receive recognition will be notified by mail with a special notice in their invitation to the Awards Banquet in January.
2. Awards will be announced and presented to all winners at an Awards Banquet to be held on Friday, January 8, 2021.



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ROTY SUBMISSION CHECKLIST

- For all Remodeling Award categories, confirm that your company name **does not** appear on the entry other than the Client/Contractor Agreement and Photographer's release. This includes photos, blue prints, renderings, customer testimonials, etc. If the name appears on the entry, it will be disqualified.
- For all Remodeling Award categories, confirm the photos in the submission do not have people in the image.
- Have you completed, signed, and included the Client/Contractor Agreement and Photographer's release (remodeling categories) or the Promotional Agreement (marketing & advertising)
- Have you included a narrative outlining the work completed and answered the questions that relate to the judging criteria?
- Have before and after photos with captions depicting the work completed on the project been included?
- Is the entry limited to 30 pages?
- Have a total of 10 "Before" / "After" (one of the "After" photos includes your "Best After Image") photos been identified for use with promotional purposes?
- Have you had other company staff review the entry to ensure it is complete and that the company name does not appear within the submission?
- Is the entry being submitted by the Monday, October 5, 2020 deadline?

For questions or more information, contact the NARI Milwaukee office at 414-771-4071.



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BENEFITS OF WINNING A ROTY

As a 2020 Remodeler of the Year Award winner, NARI Milwaukee members will receive the following benefits:

- An award to display at the award-winning company's office and at shows.
- Inclusion in a news release distributed to print, radio, and television media throughout southeastern Wisconsin.
- Inclusion in the award-winning projects displayed at the 2021 Spring Home Improvement Show.
- Inclusion in 2021 NARI Milwaukee printed promotional material.
- Potential inclusion of completed project photo in association television ads, magazines, and social media.
- Use of the project entry submission with prospective clients.
- Option to submit same format to the NARI National COTY awards.
- ...and more!



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AWARD CATEGORY DESCRIPTIONS

Please read category descriptions carefully as some criteria have changed.

***Cost is defined as contract price, all extras, change orders and the fair market value of materials and products that were purchased, sweat-equity and in-kind services provided, and/or any subcontract work. The cost of all homeowner provided products, services, or labor should be included in this cost. All mark-ups and profit should be included in the cost provided. For member-owned projects, costs should include normal mark-ups as if the project was contracted to an outside client.**

01-01 Residential Kitchen Under \$30,000

Best residential kitchen remodel with a total project cost* of under \$30,000. Kitchen projects that include remodeling of any other adjacent space such as a family room, dining room, mudroom, etc., should be entered into a Residential Interior category. Only interior photos may be used.

01-02 Residential Kitchen \$30,000 to \$60,000

Best residential kitchen remodel with a total project cost* of \$30,000 to \$60,000. Kitchen projects that include remodeling of any other adjacent space such as a family room, dining room, mudroom, etc., should be entered into a Residential Interior category. Only interior photos may be used.

01-03 Residential Kitchen \$60,001 to \$100,000

Best residential kitchen remodel with a total project cost* of \$60,001 to \$100,000. Kitchen projects that include remodeling of any other adjacent space such as a family room, dining room, mudroom, etc., should be entered into a Residential Interior category. Only interior photos may be used.

01-04 Residential Kitchen \$100,001 to \$150,000

Best residential kitchen remodel with a total project cost* of \$100,001 to \$150,000. Kitchen projects that include remodeling of any other adjacent space such as a family room, dining room, mudroom, etc., should be entered into a Residential Interior category. Only interior photos may be used.

01-05 Residential Kitchen Over \$150,000

Best residential kitchen remodel with a total project cost* over \$150,000. Kitchen projects that include remodeling of any other adjacent space such as a family room, dining room, mudroom, etc., should be entered into a Residential Interior category. Only interior photos may be used.

02-06 Residential Bath Under \$25,000

Best residential bath remodel with a total project cost* under \$25,000. Bathroom projects that include remodeling of any other adjacent space such as a master (clothing) closet, dressing area, or make-up room, etc., should be entered into a Residential Interior category. Only interior photos may be used.

02-07 Residential Bath \$25,000 to \$50,000

Best residential bath remodel with a total project cost* of \$25,000 to \$50,000. Bathroom projects that include remodeling of any other adjacent space such as a master (clothing) closet, dressing area, or make-up room, etc., should be entered into a Residential Interior category. Only interior photos may be used.

02-08 Residential Bath \$50,001 to \$75,000

Best residential bath remodel with a total project cost* of \$50,001 to \$75,000. Bathroom projects that include remodeling of any other adjacent space such as a master (clothing) closet, dressing area, or make-up room, etc., should be entered into a Residential Interior category. Only interior photos may be used.

02-09 Residential Bath \$75,001 to \$100,000

Best residential bath remodel with a total project cost* of \$75,001 to \$100,000. Bathroom projects that include remodeling of any other adjacent space such as a master (clothing) closet, dressing area, or make-up room, etc., should be entered into a Residential Interior category. Only interior photos may be used.

02-10 Residential Bath Over \$100,000

Best residential bath remodel with a total project cost* over \$100,000. Bathroom projects that include remodeling of any other adjacent space such as a master (clothing) closet, dressing area, or make-up room, etc., should be entered into a Residential Interior category. Only interior photos may be used.

03-11 Residential Interior Under \$100,000

Best residential interior remodel with a project cost* under \$100,000. Includes, but is not limited to, such projects as family or recreation room remodeling, bath or kitchen project with adjacent space, home theater or media rooms, wine rooms, attic conversions, etc. Work must be done within the existing walls of a residential structure. This category does not include room additions or basements. Only interior photos may be used.

03-12 Residential Interior \$100,000 to \$250,000

Best residential interior remodel with a project cost* of \$100,001 to \$250,000. Includes, but is not limited to, such projects as family or recreation room remodeling, bath or kitchen project with adjacent space, home theater or media rooms, wine rooms, attic conversions, etc. Work must be done within the existing walls of a residential structure. This category does not include room additions or basements. Only interior photos may be used.

03-13 Residential Interior \$250,001 to \$500,000

Best residential interior remodel with a project cost* of \$250,001 to \$500,000. Includes, but is not limited to, such projects as family or recreation room remodeling, bath or kitchen project with adjacent space, home theater or media rooms, wine rooms, attic conversions, etc. Work must be done within the existing walls of a residential structure. This category does not include room additions or basements. Only interior photos may be used.

03-14 Residential Interior Over \$500,000

Best residential interior remodel with a project cost* over \$500,000. Includes, but is not limited to, such projects as family or recreation room remodeling, bath or kitchen project with adjacent space, home theater or media rooms, wine rooms, attic conversions, etc. Work must be done within the existing walls of a residential structure. This category does not include room additions or basements. Only interior photos may be used.

03-15 Residential Interior Element under \$30,000

This category represents one special interior element of a project with a cost* under \$30,000. It includes, but is not limited to projects such as railings and columns; brick, stone and masonry work; tiling; air conditioning and heating; fireplaces; vestibules; insulation; kitchen hoods; glass block; wall finishes such as plaster; flooring; best use of lighting or lighting control systems, or home automation. Work must have been done to the interior of an existing residential structure, and only interior photos may be used. The residential interior element must be specified in the entry materials and in the descriptive text in order to qualify.

03-16 Residential Interior Element \$30,000 and Over

This category represents one special interior element of a project with a cost* of \$30,000 and over. It includes, but is not limited to projects such as railings and columns; brick, stone and masonry work; tiling; air conditioning and heating; fireplaces; vestibules; insulation; kitchen hoods; glass block; wall finishes such as plaster; flooring; best use of lighting or lighting control systems, or home automation. Work must have been done to the interior of an existing residential structure, and only interior photos may be used. The residential interior element must be specified in the entry materials and in the descriptive text in order to qualify.

04-17 Residential Addition Under \$100,000

Best residential addition with a project cost* under \$100,000. Includes, but is not limited to, additions, add-a-levels, or attic build-outs, which increases livable space of the existing home. The project is limited to one addition per structure. Interior and exterior photos may be used.

04-18 Residential Addition \$100,000 to \$250,000

Best residential addition with a project cost* between \$100,000 and \$250,000. Includes, but is not limited to, additions, add-a-levels, or attic build-outs, which increases livable space of the existing home. The project is limited to one addition per structure. Interior and exterior photos may be used.

04-19 Residential Addition Over \$250,000

Best residential addition with a project cost* over \$250,000. Includes, but is not limited to, additions, add-a-levels, or attic build-outs, which increases livable space of the existing home. The project is limited to one addition per structure. Interior and exterior photos may be used.

05-20 Residential Exterior Under \$50,000

Best exterior project with a cost* under \$50,000. Includes, but is not limited to, alterations to the exterior of a residential building such as porticos, porches, glass or screen enclosures or greenhouse rooms (unconditioned spaces), windows, dormers, and exterior resurfacings like siding, stucco, etc. which enhances the overall appearance of the exterior. Exterior photos may be used, and interior photos of attached unconditioned spaces may also be used.

05-21 Residential Exterior \$50,000 to \$100,000

Best exterior project with a cost* of \$50,001 to \$100,000. Includes, but is not limited to, alterations to the exterior of a residential building such as porticos, porches, glass or screen enclosures or greenhouse rooms (unconditioned spaces), windows, dormers, and exterior resurfacings like siding, stucco, etc. which enhances the overall appearance of the exterior. Exterior photos may be used, and interior photos of attached unconditioned spaces may also be used.

05-22 Residential Exterior \$100,001 to \$200,000

Best exterior project with a cost* of \$100,001 to \$200,000. Includes, but is not limited to, alterations to the exterior of a residential building such as porticos, porches, glass or screen enclosures or greenhouse rooms (unconditioned spaces), windows, dormers, and exterior resurfacings like siding, stucco, etc. which enhances the overall appearance of the exterior. Exterior photos may be used, and interior photos of attached unconditioned spaces may also be used.

05-23 Residential Exterior Over \$200,000

Best exterior project with a cost* over \$200,000. Includes, but is not limited to, alterations to the exterior of a residential building such as porticos, porches, glass or screen enclosures or greenhouse rooms (unconditioned spaces), windows, dormers, and exterior resurfacings like siding, stucco, etc. which enhances the overall appearance of the exterior. Exterior photos may be used, and interior photos of attached unconditioned spaces may also be used.

06-24 Residential Detached Structure

Structures such as garages, pool houses, studios, guesthouses, sheds, gazebos, pavilions, etc., remodeled or added to an existing residential property. Interior and exterior photos may be used.

07-25 Entire House Under \$250,000

A project, with a cost* under \$250,000, that remodeled or renovated a substantial portion of the entire residential house, inside and outside, or where multiple additions and/or style changes in footprint or elevation have been made in more than one location. The entry must include a description of the portions of the existing structure that were incorporated into the finished project. Pictures and plans submitted with the entry must highlight those portions of the home retained in the new design.

07-26 Entire House \$250,000 to \$500,000

A project, with a cost* of \$250,000 to \$500,000, that remodeled or renovated a substantial portion of the entire residential house, inside and outside, or where multiple additions and/or style changes in footprint or elevation have been made in more than one location. The entry must include a description of the portions of the existing structure that were incorporated into the finished project. Pictures and plans submitted with the entry must highlight those portions of the home retained in the new design.

07-27 Entire House \$500,001 to \$750,000

A project, with a cost* of \$500,001 to \$750,000, that remodeled or renovated a substantial portion of the entire residential house, inside and outside, or where multiple additions and/or style changes in footprint or elevation have been made in more than one location. The entry must include a description of the portions of the existing structure that were incorporated into the finished project. Pictures and plans submitted with the entry must highlight those portions of the home retained in the new design.

07-28 Entire House \$750,001 to \$1,000,000

A project, with a cost* of \$750,001 to \$1,000,000, that remodeled or renovated a substantial portion of the entire residential house, inside and outside, or where multiple additions and/or style changes in footprint or elevation have been made in more than one location. The entry must include a description of the portions of the existing structure that were incorporated into the finished project. Pictures and plans submitted with the entry must highlight those portions of the home retained in the new design.

07-29 Entire House Over \$1,000,000

A project, with a cost* Over \$1,000,000, that remodeled or renovated a substantial portion of the entire residential house, inside and outside, or where multiple additions and/or style changes in footprint or elevation have been made in more than one location. The entry must include a description of the portions of the existing structure that were incorporated into the finished project. Pictures and plans submitted with the entry must highlight those portions of the home retained in the new design.

08-30 Residential Historical Renovation/ Restoration Under \$250,000

The renovation/restoration of the interior and/or exterior of a residential structure, or addition to a residential structure, originally built at least 75 years ago with a cost* under \$250,000. Any and all changes are to have closely matched architectural style and building type. Any and all products used are to be of a material authentic in style to the area in which the building was originally built, paying special attention to period trim detail and period coloring. Restoration of missing historic features and added structures are to respect the essential historic character and architectural style of original building design.

08-31 Residential Historical Renovation/ Restoration \$250,000 and Over

The renovation/restoration of the interior and/or exterior of a residential structure, or addition to a residential structure, originally built at least 75 years ago with a cost* \$250,000 and over. Any and all changes are to have closely matched architectural style and building type. Any and all products used are to be of a material authentic in style to the area in which the building was originally built, paying special attention to period trim detail and period coloring. Restoration of missing historic features and added structures are to respect the essential historic character and architectural style of original building design.

09-32 Commercial Interior

Remodeling performed within the existing walls of a previously occupied commercial space. Clearly define the type of client and the client's needs in the project description. Only interior photos may be used.

09-33 Commercial Exterior

Remodeling performed on the exterior of an existing commercial structure. Clearly define the type of client and the client's needs in the project description. Only exterior photos may be used.

09-34 Commercial Specialty

Includes, but is not limited to, such projects or operations as cosmetic facelift; siding, roofing, insulation; window, door; railing, columns, brick, stone, masonry work; tiling; solar panels; air conditioning, heating; gutters and leaders, etc. Work must have been done to an existing commercial structure. Landscape/Outdoor Living projects done for a non-residential project, whether or not an existing structure exists, may also be submitted in this category. Clearly define the type of client and the client's needs in the project description. The commercial specialty must be included on your entry form and in the descriptive text to qualify.

10-35 Residential Landscape Design/Outdoor Living Under \$100,000

Best residential landscape design/outdoor living project with a cost* under \$100,000. Includes, but is not limited to, landscaping, pathways, driveways, patios, pagodas, outdoor kitchens, decks, terraces, pools, spas, etc. Work is not exclusive to existing structures. Commercial projects should be entered in Commercial Specialty. Only exterior photos may be used.

10-36 Residential Landscape Design/ Outdoor Living \$100,000 to \$250,000

Best residential landscape design/outdoor living project with a cost* of \$100,001 to \$250,000. Includes, but is not limited to, landscaping, pathways, driveways, patios, pagodas, outdoor kitchens, decks, terraces, pools, spas, etc. Work is not exclusive to existing structures. Commercial projects should be entered in Commercial Specialty. Only exterior photos may be used.

10-37 Residential Landscape Design/ Outdoor Living over \$250,000

Best residential landscape design/outdoor living project with a cost* of \$250,000 and over. Includes, but is not limited to, landscaping, pathways, driveways, patios, pagodas, outdoor kitchens, decks, terraces, pools, spas, etc. Work is not exclusive to existing structures. Commercial projects should be entered in Commercial Specialty. Only exterior photos may be used.

11-38 Basement Under \$100,000

Best basement conversion with a cost* under \$100,000. Work must be done within the existing walls of a residential structure. Additions are excluded from this category. Only interior photos may be used.

11-39 Basement \$100,000 to \$250,000

Best basement conversion with a cost* between \$100,001 and \$250,000. Work must be done within the existing walls of a residential structure. Additions are excluded from this category. Only interior photos may be used.

11-40 Basement Over \$250,000

Best basement conversion with a cost* over \$250,000. Work must be done within the existing walls of a residential structure. Additions are excluded from this category. Only interior photos may be used.

12-41 Green - Residential Interiors

Interior remodeling projects that utilize sustainable, eco-friendly standards and practices. Projects entered in this category must meet CotY criteria for Residential Kitchens, Residential Baths, Residential Interiors, Residential Interior Element, or Basements (any price point) and must complete and submit the Green Category Checklist. Projects entered in this category may also be entered into the appropriate Kitchen, Bath, Interior, Interior Element, or Basement category separately with additional fee. All Green entries will be judged by NARI Green Certified Professionals. Entries for commercial projects are not eligible at this time.

12-42 Green - Residential Exteriors

Exterior remodeling projects that utilize sustainable, eco-friendly standards and practices. Projects entered in this category must meet CotY criteria for Residential Exteriors, Residential Detached Structure, or Landscape Design/Outdoor Living (any price point) and must complete and submit the Green Category Checklist. Projects entered in this category may also be entered into the appropriate Exterior, Detached Structure, or Landscape Design/Outdoor Living category separately with additional fee. All Green entries will be judged by NARI Green Certified Professionals. Entries for commercial projects are not eligible at this time.

12-43 Green - Entire House/Addition Projects

Entire House or Addition remodeling projects that utilize sustainable, eco-friendly standards and practices. Projects entered in this category must meet CotY criteria for Entire House, Residential Addition, or Residential Historical Renovation/ Restoration (any price point) and must complete and submit the Green Category Checklist. Projects entered in this category may also be entered into the appropriate Entire House, Addition, or Residential Historical Renovation/ Restoration category separately with additional fee. All Green entries will be judged by NARI Green Certified Professionals. Entries for commercial projects are not eligible at this time.

13-44 Universal Design – Kitchen

Kitchen remodeling projects utilizing Universal Design standards and practices. Projects entered in this category must meet CotY criteria for Residential Kitchens (any price point) and must complete and submit the Universal Design Category Checklist. Projects entered in this category may also be entered into the appropriate Kitchen category separately with additional fee. All Universal Design entries will be judged by NARI Universal Design Certified Professionals. Entries for commercial projects are not eligible at this time.

13-45 Universal Design – Bath

Bathroom remodeling projects utilizing Universal Design standards and practices. Projects entered in this category must meet CotY criteria for Residential Bath (any price point) and must complete and submit the Universal Design Category Checklist. Projects entered in this category may also be entered into the appropriate Bath category separately with additional fee. All Universal Design entries will be judged by NARI Universal Design Certified Professionals. Entries for commercial projects are not eligible at this time.

13-46 Universal Design – Interiors

Interior remodeling projects utilizing Universal Design standards and practices. Projects entered in this category must meet CotY criteria for Residential Interiors, Basements, Interior Element, or Additions (any price point) and must complete and submit the Universal Design Category Checklist. Projects entered in this category may also be entered into the appropriate Interior, Basement, or Addition category separately with additional fee. All Universal Design entries will be judged by NARI Universal Design Certified Professionals. Entries for commercial projects are not eligible at this time.

13-47 Universal Design – Exteriors

Exterior remodeling projects utilizing Universal Design standards and practices. Projects entered in this category must meet CotY criteria for Residential Exterior or Landscape Design/Outdoor Living (any price point) and must complete and submit the Universal Design Category Checklist. Projects entered in this category may also be entered into the appropriate Residential Exterior or Landscape Design/Outdoor Living category separately with additional fee. All Universal Design entries will be judged by NARI Universal Design Certified Professionals. Entries for commercial projects are not eligible at this time.

13-48 Universal Design - Entire House

Entire House remodeling projects utilizing Universal Design standards and practices. Projects entered in this category must meet CotY criteria for Entire House, Detached Structure, or Residential Historical Renovation/Restoration (any price point) and must complete and submit the Universal Design Category Checklist. Projects entered in this category may also be entered into the appropriate Entire House, Detached Structure, or Residential Historical Renovation/Restoration category separately with additional fee. All Universal Design entries will be judged by NARI Universal Design Certified Professionals. Entries for commercial projects are not eligible at this time.

NARI MILWAUKEE ONLY CATEGORIES

Disaster Restoration – Fire & Water (NARI Milwaukee Only)

This category will include any residential/commercial property that has had a fire or water damage (i.e., sewerage back up, flooded basement, pipe bursts in the wall) resulting in damage of \$10,000 or more. This damage is to be completely repaired and before and after photos are required (best if taken from the same angle). The repair can be on a portion of the home or an entire house. Proof of project cost must be included. Work must be done to an existing residential/commercial property.

Disaster Restoration – Structure (NARI Milwaukee Only)

This category will include any residential/commercial property that has had structural damage (i.e., tree falls on a structure, vehicle strikes a building) of \$10,000 or more. This damage is to be completely repaired and before and after photos are required (best if taken from the same angle). Proof of project cost must be included. Work must be done to an existing residential/commercial property.

Advertising and Marketing (See next page for details. This is portion is not online. NARI Milwaukee Only)

***Cost is defined as contract price, all extras, change orders and the fair market value of materials and products that were purchased, sweat-equity and in-kind services provided, and/or any subcontract work. The cost of all homeowner provided products, services, or labor should be included in this cost. All mark-ups and profit should be included in the cost provided. For member-owned projects, costs should include normal mark-ups as if the project was contracted to an outside client.**



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JUDGING CRITERIA - REMODELING CATEGORIES

Judges Scoring Criteria

Judges will consider the following questions when reviewing the entries. Be sure your presentation addresses these points when applicable. Points will be awarded on a scale from 1-15.

- 1. To what degree were the expressed needs of the client met?**
 - Did the entry describe the client's needs and desires?
 - Did the contractor show that those needs were met?
- 2. To what degree does the project enhance the existing structures functionally?**
 - Do the room's new floor plans function well?
 - Is the counter space or work area adequate to perform necessary tasks?
 - Is there good traffic flow?
 - Is safety addressed adequately?
 - Are the materials functional?
 - Is lighting addressed – both general & task?
- 3. To what degree does the project enhance the existing structure aesthetically**
 - Line & rhythm, continuity & repetition, texture, color & contrast, symmetry & balance, emphasis
- 4. Is there evidence of superior craftsmanship?**
 - Moldings, woodwork, stairs, cabinetry, countertops, tile, glass, marble, metal, stone, masonry, etc.
- 5. Were innovative uses of material and/or methods of construction used in the project?**
 - Are innovative uses evident, or were any described and noted?
 - Were difficult obstacles encountered and overcome, or were any described and noted?

Residential Historic Renovation/Restoration will also consider the following:

- 6. Were original uses of materials duplicated in the project?**
- 7. Were methods of application used to improve or enhance the original style of the structure?**



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PROMOTIONAL AGREEMENT FOR ADVERTISING/MARKETING

NARI Milwaukee
11815 W. Dearbourn Avenue
Wauwatosa, WI 53226

Enclosed is my entry for the 2021 Remodeler of the Year to be entered in the category selected below.

I agree that should my entry be selected as a winner, all promotions, advertisement literature, business stationery, or related use by myself or my company, firm, or corporation, wherein the award is mentioned, will clearly state the title of the award, the category, and the year in which the award was given.

I understand that NARI Milwaukee, Inc. will assume no responsibility for loss of, or damage to, any materials submitted.

ADVERTISING/MARKETING (circle a category)

Print Advertisement*	Radio Commercial*
Brochure*	Direct Mail Piece*
Website Design*	Social Media*
Television Commercial*	Overall Marketing Campaign*

*Denotes "Wisconsin Only" category. Check eligibility for National CotY Awards.

Circle If: Single Entry Team Entry

Signed

Printed Name and Title

Company Name

Address

City/State/Zip Code

Phone

ADVERTISING/MARKETING CATEGORIES (NARI MILWAUKEE ONLY)

These will NOT be submitted online but to the NARI Milwaukee Office.

1. The first page of your entry should be the completed Promotional Agreement. This sheet will be removed prior to judging. **THE COMPANY NAME CAN APPEAR ON THE ADVERTISING AND MARKETING MATERIALS SUBMITTED.**
2. Summary of advertising/marketing objective:
 - Explain the reason(s) for selecting the media outlet used and the goals of the program.
 - Describe innovative design and/or copy ideas.
 - Provide measured results of the advertising/marketing campaign.
3. Enclose sample of advertising/marketing piece:
 - If an ad, include tearsheet or affidavit of broadcast
 - If a website design, include printouts of the home page, other key pages of the site, and the address.

Presentation options can include mounting on a board not to exceed 22" x 28" or in a 1" binder. Do not exceed 15 pages, front and back, or 30 pages one-sided, for samples and text.

Print Advertisement

Recognizes a print ad completed by and/or for a NARI Milwaukee member. Advertisements will be judged on idea execution, copy, layout/design, and productivity. A copy of the ad mounted on a board should be included.

Brochure

Recognizes a brochure completed by and/or for a NARI Milwaukee member. The piece will be judged on effectiveness of explaining the concept, copy, layout/design, and overall look. A copy of the brochure mounted on a board should be included.

Website Design

Recognizes a Website design completed by and/or for a NARI Milwaukee member. The Website will be judged on creativity, effective representation of the product and/or service available, idea execution, ability to navigate the site, copy, layout/design, and use of multi-media components. Website address must be listed on entry.

Television Commercial

Recognizes a television spot completed by and/or for a NARI Milwaukee member. The ad will be judged on creativity, effective representation of the product and/or service available, idea execution, copy, graphics, and use of multi-media components.

Radio Commercial

Recognizes a radio spot completed by and/or for a NARI Milwaukee member. The ad will be judged on creativity, effective representation of the product and/or service available, idea execution, copy, and use of music and/or sound effects.

Direct Mail Piece

Recognizes a direct mail piece completed by and/or for a NARI Milwaukee member. The piece will be judged on effectiveness of explaining the concept, copy, layout/design, and overall look. A copy of the direct mail piece mounted on a board should be included.

Overall Marketing Campaign

Recognizes a series of marketing and/or advertising materials including, but not limited to, print ads, radio ads, TV ads, billboard, direct mail, and collateral materials that present a common theme completed by and/or for a Milwaukee/ NARI member. Advertisements will be judged on idea execution, copy, layout/design, graphics, music/sound effects, and productivity. Marketing pieces will be evaluated on effectiveness of explaining the concept, copy, layout/design, and overall look. A copy of the ads and collateral materials mounted on a board should be included.

Social Media

Recognizes use of social media by and/or for a NARI Milwaukee member including, but not limited to Facebook, Twitter, LinkedIn, Pinterest, and Houzz. The program will be judged on creativity, effective representation of the company, idea execution, copy, and use of multi-media components.

(NARI Milwaukee Only) Denotes a NARI Milwaukee Only category. Check eligibility for National CotY Awards.



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JUDGING CRITERIA - ADVERTISING/MARKETING CATEGORIES (NARI MILWAUKEE ONLY)

All Categories	Points 1-10
1. Idea/Concept Execution	_____
2. Copy	_____
3. Layout/Design	_____
4. Productivity	_____
5. Effective Representation of the Product or Service Available	_____
6. Use of Graphic Elements	_____
7. Overall Appearance	_____
8. Use of Music and/or Sound Effects (Radio and TV Only)	_____
9. Ability to Navigate the Site (Website Design Only)	_____
10. Use of Multi-Media Components (Website Design and Social Media Only)	_____

Comments:



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NARI MILWAUKEE LOCAL ACHIEVEMENT AWARD NOMINATION FORM

NARI Milwaukee members are invited to nominate a member for a Local Achievement Award that recognize members for their efforts on behalf of the association and the home improvement and remodeling industry.

The following awards will be presented at the association's annual awards dinner on Friday, January 8, 2021:

Gordy Ziglinski "Spirit of Education" Award: Recognizes excellence in training and education in the industry in general, and NARI Milwaukee in particular.

Mary Fox-Hagner Lifetime Achievement Award: Presented to a member who has been in the remodeling industry for at least 20 years and a member of NARI for at least seven years.

Government Affairs Award: Honors a member who has actively pursued the legislative interests of the professional remodeling industry.

Professionalism Award: Recognizes a member who has shown exceptional leadership, devotion, dedication, and accomplishment through their efforts to promote NARI as a professional organization on the local level.

Distributor of the Year: Honors a member company that has demonstrated a strong commitment to NARI, the remodeling industry, and to our community.

Bill Bobrowitz Image Award: Recognizes someone who has contributed to the enhancement of the industry's image.

Media Outlet of the Year: Recognizes a media organization that assists NARI Milwaukee in its effort to provide home improvement and remodeling consultation and resources to consumers throughout the area while enhancing the association's image and presence in the community.

Affiliate Organization of the Year: Honors a member company – not directly in the home improvement and remodeling industry – which has assisted the local association in its business activities and enhanced its operations.



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ROTY LOCAL ACHIEVEMENT AWARD NOMINATION FORM

Please complete the information below and submit the nomination to the NARI Milwaukee office, 11815 W. Dearbourn Ave. Wauwatosa, WI 53226 or 414-771-4077 (fax) by Monday, October 5. For questions or more information, call NARI Milwaukee at 414-771-4071.

Nominating Person:

Company:

Nominee:

Company:

Award Category:

This individual/company deserves this award because...