

WIBA is an association of individuals and firms who have joined forces, voluntarily, to promote all phases of building and remodeling.

THE WIBA PUNCH LIST

VOLUME 2016 ISSUE 4



April 2016

WIBA Membership Meeting



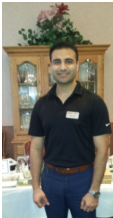
Wednesday, April 20, 2016

Kensington 311 E. Simmons St.

Meal Cost: \$10.00 person



Networking: 6:30—7:00p.m. Dinner:7:00p.m.



WIBA Board Members

President:
Scott Howe

Vice-President:
Tammy Lufkin

Treasurer:
Amy Schwartz

Past President:
Wayne Allen

Directors:
Greg Davis
Steve Hawkinson
Zack Thiel
Neil Thomas

Life Directors:
Bill Johnson
Terry Hartley

Executive Officer:
Kaylee Johnson

Last month, Adeel Ismqaili, Field Representative from Huber Engineered Woods talked about AdvanTech Zip System Sheathing & Tape.

AdvanTech Zip System Sheathing has a 30 year warranty. Advantech subfloor is moisture resistant. It contains woodchips that are hardwoods & soft woods. Every woodchip is coated with resin and sanded. It could be exposed to the weather for 500 months with no damage. The labor savings over a house wrap is 56%. It is a certified green panel from forest to use to grave. For every tree taken, 3-7 trees are planted. The compounds are nontoxic. It also is Class A fire rated. It comes in green or sienna brown. The panels are thermal fused. It provides greater energy efficiency.

The seams are taped with a high performance, pressure sensitive, acrylic Stretch Tape. The Stretch Tape received a “Best of Show” award. It stretches in all four directions. It’s super sticky. It has the same warranty. You only use it on the seams of windows or around pipe penetrations. It stretches 1400% and will expand. It is liquid flash adhesive moisture cure. It dries faster when it’s raining.

Members attending the WIBA Membership Meeting received a rebate form for up to \$450. on AdvanTech Zip System roof & wall sheathing product and also \$450. on AdvanTech flooring or sheathing product.



Meetings & Events

WIBA MEMBERSHIP MEETING

APRIL 20TH 6:30 P.M.

KENSINGTON

311 E. SIMMONS ST. GASLESBURG

GOLF COMMITTEE MEETING-AFTER

WIBA BOARD MEETING

MAY 18TH 6:30A.M.

PERKINS RESTAURANT & BAKERY

1850 N. HENDERSON ST. GALESBURG

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WIBA Board President's Letter



Dear Members,

Spring is here! Good weather is on it's way.

I want to make it my mission to boost our membership in WIBA. Let's bring others into our group and make them feel welcome. We have 76 members now. The more the merrier! Let's feed these people. People are coming hungry for our organization and benefits. Invite people you work with and people who work for you. We all benefit from getting to know others who can help us in business and introduce us to others that we might need to meet..

Our sympathy to Roger Williams on the passing of his father and to the family of Jeralyn Wood, former WIBA Executive Director. We wish a speedy recovery to Brandon Smith of Smith Custom Stone Engraving and to Terry Hartley of Rheinschmidt's Carpet & Furniture Gallery.

It's almost time to golf if you haven't been there already, so, we are making plans for the next WIBA Golf Outing. Want to play? We will be looking for door prizes and hole sponsors to make this a great event for some hardworking people and a well deserved day of goofing off.

Work safe! Hope to see you at the next WIBA Membership Meeting.

Sincerely,

Scott Howe, WIBA Board President

WIBA Board Meeting Highlights...



- 76 Members
- Welcome Back WIBA New Members; H& R Block & Cardie's Landscaping
- WIBA Golf Outing July 14th at Oak Run 1p.m. start.
- WIBA Golf Committee will meet after the WIBA Membership Meeting on April 20th at the Kensington.
- We will be looking for hole sponsors & door prize donations to make this a fun, successful event for our members.
- Our Insurance & website has been renewed.
- A memorial at the Welcome Center for Jeralyn "Jerry" Wood is ordered.
- The M. Brad Johnson Memorial Scholarship Committee will be choosing a recipient soon.



Congratulations!



Voorhees Siding & Window was drawn for the **Cash Drawing** which had rolled over to \$75. They were not present so it rolls over to \$100 for the April WIBA Membership Meeting. Wouldn't it be nice to win that?

Tammy Lufkin of Hansen Lumber Co. and Lufkin Schwieter Ready Mix was drawn for the **50/50 drawing**. He won \$18.50 and donated it back to the M. Brad Johnson Memorial Scholarship. Congratulations, Tammy! Thank you very much for the donation!

WIBA Membership Dues in April



Kirchgessner Plumbing & Heating
O'Charlie's Repair
Superior Asphalt
Tompkins State Bank





From sidewalk replacement and installation of decks & patios to more ambitious projects such as kitchen or bathroom renovations, good business practices include a detailed contract from the company hired to do the work.

Top Ten Contract Tips from the Better Business Bureau

Review the list carefully. Be sure that your written, dated contract includes all of these items.

And always have a signed and dated contract in hand before you to start the work inside the home or on the property.

The contract should include:

1. The home improvement contractors' company name, address, phone number, and license number
2. A list of the materials to be used in the project, including brand names and model numbers, if applicable.
3. A schedule of completion, including stages of completion, with estimated dates for project start and completion of project, including reasons why it might be delayed.
4. Payment schedule information, specifically stating how payment will be made and under what circumstances. Does the contract specify that payments will correspond to completed work, or come due on specific dates?
5. All verbal agreements should be written into the contract
6. Statements about any guarantee or warranty for services or parts.
7. A clause stating that the contractor will obtain all permits required by law, including those from the city Department of Buildings and -- for sidewalk work -- the Department of Transportation.
8. Statements that contractor will be responsible for repairing mistakes and cleaning the area after the job is completed.
9. Clauses stating that the contractor must provide proof of payment to subcontractors and supply houses, and giving the consumer permission to withhold final payment to the contractor until such proof is provided. "Otherwise, the subcontractors and suppliers can put a lien on the consumer's property if the contractor does not pay them,".
10. Statement of the consumer's right to cancel the home improvement contract within three business days of signing it, and a Notice of Cancellation which the consumer should use in that situation.

Why Email Marketing's Not Dead Yet- REACHING YOUR AUDIENCE



“Nobody reads email.”

“People get too much email already.”

People keep saying variation of the same thing: Email is dead.
And yet – despite all these predictions - year after year email continues to stay strong.

Reach Your Market and your Business Goals;

- Nurture prospects to full-fledged clients,
- Keep current clients close and connected to your brand (safe from attrition),
- Put more offers in front of a receptive audience, through well-timed, well placed offers.



Email marketing has a huge, high delivery rate. According to Nate Elliot at Forrester, 90% of emails land in the recipient’s inbox. Email is the perfect medium to get the message across. According to a survey by Adobe, people report using email 6 hours a day, or 30+ hours a week. Email is where people spend their time. And where we check our mail is just as important. Yes, we check it at work – juggling incoming emails striving for a “zero inbox”. But, outside of work, Americans check their email while doing all sorts of activities: watching TV (70%), from bed (52%), on vacation (50%), while on the phone (43%), from the bathroom (42%), while driving (18%). 33.8% check their emails throughout the day ([Business Insider](#)) 70% open emails from brands and companies looking for coupons and discounts ([Inmar](#)). Email drives 82% of digital retail customer retention ([Criteo](#))

People check their email constantly & want good offers from their favored brands. If you want to reach people: email them. Email is critical to commerce. With 70% of consumers actively checking email looking for coupons and discounts, email is the strongest digital method for customer retention.

Email is checked on mobile phones first. 91% of users rely on their phones to check emails ([Inbound Rocket](#)). 64% of decision makers make use of their mobile device to read emails ([Email Expert](#)). 42% of email subscribers will delete an email they can't read on a mobile device ([Blue Hornet/Digital River](#)). Emails must be easy to read on mobile devices. Most people, including decision makers, rely on their phones to read email and will delete messages they can't read. If you're sending text-only emails this probably doesn't matter much to you. But if you send highly branded, image heavy emails - test them. Also - think beyond the email. Where are you sending people? The same rules apply to the entire experience. People leave web-sites that aren't mobile friendly. [Local mobile searchers](#) especially don't want to 'zoom scroll, tap' when they could just 'tap.' Clearly mobile-first matters. Ignore it at your own peril.

Email gets more leads & engagement. Nurtured leads can increase the sales by up to 20% more than cold leads. ([DemandGen](#)). Nurtured leads can help increase sales by up to 20% more than cold leads. ([Entrepreneur](#)). Email marketing is lead nurturing. Lead nurturing is simply giving people valuable information and resources specific to their needs. This is how you build strong brand loyalty. You can even do it before someone becomes a paying customer/client. Sharing helpful information through email marketing campaigns has the ability to build positive relationships. Positive relationships drive business. According to Aaron Agius, in [7 Statistics That Prove Email Marketing Isn't Dead](#), nurtured leads can help increase sales by up to 20% more than cold leads. Lead nurturing is critical to maintaining audience engagement and good will. The value you provide buys you the good will needed to present offers to your list. Then you can balance giving value and offers through email campaigns over and over again. 72% of consumers prefer getting promotional content in email. ([Marketing Sherpa](#)).

Consumers want to communicate with companies through email. Email is decidedly consumer's most preferred method of communication. It has a first place lead of 24% over the second place choice of postal mail (preferred by 48%). Social media (16%) was a distant 6th place behind television ads (34%) and print media (31%). Males aged 35-44 were the biggest users of email. 87% reported email as their favorite channel. What does this mean for social media? Should you ignore it? Not at all - remember social media and email marketing can work together. People just have different uses and expectations from each.

Email readers have a short attention span: grab their attention fast. 38-41% of email readers spend 0-3 seconds reading an email ([Movable Ink](#)). Users swiftly decide if your email is useful. If it's not, it's going into the trash (just like with old-fashioned snail mail). Here's a breakdown of how much time users spend reading emails on desktop and mobile: Desktop: 0-3 seconds- 37.88%, 3-15 seconds- 24.67%, More than 15 seconds- 37.45%; Mobile: 0-3 seconds- 41.01%, 3-15 seconds- 24.93%, More than 15 seconds- 34.06%. What can you do to get the reader's attention? Sender recognition is an important part of getting your email opened. The receiver should be able to recognize your email and recognize it as a non-spam email. Build reputation for providing value through lead nurturing to increase positive inbox name recognition. Other important elements include using attention grabbing subject lines and snippet text. Snippet text is the first few lines in your email which appear next to the subject in many email programs.

Reaching your business goals. At 66%, email has the highest conversion rate (compared to social media and direct mail) ([DMA](#)). You are 6x more likely to get a click-through from an email campaign than a Tweet ([Campaign Monitor](#)). People who get email offers spend 138% more than people who don't receive email offers ([Convince and Convert](#)). Email converts. Want something that performs reliably? According to [Jay Baer](#), people who get email offers simply spend more. Email drives engagement and conversion. Yes, other channels (like social media) can build brand, awareness, and even generate leads. But people click more, and spend more, in response to email. Every \$1 invested on email has an average return of \$38-\$44 ([Campaign Monitor](#) / [Email Expert](#)).

Email can boost your company's profits. Reports vary. Email Expert says every \$1 spent on email marketing earns an average of \$38 in ROI. Exact Target says \$44.25. I say: Po-TAY-toe. Po-TAH-toe. A well executed email strategy offers some of the highest ROI per dollar spent. Look - you have to invest in strategies that allow your company to gain revenues. Regardless which data point you choose, email marketing drives significant Return On Investment. 53.5% of emails received by users are promotional emails ([Retargeting](#))

The majority of emails received are promotional. US companies send around 1.4 million emails a month? 53.5% of emails received by users are promotional emails, and only 28.3% are transactional. That leaves 18.2% emails to be personal emails ([Retargeting](#)). Focus on standing out from the rest of the promotional emails. Sending mediocre promotional emails can be a waste of time and money. How do you know what works? - Testing. Run an A/B tests on different formats, content and subject lines. Then use the data you collect to decide which email works best for your market. 45% of email clicks come from mobile ([Yesmail](#)). The average revenue per mobile click is \$0.40 ([Yesmail](#))

Mobile email is all about the money. Mobile mail engagement is growing rapidly. 61% of consumers will leave a website that is not mobile friendly. You must integrate responsive design in your website. Mobile CTO (Click To Open) has increased by over 20% YoY while Desktop CTO has increased by over 6% YoY. In 2015, average revenue per mobile click is at \$0.40, more than twice the average revenue per click on desktop at \$0.19. It constantly amazes me how many businesses simply don't take advantage of email marketing - some of them with hundreds or thousands of customers just waiting for amazing value and offers. If you haven't taken the first step towards email marketing, start this year. Stop stalling, stop making excuses. Just do it.

If you aren't sure where to start - feel free to drop me a line or [schedule a free consultation](#) to discover how email can work for your business.

This post originally published on my [website](#), if you enjoyed this post please share and/or like it!

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Western Illinois Builders Association

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Phone: 309-343-2116 Fax: 309-343-1114

Email: wiba@grics.net Website: www.wibaweb.org

APPLICATION FOR MEMBERSHIP

TO: Western Illinois Builders Association DATE: _____

FROM: _____ TITLE: _____

COMPANY NAME: _____ PHONE NO. _____

Years in Business _____ FAX NO. _____

Web Site _____ E-mail: _____

Insurance Agent _____

BUSINESS ADDRESS: _____

(STREET)

(CITY)

(STATE)

(ZIP)

BANK / CREDIT REFERENCES: _____

OTHER REFERENCES _____

CLASSIFICATION REQUESTED: BUILDER/REMODELER ASSOCIATE

I agree to abide by the By-Laws and Code of Ethics of the Association to which this membership application is directed. A remittance of \$150.00, representing my annual membership dues in Western Illinois Builders Association accompanies this application.

By signing this application I am giving my permission to check into the above references.

Signature of applicant _____

SPONSORED BY _____

RETURN THIS APPLICATION
WITH CHECK PAYABLE TO:

Western Illinois Builders Association
P.O. Box 565
Galesburg, Il 61402-0565

IMPORTANT NOTICE

Dues payments to WIBA are not deductible as charitable contributions for federal income tax purposes. However, dues payments may be deductible as ordinary and necessary business expense.

WIBA Membership Benefits

Local, Professional Organization

- Monthly WIBA Membership Meetings with Keynote Speakers
- Opportunity to Network with others
- Cash Drawing at WIBA Membership Meetings

Annual Home Show at Sandburg Mall

- \$100 booth credit for attending 5 meetings
- Promote Your Business
- Meet Prospective Customers
- Opportunity to Network with others

Charitable Giving to the Community

- Over \$152,000 given to the community
- Yearly Playhouse donated to local charity
- Annual Scholarships for area students at CSC
- Sponsor of National Railroad Museum
- Donations to area charities; Alternatives for Older Adults, Big Brothers Big Sisters, Boys & Girls Club of Knox County, Christmas in Action,
- Galesburg Christian School, D.A.R.E., Galesburg Athletic Boosters, GHS Band Boosters, Habitat for Humanity, Knox County Humane Society, Knox County Teen Court, Knox Prairie Community Kitchen, Pilot Club of Galesburg, Safe Harbor Crisis Center, Shop With a Cop, Special Olympics, Galesburg Veteran's Memorial & more
- Volunteer

Additional Advertising Opportunities

- Website (3 Members Highlighted each month)
- Facebook
- Twitter
- Pinterest
- Google Plus
- Linked In
- Brochures
- Business Cards in Welcome Center
- Newspaper & other Publication Advertisements
- Radio Advertising
- Your Flyers in WIBA Newsletter (Free once a year.)
- WIBA Member Signs & Decals
- Monthly Newsletter



Social Events

- Golf Outing
- Christmas Party



WESTERN ILLINOIS BUILDERS ASSOCIATION

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We're on the web!
www.wibaweb.org
We are on Pinterest!



Get it from a Member!



We're on Facebook!
[http://www.facebook.com/
pages/Western-Illinois-Builders-
Association](http://www.facebook.com/pages/Western-Illinois-Builders-Association)



*We are on Twitter &
Linked In & Google Plus!*



Reminder

WIBA Membership Meeting
April 20th 6:30 p.m.
Kensington Garden Room

OUR WEBSITE-
WIBAWEB.ORG:
NOW FEATURED;

Basio Plumbing Heating & Air
Hansen Lumber
MidAmerica Basement



WEB SITE FEATURES WILL BE;

Bix Basement Systems
CL Anderson & Associates
Lifestyle Homes

(Please make sure your information on the WIBA website is up-to-date. If you need assistance, please call 309-343-2116 or email Kaylee, wiba@grics.net at the office.)