



W.I.B.A. Punch List



January 2023

Board Members

President:
Dee Spivey

Vice President:
Steve Hawkinson

Treasurer:
Amy Schwartz

Past President:
Neil Thomas

Directors:
Terry Allen

Scott Howe

Zach Thiel

Doug Slaton

Life Director:
Bill Johnson

WIBA Membership Meeting November 16th 6:30p.m. Pizza Ranch Meeting Room

Speaker:

Pam Gaither, Galesburg Area Chamber of Commerce

Revisions to Marketing & Budgeting Methods

Be proactive. Become more proactive and less reactive to marketing expenditures.

Reporting. Create an internal monthly operating statement that presents a clear picture of sales & marketing costs versus net sales for the month.

Monitor cash flow. Utilize accrual method accounting & create a simple, weekly cash-flow analysis.

Reduce backlog. Create a plan/solution(s) for reducing the backlog while maintaining profitability & customer satisfaction.

Dedicated recruiting. Create the position of recruiter for install, sales and marketing, a unique position requiring specific talents/skills. Create perks for retention of W-2 & 1099 personnel.

Measure sales efficiencies. Measure the efficiencies of your sales personnel on their net sales volume versus leads issued (costs versus new sales). Also, measure presentations versus leads.

Manage by personality type. Utilize the DISC Analysis Profile for training, coaching, mentoring & retention for sales & marketing personnel. Utilize the Sales Aptitude Appraisal for coaching & ongoing guidance. Create performance goals for sales personnel & sales management.

Make an inflation plan. Examine then preach/teach the effects and necessities created by inflation.

The total offer. Reinforce, retrain the "total offer concept" for your sales methodology.

Budget in dollars. Create a budget using dollars instead of percentages & require that marketing expenses stay within the budget of leads needed versus dollars available.

Focus on revamp. Upgrade the manner in which leads are rehashed including revisits on scripts, selling procedures, etc.

Contact past customers. Utilize "warm call" telemarketing to past customers with the goal of soliciting new business & referrals.

Refocus on home shows & events. Increase efficiency for participating in home shows & events, which produce low-cost leads if managed correctly.

Customer satisfaction strategy (part 1). Develop customer satisfaction scripts to address issued leads that received no presentation & "single party" leads that weren't sold.

Customer satisfaction strategy (part 2). Create customer satisfaction re-solicitation scripts for "presentations/no sale" and cancellations; however, avoid immediately offering a lower price. There are many other options.

Require add-on business. Reduce the number of leads issued to your sales reps & require that they sell a percentage of their business from self-generated leads, add-ons, & change orders to maintain top commissions.

Boost ride-along activity. Increase the amount of ride-alongs for your sales reps, both in-person & virtually.

Create lead-efficiency bonuses. Review & revise your sales incentives and create lead-efficiency bonuses. Consider other retention & personal growth perks.

You are a part of an industry that was created by imagination, creativity & ingenuity. Now, you are being challenged to face a changing economy. With wise management & a positive attitude, you will be prepared to meet this challenge.

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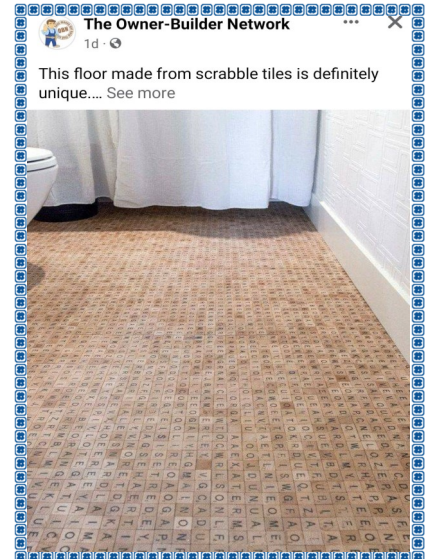
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W.I.B.A. Board Highlights

- *48 WIBA Members
- *Carl Sandburg College
M. Brad Johnson Scholarship
contribution- \$179.
- *Thank you Scott Howe for
building display frames for
the WIBA Home Show!
- *WIBA Board Meeting
February 1, 2023 6:30a.m.
Perkins Restaurant
- *WIBA Membership Meeting
January 18, 2023 6:30p.m.
- *Susan Higgins, Western
Illinois Title won the Digi Pro
GMax 20" 40 volt Snow
Blower. Congratulations!



CONGRATULATIONS!

The 50/50 Drawing at the November membership Meeting was worth \$15.50. Steve Hawkinson, People's Rent a Center, won! Congratulations Steve!

The 50/50 Drawing at the WIBA Christmas Party was worth \$25. Chris Pepmeyer, REMAX Preferred Properties, won! Congratulations Chris!

The Cash Drawing at the November Membership Meeting was worth \$75 and KWB Paints on Main was drawn but they were not present, so it rolls over to \$100 at the WIBA Christmas Party.

The Cash Drawing at the WIBA Christmas Party was worth \$100 and Bill Johnson won. Congratulations Bill!

WIBA Home Show 2023

March 25th
10a.m.-4p.m.
Knights of Columbus



Save the Date



WESTERN ILLINOIS BUILDERS ASSOCIATION



WIBA Home Show

Knights of Columbus 1556 E. Fremont St. in Galesburg

Saturday, March 25^h 10a.m.-4p.m.

Full menu available for purchase/ No outside food or drink

Vendors should park in the back.

*It is a great advertising tool to show the public your specialty &
promote any innovative ideas in your specific field.*

First time participants receive a **\$100 discount.**

Paid by February 25th - \$100 discount

Bring a new exhibitor receive a **\$50 discount.**

One discount per exhibitor.

Set Up

Inside booths- Friday, March 24th 1-6p.m.

Outside booths- Saturday March 25th before

Each Booth Space Indoors is 8'X10'. Each Booth Outside is 10'X10'and can be inside a tent.

2023 HOME SHOW RESERVATIONS

NAME _____ **COMPANY** _____

TYPE of BUSINESS _____

ADDRESS _____

PHONE _____ **FAX** _____ **E-MAIL ADDRESS** _____

I will donate for a door prize; _____.

Number of Spaces Wanted; _____.

Fees: \$275 for Inside _____ I need electricity. _____ I need a table. _____ I need a tablecloth. _____

\$250 for Outside _____ I need a table. _____ I need a tablecloth. _____ (I can set up the morning of the show.) _____

I am sending my check in by February 25th so deduct \$100 from my Home Show fee. _____

I have recruited _____ **and they have paid for the membership & Home Show fee \$50 discount.** _____

Yearly membership fee is \$150. _____

Membership fees & final booth rental must be **paid by Wednesday, March 10, 2023.**

Total Amount Due \$ _____

Check Number _____

Date _____

Please mail form with FEES payable to WIBA:

WIBA PO BOX 565 Galesburg, IL. 61402-0565



Questions? PHONE: 309-343-2116



WIBA Membership Meeting



Our speaker was Steve Gugliotta, Galesburg Community Development Director.

This is Steve's 25th year working for the city of Galesburg. He began as an inspector then went to a manager and moved his way up to a director. However, he began in construction before that.

The Community Development oversees planning, economic development collaboratively with Knox County Area Partnership for Economic Development, rentals, public transportation, housing, grants, refuse contracts, inspections, variances, site plans for new construction, historical preservation, census coordination every ten years, and the Planning & Zoning Commission.

We do have representation from WIBA on the Planning & Zoning Commission.

The city of Galesburg was granted state and federal grants in 2018 for low- income single family to remove health & safety hazards up to \$45,000. The contractor must be a lead certified contractor. Four homes have been done so far. The grants expire in December this year, but they can be reapplied, and Steve intends to do so.

The city of Galesburg has had a grant for lead- based reduction since 2019 and that grant has been extended to September 2023 for 125 homes. So far, 60 have been done for low- income lead abatement for families with children under age 6 or for elderly. Also, minor safety renovations for health sanitation can be done too.

This year, there is a local housing repair grant of \$112,500 for single or occupied low- income up to \$4,500 for accessibility, hazardous- electrical, plumbing, or water, roof patching with a 1year guarantee, furnace or water heater replacement, or gutters replacement. Participants should qualify under HUD guidelines, fill out an application, provide proof of income, have two estimates, and provide number of residents in the home. Ninety six percent of that has been given out but Steve will try to renew that for next year also.

There are incentives for businesses from the city. We have an Enterprise Zone, Property Tax Abatement for 10 years, South of Main St. New businesses or a business that has been closed for at least 10 years which pays every quarter with receipts and up to \$25,000 collateral at the bank to help secure a loan. Minority or Women Owned startups can receive free building permits and sales tax exemption on building materials. They can receive up to \$10,000 for a startup and receive an extra \$5,000 for self- employment and \$5,000 for each employee. They just must provide receipts to qualify.

There are also tax incentives through the state of Illinois. There is no fee for applications to apply for incentives in the city of Galesburg as there are in other cities. These incentives expire in December of 2030 but they can be reapplied for also. \$37,000,000. has been invested in projects in our area. 3,300 jobs have been created and 973 have been maintained.

In 1982, the city of Galesburg has created TIF districts. It helps with architects, engineering, redevelopment, and public infrastructure. We currently have 5 TIF districts. Businesses benefitting to name a few would be the Holiday Inn, The Baymont, Hy-Vee on East Main St., Thorne Pet Supplies, Prairie Players, the downtown YMCA, Kohl's, The Venue, The new Orange Coffee Shop. Steve is in the process of applying for a TIF District for Grand Ave. next.

There is also a façade program. Since 2009, 30 businesses have replaced their façade, replaced windows, gotten tuckpointing, and purchased holiday lights.

His department oversees construction inspections, public safety issues, demolitions, signs, code review, and electrical licensing, housing & nuisance inspections.

They have provided rental inspection since 2019 for safety, carbon monoxide, & smoke which are based on regulations from the 1960's. Landlords with no complaints can do a self -inspection. They have provided six hundred inspections this year.

The city of Galesburg was granted a federal \$900,000. grant to purchase two new buses for the city. However, the prices have dramatically increased since applying so it will really pay for one bus. Steve has submitted for four other grants to try to replace three buses that are needed. They are going to perform a study if they can be replaced with a smaller bus. CDL drivers are needed! A new bus shelter with lights and USB chargers will be installed near Aldi.





WIBA Home Show

March 25th 10a.m.-4p.m.
Knights of Columbus 1556 E. Fremont St. Galesburg

Treasure your Home!

WIBA Members can help make your home a treasure.

Meet and Greet.
Questions
New Products
Special Deals



Early Bird Registration
\$100 Discount

First Home Show
\$100 Discount

Refer a Friend
\$50 Discount

Donate a door prize to help promote your business. Contact Kaylee wiba@grics.net or 309-343-2116.

Hot Food available for purchase from the Knights of Columbus. No outside food or beverage please.

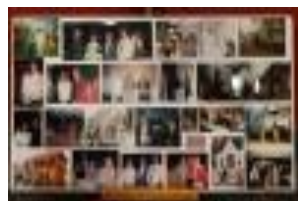


Children's Activities





WIBA Christmas Party





**Business Name
Builders Association**

2163 E. Main St.
P.O. Box 565
Galesburg, Illinois 61401
Phone: 309-343-2116
Fax: 309-343-1114
Email: wiba@grics.net

**WIBA
Membership
Meeting**

**January 18th
6:30 p.m.
Pizza Ranch**



Pam Gaither

Our Website

<http://>



WWW.wibaweb.org

Winner! Congratulations!

**Greenworks Digi Pro GMax
20" 40-volt Cordless Snow Blower**

Susan Higgins, Western Illinois Title



**"Support Your Local
Communities,
Where Professionals do
Professional Work"**

Follow Us,

We're Connected:

www.wibaweb.org



WIBA Website Features

KWB Paints on Main

**Mid America
Basement Systems**

Old National Bank

WIBA Dues

January

Basio Plumbing

J.B.&D. Siding & Window

Mel Foster Co.

Neil Thomas Plumbing & Heating

February

Holt Supply Company

Renewal By Anderson

Tri-States Water

