

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 2



February 2016



WIBA Membership Meeting

Wednesday, February 17, 2016

Kensington 311 E. Simmons St.

Meal Cost: \$10.00 person

Networking: 6:30—7:00p.m.



Meetings & Events

WIBA MEMBERSHIP MEETING

FEBRUARY 17TH 6:30 P.M.

KENSINGTON

311 E. SIMMONS ST. GALESBURG

WIBA BOARD MEETING

MARCH 2ND 6:30A.M.

PERKINS RESTAURANT & BAKERY

1850 N. HENDERSON ST. GALESBURG

WIBA Board Members

President:
Scott Howe

Vice-President:
Tammy Lufkin

Treasurer:
Amy Schwartz

Past President:
Wayne Allen

Directors:
Steve Hawkinson
Neil Thomas
Greg Davis
Zack Thiel

Life Directors:
Terry Hartley
Bill Johnson

Executive Officer:
Kaylee Johnson



Happy Valentine's Day!



Pinterest Report



Pinterest is a bulletin board on the internet that people use when looking for specific ideas, services, & instructions. People can look , save, and share posts.

Pins went from 156-352

Followers from 21 to 38

Average monthly views 998 for 2015.

Highest viewed -Peoples Do-It Center

Most Repins

WIBA Members
WIBA Home Show
Construction Clip Art

Most Shared

Remax Preferred Properties
Todd's Mudjacking
People's Do-It Center
MidAmerica Basement Systems

Power Pins- high mix of Repins & Clicks

Olson's Paint Spot
Sherwin Williams

Inside this issue:

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**WIBA Membership
Dues in February**

- Chezum Seamless Gutters**
- Cratty Insurance**
- Hansen Lumber Co. pd.**
- Menard's pd.**
- Prairie State Insulation**
- Tri-States Water pd.**
- West Central F.S. Inc. pd.**

WIBA Board Meeting Highlights....



- 70 Members
- The **WIBA Playhouse** ticket sales are at \$2 for the Boys & Girls Club on Knox County. Ticket sales are at \$3, 832.
- Thank you to all the businesses that updated their webpage for the WIBA Website: wibaweb.org.
- We received a thank you from Carl Sandburg College Foundation for the donation of \$316 to the M. Brad Johnson Memorial Scholarship.
- Special Thanks to Terry Hartley of Rhein-schmidt's Carpet & Furniture Gallery for all his work organizing the WIBA Home Show.
- Welcome WIBA New Members; Bathrooms Plus, Inc., and MK Groom Construction!



Congratulations!

O'Charlie's Repair was drawn for the **Cash Drawing** for \$25. He was not present so it rolls over to \$50 for February.

Zack Thiel of Lifestyle Homes/Zack Thiel Realty was drawn for the **50/50 drawing**. He won \$17.50. Congratulations, Zack!

WIBA Board President's Letter

Dear Members,



It's that time of year again to get ready to meet lots of new prospective customers and get plans made for the Spring, Summer, & Fall.

I hope you can join us at the WIBA Home Show. It is the largest event of the year at the Sandburg Mall. It gives us the opportunity to show off what we can provide and gives potential customers that special event to talk to us personally, dream big, and have a place with lots of display space and ample parking.

Thank you if you have already registered for the WIBA Home Show with Terry Hartley. If you have not and want to do so, contact him soon to see if he has a space for you.

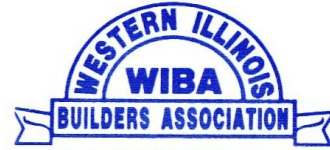
We will be talking about advertising for the Home Show at the next WIBA Membership Meeting.

Before you know it, we will be thinking about golfing. We have a great golf outing being planned just for you. If you like to golf, just let me know.

We have been making strides picking up new members, having some former members return as they see our value more clearly, and looking for ways we can improve our organization.

If you know
Sincerely,
Scott Howe
Board President
Western Illinois Builder's Association

39th Annual WIBA Home Show March 5th 10a.m.-9p.m. March 6th Noon-5p.m. Sandburg Mall



Attend 5 Membership Meetings=
\$100 discount off of your Home Show Booth fee!
New members also receive \$100 off their booth.
Referrals will earn a \$25 discount!

New Member \$100 Discount
Smith Garden Center And Landscaping
Bathrooms Plus, Inc.
M.K. Groom Construction



Attend one more time to earn a discount
Breslin's Inc.
Tompkins State Bank

Earned \$100 Attendance Discount

Bill Johnson
Blue Jay Barns
Casper Trash Hauling, LLC
Century 21
Dean Peterson Construction & Painting
First Mid-Illinois Bank & Trust
First Midwest Bank
Hansen Lumber Co.
Hovind Enterprises
Howe Overhead Doors, Inc.
Kirchgessner Plumbing, Heating, & Air
Lifestyle Homes/Zack Thiel Realty
Lufkin-Sweiter Ready Mix
Menards, Inc.
O'Charlie's Repair
People's Do-It Center
ReMax Preferred properties- Chris Pepmeyer
Rheinschmidt's Carpet & Furniture Gallery
Roger Williams, General Contractor
Wayne Allen
Webber Rental & Supply
West Central FS, Inc.
Western Illinois Title Co.

Set up begins at 8p.m. on Friday March 4th or on Saturday before the Show opens. You will get your spot placement from Terry Hartley as he is the chairperson for this event. If you have questions before that, you can call Terry Hartley at Rheinschmidt's Carpet & Furniture Gallery at 309-342-9141.

Please plan to attend the whole event or have others scheduled for your booth. We want people to be able to see you, talk to you, and make those important connections so they will become potential customers for you!

As always, come to the WIBA booth room for coffee and refreshments on Saturday morning and Saturday for lunch. Dinner is on your own.

Julie King
National Railroad Hall of Fame
Engines of Freedom
WIBA Membership Meeting
January 20, 2016



The National Railroad Hall of Fame will tell the great American story of the people who have built the railroad. The Master Plan is complete, The Business Plan has been updated, and the Market Study is in progress. The Capital Campaign funded working on the design detail, biddable documents, and scripts for movies. Construction is estimated to take 18 months to 2 years.

BRC Arts is designing the museum. It will be interactive and entertaining. They designed the Lincoln Museum in Springfield. The advisor for the project is Brett Glass, PHD. He is the Director of the National Museum of American History of the Smithsonian Institute. Skidwell, Owings, & Merrill is the chosen architectural firm from Chicago. The Tom Leader Studio from Berkley, California is the Landscape Architect.

On the outside of the National Railroad Hall of Fame , it will feature an over the track observation bridge, a separate outdoor amphitheater, a rail artifact walk, and a walk of fame of inductees, and a separate bus parking lot.

Inside the National Railroad Hall of Fame , it will feature Central Station with a clock tower & 3 different scales of trains running on tracks, an 1850 First Golden Age Visitor's Center, a Main Gallery featuring people, and the Today & Tomorrow which will demonstrate how a railroad operates. The theater indoors will feature "What's in Those Cars? Anything You Can Dream." The movie will show all the goods that typically are transported by rail. There will also be a flexible exhibit space for traveling exhibits and an Education Center. A large viewing area at cab height of the tracks will be available.

In 2016, they have focused on raising funds from donors of a million dollars and up. In 2017, they will focus on \$250,000 donors. When 25% of such funds are in the bank, construction should begin in 2018. They are planning the Grand Opening in 2020.

Matt Rose from BNSF has been extremely instrumental and helpful with his expertise and contacts.

This will be funded on private funding and not state funding. You will still be able to travel under the underpass just not on the Seminary Street side.



Marketing Strategies to Improve Your Business

1. Build a high quality website

You can use sites like [Word Press](#), [Blogger](#) or [Weebly](#) – they are free and easy to use and will help you to build your online presence.

2. Set up social media accounts

Take your time to decide which few platforms are relevant to your business and promote your business with regular updates. Facebook would be at the top of my list.

4. Build a database

Once you established your business online starts focusing on building a database of contacts ie. offer a newsletter subscription.

5. Use competitions to generate interest

Think about possible giveaways and interactions that are relevant to your business. It doesn't matter how small the competition is, as long as there is something interesting worth competing for.

6. Build your network

Relationships sell, so try to network as much as possible. Start with your online networks and have a look at who you know from the past, then review connections in common.

7 Attend face to face events

Look out for networking event to meet with your prospective clients. Attend meetings with others in related business.

8. Start a blog

Talk about what you know and help others by providing valuable insight. A blog will also drive traffic to your website and help you build your online profile as an expert in your field.

9 Attend award ceremonies

Great socializing and business opportunity. Tickets might be a little more pricey, so pick the ones you want to attend carefully – if picked correctly, the likelihood is that you will have everyone that matters in one room.

10. Support the community

Do something good. Pick a cause close to your heart and get everyone involved. You will not only be noticed but also be seen as someone who cares about the community. It doesn't need to be anything expensive – as long as you can pick the right format.

11. Attend a Home Show

Have a wonder around relevant trade shows and see what's out there. The likelihood is that you will have ad hoc conversations with delegates and exhibitors and most certainly you will learn something new.

12. Use your email signature

Make it easy to your clients to get in touch with you by having all your contact information as part of your signature. If possible, add links to your social media accounts and use your signature to highlight any news your clients might be interested in.

13. Look for speaking opportunities

Keep an eye out for industry events and see if you can put yourself forward as a speaker. Being a speaker is great for your personal and business' branding – especially if you are a good speaker and can make a good impression.

14. Don't be afraid to experiment

Keep your eyes open and test new, innovative ways to promote your business.



Western Illinois Builders Association

2163 E. Main St., P.O. Box 565
Galesburg, IL 61402-0565

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 _____

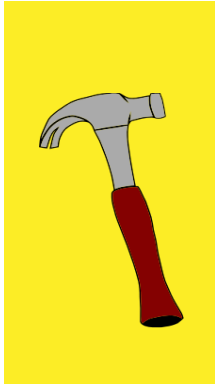
SPONSORED BY _____

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.



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

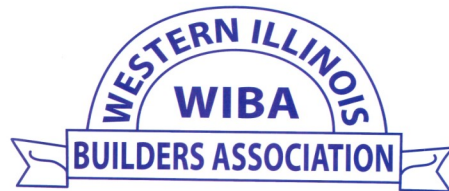
- \$100 booth credit for attending 5 meetings
- Promote Your Business
- Meet Prospective Customers
- Opportunity to Network with others

Charitable Giving to the Community

- Over \$140,000 given to the community
- Yearly Playhouse donated to local charity
- Annual Scholarships for area students at CSC
- Sponsor of National Railroad Museum
- Other cash donations to area charities
- 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

Western Illinois Builders
Association 2163 E. Main St.
PO Box 565
Galesburg, Il. 61402-0565

«AddressBlock»

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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>



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

Reminder

WIBA Membership Meeting
February 17th 6:30 p.m.
Kensington Garden Room

OUR WEBSITE-
WIBAWEB.ORG:
NOW FEATURED;

First Mid-Illinois Bank & Trust
Johnson Painting
West Central F.S., Inc.



WEB SITE FEATURES WILL BE;



Basio Plumbing Heating & Air
Hansen Lumber
MidAmerica Basement

(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@gris.ncet at the office.)