

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

WIBA Membership Meeting

May 18, 2016

Kensington

311 E. Simmons

Networking: 6:30—7:00p.m.

Dinner: 7:00p.m.

Meal : \$10 each

Special Participation Incentives

Earn WIBA Swag Bucks for the

WIBA Christmas Party Auction.

*Attend WIBA Membership Meeting= \$5

*Bring a friend who isn't a WIBA Member to the
WIBA Membership Meeting= \$10

*Volunteer at the WIBA Golf Outing=\$10

*Sponsor a hole at WIBA Golf Outing=\$15

*Door prize for the WIBA Golf Outing=\$15

*Get a friend to join WIBA=\$20

Swag Bucks will be tracked by the WIBA office and will be distributed at the WIBA Christmas Party and can be used for the sole purpose of the WIBA Christmas Party Auction.



May 2016



Meetings & Events

WIBA MEMBERSHIP MEETING

APRIL 20TH 6:30 P.M.

KENSINGTON

311 E. SIMMONS ST.

GASLESBURG

WIBA BOARD MEETING

MAY 4TH 6:30A.M.

PERKINS RESTAURANT & BAK-
ERY

Inside this issue:

WIBA BOARD HIGHLIGHTS 2
WIBA MEMBERSHIP DUES

SOCIAL PROOF GAINS 3
CUSTOMERS

5 Types Of Social 4,5
Proof That Will
Increase Your
Customers

APPLICATION FOR MEM- 6
BERSHIP

BENEFITS OF MEMBERSHIP 7

WEBSITE FEATURES 8

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



WIBA Board President's Letter

Dear Members,

The sun will shine again! Anyone build an ark yet?

The WIBA Golf Outing will be here soon. Step up and sponsor a hole, donate a door prize, and come have a little fun for a day and go golfing! Join us on Thursday, July 14th at Oak Run at 1p.m. Snacks, drinks, prizes and dinner is included. Make reservations with Kaylee at our office.

A lot of great things are happening in WIBA. Join in on the fun and earn some cash, WIBA Swag Bucks, to spend at the Christmas Party Auction this year!

Our May WIBA Membership Meeting is the 18th at the Kensington at 6:30p.m. Come on over and let's talk! We will have a speaker and a little bit of fun, too.



Sincerely,
Scott Howe, WIBA Board President

WIBA Membership Dues



May

Connor Company
Dean Peterson Construction

June

Bill Johnson
Rheinschmidt's Carpet & Furniture Gallery
S&H Electric

July

Courson & Associates
Mangieri Electric
Pat Kennedy, Builder
People's Do-It Center
Shea's Home Improvements
Sullivan Door Co.

August

Allied Termite & Pest Control
Home Comfort Insulation
Western Illinois Title



WIBA Board Meeting Highlights...

- 75 Members
- WIBA Golf Outing July at Oak Run Golf Course 1p.m.
- Sumer Rose of Knoxville was awarded the M. Brad Johnson Memorial Scholarship.
- The Golf Committee is making big plans for a great Golf Outing this year. Do you want to play? Will you be a hole sponsor and/ or donate a door prize?
- The WIBA Christmas Committee has already met and are making huge strides to step up the fun for the WIBA Christmas Party. Earn WIBA Swag Bucks to use at the WIBA Christmas Party Auction for participating and supporting WIBA!



Congratulations!

J.B.&D. Siding & Windows were drawn for the **Cash Drawing** which had rolled over to \$100. They were not present so it rolls over to \$125 for the May WIBA Membership Meeting. Wouldn't it be nice to win that?

Clinton Masters of Menards, Inc. was drawn for the **50/50 drawing**. He won \$24. Congratulations, Clinton!



Remembering those who have served
our great country to protect us and
have sacrificed their lives for us.





The EPA May Call



A well respected, Houston based remodeler recently received a call from the EPA. It was a Texas based member of the EPA who wanted help getting in touch with local contractors. The remodeler who got the call also happens to be a lawyer and is better equipped than most for this conversation and was able to be noncommittal in assisting.

This man from the EPA will be calling more contractors in Texas to check their compliance with the Lead Paint Rule, which has been in force for more than 5 years. The day has finally come when enforcements of the rule is underway around the country.

Here is a list of what you will want to have available when the EPA calls you from Bob Hanbury who has been on the forefront of this issue on behalf of the industry for the past 10 years .

1. Firm Certification Your Company needs to be accredited by the EPA. Unlike individual certifications, there are no automatic extensions being offered. This is the 1st document you will be asked to provide. Make sure that your street address, email address and other contact information is current.
2. Individual Certifications Each person involved in lead remediation at your company needs a certificate. Because the EPA is moving to an online training course, 1 year extensions have been granted, allowing current certifications a 6 year term instead of five. Copies of each certification document which includes photos, should be readily available.
3. Owner Signed Disclosures on All Pre-1978 Homes The disclosure statement attests you provided the owner with a lead-safe practices book from the EPA “**Renovate Right**”, and you showed them that you are registered and certified. You need to have these documents readily available when the EPA calls.
4. Test Results/Work Practices Documentation If you do test and they come back negative, those results need to be documented in all houses built before 1978. If you assume there is lead and go ahead and remediate, then those work practices need to be documented and ready for inspection. The EPA offers a checklist you can utilize to ensure that you’ve documented all aspects of your work practices. And the certified renovator signs, swears, and attest that he or she has completed all of those tasks. Taking pictures of each step is not required but Hanbury recommends it.

If all of this documentations in place when the EPA calls, you will likely pass the test. But there are always pitfalls. You have to watch what you say. If you say that you were doing demolition over a long period of time, then you will need to produce documentation that everyone on the jobsite during that time was a certified renovator. Violations can be issued for \$37,500. for each day on noncompliance. Have an OSHA work plan for your company on hand. The EPA and OSHA are often connected, and you want to make sure you look bottomed up.

The EPA may be calling and its in your best interest to be ready.





2016 WIBA Annual Golf Outing Hole Sponsorship

New Sponsors \$75

Loyal Sponsors \$50



Want to deliver me a golf ball?

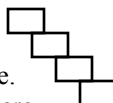
Please list the text in the box below exactly as you wish it to be printed on your sign and return this form along with your payment by July 1st so we have time to have your sign printed before the golf outing:

I will sponsor a hole.

I would like to donate a door prize.

I will deliver it to the WIBA Office.

I need someone to pick it up here.



Your Name: _____ Contact Phone _____ Total\$ _____

If you have any questions, please don't hesitate to contact Clinton Masters at 309-368-5198 or email Clinton6687@gmail.com or Kaylee Johnson, WIBA Executive Officer at 309-343-2116 or via email at wiba@grics.net.

Please mail form & check to WIBA PO Box 565 Galesburg, IL. 61402-0565.



Lead Prevention

Richard Nelson, Water Superintendent for the city of Galesburg, spoke at our April WIBA Membership Meeting about Lead Prevention.

In 1992, the finished water in the city of Galesburg was tested for lead for the first time. Before that, the source water was tested for lead. **There is no lead in our source of water, in our treatment plant, or in our water. It does not naturally occur in our water.** In 1992, testing began in customer's homes who voluntarily agreed to all the conditions for the test. The water has to sit motionless for 6 hours before the test. The water softeners & icemakers have to be shut off the whole time. There were elevated levels in homes with copper pipes. The city of Galesburg added a phosphate feed to help coat the pipes to protect the water.

In 2010, we passed all the tests until 2015. Thirty samples are done throughout the system. Three could fail but not four tests. Only four failed. When the tests failed, all of the citizens of Galesburg and the EPA were notified. The water was studied closer and the phosphate feed was increased on the advice of the chemical supplier. Tests done now are passing the tests. The city will be taking 60 samples by the end of May. By the end of the year, 60 more tests will be done. If the water passes these tests, then the city goes back to testing 30 samples a year.

If a customer's lead service lines leak, the city will excavate and pull the pipes for them. The homeowner pays for the new pipes. Replacements will be plastic. If it is not leaking, the city will replace a new tap but the rest of the costs are the responsibility of the customer who just wants to excavate and change the pipes.

You can check to see if your home is known to have lead pipes by logging into the city website and putting in your home address or you call the office at 309-345-3649 to ask and if they need to come to your home to check; they will.

The people who are at risk are; children under 6, those who are pregnant, and those who are malnourished.

Lead can be found in paint, toys, and even the dirt in your yard.

If you have lead pipes, run your water for 3-4 minutes in the morning or after the water has sat motionless for 6 hours to help flush out the lines before using the water. If you choose to use a water filter, just make sure that you change it regularly in order to keep it working properly.

WIBA Annual Golf Outing

July 14th 1:00p.m.

Oak Run Golf Course



Four-Person Scramble

\$200 per team (\$50 per Single)



Includes green fees, cart, dinner, and prizes. Refreshments will be provided during play.

Join us for Dinner only- \$12.00 per person _____

Team Name: _____

Players: 1. _____ 2. _____

3. _____ 4. _____

Contact Name & Phone #: _____ total\$ _____

Mail Entries with Payment by July 1st to:

WIBA

P.O. Box 565

Galesburg, IL 61402-0565

(All entries must be paid in advance!)



Want to advertise?

☐

Sponsor a Hole?

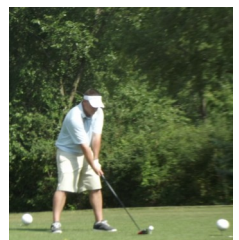
☐

Donate a door prize?

☐

For More Information

Clinton Masters at 309-368-5198 or email at Clinton6687@gmail.com
or Kaylee Johnson at 309-343-2116 or email at wiba@grics.net





Social Proof Gains Customers

Imagine you come across a website from a company you've never heard of, but you see that thousands of people have liked and retweeted its posts and its email list has almost quarter of a million subscribers; you also notice several glowing testimonials. What would you think? Would you be willing to give the company a chance, trust that its products or services were good quality and value? Social proof is powerful. Social proof is *the* marketing tactic for easing the minds of worried customers. Consumers see advertising and immediately become skeptical of what the merchant claims about the product. Social proof, such as testimonials, demonstrations, and before & after photos, helps break down the skepticism. The fact that the product performed as claimed for other consumers similar to themselves makes the merchant's claims more believable. Having multiple people as witnesses will always be more persuasive than a single person making product claims, especially if that one person is the merchant—since consumers realize there's self-interest behind the merchant's claims."

What You Need To Know About Social Proof



Social proof, which is also referred to as informational social influence, is a "psychological phenomenon where people assume the actions of others in an attempt to reflect correct behavior for a given situation."



Positive Social Proof Persuades Buyers More Than Saving Money



Researchers examined the effectiveness of signs on persuading customers to use less energy in the summer by turning on fans instead of air conditioning.

- **Sign #1:** You could save \$54/month on your utility bill!
 - **Sign #2:** Prevent the release of 262 pounds of greenhouse gasses every month.
 - **Sign #3:** Saving energy is the socially responsible thing to do!
- Sign #4:** Do you know that 77 % of their neighbors are already actively using fans to save energy?

Which sign do you think was the most effective at getting people to use less energy? Surprise, it was *sign #4*—the one that invoked the positive social proof. It was **more persuasive** than saving money (sign #1), protecting the environment (sign #2), and making responsible choices (sign #3), all of which are positive behaviors, but none of which could stand up to the power of group influence. Customers are growing more concerned with 'saving time' and headaches over saving money."



5 Types Of Social Proof That Will Increase Your Customers

Pictures Make Your Social Proof More Trustworthy

Customer testimonials are one of the most influential forms of social proof that you can use. But a paragraph of text isn't always all that believable. You could've written those testimonials yourself and made up fake names. How can your customers be sure those are real customers? Research shows that pictures increase the perception of trustworthiness.

"I love Yemm Ford! My whole family drives Fords and we absolutely love the Yemm Ford dealership in Galesburg! My salesman, Brian, was very helpful and continues to answer any questions I have with my car! If you or anyone you know is looking for a great vehicle, go to Yemm Ford!"

Marysa Remick— October 2015— [5 Stars](#)



Product Reviews

Product reviews are a hugely important form of social proof for ecommerce businesses, and it should be no surprise that including reviews on your product pages boosts your conversion rates. According to a [Nielsen global study](#), "92% of people will trust a recommendation from a peer, and 70% of people will trust a recommendation from someone they don't even know." Customers want to make sure they are getting the best deal possible, and reviews help them feel informed and confident about their purchases. So adding the reviews on your product pages allows customers to make the best buying decision because when people see positive feedback from other satisfied customers, they feel like there's a good chance that they'll enjoy the product too.

Products that had reviews had a 12.5% higher conversion rate than those that didn't. The more reviews a product had the higher the conversion rates were, with an increase of 83.85% for 20+ reviews. Authentic reviews signal to consumers that others have used your product and that it has worked for them. Showing reviews from real people, and including negative reviews, builds trust as well.



Certificates And Badges

This won't apply to everyone, but if your company has received any industry accreditations or certificates, you should showcase that information on your website. Go ahead and brag a little. Most organizations that offer certificates or accreditations have badges that you can display.

"FoMO" Marketing

Fear of missing out, or FoMO, is a very real emotion that has gripped the world. From the ability to keep up with live news and friends' social feeds to making purchases from wherever we are, the internet has both created that fear and given us ways to appease it. As annoying as the term may be by now, the fact is the phenomenon is here to stay—this in spite of blog after blog giving tips on how to beat the fear. You can use that fear to encourage sales on your ecommerce site. We've seen several popular ecommerce companies implement new and ingenious ways to encourage sales, simply by pointing out how close buyers may be to missing out on great deals."



SUPPORT AND COMFORT WHERE IT COUNTS

The people who do the daily work that keeps a business moving forward deserve to be supported and comfortable all day - every day. Your employees work hard. So do Ignition task chairs.



Special Purchase Sale . . . while quantities last
Limited lifetime warranty supported by OSI. Assembly & delivery service available

How To Make FoMO Work For You

Only A Limited Amount Remain

Showing limited quantities is a technique that's often used to incite customers to act quickly before they miss out.

Time Is Running Out

With countdown clocks and "Limited time remaining!" stamps, customers know if they don't click the "BUY!" button soon, they risk missing out on a great deal.



While Supplies Last

Even if you don't reveal a precise number of items that are left in stock or if using time limits doesn't make sense for your business, you can still illicit the fear of missing out in your copy. By adding a line akin to "while supplies last" below your offer, you can create a sense of urgency by letting customers know that the deal is going to end once the product supply runs out.

#5 Case Studies

Also known as long-form social proof, case studies are a more formal, in-depth form of social proof that typically pack more authoritative punch. Case studies can also help you back up any claims you make about what your products or services can do for people, especially if those claims may seem too good to be true.

When creating case studies, make sure to include actual data. If your product helps companies increase conversion rates, show what their rates were before they used your product, and what the rates became after. Include a problem statement, how your product solved the problem, and then the final results. Try to publish a variety of case studies, each one highlighting a different benefit of your product or service. When potential customers come to your site, they'll look for the one that most resembles their problems. The stories are inspirational and they in turn convince other consumers to buy the product. People want to know that who they are buying from is credible and there have been others that have come before them that have experienced the benefits that your product or service has to offer. Social proof is a great way to give your potential buyers a sense of comfort in their decisions. Social proof comes in many different forms, though—from customer testimonials, videos, media mentions, number of happy customers, years in business etc.

It is up to you to find out what your audience responds to best through optimization and split-testing. Social proof in one form will help conversions and engagement.



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.

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

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

«AddressBlock»

Phone: 555-555-5555

Fax: 555-555-5555

E-mail:

someone@example.com

Website: wibaweb.org

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
May 18th 6:30 p.m.
Kensington Garden Room

OUR WEBSITE-
WIBAWEB.ORG:
NOW FEATURED;

Bix Basement Systems
CL Anderson & Associates
Lifestyle Homes



WEB SITE FEATURES WILL BE;

Dean Peterson Construction & Painting
Kirchgessner Plumbing & Heating
S&H Electric



(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.)