



FOR IMMEDIATE RELEASE: 1/14/2021

**LOUIS M. WEIHER OF CARMEL BUILDERS SAYS CONTINUOUS LEARNING IS KEY AS HE BEGINS TERM AS NARI MILWAUKEE PRESIDENT**

MILWAUKEE, WI -- Louis M. Weiher, owner and president of Carmel Builders, says continuous learning will be his focus as president of the Milwaukee Chapter of the National Association of the Remodeling Industry (NARI). Weiher assumed the one-year term on Jan. 1, 2021, after serving other volunteer leadership roles with the organization.

Weiher is a second-generation contractor who runs the company his father, Tom Weiher, founded in 1980. He's passionate about building the level of professionalism among remodeling contractors in order to attract more talent, grow businesses, and contribute to everyone's success. To do that, he says, training and continuous learning are essential – and an important part of the NARI mission.

"How do you provide more value? By becoming more knowledgeable and better at what you do," says Weiher. "Every successful remodeler I know has one thing in common: They recognize that there's a bunch of stuff they can get better at."

NARI Milwaukee supplies valuable professional development resources, starting with its network of more than 600 members – the largest NARI chapter in the U.S. Peer-to-peer sharing of knowledge is critical, says Weiher. "If you're a NARI member, you're able to network with a lot of people who do what you do, and who can help you with it." Members also have access to year-round workshops and resources. The NARI certification process, which awards certificates based on training and experience, creates additional learning opportunities.

Says Weiher, "My goal is that all our members understand what it means to make the home improvement industry a career, and not just a job. "

Weiher is the first second-generation NARI Milwaukee president. His father, Tom Weiher, filled the post in 2009. He is a graduate of the University of Wisconsin-Stout. Carmel Builders has

won numerous Wisconsin Remodeler of the Year awards for its excellence in design and remodeling.

**To request an interview:** Diane M. Bacha, Third Eye Local, 414-745-4375, [diane@thirdeyelocal.com](mailto:diane@thirdeyelocal.com). Photo available on request

#### **ABOUT CARMEL BUILDERS**

Carmel Builders is a family-owned and -operated home remodeling business based in Menomonee Falls, WI. Carmel partners with the very best artisans and craftsmen in the region, and has become one of the most respected design and remodeling firms in southeastern Wisconsin.

[www.carmelbuilders.com](http://www.carmelbuilders.com)

#### **ABOUT NARI MILWAUKEE**

The Milwaukee chapter of the National Association for the Remodeling Industry encourages ethical conduct, sound business practices, and professionalism in remodeling. NARI Milwaukee, celebrating its 60<sup>th</sup> anniversary in 2021, is a forum for professional remodelers and an ally of the homeowner.

[www.narimilwaukee.org](http://www.narimilwaukee.org)