



# 2023 Chapter President Award

**Jessie Cannizzaro, MP, UDACP, CRPM**  
**Milestone Plumbing, Inc.**





# 2023 Chapter President Award

A lot can be said for Jessie Cannizzaro, NARI Milwaukee's second female President, whom, as her time as a volunteer, consistently...

- Fosters engagement
- Cares for stakeholders
- Is an advocate for NARI and the industry.
- Goes above and beyond her duties as President.





## Fostering Engagement

*“What do you mean you have other plans? That’s not allowed.”*

*[stated playfully] - Jessie*

Jessie is a master connector who consistently encourages members and prospective members to engage with the Chapter. She knows the importance of showing up. If she has a strong relationship with a member who won't be in attendance at an upcoming Chapter event, she's been known to start playful banter to encourage their future attendance.

She is consistently reaching out to fellow members, checking in with them and asking them to come to the next event, or to consider taking on a leadership role within the Chapter.

She is a true believer in the power of connection and the role it plays in association growth. Not only does she believe, but she also delivers.







## Caring for Stakeholders

*“Make people feel special.”*  
- Jessie

Jessie’s actions speak as loud as her words and making people feel special is one of her top priorities.

You can see it in action at a NARI event, especially when there is a new or prospective member in the room. Jessie will be one of the first to greet and connect them to others. She wants all to feel welcome.

When there is an idea or concern, she listens to the Chapter members and the staff and always has her “NARI hat on” in her response. Her follow up actions create impactful waves.

Jessie expresses gratitude to others by giving her time, connections and well thought out solutions to members and staff.





# Jessie's Newsletter "President's Letters"

Those that have read her monthly "President's Letters" throughout 2022, found inspiring stories, important calls to action and the opportunity to get to know her character. Included in this submission are some of her letters as well as phrases often said by Jessie that reflect her dedication to serving not only NARI Milwaukee but as a true leader to the industry.





# President's Letters

*- Encouraging Member Engagement*



Greetings NARI Milwaukee,

July begins our 2022-2023 fiscal year for our Chapter. It is the time of year when we begin our new budget cycle with new financial goals as we continue to work together to strengthen our association. July is also a time of celebration as we spend time with our families and teams to celebrate our Nation's independence and our freedom. The month flies by each year with graduation parties, 4th of July parades, fireworks, and endless events. It's truly a month to celebrate the opportunities we are given!

And speaking of upcoming events in July..... Our NARI Foundation Golf Outing is only a couple weeks away. Our NARI Foundation and Staff have been hard at work to create what is sure to be another memorable year of great networking and fun, while providing a much-needed break from our busy schedules.

July is also a time of great opportunity as we all reset for the second half of our business calendar year. How are your financials looking? Are you on target for the year? What about those 2022 goals? Still working to achieve those before the end of the year so you can celebrate with your team?

It's easy to get overwhelmed with what is happening around us and fall into the trap of having a negative mindset, which can cause us to lose focus of those goals. Turning on the news lately brings a wave of negativity – let's be honest, when doesn't the news bring a feeling of despair these days? But there is so much we have to be grateful for, and there is still an entire half of a year to get our goals back on track!

At the halfway mark it's also easy to become complacent. We have had a couple of really strong years of remodeling work, but what's around that next corner? Are clients starting to get a little nervous about their retirement account balances? What about the interest rates that they were going to lock in for that planned renovation? What about rising costs of gas, food, insurance, the list goes on and on.

With that complacency, have you fallen into the routine of everyday is the same? You go to the same restaurants, same events, same route to and from work. When was the last time you did something a little different? Maybe attended an event that you have never been to in your community? What about attending a NARI event that you have never been to? When I look back at some of the best clients that we have built relationships with over the years, I can trace the opportunity that was created back to doing something out of the norm that brought new introductions.

That's one of the things that I love about our chapter the most – there are endless ways to create new relationships and opportunities, you just have to be willing to put in a little effort. What if the next great referral you receive comes from a new introduction at an After 5? Or, what if you meet someone at the NARI Foundation Golf Outing or Clay Shoot... someone that you can build a partnership with to help weather the storm that may be heading our way.

It's all about mindset – when you approach attending an old or new event as something you “have to do” it becomes an obligation. Instead, what if you change the way you are thinking with the idea that you “get to do” something? Try it! Suddenly what you are doing becomes an opportunity, and you can excite a part of your brain about the experience instead of dreading the encounter. They say, “mindset is everything” and I believe that is 100% true.

So, which do you choose? To look at the world surrounding you as endless obligations and things that you dread having to do? Or will you embrace the opportunities that surround you and get excited about the new experiences that exist? After all, there are two things in life that we get to choose.....our attitude and our effort.

Choose wisely.







# President's Letters

*- Leadership and Service*



Happy New Year NARI Milwaukee!

I am incredibly honored to continue serving our local NARI chapter - yes, it was an uncontested election but you and the rest of the NARI membership have continually put your trust into me to represent you and make decisions in the best interest of the association these last few years since electing me to serve on your Board of Directors. I have often joked that I bleed NARI blue and those of you that have worked closely with me know that I have always put the interests of our NARI association as a top priority in both my personal and professional life - I will continue to do this in my new role that you have entrusted me with.

10 years ago when I founded Milestone Plumbing, Inc. out of my home I would have never dreamed that being elected to be a part of the NARI leadership team was even possible. Growing up as the daughter of a plumber people think that my progression to follow in my father's footsteps was only natural but many do not realize that he discouraged me from choosing this path because he feared that our industry would not accept women in not only a plumbing role but our industry's leadership roles as well. I have fought to overcome many obstacles along the way which has only strengthened my drive and passion for our industry.

My father and I may not see eye to eye on many things but he was the most influential person in my childhood. We have had our differences over the years and fought with each other like most families but my work ethic and love of the trades was most definitely inspired by him early on. He proudly tells people that he taught me how to solder my first joint when I was 7 years old - I wonder how OSHA would have reacted if they had caught him.

He also taught me many great lessons and as I have now started to raise two little men of my own I find myself teaching my boys those same lessons. One of the most important lessons that I often reflect on is to always return things better than you found them. I remember him sharing that if you borrow your neighbor's wheelbarrow you return that wheelbarrow better than it was given to you. That might mean fixing the mounting, the wheel, or possibly painting it but somehow you return it better than you found it. To me, borrowing the wheelbarrow is like leading a great association.

We have a great association - 60 years of history does not come without an immense amount of work and a strong history of great volunteer leadership. The goal of a great leader is to leave things better than you found them which I too am committed to doing. But that does not happen without a great team that works together to make a difference while helping each other excel in their roles. We already have a great wheelbarrow and we just need to work together as a team to make it a little better and to keep it working well for all NARI Milwaukee members.

One of my favorite quotes is from Pablo Picasso, an artist and sculptor who like most of us worked with his hands to build beautiful things: "The meaning of life is to find your gift - the purpose of life is to give it away". I live each and every day looking to make an impact and leave things a little better than I found them and I look forward to working with our NARI team, our Board of Directors, and our membership to continue this same purpose each and every day.

Looking forward to serving you in 2022.





# President's Letters

*- The Year's Recap – Painting your Masterpiece*



As this year is starting to come to a close and we reflect there is a sense of excitement about what is yet to come. You may remember that I started out this year by sharing a very valuable lesson that I had been taught as a child by my father. We were taught growing up that you leave things better than you found them – my dad used a wheelbarrow analogy to illustrate this to each of us over the years. If you borrow your neighbor’s wheelbarrow you return that wheelbarrow better than it was given to you. That might mean fixing the mounting, the wheel, or possibly painting it but somehow you return it better than you found it. Back in January, I looked at the year ahead as borrowing the wheelbarrow to lead in a new role with the goal of leaving our association in a better place but did not know what that would look like along the way.

This year proved to be more challenging than I expected but I made a promise to each of you to stay focused on working each day to do what was best for our association and I kept that promise despite the obstacles that threatened to set us off course. Our entire NARI family came together to focus on rebuilding and really listening to our members and our industry and I am so proud of each and every one of them. There are so many exciting things in the works that will have a lasting impact on our members, our industry, and our community – there is an amazing passion in our association that is held by each and every single one of you.

You will recall one of my favorite quotes from Pablo Picasso, a painter and sculptor who like most of us worked with his hands to build beautiful things: “The meaning of life is to find your gift - the purpose of life is to give it away”. I continue to live each and every day looking to make an impact and leave things a little better than I found them and I look forward to working with our NARI team, our Board of Directors, and our members to continue this same purpose each and every day in my new role as Past President with great excitement as I look at the new leadership stepping into their roles that will continue to lead us and help shape our future with their infectious passions as well.

This year has only strengthened my belief that we all need to take the time to really see people – to really connect and to have an impact because those around us matter most. I read an article a couple of months ago about a woman named Nancy Olson, a 94-year-old from Wauwatosa, that left at 21 years old to pursue her career as an actress in California. I had never heard of her, nor had I watched any of the films that she starred in but was intrigued that the community was creating a special day to honor her this past October. She shared a little about her life but my favorite part of the article was the very end when she shared “Final Words” of encouragement with the interviewer:

“I think of everyone’s life as a grand painting. Each of us starts with an empty canvas and a specific palette of colors. The colors represent our DNA, our temperament, IQ, the color of our eyes, even the shape of our nose. Slowly we begin to form a picture. As we interact with others, the colors of their palettes mix with ours. My painting at this point is almost finished, its colors and forms quite indelible and vivid; they reflect who I am, where I have been, and where I’m ending my life today. If I had two words of advice to give each of you, it would simply be these: “Keep Painting”.

We have a great association – over 60 years of history does not come without an immense amount of work and a strong history of great volunteer leadership. The goal of every great leader is to leave things better than they found them. But that cannot happen without a great team that works together to make a difference while helping and supporting each other in their roles. We have a great wheelbarrow and we just need to continue to work together as a team to make it a little better and to keep it working well for all NARI Milwaukee members and our community.

Thank you for allowing me to serve each and every one of you and I wish you nothing but the very best as you continue to paint your masterpiece.





## NARI and Industry Advocate

*“How can we make this better?”*

*- Jessie*

In January of 2014 Jessie joined NARI. She was invited by another member to attend a NARI Milwaukee After 5 networking event. At that event she had a conversation about getting kids interested in the trades, a passion of hers. Learning that NARI Milwaukee had a workforce team where she could make a difference, she promptly submitted her application to become a member and was accepted.

Since then, she has given NARI a noted presence in the educational community as a resource for trade careers. On NARI's behalf, Jessie attends career fairs, meets with career and technical education leaders about establishing trade classes. She talks to students about how financially rewarding and personally satisfying careers in the trades can be while also recruiting other NARI members to join this team.





## NARI and Industry Advocate

*“How can we make this better?”*

*- Jessie*

Jessie’s dedication, along with others, to break the stereotypes people have of the trades is creating waves. In the state of Wisconsin, we are now experiencing a shortage of available educational opportunities due to the increased interest in the trades. Recent research in Wisconsin shows that parents are now viewing the trades as a desirable and reputable career path. It is because of Jessie and individuals like her that the perception of careers in the trades has turned positive.

She values and encourages members to continue their education. In 2017 she became a Certified Remodeler Project Manager (CRPM) and in 2019 a Universal Design Certified Professional (UDCP).

Because of her dedication and passion for NARI she was nominated and elected to the NARI Milwaukee board of directors as a director for a three-year term in 2017. After two years she ran for an officer position and was elected secretary for 2019 and has advanced to President in 2022. NARI Milwaukee has an executive team comprised of its officers which means Jessie had additional commitments and responsibility on top of all the others she accepted.





## Going Above and Beyond

*“How can I help?”  
- Jessie*

Its difficult to fully capture Jessie’s dedication to NARI Milwaukee. What can’t be seen are the late nights and early mornings she’s dedicated to the Chapter. She’s put in countless hours to ensure that NARI Milwaukee remains a strong organization and works diligently to ensure she’s left it better than she found it. What can be seen is the immense progress made during her time as President.

“Jessie has set the bar high for any proceeding President...”  
Randy Miller, CR, NARI Milwaukee Vice President





## Going Above and Beyond

*“How can I help?”  
- Jessie*

Jessie has shown up at nearly every single Chapter committee meeting even though she’s not required, and she attends every Chapter event.

As the NARI Milwaukee 2022 President, the role wasn’t as easy as she thought it would be. The chapter experienced new sets of challenges. Not only did the Chapter overcome the obstacles, Jessie created new processes and plans of action for the Chapter’s future leaving it better than she found it.

Her insights, energy and connections have been an asset to NARI Milwaukee, particularly during her Presidency.







# Letters of Recommendation

*- From the Words of Fellow Members*



See next  
slides to  
view letter  
content



To the panel of NARI National judges,

We as a Chapter feel very strongly that our Immediate Past President is the most qualified to receive the Chapter Presidents Award. Jessie Cannizzaro did an amazing job of not only keeping us going during a tough post-covid time frame, but also had the challenge of a change Executive Directors. She treated her role as President with the same importance as if it were her own company and with a lot of passion. Jessie acknowledged every staff member and went above and beyond to show her appreciation to them. There were no birthdays or holidays that she missed handing a little personalized gift to make staff feel special. She was not only supportive of the new ED transition, but also took quite a few tasks off the new Executive Director's hands to make the transition easier to move up into the role while NARI Milwaukee searched to fill the new vacancy of the Event Manager's role, right before a major event! As the incoming President, Jessie made it easy to follow in the path that she laid out, but at the same time leaving tough shoes for all future Presidents to fill. She was active in every function that was held, and always had a hand in either setup or teardown, being among the first there and the last to leave. Jessie owns a successful plumbing company, and is also married with two young children, and never missed a beat, and admirably balanced all her responsibilities. Nobody understands how Jessie accomplishes all that she does. One of the biggest telltale signs of her amazing leadership was her ability to communicate with other board members and the staff. Everything was incredibly transparent throughout the entire year, especially during tough decisions. As for her character, what stood out to me most was that historically, our Chapter board and staff are always given a gift picked out by the President. Jessie, being concerned over the budget this year, paid for the gifts out of her own pocket.

I highly recommend Jessie for the Chapter Presidents Award.

Randy Miller, CR  
NARI Milwaukee President  
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1-20-23

To Whom it may Concern-

I would like to recommend Jessie Cannizzaro MP, UDCCP, CRPM for the NARI Chapter President Award.

I have had the pleasure of working with Jessie on the Board of Directors and her Leadership qualities are second to none. During her term as the 2022 NARI Milwaukee Chapter President, we saw first hand how committed Jessie was to her role in leadership. We lost our Executive Director half way through her term and the association never skipped a beat. She continued to make sure the association and its members were in good hands. All while running her own business.

Jessie brings a high level of professionalism and passion to the Remodeling Industry. I have been fortunate to work with Jessie and her team for the past ten years and have witnessed the high standards that her company has set in the remodeling industry.

I strongly recommend Jessie for this award. Please feel free to reach out with any questions that you may have.

Tom Mainville  
2020 NARI Milwaukee President  
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As the incoming President, Jessie made it easy to follow in the path that she laid out, but at the same time leaving tough shoes for all future Presidents to fill. She was active in every single one of the 9 committees we have, typically meeting monthly. Jessie was at every function that was held, and always had a hand in either setup or teardown, being among the first there and the last to leave. Jessie owns a successful plumbing company, and is also married with two young children, and never missed a beat, and admirably balanced all her responsibilities. Nobody understands how Jessie accomplishes all that she does. One of the biggest telltale signs of her amazing leadership was her ability to communicate with other board members and the staff. Everything was incredibly transparent throughout the entire year, especially during tough decisions. As for her character, what stood out to me most was that historically, our Chapter board and staff are always given a gift picked out by the President. Jessie, being concerned over the budget this year, paid for the gifts out of her own pocket. I highly recommend Jessie for the Chapter President's Award.

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Tom Mainville

2020 NARI Milwaukee President

Partner @ Story Hill renovations LLC

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Jessie's boundless commitment, enthusiasm and quest to enhance the association, the industry for our members as well as the consumers we serve will not soon be forgotten.

Jessie would be an extremely worthy recipient of the NARI Chapter President award and we ask that you consider honoring Jessie Cannizzaro, MP, UDCP, CRPM for this award.

Thank you for your time and consideration.  
The NARI Milwaukee Board and Staff

