



Media Release

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Freudenthal President of NARI MN 2007

Lakeville (February, 2007) – The Minnesota Chapter of the National Association of the Remodeling Industry (NARI) has elected Bjorn Freudenthal, General Manager of College City Remodeling in Lakeville, President for 2007. The remodeling market, a \$291 billion industry in the U.S. in 2006, is expected to experience a 25% jump in growth by 2010. It is estimated that more than a million homes per year undergo major renovation or remodeling. NARI, the only professional trade association dedicated to the remodeling industry, has membership that voluntarily subscribe to a strict code of ethics.

Freudenthal will oversee the activities of the local trade association, the primary remodeling resource for homeowners and professional members which also provides information, education, and mentorship to the community at large. NARI is the official endorser of the 2007 Fall Home & Garden Show, and hosts the Contractor of the Year (COTY) Awards, multiple professional certification programs, as well as numerous educational events and meetings for its members. There are more than 300 trustworthy remodeling professionals in the NARI Minnesota membership.

“For over 38 years, the College City team and Pavek family has been helping customers with their construction needs,” said Darin Pavek, President of College City Homes. “We’re excited to share some of our business expertise and give back to our industry through Bjorn’s leadership with NARI.”

Freudenthal, together with a talented and dedicated team at College City Remodeling, has led the company’s business success in a short period of time. College City Remodeling was named one of the Nations Top 500 Remodeling Companies in 2006 for the second consecutive year, and was named 2007 Remodeler of the Year-Runner up by The Builders Association of the Twin Cities. In 2006 College City Remodeling also won four prestigious national design awards honoring excellence in remodeling from Professional Remodeler Magazine Best of the Best Design Awards, and Qualified Remodeler’s Master Design Award.

Born and raised in Helsinki, Finland, Freudenthal’s formal education is in Economics and Business Administration. He moved to Minnesota and began his career in the remodeling industry in 1999. Bjorn is a former Finnish Junior-A Hockey Champion and now enjoys the game in the form of youth hockey by serving on the Northfield Hockey Association board as vice president and program coordinator.