

Let's Level

The Wausau Area Builders Association chartered in 1967 and affiliated with the Wisconsin Builders Association and National Association of Home Builders, is a professional non-profit trade association. Serving the community, we represent the interests and concerns of the customer, building trades, industry suppliers, and all facets of the building industry.

Upcoming WABA Events

July 22
Social Event
@Sure-Dry Basement
Solutions

August 20
WABA Sporting Clay
Shoot CANCELLED

September 9
Membership Dinner
Meeting
@PowerHouse Lawn &
Leisure
****DINNER MEETINGS**
ARE BACK!**

October 22-24
Home Show

October 28-30
NEW
Fall Parade of Homes



Welcome!

Renewing Members

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Hallmark Building Supplies
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The Kaz Company
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Sobek Architects
CoVantage Credit
Union



New Members

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Custom Timber Frames
Perspektive Media

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Letter from the President

Hello Everyone,

Was that really June? I feel like I blinked and it was over. Probably because of all the amazing Wausau Area Builders Association events we had throughout the month!

Hopefully most of you were able to get around and see the 7 amazing homes that were featured in this years Parade of Homes. It went off without a hitch thanks to the Parade Co-Chairs Sam McClellan and Travis Hoerman along with the many volunteers that helped out with this year's event.

Just last week we had our annual Golf Outing at Pine Valley Golf Course. It was another great event to raise money for the Building Youth into Builders Grant Program. Phil Pesanka and the Golf Outing Committee did an amazing job. I can't wait to see what the final tally is to add to the BYiB Grant Fund.

A massive thanks to all of our members and volunteers that helped out with this month's fun events!

With the holiday weekend on the horizon, I wanted to take a second to wish everyone a very safe and happy Independence Day. My wish for you all is that you are able to enjoy the time with friends and family while reflecting on the true meaning of this holiday.

May God bless you all and God Bless America!

Alex Forer
2021 WABA President

2021 Wausau Area Builders Association Board of Directors

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National Representative (NAHB) - Alex Forer

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By-Laws - Sid Sorensen

Events -

Finance - Kyle VanOrder

Home Show - Kyle VanOrder / Rachele Cota

Building Youth into Builders - Roger Lang

Legislative - Cory Sillars

Marketing - Tara Parks

Membership -Kevin Schemenaur

Nominations - Russ Utech

Parade of Homes - Travis Hoerman / Sam McLellan

Personnel - Kyle VanOrder

Scholarship - Cory Sillars

Silent Auction - Amber Goyer

Golf - Phil Pesanka

Social - Ashley Dupuis-Bohman

Save the Date!

*WABA is going back to the
WOODCHUCKS!*

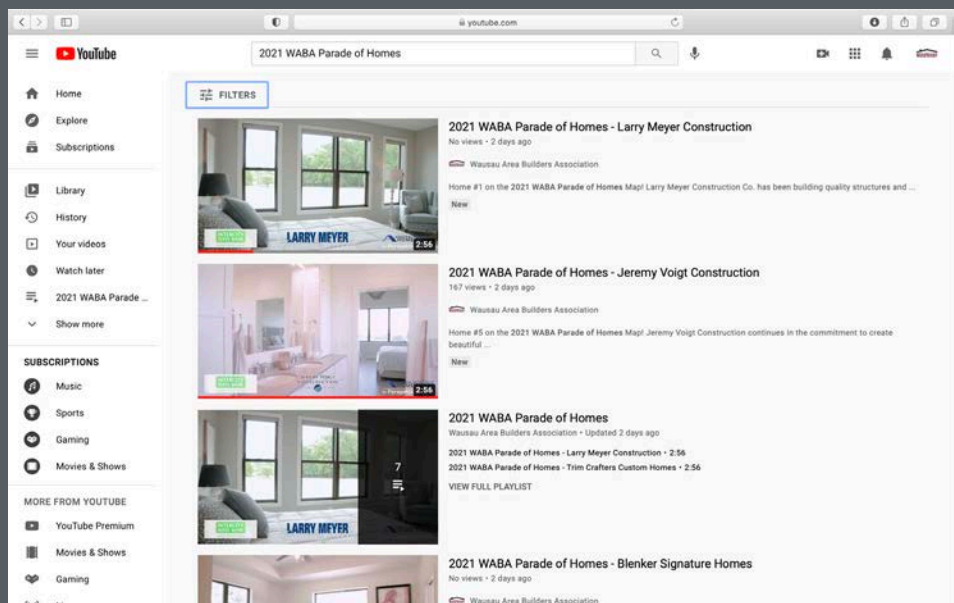
Details to come

August 9th 2021



Parade of Homes Virtual Tours now LIVE!

If you attended the Parade of Homes and want to see the homes again or if you would like to see the homes for the first time, check out the virtual tours!! All homes are on our YouTube Channel, Wausau Area Builders Association.



***Thank you to the sponsors,
attendees, and volunteers
of the 2021 WABA
Golf Scramble!***

Your support for our annual golf event is very appreciated. We are very happy to have had you a part of a successful and enjoyable day.

WABA Golf Committee

*Phil Pesanka, AbbyBank
Golf Committee Chair*

Kevin Porter, Intercity State Bank

Gary Zarda, Marcell's Specialties



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Tine & Cellar

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WABA Social Committee is looking for sponsors and ideas for the upcoming networking events!

Does your company want to participate? Do you have an idea?

Contact Cara to get in touch with the Social Committee!

Cara@WausauAreaBuilders.com



Next Social Committee Event-

Business After Hours

@ Sure-Dry

4205 Stewart Ave

Wausau, WI

Business
After Hours

@ **Sure-Dry**

JULY 22ND

4205 STEWART AVE, WAUSAU, WI



DRINKS, FOOD, TOURS, AND NETWORKING !

WATCH YOUR EMAILS FOR EVENT INVITE TO RSVP

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2021 Sporting Clay Shoot CANCELLED



Shotgun Shell Shortage

We are disappointed to announce that the 2021 Sporting Clay, Shoot that was scheduled for August 20th, is cancelled due to the nationwide shortage of ammo.

NAHB Chairman Urges Congress to Boost Lumber Production from Federal Lands

Article from NAHB.org

To help resolve lumber supply shortages and rein in elevated prices, NAHB Chairman Chuck Fowke today called on Congress to increase domestic lumber production from federal lands, both as a means to improve housing affordability and address the resilience of our national forests.



Appearing at a forum conducted by Republican members of the House Natural Resources Committee and GOP members of the House Western Caucus to discuss skyrocketing lumber prices, Fowke said that boosting domestic lumber production is just part of the solution.

“We also need to resolve the long-standing trade dispute with Canada over softwood lumber imports as well as solving supply chain and labor supply disruptions that continue to linger,” Fowke said.

Illustrating the unprecedented rapid rise in lumber prices over the past year that has added nearly \$36,000 to the price of a new home, Fowke told lawmakers that lumber prices have increased more than 165% percent since April 2020. OSB prices are also up nearly 400%, and the Random Lengths Framing Composite Index price shot past the \$1,500 barrier for the first time ever in May.

“For context, the previous high was \$582 in 2018 and framing lumber typically trades around \$425 per thousand board feet,” Fowke noted. “These historic price increases are dramatically raising home prices and rental costs and threaten the nation’s economic recovery.”

Lumber prices currently stand at elevated levels, though they have fallen in recent weeks. However, these recent price declines are not due to an increase in supply.

“We see it due to a slowdown in housing production, which should alarm everyone,” Fowke said. “In May, single-family starts fell 5.9% and that follows significant downward revisions to the April estimate and previous months’ readings.”

Regarding the nation’s federally owned forests, Fowke noted that timber harvests from the National Forest System averaged between 10 and 12 billion board feet for a 40-year period from the mid-1950s and then plunged precipitously to an average between 1.5 and 3.3 billion board feet per year starting in the mid-1990s due to bureaucratic red tape and litigation.

Over the course of three decades there has been a dramatic decline in timber production from our federally owned forests.

“We must strike a more appropriate balance in how we manage our national forests,” Fowke told lawmakers. “Doing so will restore the health of one of our great natural resources and offers the potential to reinvigorate the forestry industry while improving housing affordability. That’s a win-win-win in my book.”

For more on the lumber crisis, visit nahb.org.

Advocacy Digest

A monthly digest of top stories from *The Blueprint*, a Wisconsin Builders Association (WBA) publication.

- WBA advocates the interests of 4,000 home building industry members at the state legislative level, resulting in improved laws and regulations that keep housing affordable for Wisconsin families.

Brad Boyks, Executive Director
(608) 242-5151 ext. 16
bboycks@wisbuild.org

WBA News

- Wednesday, July 14- 8:30am-3:30pm Membership Meeting Day @ The Ridge Hotel in Lake Geneva **NEW LOCATION**
- Thursday, July 15th- Wisconsin Builders Foundation Golf Outing @ Trevino Golf Course in Lake Geneva **LEW LOCATION** REGISTRATION OPEN
- Thursday, October 7- 8:30am-3:30pm Membership Meeting Day @ Virtual

Thirty on Thursdays

Now - Thu, Dec 16, 2021 10:30 AM

Please join us for our web series, Thirty On Thursdays where our guests will range from affinity partners to business executives to government leaders.

WisBuild.Org

June 18, 2021



POWTS Bill Clears State Senate

Recently, our bill to provide additional plan reviewers at the Department of Safety and Professional Services to review Private Onsite Wastewater Treatment Systems passed the state senate on a 29-4 bipartisan vote.

You may remember that this bill passed the state senate last session but not the state assembly.

We are now working on passage of this bill in June by the state assembly so it can be forwarded to Governor Evers for his signature soon.



WBA Joins Coalition on Worker Shortage

The Wisconsin Builders Association has joined a coalition effort asking Governor Evers' to end federal pandemic unemployment benefit enhancers and return to pre pandemic levels to help elevate the worker shortage in our state.

In addition to this coalition effort, legislation to address this issue has been

introduced as Senate Bill 354 and Assembly Bill 336.

Developer Check List Draft Coming Soon

WBA is working with WBA Outside Legal Counsel Robert Procter on a Wisconsin specific "developers checklist" that eventually will be made available to all members on the members only side of our website. We are working to have a draft ready for review in the next month.

If you are a developer and would like to help review the initial draft of the developers checklist, please send an email to bboycks@wisbuild.org.

Evers Announces Reelection Bid

In a speech to the Democratic Party Convention recently, Governor Tony Evers announced he will be seeking reelection in 2022.

In that speech Evers said, "Wisconsin, I'm in. I'm running for re-election. We've accomplished a lot in the last few years, but we're just getting started. We have more work to do, together."



The most visible and well-known likely candidate on the GOP side is former Lt. Governor Rebecca Kleefisch but other individuals have been mentioned as possible candidates to run in the GOP primary to challenge Governor Evers in November 2022.

continued on the next page

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Building a Better Wisconsin PAC Action

Thank you to those that participated in the first ever WBA online auction to support the Building A Better Wisconsin PAC.

Collectively we were able to raise over \$4,800 from contributions across the state. Thank you to all the winning bidders.

Also thank you to Mike and Ron Derrick, Andy Voeltner, and Greg Schaffer for donating items to WBA that were then donated to the Building a Better Wisconsin PAC to be used in the auction.

Stay tuned for future online silent auctions to fund the Building A Better Wisconsin PAC!

Rising Material Challenges, Declining Builder Sentiment

BY ROBERT DIETZ



Rising material prices and supply-chain shortages resulted in builder confidence dipping to its lowest level since August 2020. The latest National Association of Home Builders (NAHB)/Wells Fargo Housing Market Index (HMI) shows that builder confidence in the market for newly built single-family homes fell two points to 81 in June. Despite the monthly decline, the reading above 80 is still a signal of strong demand in a housing market lacking inventory.

Higher costs and declining availability for softwood lumber and other building materials pushed down builder sentiment in June. These higher costs have have moved some new homes beyond the budgets of prospective buyers, which has slowed the strong pace of home building. Policymakers need to focus on supply-chain issues in order to allow the economic recovery to continue.

While builders have adopted a variety of business strategies including price escalation clauses to deal with scarce building materials, labor and lots, unavoidable increases for new home prices are pushing some buyers to the sidelines. Moreover, these supply-constraints are resulting in insufficient appraisals and making it more difficult for builders to access construction loans.

Derived from a monthly survey that NAHB has been conducting for 35 years, the NAHB/Wells Fargo HMI gauges builder perceptions of current





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single-family home sales and sales expectations for the next six months as “good,” “fair” or “poor.” The survey also asks builders to rate traffic of prospective buyers as “high to very high,” “average” or “low to very low.” Scores for each component are then used to calculate a seasonally adjusted index where any number over 50 indicates that more builders view conditions as good than poor.

All three of the major HMI indices posted declines in June. The HMI index gauging current sales conditions fell two points to 86, the gauge charting sales expectations in the next six months posted a two-point decline to 79 and the component measuring traffic of prospective buyers dropped two points to 71.

Looking at the three-month moving averages for regional HMI scores, the South rose one point to 85, the West fell one point to 89, the Midwest dropped three points to 72 and the Northeast posted a five-point decline to 78.

The HMI tables can be found at nahb.org/hmi.



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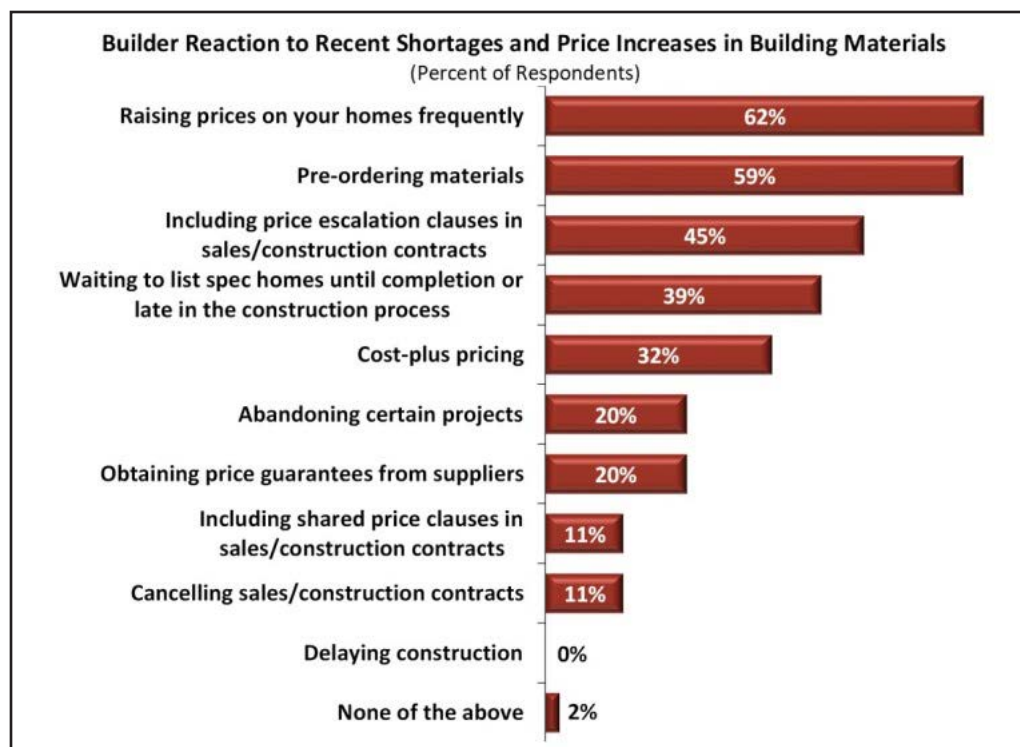


Strategies Builders Employ to Combat Rising Building Material Costs and Shortages

Article from NAHB.org

How have single-family builders reacted to recent shortages and price increases in building materials?

The most common strategies, cited by 62% and 59% of builders, were to raise their prices on their homes frequently and pre-ordering materials, according to a June survey for the NAHB/Wells Fargo Housing Market Index (HMI).



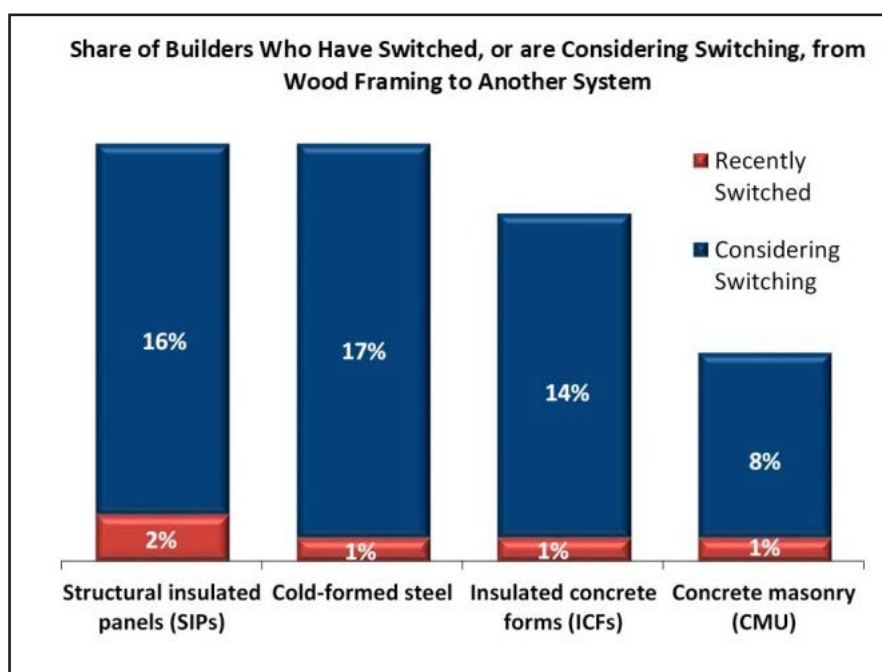
These approaches were followed by price escalation clauses (45%, waiting until late in the construction process before listing spec homes (39%) and cost-plus pricing (32%).

Only 2% of builders indicated they had adopted none of the listed techniques for dealing with the shortages and rising cost of materials.

While some of the most dramatic price increases over the past year involved lumber prices, this has caused very few builders to switch away from traditional wood framing, although some are considering it. In particular, 17% are considering switching to steel, 16% to structural insulated panels, 14% to insulated concrete forms and 8% to concrete masonry.

NAHB Senior Economist Paul Emrath provides more analysis in this Eye on Housing blog post.

Single-family home builders are invited to join the exclusive group of NAHB members who participate in the HMI survey





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2021 WABA June Parade of Homes

The Parade of Homes Committee is excited to let you all know that the attendance for our June Parade of Homes was 2800, which is the biggest attendance we have had in atleast the past few years! Thank you to everyone that helped this be a successful event for all involved!

Sam McLellan, Woodbury Custom Homes - Co-Chairman

Travis Hoerman, Timber River Custom Homes & Design - Co-Chairman

Rob Swan, Builders FirstSource

Eric Golla, Central Door Solutions

Jeremy Voigt, Jeremy Voigt Construction

Kurt Wendt, Merril Sheet Metal



Thank you to the event sponsors!

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Carpet City

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2021 WABA OCTOBER Parade of Homes

The committee is also please to report that we are HAVING ANOTHER PARADE THIS YEAR! October 28-30th, we will be hosting a second parade that welcome remodel projects. This second parade will feature a shorter schedule and a lower entry fee for the builders. If you are a builder and have been interested in showcasing a new home in a parade or are a remodeler and have wanted to be involved in the parade....this is the perfect opportunity for you! BUILDER CONTRACTS ARE DUE JULY 15TH.

PARADE OF HOMES



SCAN THIS QR CODE TO VIEW
THE 2021 PARADE OF HOMES
EVENT BOOK!

2021 WABA Board of Directors

Now is a GREAT TIME to start a discussion about joining the WABA Board of Directors in 2022.

Are YOU interested? Contact Cara in the office of any of the current WABA Board Members to begin a conversation.





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know?**



The WB Foundation offers online continuing education credits for holders of Wisconsin's Dwelling Contractor credentials through its partnership with Slipstream and the B4 Conference.

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Registration is OPEN!

visit wausauareabuilders.com or

Contact Cara at 715-842-9510 or Cara@WausauAreaBuilders.com

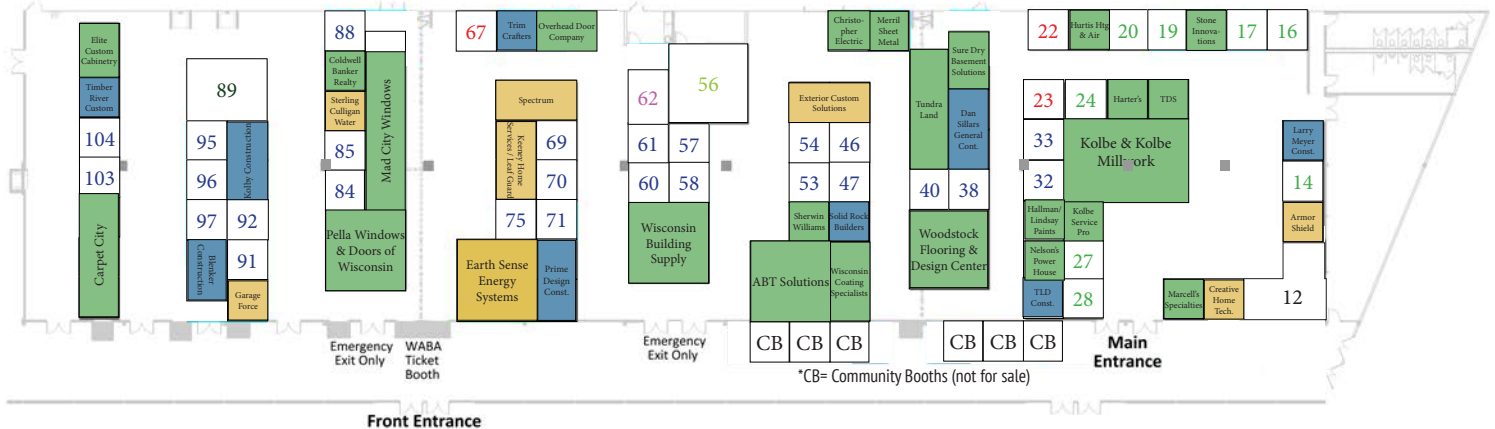


2021 Wausau Area Builders Association Home Show

Central Wisconsin Convention & Expo Center

Rothschild, WI

October 22-24, 2021



	EARLY BIRD REGISTRATION Pricing until April 1, 2021	REGULAR REGISTRATION Pricing valid April 2-Sept 1, 2021	LATE REGISTRATION Pricing after Sept 1st
Front Room 10' x 10' Booth (11, 13, 14, 16, 17, 18, 19, 20, 21, 24, 24A, 26, 27)	\$425	\$550	\$600
Front Room 10' x 10' End Cap (10, 15, 24B)	\$500	\$600	\$650
10' x 10' Booth (29-33, 36-38, 40-44, 46-50, 52-54, 57, 58, 60, 61, 66, 69-73, 75-77, 80-82, 84-86, 88, 90-94, 95-97, 100-105)	\$375	\$500	\$550
10' x 10' End Cap = (22, 23, 44A, 45, 55, 67)	\$450	\$575	\$625
10' x 15' Booth = (35, 62, 65, 79, 98, 106)	\$565	\$775	\$825
10' x 20' End Cap = (68)	\$900	\$1150	\$1200
15' x 20' End Cap = (89)	\$1,275	\$1650	\$1700
20' x 20' Booth = (51, 56, 74)	\$1,425	\$1925	\$2025
20' x 20' End Cap = (39, 59, 83)	\$1,650	\$2150	\$2250



3 EVENTS | 2 DAYS



Member Meeting Day

In person meetings are back! Join us Wednesday, July 14 at The Ridge Hotel in Lake Geneva for our summer member meeting and hear from dynamic speakers on legislative topics and ways to improve and enhance your business and employees.



Steve Bench



Tyler August

10:00 AM – 12:00 PM Past and Current Leadership Brunch – By Invitation Only

10:00 AM – 1:00 PM Local Executive Officers Meeting

12:30 PM – 1:00 PM Member Meeting Registration

1:00 PM – 1:45 PM Representative Tyler August; Friend of Housing Award Presentation & Legislative Update

1:50 PM – 2:55 PM Steve Bench; Generational Differences in the Workplace, Employee Recruitment & Retention

3:00 PM – 4:30 PM Board of Directors Meeting

Celebration of Housing

Celebrate the accomplishments of the housing industry at our inaugural Celebration of Housing taking place after the summer member meeting day.



July 14 | The Ridge Hotel | Lake Geneva

5:30 PM Registration & Complimentary Cocktail Reception

6:30 PM Welcome & Address by WBA President Abe Degnan

6:45 PM Guest Speaker | Jerry Howard, NAHB CEO

7:00 PM Plated Dinner

8:00 PM Awards Reception – Awards to be given include: Hall of Fame, Builder of the Year, Associate of the Year, Rising Star, Badger Craftsman Awards, and Local Association of the Year.

9:00 PM Complimentary Post-Awards Cocktail Reception on the Patio



GENEVA NATIONAL
— RESORT & CLUB —

WB Foundation Golf Outing – July 15

Support the future builders in Wisconsin and attend the WB Foundation Golf Outing! Hosted at Geneva National Golf Club, the Lee Trevino Course offers meticulously manicured bent grass tees, fairways and greens, as well as five tee boxes offering a great golf experience for every level of player. Sprawling throughout the rolling countryside, it is a challenge for the seasoned golfer yet forgiving for the beginner.

7:15 AM Registration Opens

7:45 AM Best Ball Toss

8:00 AM Shotgun Start; Best Ball Scramble

VISIT WISBUILD.ORG/WBA-EVENTS TO REGISTER FOR ALL EVENTS LISTED ABOVE! WE'LL SEE YOU THERE!

MEMBER-ONLY BENEFIT SPOTLIGHT

GO TO SBGPINC.COM AND CLICK:



REDEEM YOUR BPA

Since 2009, SBGP has partnered with State Home Building Associations, to offer their private business planning services to builders, remodelers and HBA Associate members of select states throughout the country. We are pleased to announce that since May, WBA members now have access to their nationally recognized BPA and BPA Process.

Through their years of working heavily in this industry, they have built a team of builder, remodeler, and HBA Associate member specialist coaches to help members create a plan around their most challenging issues:

- ✓ **Identifying Your Vision**
- ✓ **Creating a Marketing Plan**
- ✓ **Creating a Sales Plan and Process**
- ✓ **Recruiting & Maximizing Team Engagement**
- ✓ **Understanding and creating KPIs (Key Performance Indicators) and a Company Dashboard**
- ✓ **Creating and Documenting Overall Company Systems and Processes**

Through their six step Business Diagnostic & Plan of Actions (BPA), the SBGP Team identifies what is working, notes what is not, asks you a litany of questions, disseminate and fully documents everything that is discovered. Finally, they conduct DISC Profile and Motivational Assessments with you and up to 10 members of your management team (including a team "scatter chart") and blend the results into your BPA. These assessments are also compliments of the Wisconsin Builders Association, to truly personalize your plan.



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