

# 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

**June 7**  
**Networking at the WABA**  
**Office 8-9 AM**

**June 8-13th**  
**Parade of Homes**

**June 25th**  
**WABA Golf Outing**

**August 20**  
**WABA Sporting Clay**  
**Shoot**

**October 22-24**  
**Home Show**

**October 28-30**  
**\*NEW\***  
**Fall Parade of Homes**



## Welcome!

### Renewing Members

SnowBelt Fireplace & Stove  
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Best-1 Plumbing & Heating LLC  
Precision Homes, LLC  
Schwanz Custom Homes LLC  
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Wausau Supply Company  
Davczyk & Varline LLC  
Elite Custom Cabinetry Inc.  
Thorcraft Custom Kitchens LLC  
Macco's Floor Covering Center, Inc.  
Krueger Water Systems LLC



### New Members

Elco Construction  
Seifert Electric, Inc.

## Inside this issue



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## Letter from the Association Manager

Hi,

Happy Parade of Homes Month, we made it!! Thank you to everyone that is a part of this WABA event; sponsors, advertisers, committee members, board members, builders, and associaites. It always feels good to show the community how talented you all are.

After we catch our breath from the parade, it will be time to golf! The WABA Golf Scramble is June 25th at Pine Valley Golf Course. If you haven't signed up your team already, please get it in. This is always a fun event, thank you Phil Pesanka and Golf Committee, where we get to enjoy a summer day together.

The Social Committee is busy brain storming some additional ways for us to get together in the summer, stayed tuned for information from them. Otherwise, we will see you again in the fall when our dinner meetings will return as will the Sporting Clay Shoot and the Home Show!

We would love to start gathering names for the 2022 Board of Directors Ballot. If you are interested in joining the board in one of the positions or would like to nominate another member please reach out to me or an exsisting WABA Board of Directors Member. Elections for 2022 will be held at our November Member Dinner Meeting.

Thank you for supporting your industry by being a member of the Wausau Area Builders Association.

If there is anything that I can do to help you take full advantage of your membership, let me know!

Enjoy the beautiful weather,

Cara Spatz  
Association Manager

### 2021 Wausau Area Builders Association Board of Directors

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Treasurer - Kyle VanOrder, Woodstock Flooring & Design Center

Past President - Russ Utech, Russ Utech Insurance

Directors Thru 2021 - Sam McLellan, Rachele Cota, Ashley Dupuis-Bohman

Directors Thru 2022 - Kevin Porter, Jeremy Voigt, Aaron Beyer

Directors Thru 2023 - Scott Dombeck, Seth Jozwiak, Tara Parks

State Representative(WBA)- Seth Jozwiak, Jeremy Voigt, Kevin Porter

National Representative (NAHB) - Alex Forer

### Committee Chairmans:

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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 Gober

Golf - Phil Pesanka

Social - Ashley Dupuis-Bohman

## Save the Date!

*Sporting Clay Shoot  
returning in August!*

# August 20 2021





# Parade of Homes Bus Tour

Thank you to everyone that joined us for the 2021 Parade of Homes Bus Tour, it was so fun to bring this event back after taking a year off!



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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](mailto:Cara@WausauAreaBuilders.com)



## Thank you KAFKA GRANITE!

May 20th, Kafka Granite hosted a GREAT Business Mixer for us and members of Golden Sands Builders Association at their Mosinee location. They treated us to yummy food, beverages, goodie bags, giveaways, and a wonderful atmosphere.

We got to see all the products that they have available locally, if you haven't checked them out make sure you visit their website, [www.kafkagranite.com](http://www.kafkagranite.com), to see what they offer.



*If you are interested in hosting our group contact Ashley Dupuis-Bohman, [AshleyD@intercitystatebank.com](mailto:AshleyD@intercitystatebank.com)*





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### Have you voted?

## Wisconsin Builders Association (WBA) Badger Craftsman Awards

*Voting is open until June 11th for the inaugural WBA Badger*

*Craftsman Awards. All members have the opportunity to place their vote for each of this year's categories! Visit [WisBuild.Org](http://WisBuild.Org) for details.*

*Spoiler Alert - Some of our own WABA*

*Members are in the running for awards!!!*





# Median Age of Construction Worker In Line with National Average

Article from NAHB.org

According to NAHB analysis of the most recent 2019 American Community Survey (ACS) data, the median age of a construction worker is 41 — the same as the national average. This matches similar analysis by NAHB from 2017, in which the median age for both construction workers and the national workforce was also 41.

States reporting higher median ages among construction workers include:

Maine (47 years)  
New Hampshire (46 years)  
West Virginia (45 years)

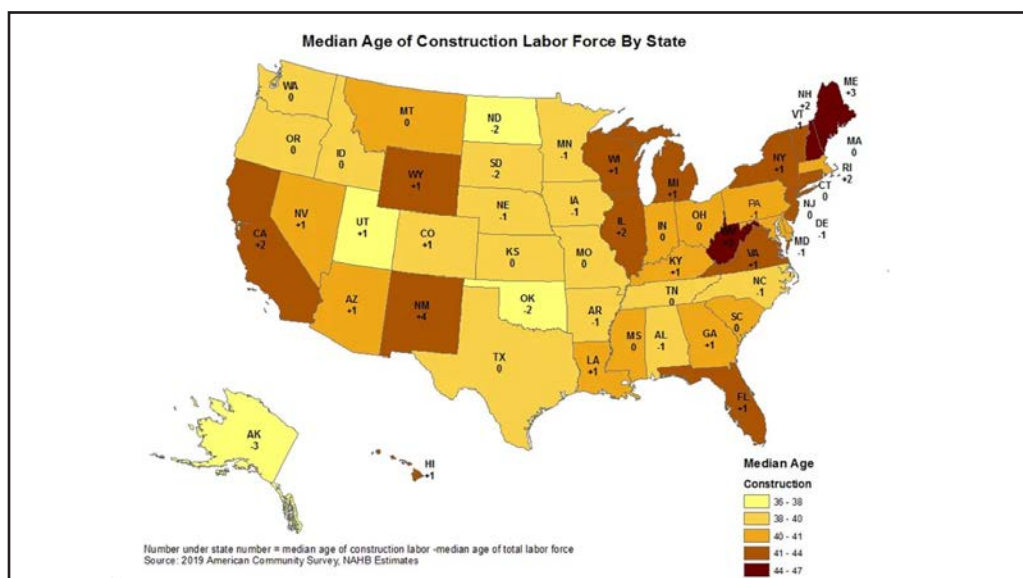
States reporting lower median ages among construction workers include:

Alaska (36 years)  
North Dakota (36 years)  
Oklahoma (38 years)  
Utah (38 years)

The map below indicates both the median age range for construction workers, as well as how that median age compares to the median age of the workforce in each state.

These geographic trends are comparable to 2017 data: Northeastern states such as Vermont, Rhode Island, Connecticut, New Hampshire, New Jersey and Pennsylvania all reported higher median ages, while Midwestern and Western states such as Nebraska, Idaho, North Dakota, South Dakota, Utah and Wyoming reported lower median ages.

As the home building industry continues to experience a labor shortage, even as new residential construction jobs have been added in the wake of the COVID-19 pandemic, attracting new talent to the field is critical.



# 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](http://WisBuild.Org)



May 21, 2021

### **Uniform Dwelling Code Council (UDC Council)**

Recently the UDC Council met for the first time since December of 2019 to elect new leadership and discuss a possible move from the UDC to the IRC as the base code of one- and two-family home construction in Wisconsin.

We still have three WBA members serving on the UDC Council; Abe Degnan, Mark Etrheim, and Dawn McIntosh, and one former member, Dan Wald, out of the nine total members. There are also two inspectors who were appointed by Gov. Walker that have worked well with our members on the council; Brian Wert and Scott Satula.

Brian Wert was elected chair of the council and Mark Etrheim was elected vice chair. This was a very positive result and Mark will have some influence on future agendas and the direction that the committee takes.

The council observed a presentation from a government affairs official from the ICC on why Wisconsin should move to the IRC as the base code in Wisconsin. The prep work that was done leading up to the meeting to establish talking points and real-world examples of why the move to the IRC was well worth the time. Mark and Abe did an excellent job of pushing back against a move to the IRC and other members of the council, most notably Dan Wald, Brian Wert, and Scott Satula, advocated for a slow pace to further discuss and review any changes to the UDC and to compare any changes to the IRC.

Bob DuPont, a former DSPS employee, also made a presentation and submitted documents that advocated for the switch from the IRC to the UDC for the base code in Wisconsin.

Ultimately, a motion was passed to table this discussion to a future meeting and to study the difference between the IRC and UDC.

With Mark's election and no motion passed to move from the UDC to the IRC for the base code in Wisconsin, the results of the first UDC Council meeting in 16 months were positive. On word of caution, the push to move to the IRC, or to incorporate provision of the IRC to the UDC (most notably on the energy code side) will be something that our members will have to push back on during every future meeting of the council. We will continue to work together to make sure we have a coordinated effort on this topic.

The meeting was adjourned with no discussion of when a future meeting will take place. When the goal is no big changes to the code the fact that there does not seem to be a big push to meet again soon is a positive sign.

### **Workforce Housing options in Wisconsin**

The topic of providing more workforce housing options in Wisconsin is being talked about by members of the Wisconsin Legislature on both sides of the political aisle. Recently, WBA staff has been meeting with legislative leaders to

provide a summary of items related to workforce housing that have been introduced and provide some options for provisions in other states. Those items are listed below for your review.

### **2021 State Budget Provisions**

Tax Incremental Housing for Workforce Housing (recently removed from the state budget)

- 2021 AB 68, summary on pages 134-135
- LRB Analysis of 2021-2021 Executive Budget Bill pages 136-137

continued on the next page



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- This provision was also part of 2019 AB 859/SB 811 by Brooks and Feyen  
First-Time Homebuyer Savings Accounts
- 2021 AB 68, summary on page 174
- LRB Analysis of 2021-2021 Executive Budget Bill page 178

### **2019-2020 Bills**

#### Sales Tax Exemption for Materials Used to Construct Workforce Housing; SB 791

- Creates a sales and use tax exemption for the sale of building materials, supplies, equipment, landscaping, and lawn maintenance services if the property or service is acquired solely for, or used solely in, the construction or development of a workforce housing development.
- Residential units are intended for initial occupancy by households whose income is at least 60 percent, but not more than 120 percent, of the county's median household income.

#### Creating Refundable Individual Income Tax Credit for Rehabilitation Expenses; SB 792/AB 905

- A refundable individual income tax credit of 10 percent of the amount spent by the claimant on qualified rehabilitation expenditures on a construction or reconstruction project on eligible housing.
- Initial construction of the residence was completed before 1980 and the fair market value of the residence is equal to or less than the median price of a single-family residence located in the same county.
- The maximum credit amount is \$15,000 per claimant, which is 10 percent of up to \$150,000 spent on qualified rehabilitation expenditures.
- Homeowners could claim as much as \$138 million annually in older housing rehabilitation credits

### **Proposals in other states**

#### Michigan: Employer Support of Workforce Housing Tax Credit; Michigan SB 360

- Employers can claim an income tax credit equal to 50% of the total eligible contributions made during the tax year. Eligible contributions include:
  - o Supporting a local impact housing trust fund
  - o Offering employees the option to participate in a qualified employer-assisted housing project that assists employees in securing affordable housing near the workplace
  - o A "project" is down-payment assistance, reduced-interest mortgages, mortgage guarantee programs, rental subsidies, individual development account savings plans, or any other similar type of project approved by MI State Housing Development Authority (MSHDA).
  - o These contributions are only eligible for employees whose adjusted household income is not more than 120% of the area median income as determined by MSHDA.

#### New Jersey: American Dream Act; New Jersey SB 242

- The grant program would provide down payment assistance and home repair assistance to certain low and moderate income, first-time homebuyers to defray the costs associated with acquiring and rehabilitating single-family housing for principal residence.
- Under the grant program, the maximum grant awarded to each first-time homebuyer would not exceed six percent of the home's purchase price or \$10,000, whichever is greater.



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Suggestion: if this were used as a guide, target only workforce housing units

### ***Reducing the Cost of Housing Infrastructure***

- WHEDA CEO Joaquín J. Altoro recently mentioned one of the biggest challenges to workforce housing development was the cost of infrastructure (sewer, water, sidewalks) that a developer pays for and dedicates to a municipality.

A grant program could be developed to help municipalities to pay for infrastructure for developments that contain at least 60% workforce housing units to help drive down the cost of development.

You could use the definition of “property for public use” with the same definition used in 2019 SB 791: includes sidewalks, wastewater collection and treatment systems, drinking water systems, storm sewers, utility extensions, telecommunications infrastructure, streets, roads, bridges, and parking ramps.

- Create mandates or incentives for municipalities to lower the minimum lot sizes for new developments and reduce the widths of streets, sidewalks, and setbacks.

### ***From NAHB: Gains for Single-Family Built-for-Rent Ahead?***

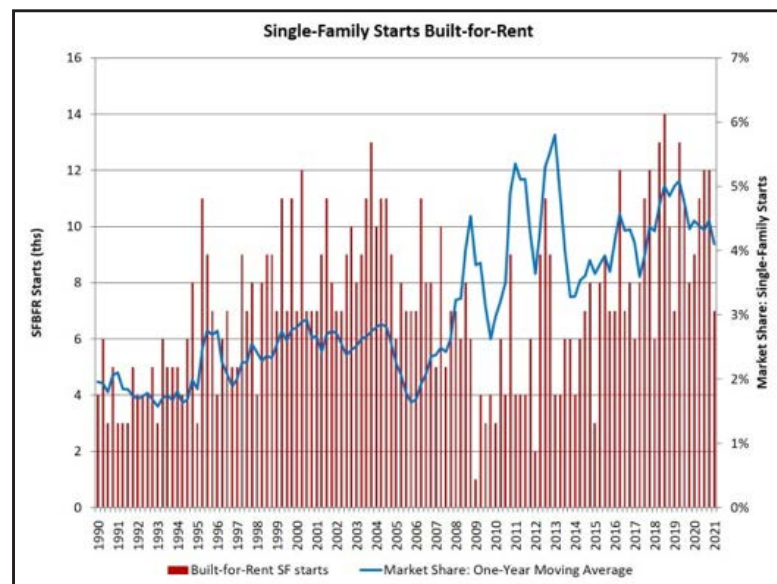
BY ROBERT DIETZ ON MAY 19, 2021

Counter to expectations, the number of single-family homes built-for-rent (SFBFR) construction starts posted a year-over-year decline for the first quarter of 2021. The SFBFR market is a way to add single-family inventory amid concerns over housing affordability and downpayment requirements in the for-sale market, particularly during a period when people want more space and a single-family structure. Single-family built-for-rent construction differs with respect to structural characteristics compared to other newly-built single-family homes, particularly with respect to home size.

According to NAHB’s analysis of data from the Census Bureau’s Quarterly Starts and Completions by Purpose and Design, there were approximately 7,000 single-family built-for-rent starts during the fourth quarter of 2020. This was a 22% decline relative to the first quarter 2020 total of 9,000. Over the last four quarters, 42,000 such homes began construction, which is about flat compared to the 41,000 estimated SFBFR starts for the four prior quarters.

Given the small size of this market segment, the quarter-to-quarter movements typically are not statistically significant. The current four-quarter moving average of market share (4.1%) remains higher than the historical average of 2.7% (1992-2012) but is down from the 5.8% reading registered at the start of 2013.

Importantly, as measured for this analysis, this class of single-family construction excludes homes that are sold to another party for rental purposes, which NAHB estimates may represent another two percent of single-family starts. The estimates in this post only include homes built and held by the builder for rental purposes. It is possible this share is rising, and we will have future survey results to explore it.



With the onset of the Great Recession and declines in the homeownership rate, the share of built-for-rent homes increased in the years after the recession. While the market share of SFBFR homes is small, it has been trending higher. As more households seek lower density neighborhoods and single-family residences, but some must do so from the perspective of renting, the SFBFR market will likely expand in the quarters ahead as the economy recovers from the virus crisis.

# Commerce Secretary Pledges Full Support of Biden Administration to Resolve Lumber Issue

Article from NAHB.org



Commerce Secretary Gina Raimondo acknowledged the depth of the lumber price crisis and its effects on the residential construction industry, home buyers and renters during a meeting today with the NAHB senior officer team.

Secretary Raimondo and NAHB CEO Jerry Howard discussed working together on convening a summit that would include representatives from the U.S. government, the lumber supply chain and the home building industry.

“Commerce Secretary Raimondo understands that high lumber costs are adding tens of thousands of dollars to the price of a new home,” said NAHB Chairman Chuck Fowke. “She heard our stories and acknowledged that she

is concerned – and that President Biden is concerned – about the effect of the lumber price problem on the broader economy.”

“There is a disconnect between lumber supply and housing demand,” said NAHB First Vice Chairman Jerry Konter. “U.S. sawmill output increased 3.3 percent in 2020. But over the same period, single-family construction increased 12 percent to almost 1 million housing starts, and the remodeling market expanded 7 percent. We feel this mismatch between domestic production and rising demand for building materials is at the root of the unsustainable increases in lumber prices.”



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Current prices according to the Random Lengths Framing Lumber Composite Index – the industry benchmark – have more than quadrupled since April 2020 to more than \$1,500 per thousand board feet. Lumber prices alone are adding nearly \$36,000 to the price of a new home, pricing millions of middle-class households out of the market at a level they previously could afford, NAHB analysis shows.

## Identifying the Solutions and Addressing Housing Affordability

Looking at domestic timber, NAHB Second Vice Chair Alicia Huey pointed out the decline in the domestic harvest, noting that as recently as the mid-1990s, roughly 10 billion board feet of lumber was harvested from the nation’s forests each year. Over the last 10 years, the harvest has fallen below 3 billion board feet most years. Huey asked the secretary to advocate for better, more active forest management goals from U.S. national forests to help ease the current shortage.

NAHB Third Vice Chairman Carl Harris encouraged the secretary to push for a lasting softwood lumber agreement with Canada. “We need trade policy that actually serves the interests of the American people and increases housing opportunity for first-generation home buyers,” he said.

continued on the next page



The effect of high lumber prices on low- and moderate-income families is a top concern of NAHB and the Biden administration, noted NAHB Immediate Past Chairman Greg Ugalde.

“My company works with many first-time, first-generation home buyers,” said Ugalde. “After all these lumber costs get added to the price of a home, those first-time home buyers are often the first to be eliminated from the market.”

Ugalde also acknowledged Raimondo’s long-standing commitment to the housing industry. “We met with you when I was NAHB chairman and you were the governor of Rhode Island, and we saw that you were a person of action when it came to housing affordability. We need your help again to protect first-generation home buyers.”

Raimondo noted that NAHB proposed tangible ideas for moving forward on the lumber problem, including better forest management, increased production from the nation’s sawmills, and working toward a more lasting agreement with Canada.

For more information about how NAHB is addressing the lumber crisis, visit [nahb.org](http://nahb.org).



## Thank You!

*Tara Parks (HIBU), Deann Zobrak (Runkel Abstract & Title), Marilyn Kurtz (Runkel Abstract & Title), and Ashley Dupuis-Bohman (Intercity State Bank) for helping to represent WABA at the Chamber EXPO. You are greatly appreciated!*



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**October 28-30 Fall Parade of Homes**

*We are adding a second Parade of Homes to this year's schedule! Contracts will be due July 15th.*

*More information to follow!*

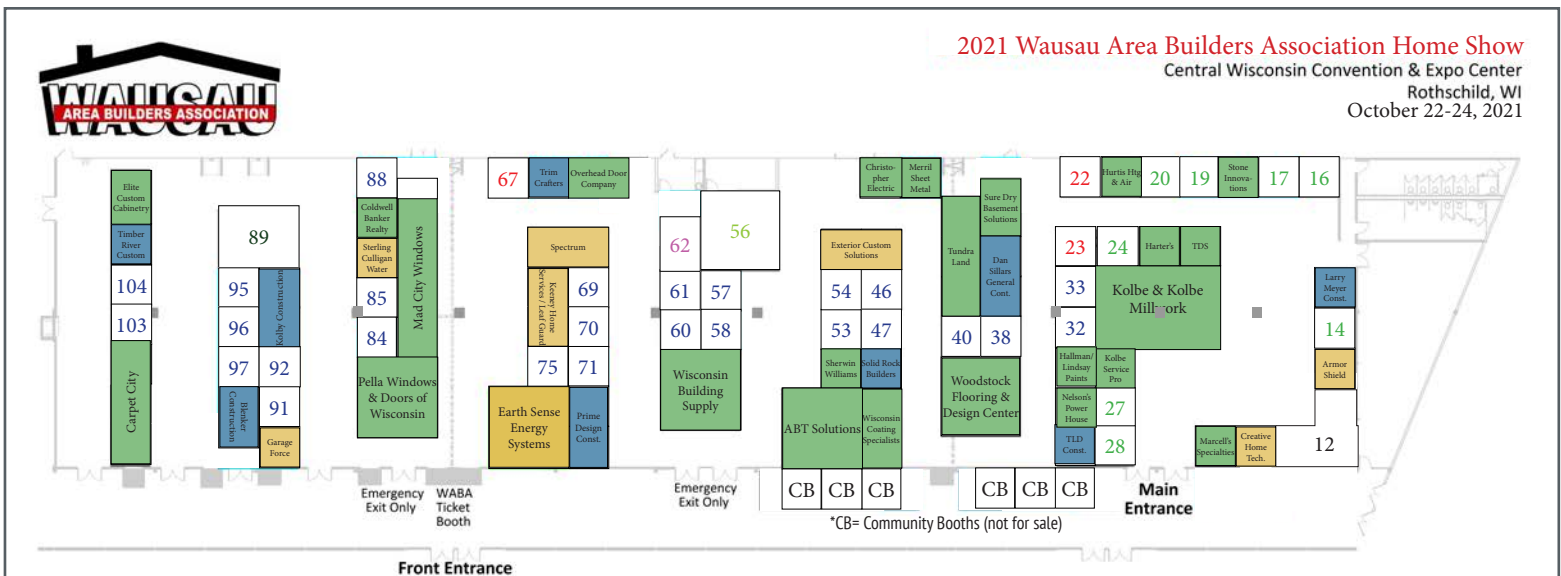
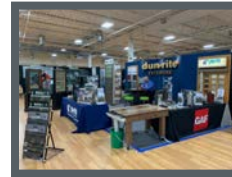


the 2021 WABA Home Show?

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visit [wausauareabuilders.com](http://wausauareabuilders.com) or

Contact Cara at 715-842-9510 or [Cara@WausauAreaBuilders.com](mailto:Cara@WausauAreaBuilders.com)



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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



# PREVAIL<sup>TM</sup> BANK

## Bring your goals home.

No matter your unique home lending needs,  
we are here to help. Our mortgage lenders  
will work with you to understand your goals.

**We're here to lend a hand.**

Banking | Lending | Guidance



Pursue what's possible. ///

## Create solutions perfect for real life.

You deserve tailor-made solutions, unique to every room in your home. With Pella® Lifestyle Series, pick and choose the right features, options and innovations to make solutions that fit your life, room by room. Available performance solutions offer an unbeatable combination of energy efficiency, sound control and value.\*



Pella Windows & Doors  
of Wisconsin

\* Performance solutions require upgrades to triple-pane, Advanced Comfort Low-E and mixed glass thickness. Based on comparing product quotes and published STC/OITC and U-Factor ratings of leading national wood window and patio door brands.

Pella Window & Door Showroom

Brodie Brooks | BBrooks@PellaWI.com | 715.492.0509





# 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



## 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



GENEVA NATIONAL  
— RESORT & CLUB —

VISIT [WISBUILD.ORG/WBA-EVENTS](http://WISBUILD.ORG/WBA-EVENTS) TO REGISTER FOR ALL EVENTS LISTED ABOVE! WE'LL SEE YOU THERE!



801 S. 24<sup>th</sup> Avenue, Wausau, WI 54401

[Cara@wausauareabuilders.com](mailto:Cara@wausauareabuilders.com)

715-842-9510



## WABA GOLF SCRAMBLE

FRIDAY, JUNE 25, 2021

9:45-10:15 Brunch/Registration

10:30 Shotgun Start



### \$75 Per Golfer

Includes:

- Lunch **AND** Heavy appetizers after golf
- 18 Holes with Carts
- Cash Prizes for Blind Bogey scoring
- Door prizes and Raffle prizes
- Awesome Birdie Hole Event
- Free Early bird-driving range practice
- Free Goody Bags
- Flag Events

Attending Dinner only \$25

### Members and Non-Members Welcome

**We will pair you up and put you on a Team**

Singles / Twosomes / Threesomes

2 free mulligan's per golfer - \*Scramble Format\*

Better your score - Buy String at the event!

Pine Valley  
Golf Course

Team/Company Name \_\_\_\_\_ Primary Contact \_\_\_\_\_

E-Mail \_\_\_\_\_ Phone Number \_\_\_\_\_

Player 1:

\_\_\_\_\_

Player 2:

\_\_\_\_\_

Player 3:

\_\_\_\_\_

Player 4:

\_\_\_\_\_

### Sponsorships - X your sponsorship level

\*\*\*Sign Included for all sponsors\*\*\*

Hole Sponsor- \$50 \_\_\_\_\_

Lunch Sponsor - \$200 \_\_\_\_\_

Dinner Sponsor - \$200 \_\_\_\_\_

Beer Hole - \$200 (includes ¼ barrel-) \_\_\_\_\_

Beverage Cart Sponsor- \$75 (2-available) SOLD

Birdie Sponsor- \$250 -negotiable (includes hole prize) SOLD

Putting game- \$100 (and \$100 valued prize) SOLD

**Total Enclosed \$** \_\_\_\_\_

Deadline to register is **June 15, 2021** with **Wausau Area Builders** at above address or e-mail: [cara@wausauareabuilders.com](mailto:cara@wausauareabuilders.com)

**No Late registrations. Payments preferred prior to event.** Will accept payment at event.

To ensure a sign for your sponsorship, please have in **by June 15, 2021**

Philip J Pesanka - Committee Chairman - 715-298-4186 - [ppesanka@abbybank.com](mailto:ppesanka@abbybank.com)

**Proceeds benefit WABA Building Youth into Builders Grant Program**

We Welcome Raffle Prize Donations **OR** Goody Bag Items!!



GROWTH PARTNERS

**MEMBER-ONLY**  
**BENEFIT**  
**SPOTLIGHT**GO TO [SBGPINC.COM](http://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.

**WISCONSIN  
BUILDERS  
ASSOCIATION**