

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

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



## Welcome!

### Renewing Members

Design Theory 19  
VISTAS at Greenwood Hills  
Budget Blinds of Wausau  
Modern Builders & Suppliers  
Star Environmental, Inc.  
Torborgs Lumber  
Accent Window Fashions, LLC  
Elite Construction & Landscaping  
Power House Lawn & Leisure  
Peoples State Bank  
Kafka Granite LLC  
Hanson Sanitation & Excavating, Inc



Per-Mar Security Services  
Jenny Gordon Group at Amaximmo  
Grebe's, Inc.  
Wisconsin Coating Specialists  
Hibu  
Wierzba Insulation

## Inside this issue



**Homeownership Remains  
Primary Driver of Household  
Wealth**

Page 8



**Advocacy Digest**

Page 9



**Rising Lumber Prices and  
Lack of Supply Threaten  
Consumer's Housing Options**

Page 12-14





# Letter from the President

Hello Everyone,

Welcome to March! I think its safe to say we will definitely be getting a nice sense of spring in the weeks to come.

Well, its official, we've had 8 Builders sign contracts for the 2021 Parade of Homes. This is huge considering all of the challenges our industry is facing right now. There is also still time for those Builders who have already signed up to register a 2nd home. That entry period ends on March 4th. Thank you to all Builders and your clients for your willingness to participate this year! Associates, stay tuned, there will be plenty of sponsorship opportunities coming for you to participate in the Parade.

Some other exciting news that the Building Youth into Builders Committee has been working hard on. As most of you know it has been very difficult for our industry to find and retain skilled labor over the last several years. The BYIB committee has been intensely focused on this since their inception and has recently developed a grant program to help fund local educational programs, focusing on the Residential Construction Industry. The grant application has recently been approved and available for the community to take advantage of.

How about this amazing tidbit? The Wausau Area Builders Association is now on YouTube! Yeah, it's true. Right now, we have all of the virtual tours from the 2020 Parade of Homes loaded onto our channel and we will be developing additional content in the months to come. If you have any ideas for beneficial material, please reach out to Cara in the WABA office.

Finally, this past Thursday the Social Committee hosted an amazing virtual event which brought folks together to create their own personal Charcuterie Boards. This event was a ton of fun and something the Social Committee will definitely be looking to expand upon. A huge thank you to Russ Utech and Woodland Trails Winery for sponsoring wine for each participant. From what I saw the wine bottles emptied very quickly which is a testament to the quality product that they produce.

As always, I wish you all the best in life and business and can't wait to see you soon.

Take care and God bless!

Alex Forer  
2020 WABA President

**Denfeld Concrete Construction Inc.**  
COMPLETE CONCRETE SERVICE

**OVER 30 YEARS OF QUALITY SERVICE**

**715-359-7869**  
**715-359-3944**

**RESIDENTIAL COMMERCIAL**

**6702 Clover Rd. Wausau**

**MAUSAU AREA BUILDERS ASSOCIATION**

*Poured Walls • Foundations • Holding Tanks • Floors*

*The Area's Oldest and Most Trusted Name in Concrete Construction.*

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

## 2021 Wausau Area Builders Association Board of Directors

President - Alex Forer, Larry Meyer Construction

Vice President - Keith Koenig, Kolbe & Kolbe Millwork

Secretary - Deann Zobrak, Runkel Abstract & Title

Treasurer - Kyle VanOrder, Woodstock Flooring & Design Center

Past President - Russ Utech, Russ Utech Insurance

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

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

Directors Thru 2023 - Tyler Schwertfeger, Seth Jozwiak, Tara Parks

State Representative(WBA) - Seth Jozwiak, Jeremy Voigt, Tyler Schwertfeger

National Representative (NAHB) - Alex Forer

## Committee Chairmans:

By-Laws - Sid Sorensen

Events -

Finance - Kyle VanOrder

Home Show - Kyle VanOrder / Rachelle 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 McLellen

Personnel - Kyle VanOrder

Scholarship - Cory Sillars

Silent Auction - Amber Gober

Golf - Phil Pesanka

Social - Ashley Dupuis-Bohman

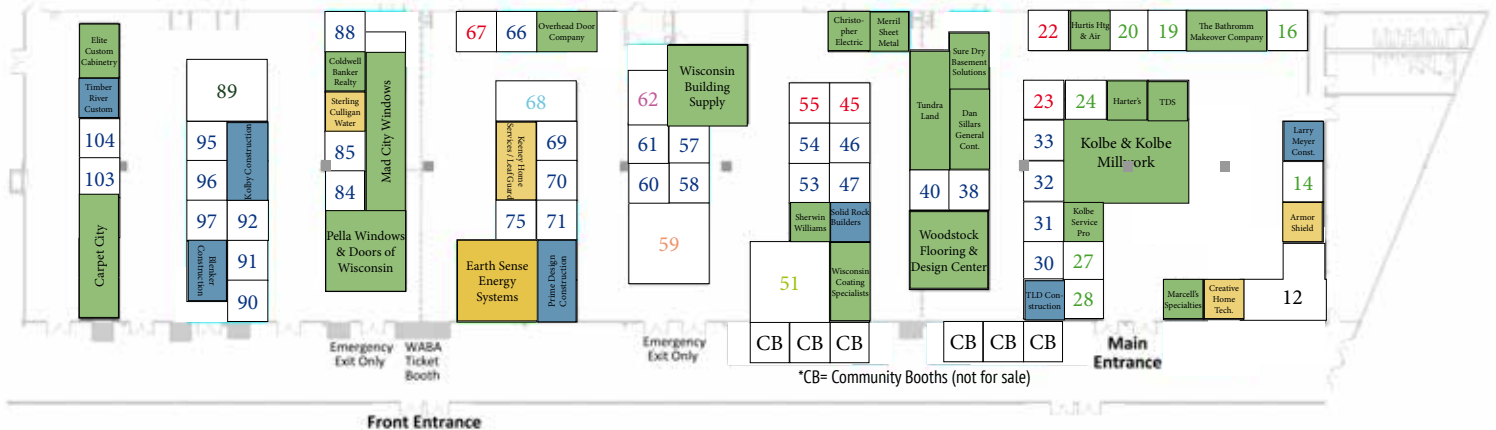
# Do you want to be an Exhibitor at the 2021 WABA Home Show?

## Sign up NOW for the biggest \$\$\$\$ Savings- Early Bird Pricing until April 1st!

Contact Cara at 715-842-9510 or [Cara@WausauAreaBuilders.com](mailto: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, 4A, 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





# Charcuterie Boards

## *WABA's 1st Virtual Networking Event thanks to the Social Committee*

WABA's newest committee, the Social Committee, put together a great event for our very first virtual networking event on February 23rd. Everyone gathered on Zoom to learn about charcuterie boards from a local expert, Mary from the Milk Merchant.

It was a fun way to see everyone and to experience some wonderful cheeses that we got to pair with awesome wine courtesy of Russ Utech and Woodland Trails Winery. We hope to get another virtual event put together for the membership in the future.



Integrity • Experienced • Strong

## county LAND & TITLE LLC

Professional • Responsible • Team

**EXPERIENCED...**  
in handling a vast number of construction transactions throughout Wisconsin. With our network of 10 office locations around the State, we are able to provide you exceptional service.

**STABLE...**  
led by Attorney Paul E. Duerst, and the construction group which has been at County Land and Title, LLC for an average of 20 plus years.

**STRONG...**  
team having professional experience and being one of the largest agents for First American Title Ins Co. and Chicago Title Ins Co., in Wisconsin.

County Land & Title, LLC  
739 Grand Ave., Schofield, WI

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

715-355-0094  
[clt@title-pros.com](mailto:clt@title-pros.com)



**New Wells**  
The latest equipment for fast, professional service

**Hydro-Fracturing**  
A proven procedure designed to increase the amount of water in dry and low-yield water wells, old and new

**Well Abandonment**  
Permanent sealing of unused wells to prevent contamination of clean ground water

**The Right Depth  
at the Right Price**

**LANG**  
WELL DRILLING  
COMPANY, INC.

CALL US NOW  
24 Hour Answering Service  
**848-1234**

FAX 842-8438 • 1710 W GARFIELD AVE., WAUSAU

## 2020 Annual Review Done

*CLA has completed WABA's Financial Review*

If any of our members have questions on the annual, financial review of the Wausau Area Builder's Association please reach out to Cara in the office or a member of our Executive Committee.



## FORGENT® SERIES

© 2021 Kolbe & Kolbe Millwork Co., Inc. | Photos © Spacecrafting Photography



Dedication to innovation, quality and thoughtful design has led Kolbe Windows & Doors to the Forgent® Series. This high-performance product line was developed for convenience, easy installation and new construction or replacement projects requiring durable windows and doors. Find your vision at [kolbewindows.com](http://kolbewindows.com)

**KOLBE**  
WINDOWS & DOORS



# **Builders Participating in the 2021 WABA Parade of Homes on June 8-13th are:**

Trim Crafters  
Woodbury Custom Homes  
Jeremy Voigt Construction  
Timber River Custom Homes  
Kolby Construction  
Blenker Construction  
Larry Meyer Construction  
Gruett Construction



## **Advertise in our Newsletter!**

Get your 1/8, 1/4, 1/2 or Full page ad in  
each of our monthly  
e-newsletters for one low price



**Contact Cara for more information**

**715-842-9510 / Cara@  
WausauAreaBuilders.com**

## **New WABA Sub-committee**

Tara Parks, WABA Marketing Chairman,  
is putting together a new sub-committee  
that will put together information for up-  
dating our website

Is this something you would be interested  
in joining? Contact Cara at 715-842-9510  
or [cara@wausauareabuilders.com](mailto:cara@wausauareabuilders.com).



# INTERCITY STATE BANK

Member  
**FDIC**



Wausau ▪ Schofield ▪ Weston



## DEER RUN STONE

NATURAL & MAN-MADE STONE & ROCK

- Hearthstones & Fireplace Stone
- Sills, Treads, Steps, Outcroppings
- Landscaping Products
- Stone - Natural & Man Made
- Flagstone & Matching Tile
- Stone Benches & Fountains
- Masonry Supplies - Lath, Mud, Felt

*If we don't have it,  
we'll find it for you.*

**715.356.4205**

Fax 715.439.4043

Email: [aropyw@deerrunstone.com](mailto:aropyw@deerrunstone.com)

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

9787 Rylee Lane  
Minocqua, WI 54548

**HALQUIST**  
STONE  
PRO • LINE  
Stone Veneer



CULTURED STONE  
The Preferred Name In Stone



**Did you  
know?**



WBA Membership gets you  
a discount on Sales & Tax  
Advisory Services?

The Tax Advisory Network CEO,  
Holly Hoffman, is a former WI Dept  
of Revenue auditor and a contractor  
sales tax expert. WBA members  
will receive 50% off a Sales Tax  
Compliance Assessment (mini audit  
to identify refunds and liabilities) and  
20% discount on consulting services.

VISIT [WisBuild.Org](http://WisBuild.Org) FOR MORE  
INFORMATION



# BUILDERS! Do you know about the WBA Member Rebate Program?

RECORDING OF WEBINAR WITH GUEST KIM KLEIN AVAILABLE ON NEW WAUSAU AREA BUILDERS ASSOCIATION YOUTUBE CHANNEL!

Link - <https://youtu.be/MF1C0f6rahs>



Builder and remodeler members are eligible to receive cash back on materials, appliances, and more used in their construction projects through HBA Rebate's WBA Member Rebate Program. No receipts required--program participants earn back approximately \$1,472 per claim!

A big THANK YOU to our Membership Committee for organizing this webinar for us that was held on February 23rd.

## Homeownership Remains Primary Driver of Household Wealth

Article from NAHB.Org

Homeownership increased from a low of 63.7% in 2016 to 64.9% in 2019, and the primary residence continued to be the largest asset on the balance sheets of households in 2019, according to the 2019 Survey of Consumer Finances (SCF).



The primary residence was the largest asset among households across various age groups — with the exception of the 55-64 demographic, where the primary residence and business interests were equally dominant assets. It was also the largest asset across racial and ethnic demographics, with the primary residence accounting for more than 30% of household wealth for non-white and Hispanic/Latino households.

Home owners had a median net worth of \$255,000 — more than 40 times the median net worth of renters (\$6,300), which reflects both the value of homeownership and the difficulty to obtain homeownership. The median value of the primary residence was \$185,000 for home owners under the age of 35, then jumped to \$250,000 for home owners between the ages of 35 and 54 before declining again for older demographics.

**Builders FirstSource**

**SEE IT.  
BUILD IT.  
LIVE IT.**

Our experienced staff can help with all the details to make your house a home—from the ground up. Upgraded trim work, beautiful doors and energy-efficient windows are only the beginning of a huge selection of quality products available at Builders FirstSource.

Wausau  
801 S 24th Ave.  
Wausau, WI 54401  
715.842.2001

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



# 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

Thu, Dec 17, 2020 10:00 AM 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**

January 19, 2021



### **PPP Loan Federalization Becomes Law**

With the help of WBA members lobbying their members of the Wisconsin Legislature using the VoterVoice System, a bill to federalize the taxation of PPP loans was passed by a wide and bipartisan vote and signed into law by Governor Evers.

Over 200 individual emails were sent to members of the State Senate and Assembly by WBA members encouraging a “yes” vote on Assembly Bill 2 (AB 2) which would assure there is no Wisconsin tax liability

for PPP loans. Now, 2021 Wisconsin Act 1 treats the taxation of PPP loans the same in Wisconsin as they are on the federal level. Over 90% of the members who sent messages via the VoterVoice system were new users of the system.

Thank you to those members who used the VoterVoice system to lobby members of the legislature on this issue, to those members of the legislature that voted in favor of AB 2, and to Governor Evers for signing the bill into law. For the roll call vote for AB from the State Assembly [click here](#) and for the State Senate [click here](#).

### **Governor Evers’ Introduces 2021-2023 State Budget**

In a virtual speech to a joint session of the legislature and to those watching at home, Governor Evers recently introduced his 2021-2023 State Budget. The introduction of Governor Evers’ budget now triggers the review of that document by the republican controlled Joint Committee on Finance under the leadership of two first time co-chairs, Representative Mark Born and Senator Howard Marklein.

In a joint appearance organized by the online political news service Wispolitics.com, Born and Marklein appeared to be leaning towards mostly ditching Governor Evers’ budget plan and starting over. The cochairs did react positively to some increase in public school funding and additional support for broadband expansion to more rural parts of the state.

Some of the positive aspects of Evers’ budget proposal include funding for additional positions to review and approve POWTS applications at DSPS, expanded use of TIF to encourage workforce housing, and first-time homebuyers savings accounts.

A few of the more concerning provisions that have a negative effect on housing affordability include requiring prevailing wage on developer financed subdivision infrastructure, the reintroduction of an additional contractor registration at DSPS that had been previously eliminated as part of the 2013-2015 state budget, and greater flexibility for local municipalities to increase property taxes on Wisconsin families.

Over the next few months, the Joint Committee on Finance will first be briefed by the Legislative Fiscal Bureau and various cabinet secretaries to get more information on the overall fiscal condition of the state and the needs of the various state agencies prior to starting to vote on various provisions in the budget. State law requires a state budget to be passed and signed into law by July 1, but if that date is not met, state government does not shut down (like on the federal level) but continues funding at levels from the previously passed state budget.

continued on the next page

# Woodstock

## FLOORING & DESIGN CENTER

HARDWOOD, CARPET, TILE, VINYL & LAMINATE FLOORING  
CUSTOM & SEMI-CUSTOM CABINETS & COUNTERTOPS  
INCLUDING: GRANITE, QUARTZ, LAMINATE, SOLID SURFACE & CULTURED VANITY TOPS



## 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, AdvancedGon for Low E and mood glass thickness. Based on comparing product ratings and published STC/OTC and U-factor ratings of leading national wood window and patio door brands.



Pella Window & Door Showroom

Brodie Brooks | [BBrooks@PellaWI.com](mailto:BBrooks@PellaWI.com) | 715.492.0509



### ***Roth and Rodriguez introduce bill to streamline DSPS Commercial Plan Review***

Recently State Senator Roger Roth and Representative Jessie Rodriguez introduced a bill to streamline the approval of commercial building plans by the Department of Safety and Professional Services (DSPS).

The bill would make some changes to the way application fees are processed by DSPS that are required for plan review and exempt certain smaller commercial buildings from plan review at DSPS if they are approved by a state licensed engineer, architect, or designer. The bill also suggests plumbing plans with fewer than 26 plumbing fixtures to be exempt from DSPS review. Currently, plumbing plans with 15 or fewer fixtures are not reviewed by DSPS.

### ***From NAHB: Record-High Lumber Prices Add \$24K to the Price of a New Home***

Lumber prices have skyrocketed more than 180% since last spring, and this price spike has caused the price of an average new single-family home to increase by \$24,386 since April 17, 2020, according to NAHB standard estimates of lumber used to build the average home. Similarly, the market value of the average new multifamily home has increased by \$8,998 over the same period due to the surge in lumber prices.

The latest Random Lengths prices as of mid-February show the price of framing lumber topped \$975 per thousand board feet — a 180% increase since last April when the price was roughly \$350 per thousand board feet.

NAHB calculated these average home price increases based on the softwood lumber that goes into the average new home, as captured in the Builder Practices Survey conducted by Home Innovation Research Labs. Included is any softwood used in structural framing (including beams, joists, headers, rafters and trusses), sheathing, flooring and underlayment, interior wall and ceiling finishing, cabinets, doors, windows, roofing, siding, soffit and fascia, and exterior features such as garages, porches, decks, railing, fences and landscape walls.

The softwood products considered include lumber of various dimensions (including any that may be appearance grade or pressure treated for outdoor use), plywood, OSB, particleboard, fiberboard, shakes and shingles — in short, any of the products sold by U.S. sawmills and tracked on a weekly basis by Random Lengths.

*Voted #1 Mortgage Company in Marathon County.*  
Call us today for our construction loan specials.



**Peoples**  
STATE BANK

888.929.9902 | [www.bankpeoples.com](http://www.bankpeoples.com)

*Always see the Potential.*

Member FDIC



# Rising Lumber Prices and Lack of Supply Threaten Consumers' Housing Options

Article from NAHB.Org

Housing affordability has been a critical issue across the country for years, as factors such as a shortage of lots and labor have led to a limited supply. As lumber prices once again approach all-time highs amid a supply shortage, this crisis only gets worse, as housing prices continue to soar and builders face challenges to meet ongoing housing demands.

“The continuing rise in building cost — including rising lumber prices, availability of material, etc. — is causing a sudden downturn in new home starts,” said Cory Lord, a builder based in Georgia.

“We are finding it hard to complete current contracts on time, and home owners are not able to afford to sign new contracts with the escalated cost.”



The rising supply costs are exacerbated by the uncertainty of when supplies will be available to complete the home in a timely manner and whether or not the homes will appraise at the correct price to reflect these rising costs.

“We had one home owner walk away from a contract at signing because we could not promise her a completion on her home within a five-month time frame, even though we explained to her that the current limited availability on some products was causing delays that were beyond our control,” stated Lord.

Other builders have noted that market uncertainty extends to prospective home owners' financial positions as well, such as the risk of unemployment or retirement with a fixed income, which often makes them more apprehensive or less flexible to move forward with higher costs.

“In such a fragile marketplace, consumers cannot afford to add another \$10,000 to \$30,000 for the frame package,” observed Tabitha Casamento, a builder in Upstate New York. “I have repeatedly asked when this will normalize from a national supplier, but there's no end in sight.”

Builders are doing everything possible to avoid pricing consumers out of homes while still maintaining competitive prices necessary to operate their businesses — especially given the potential long-term impacts on consumers, as the purchase of a home is often a key factor in building wealth.

“We've had to raise sales prices by more than \$50,000 since August because of rising lumber prices,” shared Michael Betcher, an affordable first-time buyer production home builder in Arizona. “This prices most buyers out from being able to qualify for a new home, and perpetuates the cycle of renting and not building equity.”

## Share Your Lumber Story

NAHB would like to hear how rising lumber prices, and the limited availability of lumber, are affecting your business and the impact on housing affordability. For example, missed closing opportunities, increased costs, buyers being priced out of the market, etc. This will help us further illustrate to the Administration and Congress why a plan to address the lumber crisis is urgently needed. Share your story at [NAHB.Org](https://www.nahb.org)



# Let the Wausau Area Builder's Association help you reach your 2021 Advertising Goals!

You could sponsor one of the 2021 WABA events or advertise in the Parade of Homes or Home Show Event Book. Available opportunities are on the next few pages.

*To secure an opportunity or for any questions contact Cara at 715-842-9510 or [Cara@WausauAreaBuilders.com](mailto:Cara@WausauAreaBuilders.com)*



# 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**

 Member **FDIC**



**Pursue what's possible. ///**



# Advertise YOUR Company at the 2021 WABA Parade of Homes • June 8-13th \*\*WABA MEMBERS ONLY\*\*

Would your business like to be a part of the 2021 Wausau Area Builders Association's Parade of Homes? All sponsorship and advertising packages can be customized to fit your needs. We look forward to working with you - simply choose, sign, and return this form to Wausau Area Builders Association. Deadline for ad & payment is April 27, 2021.

If you advertised in the 2020 Parade of Homes, please indicate if your ad will remain the same or if you will be providing a new ad. New ads can be emailed in a pdf or jpeg file to [Cara@WausauAreaBuilders.com](mailto:Cara@WausauAreaBuilders.com).

## Be a Part of It All!

☐ **PRESENTING SPONSOR**  
☐ \$2,500.00 Two available / ☐ \$3,500 SOLO

- Company Name/Logo present on all media advertising (print, radio, tv)
- Full Page Color ad in Parade Event book.
- Ten (10) Complimentary tickets to the WABA Parade of Homes.
- Invitation for two (2) to the annual Parade Builders Appreciation Banquet.

## Advertise at the Home Sites

Advertise to all of the event attendees with these great options to be seen at each of the homes that are in the event.

☐ **WATER BOTTLE SPONSOR**  
☐ \$1,500.00 includes Event Book Back Cover  
☐ \$1,000 Full Page Ad

- Company Name/Logo on complimentary bottled water (sponsor responsible for water delivery)
- Eight (8) complimentary tickets to the WABA Parade of Homes.
- Invitation for two (2) to the annual Parade Builders Appreciation Banquet.

## ☐ HAND SANITIZER SPONSOR

\$1000.00 • One Available

- Company Name/Logo printed on hand sanitizer at homes
- Full Page Ad in the Parades Event Book
- Eight (8) Complimentary tickets to the WABA Parade of Homes.

## ☐ SIGN SPONSOR \$1000.00 • One Available

- Company Name/Logo on all pre-parade and parade directional signage.
- Full Page Ad in Parade Event book.
- Eight (8) Complimentary tickets to the WABA Parade of Homes.
- Invitation for two (2) to the annual Parade Builders Appreciation Banquet.

## ☐ SAFETY SIGN SPONSOR \$1000.00 • One Available

- Company Name/Logo on COVID Safety Signs displayed at homes.
- Full Page Ad in Parade Event book.
- Eight (8) Complimentary tickets to the WABA Parade of Homes.

☐ **BAG SPONSOR** \$500.00 • One Available

- Sponsor will provide all (pre-approved) bags with the printing at the cost of the sponsor. The WABA logo must be on all bags.
- Two (2) Complimentary tickets to the WABA Parade of Homes.

☐ **TICKET SPONSOR** \$350.00 • Two Available

- Company Name/Logo printed on the back of half of tickets
- Two (2) Complimentary tickets to the WABA Parade of Homes.

## Advertise in the Event Book

Advertise to all of the event attendees during the event and afterwards\* when your ad is in the event book!

\*Parade of Homes Event Book is dispersed at the event as well as being available for viewing online during and after the event at [WausauAreaBuilders.com](http://WausauAreaBuilders.com)

## ☐ MAP SPONSOR \$750.00 • Two Available

- Company Name / Logo on detailed parade map listing homes in event book.
- Full Page Color ad in Parade Event book.
- Four (4) Complimentary tickets to the WABA Parade of Homes.

## EVENT BOOK ADS \*LANDSCAPE BOOK\*

<input type="checkbox"/> 1/4 Page	5" wide x 3.75" tall	\$240
<input type="checkbox"/> 1/2 Page	5" wide x 8" tall	\$340
<input type="checkbox"/> Full Page	11" wide x 8.5" tall with .125" Bleed	\$500

☐ SAME AD AS LAST YEAR ☐ I WILL BE SENDING A NEW AD

☐ Add a Full Page Article Page for \$100!

(with purchase of 1/2 or Full Page Ad)

You supply the content and photos, we put it together for you. Content to be informative rather than advertising.



## Advertise at the Bus Tour

Would you like to be a part of the bus tour that the Parade of Homes Builders, Sponsors, and guests attend? It's always a fun day to be a part of!

### ☐ **BUS TOUR LUNCH SPONSOR**

\$500.00 or In-Kind • One Available

\*Company Name/Logo displayed at lunch for bus tour.

\*Chairman acknowledgment and opportunity to address the participants.

\*1/4 Page Ad in Parade event book.

- Two (2) complimentary tickets for the pre-Parade Bus Tour.
- Two (2) complimentary tickets to the WABA Parade of Homes

### ☐ **BUS TOUR SPONSOR** \$500.00 • One Available

•Company Name/Logo displayed on bus.

•Chairman acknowledgment and opportunity to address the participants.

•1/4 Page Color Ad in Parade event book.

- Two (2) complimentary tickets for the pre-Parade Bus Tour.
- Two (2) complimentary tickets to the WABA Parade of Homes

### ☐ **BUS TOUR BEVERAGE SPONSOR**

\$500.00 or In-Kind • One Available

•Company Name/Logo displayed on coolers for bus tour.

•Chairman acknowledgment and opportunity to address the participants.

•1/4 Page Ad in Parade event book.

- Two (2) complimentary tickets for the pre-Parade Bus Tour.
- Two (2) complimentary tickets to the WABA Parade of Homes

## Advertise at the

## Builders Appreciation Dinner

Support the Parade of Homes Builders with a sponsorship of their dinner to celebrate their Parade Homes! Enjoy a relaxing dinner with the Parade of Homes Builders and the committee members.

### ☐ **APPRECIATION DINNER SPONSOR**

\_\_\_\_\$250.00 • Four Available

•Company Name/Logo displayed at annual Parade Builders Appreciation Banquet

•Chairman acknowledgment and opportunity to address the participants.

•Invitation for two(2) to the annual Parade Builders Appreciation Banquet.

## Advertise with the Virtual Tours

In 2020, the Parade of Homes added Virtual Tours! These tours are launched two weeks after the event and available until prior to the next Parade of Homes. This is a great opportunity to be seen by this audience.

### ☐ **VIRTUAL TOUR SPONSOR** One Available

\_\_\_\_\$500.00 Name or Logo Displayed

\_\_\_\_\$750.00 Video Message Recorded & Displayed

\*Company Name/Logo displayed at beginning of each video.

\*1/2 Page Ad in Parade event book.

- Two (2) complimentary tickets to the WABA Parade of Homes

Do you have another idea for advertising at the WABA Parade of Homes?  
Contact Cara or the Parade of Homes Committee members to discuss!

## **CONTACT INFORMATION**

**Submit information via mail, e-mail, or call the WABA Office (Info. below)**

Name \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

\_\_\_\_ Please send me an email invoice to \_\_\_\_\_

\_\_\_\_ Payment Enclosed, made out to Wausau Area Builders Association (WABA)

Contact for Ad Artwork \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Wausau Area Builders Association**

**801 S. 24th Ave. Wausau, WI 54401 • 715-842-9510 • Cara@WausauAreaBuilders.com**

***THANK YOU FOR YOUR SUPPORT OF THE 2021 WABA PARADE OF HOMES!***



# Advertise YOUR Company at the 2021 WABA Golf Scramble • Friday, June 25th

Would your business like to be a part of the 2021 Wausau Area Builders Association's Golf Scramble? This is an outdoor, social event for a great cause. WABA uses the final proceeds to disperse to our community through a grant managed by the Building Youth into Builders Committee available to our schools construction education programs for their needs that are not covered through traditional funding sources.

We look forward to having your business a part of this event - simply return this form to Wausau Area Builders Association / Cara@WausauAreaBuilders.com. Please return completed form by JUNE 11TH to ensure sponsorship sign. Payments are preferred prior to event. Payments are accepted at the event.

## Sponsorships

☐ **HOLE SPONSOR \$50.00 • 18 available**

• Sign with your company name/logo displayed at hole. 2 available

☐ I would also like to attend the event with an activity at my hole, contact me!

☐ **LUNCH SPONSOR \$200.00 • 1 available**

• Company name/logo displayed during lunch

☐ **DINNER SPONSOR \$200.00 • 1 available**

• Company name/logo displayed during dinner.

☐ **BEER HOLE SPONSOR \$200.00**

1 available, includes 1/2 barrel

• Company name/logo displayed at beer hole.

☐ **BEVERAGE CART SPONSOR \$75.00**

• Company name/logo displayed on beverage cart.

☐ **BIRDIE HOLE SPONSOR \$250.00**

1 available, negotiable (included hole prize)

• Company name/logo displayed at the birdie hole that includes a special prize for the attendees to win.

☐ **PUTTING GAME SPONSOR \$100.00**

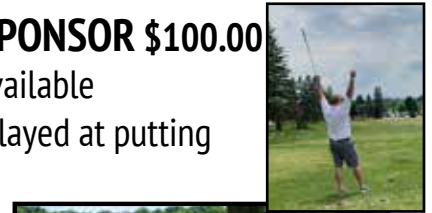
& \$100 valued prize • 1 available

• Company name/logo displayed at putting green.

• Sponsor or WABA to organize the game on putting green.



Golfer Registration will be available at a later date.  
We accept individual and team registrations.



## CONTACT INFORMATION

Submit information via mail, e-mail, or call the WABA Office (Info. below)

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Email \_\_\_\_\_ Phone Number \_\_\_\_\_ TOTAL: \_\_\_\_\_

☐ Please send me an email invoice to \_\_\_\_\_

☐ Payment Enclosed, made out to Wausau Area Builders Association (WABA)

☐ Contact me closer to the event, I have an item to donate for your raffle and/or the goody bags!

Contact for Logo Artwork \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**We are also looking for items for our raffles and the goody bags!**

Philip J Pesanka - Committee Chairman - 715-298-4186 - ppesanka@abbybank.com

Wausau Area Builders Association  
801 S. 24th Ave. Wausau, WI 54401  
715-842-9510 • Cara@WausauAreaBuilders.com

**THANK YOU FOR YOUR SUPPORT  
OF THE 2021 WABA Golf Scramble!**





# Advertise YOUR Company at the 2021 WABA Home Show • October 22-24th

## **\*\*WABA MEMBERS ONLY\*\***

There is no better way to utilize your advertising dollars than by reaching a targeted group of consumers! All sponsorship and advertising packages can be customized to fit your needs. We look forward to working with you - simply choose, sign, and return this form to Wausau Area Builders Association - 801 S. 24th Ave. Wausau, WI 54401. Deadline for ad & payment is September 1, 2021.

If you advertised in the 2020 Home Show Book a copy of your ad is enclosed. Please indicate if your ad will remain the same or if you will be providing a new ad. New ads can be emailed in a pdf or jpeg file to [Cara@WausauAreaBuilders.com](mailto:Cara@WausauAreaBuilders.com).

## WANT TO BUNDLE & SAVE?!

### ☐ PLATINUM SPONSORSHIP \$3,000.00

- Up to FOUR 10x10 Booths in the show
- Full Page Color Ad in Home Show Book
  - Sponsor in all Media Advertising
- Ad Banner on Home Show Webpage
- A Live Radio Remote at the Home Show
  - 14 Home Show Tickets
- Option to provide Bag Item

### ☐ GOLD SPONSORSHIP \$2,000.00

- Up to TWO 10x10 Booths in the show
- Full Page Color Ad in Home Show Book
  - Sponsor in all Media Advertising
- Ad Banner on Home Show Webpage
  - 10 Home Show Tickets

### ☐ SILVER SPONSORSHIP \$1,000.00

- A 10x10 Booths in the show
- Half Page Color Ad in Home Show Book
- Ad Banner on Home Show Webpage
  - 6 Home Show Tickets

### ☐ BRONZE SPONSORSHIP \$500.00

- Quarter Page Color Ad in Home Show Book
- Ad Banner on Home Show Webpage
  - 4 Home Show Tickets

***NO NEED FOR A BOOTH? THIS ONE IS FOR YOU!***

## MORE SPONSORSHIP OPTIONS

☐ Ice Creamer Event \$500 • 2 Available  
Recognition at Home Show Event  
Recognition in Home Show Book

☐ Exhibitor Lounge \$250 • 4 Available  
Recognition at Home Show Event  
Recognition in Home Show Book

☐ Wristband Sponsor \$500 • 1 Available  
Recognition at Home Show Event  
Recognition in Home Show Book

☐ Bag Item \$250 • 8 Available  
Provide Item for 1500 guest bags  
Recognition in Home Show Book

**THANK YOU FOR YOUR SUPPORT OF THE  
2021 WABA HOME SHOW!**

## EVENT BOOK ADS

☐ 1/4 Page \$240  
3.75" wide x 5" tall

☐ 1/2 Page \$340  
8" wide x 5" tall

☐ Full Page \$500  
8.5" wide x 11" tall with .125" bleed

☐ SAME AD AS LAST YEAR ☐ I WILL BE SENDING A NEW AD

## CONTACT INFORMATION

Name \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Signature \_\_\_\_\_



# Advertise YOUR Company at the 2021 WABA Sporting Clay Shoot • Date TBD \*\*WABA MEMBERS ONLY\*\*

Would your business like to be a part of the 2021 Wausau Area Builders Association's Sporting Clay Shoot? This is an outdoor, social event for a great cause. WABA donates the final proceeds from this event to a non-profit organization that benefits veterans. In the past, proceeds have gone to Honor Flight and Patriot K-9's.

We look forward to working with you - simply choose, sign, and return this form to Wausau Area Builders Association /  
Cara@WausauAreaBuilders.com. Deadline for form submission & payment is August 6, 2021.

## Sponsor A Shooting Station!

### ☐ STATION SPONSOR

\$100.00 • 16 available

- Yard Sign with your company name/logo displayed at one of the 16 shooting stations.

- Recognition at the event and on WABA's Facebook page on event post.



## Sponsor Lunch

### ☐ LUNCH SPONSOR

\$400.00 • 2 available

- Name/Logo Displayed during lunch

- Recognition at the event and on WABA's Facebook page on event post.



**Other ways to be involved with this event - Join us at the shoot and/or donate an item for the raffles!**

***Registration will be available closer to the event. We accept individual and team registration.***

## CONTACT INFORMATION

Submit information via mail, e-mail, or call the WABA Office (Info. below)

Name \_\_\_\_\_

Company \_\_\_\_\_ Email \_\_\_\_\_

\_\_\_ Please send me an email invoice to \_\_\_\_\_

\_\_\_ Payment Enclosed, made out to Wausau Area Builders Association (WABA)

\_\_\_ Contact me closer to the event, I have an item to donate for your raffle!

Contact for Logo Artwork \_\_\_\_\_ Email \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Wausau Area Builders Association**

**801 S. 24th Ave. Wausau, WI 54401 • 715-842-9510 • Cara@WausauAreaBuilders.com**

***THANK YOU FOR YOUR SUPPORT OF THE 2021 WABA SPORTING CLAY SHOOT!***



# HAVE YOU CLAIMED YOUR 2021 BPA YET?

INCLUDED 100% WITH YOUR WBA MEMBER BENEFIT

GO TO **SBGPINC.COM** AND CLICK:



## REDEEM YOUR BPA

OR TYPE: **BIT.LY/3KT8V4V** IN YOUR INTERNET BROWSER

WBA has been working with our exclusive, private partner, Small Business Growth Partners (SBGP) to help our members reach maximum growth and potential through their one of a kind BPA Process. This has been refined for over 10 years of working exclusively with Builders, Remodelers & HBA Associate Members.



## What is a BPA?

A BPA (Business Plan of Actions) is a 3 yr & 12 month roadmap for you and your business, addressing your:

SMALL BUSINESS  
**GROWTH PARTNERS**™



MARKETING + LEAD FLOW



SALES + SALES PROCESS



MARGINS + PROFITABILITY



TEAM, HIRING + COMMUNICATION



PROCESS + SYSTEMS



SUCCESSION PLANNING

**CULMINATING IN A 40+ PAGE STEP-BY-STEP PLAN FOR YOU & YOUR BUSINESS**