

# LET'S LEVEL

the official publication of the Wausau Area Builders Association



## UPCOMING EVENTS

### MARCH

19 Membership Dinner Meeting  
@ Elite Custom Cabinetry

### APRIL

23 SILENT AUCTION  
@ Dale's Weston Lanes

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## OUR MISSION

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.



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Scholarship..... Cory Sillars  
Silent Auction..... Amber Gober  
Golf Outing..... Phil Pesanka  
Social.....

# PRESIDENT'S MESSAGE



Hello,

Well, I'm a little hesitant to say it but it seems like we are crawling our way slowly into spring. You can now blame me if we get 30" of snow in April!

To start, a big congratulations is due to Shelly Talley-Nelson and the entire Home Show Committee for a great 2020 show. Due to their efforts we had almost 700 more attendees this year than we did last. If you see them please thank them for a job well done.

Also thank you to all of the volunteers that helped set up, take tickets and answer questions of our community guests, the show could not have happened without you. I can speak personally and from conversations that I've had with other vendors that it was another successful year from a lead generation standpoint.

On the horizon in March we look forward to being hosted again for our dinner meeting by Elite Custom Cabinetry and Travis Hoffman. Thanks Travis for your willingness to have us. I hear that there may be a couple educational opportunities that evening as well, so stay tuned for details.

The last topic I want to touch on briefly is the Building Youth into Builders Committee and their efforts to promote careers in our industry. It is really incredible how this committee has found a foothold with the local schools and their construction programs. If you are feeling the labor shortage within your business, I encourage you to attend a committee meeting to contribute your thoughts and see the efforts that are being made on your behalf. The 2020 Parade of Trades is in the works and will again be a great showcase of the many career paths that are available in our industry.

As always thank you all for all that you do. See you soon!

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# MANAGER'S MESSAGE



Thank you to everyone that participated in the 2020 Home Show! This association has been hosting the Home Show for over 40 years, because of this we have an event that many members of our community look forward to attending each year. Thank you to Shelly Talley-Nelsen and her committee for producing a show that did not disappoint.

We are in the process of turning our gears towards our other long-standing, annual event the Parade of Homes. Builders have until March 6th to submit a contract for a 2nd home, after

that I will have the final count of homes to share with you. Travis Hoerman and Sam McLellan are co-chairing the Parade of Homes again this year and have been busy with their committee making the plans for another great year. Sponsorship information is included in this newsletter and ad information will be going out soon, don't miss your chance to be a part of this event! Please contact me for further information.

Sara Busby has taken the role of the Membership Chair for our association and has made a goal of having 202 members. Please help her out by inviting a potential member to our next dinner meeting at Elite Custom Cabinetry on March 19th. Potential members get to attend one dinner meeting as our guest, just let me know that they are coming!

With Gratitude,

*Cara Spatz*



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# MONTHLY MEETING - MARCH 19TH @ THE ELITE CUSTOM CABINETRY



Our March Monthly Membership Meeting will bring us to an exciting venue, Elite Custom Cabinetry! Thank you to Travis Hoffman for hosting us. Once again we will be treated to the creations of the Thrive Chefs (they also cooked for us in November at Fergusons). There will be beer for everyone to enjoy.

We will have home inspectors as our guests to the event. There is new information they would like to share with us.

Watch for your reservation email soon...You don't want to miss this one!

Mrs. Gloria Fenhaus  
Director & Chairman of Events



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# MARCH CALENDAR

- 3\_ Membership, 830am
- 3\_ Parade of Homes Committee Meeting, Noon
- 4\_ Home Show Committee Meeting, 3pm
- 4\_ Building Youth into Builders, 4:30pm
- 10\_ Finance Committee, 300pm
- 10\_ Board of Directors Meeting, 4:00pm
- 19\_ Membership Dinner Meeting @ Elite Custom Cabinetry



## Highlights 2020 Home Show



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# SMART BUILDINGS AND IOT: THE ANSWER TO DRIVING EFFICIENCY WHILE MAXIMISING OCCUPANT COMFORT

ARTICLE FROM NAHB.ORG

Unlocking real value of a building can be achieved when you unlock real value for its occupants while maximising operational efficiency. Making your building smarter, connected, and comfortable is key to optimising efficiency, and IoT, which is a fast-expanding digital ecosystem of connected devices, is paving the way for this new world of energy. Over the next decade, millions of products will be installed and connected. The data generated from these connected products will be combined with capabilities to make buildings more efficient.

While disparate software solutions have been available, innovative building management software are required to integrate and automate these functions. The technology to enable this competitive edge is already at hand. The internet and significant price reductions on IT components like wireless sensors have made smart building technologies more affordable, creating a strong business case for owners and investors to invest in intelligent technologies to increase building performance.

IoT is a lot like today's Building Management Systems, made more intelligent and powerful. The IoT helps create dynamic and intelligent cloud-based interoperable networks by connecting electrical, mechanical, and electro-mechanical systems and platforms. By communicating with each other, these systems can monitor themselves and act when necessary (e.g., turning off air-conditioning or heating system in areas that are less utilised) to provide data and analytics, which are used



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by facility managers to intelligently optimise performance. With the goal of creating smart buildings that are more efficient and comfortable while being easier to manage, the IoT equates to the networking of systems and devices in buildings. These include:

- Lighting
- Heating, ventilating and air conditioning (HVAC)
- Security and access control
- Control devices—valves, actuators, sensors and meters

When these end points are connected, systems and devices can be adjusted on the fly to respond to varying external conditions for optimal comfort and productivity. Also, connected systems provide the necessary information to enable preventive and predictive maintenance, which can now be scheduled for minimum disruption. By connecting everything, there exists a great potential for remote management of buildings in ways that were not possible before. They use algorithms and predictive analytics to automatically reduce operations in commercial buildings. In the past, this would have been done on a piecemeal basis with a lot of manual intervention to change set-points. With connectivity via sensors and smart devices, today, it can be done remotely. It is also possible to do the opposite, making it easier to bring facilities out of a deep setback when the time comes to do so. In that way, you can save as much energy as possible while still allowing people to be comfortable and productive.





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# ADVOCACY DIGEST



## Advocacy Group forms subcommittee to review contractor registration law

Recently the WBA Advocacy Group approved the formation of a subcommittee to review the state statutes and administrative rules on contractor certification. The original law, 2005 WI Act 200, and was signed into law on March 27, 2006 by Governor Jim Doyle with the support of WBA.

It has been almost 14 years since this law was passed and the Advocacy Group thought that now was a good time to take an additional look at the law and administrative rules and report back at their next meeting on June 24. The newly created subcommittee will be headed by WBA Treasurer Cory Sillars.

Any member who is interested in serving on this subcommittee should contact Brad Boycks ([bboycks@wisbuild.org](mailto:bboycks@wisbuild.org)) to take part in the conversation. We will be communicating online using Zoom for upcoming meetings so no travel will be necessary.

If the Advocacy Group concurs with any suggested changes to current law and administrative rules, they would be included in the 2021-2022 WBA Advocacy Agenda that will be considered by the WBA Board of Directors on October 1.

## Online silent auction to fund the BBW PAC in the works

Another item discussed during the Advocacy Group meeting on February 7 was establishing an online silent auction to help fund the Building A Better Wisconsin Political Action Committee (BBW-PAC)

The Advocacy Group was supportive of this effort and we will be working to hold an online silent auction sometime this year prior to the November general election.

In order to have a successful silent auction we are asking for donations from members. We have already secured a donation that includes tickets to a Minnesota Wild NHL game from WBA Past President Ron Derrick (thank you!). Please consider contacting Brad Boycks ([bboycks@wisbuild.org](mailto:bboycks@wisbuild.org)) to make a donation which can be anything ranging from prepaid gift cards, Packer tickets, gift certificates for items used to build a home, and electronics.

More details on this to come but please consider making a pledge to donate an item today!

## State Senator Tom Tiffany advance in GOP primary to replace Sean Duffy

Voters in Wisconsin's 7th Congressional District selected State Senator Tom Tiffany over Jason Church in the GOP primary on February 18 to advance to the general election to fill the open congressional seat created by Sean Duffy's retirement.

Tiffany bested Church with 57% of the GOP primary vote and will face Democrat Tricia Zunker in the May 12 special general election. Zunker defeated businessman Lawrence Dale in the democrat primary election.



State Senator Tom Tiffany was supported in his primary win with funds from the National Association of Home Builder's BUILD PAC (NAHB BUILD PAC).

## Building Codes Vote Marred by 'Zombie Proposals' Could Impact Housing Affordability

For most of 2019, the International Code Council's 2021 building codes cycle was moving along as expected, but a last-minute wave of newly registered voters appears to have derailed the online vote in what appears to be a concerted effort to impact the code development process.

NAHB was heavily involved at all stages in the current code development cycle, which includes changes to the International Energy Conservation Code (IECC) and the all-important International Residential Code (IRC) for the 2021 edition of the I-Codes. NAHB members and staff had a significant presence at both the ICC Committee Action Hearings in Albuquerque last May and the Public Comment Hearings in Las Vegas in October.

Through the deliberative and transparent hearing process established by the ICC, NAHB — along with a host of other advocates and stakeholders along all ideological lines — publicly influenced many proposals with testimony backed by data and relevant research.

When the vote results came in from the ICC's Online Governmental Consensus Vote, held Nov. 19 through Dec. 6, 2019, it was as expected, with a success rate of around 84% on non-energy code proposals that NAHB either supported or opposed, in line with results from previous years. But when the preliminary results on the IECC were reported, there were some surprising discrepancies.

Many aggressive energy efficiency proposals that had been defeated at both the committee hearings and the public comment hearings had been approved by the online vote (preliminary results). When proposals are defeated at hearings, they must get a two-thirds majority to overturn past results. It's a bar so high, no previous proposal had ever met the threshold. But in this code cycle, 20 IECC "zombie" proposals cleared the hurdle and came back to life. And some will negatively impact housing affordability for home builders and buyers.

The more egregious changes include:

- \* Gas water heaters, stoves and dryers need to be "electric ready," with appropriate receptacles installed nearby if a homeowner decides to switch to all-electric appliances
- \* An electric vehicle charging receptacle (40A 220V) needs to be installed in all single-family homes with a parking space
- \* Wall insulation was increased to R-20+5 in climate zones 4 and 5
- \* Ceiling insulation was increased to R-60 in climate zones 4 through 8
- \* Ceiling insulation was increased to R-49 in climate zones 2 and 3

A preliminary NAHB analysis of the changes pegs the cost impact to be a low-end estimate of \$2,400-\$7,200 in climate zone 1, to a high-end estimate of \$5,000-\$14,000 in climate zones 4 and 5, for each new single-family home of average size.

With such inconsistent results, NAHB suspected that something was amiss with the voting. After reviewing the approved governmental voters, it was discovered that hundreds of new government employees from towns all over the country were validated to vote — and they voted in droves.

There was a concerted effort on the part of efficiency and environmental groups to engage like-minded governmental members who work in environmental, sustainability and resilience departments. These new voters appear to have worked off the same voting guide and simply voted their party line.

NAHB will be very actively pushing back on these zombie proposals. First, staff is appealing at least two of the results that they believe are related to proposals that are out of scope for the energy code. Also, NAHB will be challenging the voting credentials of a number of new members.

NAHB also intends to work with ICC to tighten up voting eligibility and modify the process to limit or eliminate



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2020 Wausau Area Builders Association

# Silent Auction

April 23rd, 5:30pm  
@ Dale's Weston Lanes

*Money is being raised for Building a Better WI PAC*

The Importance of Building a Better WI PAC:

The overall objective is to elect pro-housing candidates.

Our political action funds are necessary because today's campaigns require large amounts of money in order to achieve victory on Election Day. We must participate to be recognized as a political force before candidates are elected, which helps our credibility when we discuss issues important to us afterward.

An essential part of the WBA is showing our collective statewide support for housing issues at the capitol, and our political giving allows us to stand behind our legislative priorities.



## Donation Form

Member Name: \_\_\_\_\_

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Description of Item: \_\_\_\_\_

Retail Value of Item: \_\_\_\_\_

☐ I will mail/drop off a check before April 10th and would prefer to have the committee do the shopping for me! (preferred)

☐ I cannot attend and would like some one to pick the item up at my local office (preferred)

☐ I will deliver to the WABA Office, 801 S 24th Ave (upstairs at Builder's FirstSource- entrance on east side of building) BY APRIL 22ND. (preferred)

☐ I will deliver the item to Dale's Weston Lanes BEFORE 4PM the evening of the auction

*Please return form by, Friday April 10th to:*

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# Wausau Area Builders Association

## 2020 Parade of Homes

### Sponsorship Opportunities

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- Complimentary One 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.

#### Bottle Water Sponsor

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\*Sponsor provides bottled water

1 Available

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

#### Sign Sponsor

~~\$1000~~

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- Complimentary Full Page Color 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.

#### Map Sponsor

~~\$750~~

2 Available

- Company Name / Logo (and up to 1 co-op partner) on detailed Parade map listing homes in Parade event book..
- Complimentary Full Page Color Ad in Parade event book.
- Four (4) complimentary tickets to the WABA Parade of Homes.

#### Bus Tour Sponsor

~~\$500~~

1 Available

- Company Name / Logo displayed on bus for pre-Parade Builders Tour.
- Chairman acknowledgment and opportunity to address the participants.
- Complimentary 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





# Wausau Area Builders Association 2020 Parade of Homes

## Sponsorship Opportunities

### Bus Tour Lunch Sponsor

**SOLD**  
\$500/in kind  
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- Chairman acknowledgment and opportunity to address the participants.
- Complimentary 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/in kind  
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- Complimentary 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

### Appreciation Dinner Sponsor

\$250

~~4 Available~~ 2 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.

### Ticket Sponsors

\$350

~~4 Available~~ 2 Available

- Company Name / Logo on the back of a percentage of the parade tickets
- Two (2) complimentary tickets to the WABA Parade of Homes.

### Bag Sponsor

\$500

1 Available

- Sponsor will provide all 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.

Take advantage of these Parade of Homes Sponsorship Options! These are available for WABA Members only. Contact Cara, 715-842-9510 / [cara@wausauareabuilders.com](mailto:cara@wausauareabuilders.com) for more information.