

Let's Level



April 2021 | Volume 40

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

April 15th- Cocktail Hour @ The Reserve @ Greenwood Hills

June 8-13th Parade of Homes

June 25th WABA Golf Outing

October 22-24 Home Show



Welcome!

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AK Design Professionals
Wausau Buyers Guide
Reindl Printing



New Members

Olson Solar Energy
Rainbow Play Systems of Central WI

Inside this issue



Homeownership mortgage demand inches higher, but rates hit highest level since summer

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Advocacy Digest

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Lumber prices are up a staggering 188%- when will the wood shortage end?

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Letter from the President

Hello Everyone,

Happy April, can't believe I'm already saying that in 2021! If anyone knows a way to slow down time, I know I would personally appreciate it, many of the Parade of Homes Builders would as well, I assume!
Speaking of which, the homes are underway and Cara has been busy going around to the homes for a little "Sneak Peek". Stay tuned for updates through our social media platforms.

Other exciting news...as you may have seen, the social committee is planning another fantastic networking event with a fun Easter theme. Check it out later on in the newsletter for additional information.

Beyond that I hope everyone has a great easter and I look forward to seeing you all soon!

Take care and God bless!

Alex Forer
2020 WABA President



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2021 Wausau Area Builders Association Board of Directors

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Home Show - Kyle VanOrder / Rachelle Cota
Building Youth into Builders - Roger Lang
Legislative - Cory Sillars
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Personnel - Kyle VanOrder
Scholarship - Cory Sillars
Silent Auction - Amber Gober
Golf - Phil Pesanka
Social - Ashley Dupuis-Bohman

New WABA Board of Directors Member!

We are pleased to announce that Scott Dombeck of Dombeck Custom Cabinets has accepted a nomination to fill a vacancy on the WABA Board of Directors

Welcome Scott!



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Cocktail Hour!

*WABA's Social Committee is
bring you another great event!*

Check your email for your invitation to
register or let Cara know you are attending
for food planning.

Cara@WausauAreaBuilders.com



The WABA Social Committee is
bringing you another
networking event!

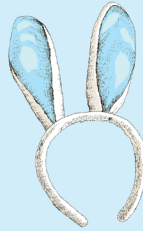
Cook-out, Conversations, & CORK HUNT!

- A WABA Cocktail Hour -

April 15th - 5:30-7:30pm

THE RESERVE @ GREENWOOD HILLS

2725 Reserve Drive . Wausau, WI 54403



This is not a WABA Member Meeting, rather an
informal cocktail hour for anyone of our members
that would like to get together! We will be having
beverages and we are planning on a cook-out.

The Social Committee is working on an adult,
Easter Cork Hunt! Participation is highly
encouraged!!

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SPONSORSHIP OPPORTUNITIES FOR THE



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.

Be a Part of It All!

<input type="checkbox"/> PRESENTING SPONSOR	<ul style="list-style-type: none">• 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.
	<input type="radio"/> \$2,500.00 Two available / <input type="radio"/> \$3,500 SOLO

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.

<input type="checkbox"/> WATER BOTTLE SPONSOR	<ul style="list-style-type: none">• 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.
	<input type="radio"/> \$1,500.00 includes Event Book Back Cover <input type="radio"/> \$1,000 Full Page Ad

☐ 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.

<input type="checkbox"/> BAG SPONSOR	\$500.00 • One Available
	<ul style="list-style-type: none">• 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.

<input type="checkbox"/> 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

<input type="checkbox"/> 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

<input type="radio"/> SAME AD AS LAST YEAR	<input type="radio"/> WILL BE SENDING A NEW AD
--	--

<input type="checkbox"/> 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.

PARADE OF HOMES ARE STILL AVAILABLE!

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

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

Homebuyer mortgage demand inches higher, but rates hit highest level since summer

Article from CNBC

Higher mortgage rates do not appear to be dampening demand for home purchases but are crimping refinance volume.

Mortgage applications to purchase a home rose 3% last week from the previous week, according to the Mortgage Bankers Association's seasonally adjusted index. That is the fourth straight week of gains. Volume was 26% higher than a year ago. Annual comparisons, however, will likely get very large over the next month because homebuying stalled at the start of the pandemic one year ago.

"Purchase applications were strong over the week, driven both by households seeking more living space and younger households looking to enter homeownership," said Joel Kan, an MBA economist. "The average purchase loan balance increased again, both by quickening home-price growth and a rise in higher-balance conventional applications."

Kan warned that as prices rise further and mortgage rates continue higher, "we may see affordability challenges become more severe if new and existing supply does not significantly pick up."

The average contract interest rate for 30-year fixed-rate mortgages with conforming loan balances (\$548,250 or less) increased to 3.36% from 3.28%, for loans with a 20% down payment. That is the highest since last July.

"Mortgage rates have moved higher in tandem with Treasury yields, as the outlook for the U.S. economy continues to improve amidst the faster vaccine rollout and states easing pandemic-related restrictions," Kan said.

The rate is now up more than 50 basis points, or half a percentage point, since the start of the year, reducing the potential savings from a refinance.

Mortgage applications to refinance a home loan decreased 5% for the week and were 13% lower than a year ago. That was the slowest pace since September, with declines in conventional and government applications. The refinance share of mortgage activity decreased to 60.9% of total applications from 62.9% the previous week.



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Contact Cara for more information
715-842-9510 / Cara@
WausauAreaBuilders.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



March 20, 2021

Multifamily Sprinkler Requirements

The Department of Safety and Professional Services (DSPS) recently announced that as of April 19, 2021, they would again be requiring an automatic fire sprinkler system in any multifamily building of three units or more.

This decision comes after Attorney General Josh Kahl released an opinion that reversed a previous opinion by former Attorney General Brad Schimel concerning an administrative rule being more restrictive than a state

statute.

To make things even more confusing, a section of the commercial building code that has been enforced since late 2018, requires two means of egress from every room. Several members have reported this code provision has been used to require sprinkler systems in multifamily units of 20 or fewer units.

If you have been getting multifamily units of 20 or fewer approved without a sprinkler system because you have complied with the means of egress requirements, you need to get those plans approved before April 19, 2021.

The Wisconsin Builders Association (WBA) is currently exploring all options on how to proceed with the new DSPS policy and the new Kahl AG opinion.

POWTS Bill has Hearing in State Senate Committee

Recently, a bill to provide two additional DSPS employees to review POWTS plans had a public hearing in the Senate Committee on Natural Resources and Energy. The bill was later voted out of committee on a bipartisan 5-0.

WBA is advocating that this bill has a vote before the full State Senate when they meet in mid-April.

From NAHB: A Full-Court Press on Lumber

NAHB continues to move rapidly and aggressively to engage the Biden administration on lumber and to urge policymakers to take immediate action to address skyrocketing lumber prices and supply shortages that are harming home builders, home buyers, remodelers, and the economy.

This week, letters were sent to Agriculture Secretary Tom Vilsack and the U.S. Forest Service Chief Victoria Christiansen that addressed NAHB's urgent concerns on this issue and recommended key strategies to ease lumber price volatility and boost supply.

Last week, NAHB spearheaded an effort that led to 35 organizations signing onto a joint letter to Commerce Secretary Gina Raimondo urging the secretary to "examine the lumber supply chain, identify the causes for high prices and supply constraints, and seek immediate remedies that will increase production."

The letter to Agriculture Secretary Vilsack urged him to include the lumber supply chain in a report to the White House regarding President Biden's executive order to secure supply chains for critical and essential goods.

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“Thank you for your efforts to examine America’s agricultural supply chains,” the letter stated. “We respectfully encourage you to include the lumber supply chain in your review and report to President Biden. We stand ready to work with you to ensure American consumers and home builders have a reliable, affordable supply of lumber to meet housing demand.”

The message to U.S. Forest Chief Christiansen noted that “improving the health of our nation’s forests and increasing the supply of domestic timber are not mutually exclusive goals, and we strongly urge you to maintain current harvesting plans for the National Forest system.”

“Better forest management practices will not only promote the health of our nation’s forest system but also improve housing affordability,” the letter stated. “As additional supply of domestically produced timber is brought into the market, upward pressure on lumber prices will soften.”

Housing’s potential to lead the economy forward is limited as long as lumber remains expensive and scarce. Congress needs to push the administration to undertake a thorough examination of the lumber supply chain, identify the causes for high prices and supply constraints, and seek immediate remedies that will increase production.

Since the U.S. does not produce enough lumber to meet domestic needs, Congress can do its part to boost domestic production by doing a better job of more actively managing federal forest lands in an environmentally sustainable manner.

Lawmakers should also urge the White House to make it a priority to work with Canada on a new softwood lumber agreement that would end tariffs that are contributing to extreme price volatility.



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Save the Date!

WABA Golf Scramble June 25th



Lumber prices are up a staggering 188%—when will the wood shortage end?

Article from Fortune.com

The lumber shortage spurred by the COVID-19 pandemic isn't letting up. It's quite the opposite: It's getting worse.

As of the week of March 11, the price of lumber per thousand board feet is at \$1,044, according to Random Lengths. That's an all-time high, and up 188% since the onset of the pandemic. The National Association of Home Builders calculates that current lumber prices are adding at least \$24,000 to the price tag of a typical new single-family home.

This price shock is a classic example of the supply and demand curve. On one hand supply has fallen as a result of COVID-19 restrictions hampering sawmills, while quarantining Americans pursuing home renovations or do-it-yourself projects increase the demand for timber. The matter is made worse by low interest rates and tight existing home inventory which has caused new home builders to ramp up production. The demand for new homes is so high that even during an economic crisis we hit a 14-year high in new housing starts in December.

The burning question among everyone from home builders to DIYers is: When will lumber prices correct? To answer that question, Fortune reached out to Dustin Jalbert, senior economist at Fastmarkets RISI where he specializes in wood prices.

Jalbert told Fortune a lumber correction will come, the only question is when. If the vaccine rollout is successful, he says, some price relief should come later this year.

"For some mills, this latest wave of COVID-19 from November to January restrained production at a time when mills would have liked to add overtime or shifts to meet unseasonably strong demand," Jalbert said. "As COVID-19 cases continue to plummet, vaccination roll out over the coming weeks and we achieve some level of herd immunity, I expect mill production to ramp up and distribution delays to start dissipating. Supply should increase in the coming months."

Jalbert also sees lumber supply increasing this year as new producers, particularly in the South, get into the business. The record prices are hard to resist for producers. That expected ramp-up in production, he says, should continue into 2022 and 2023.

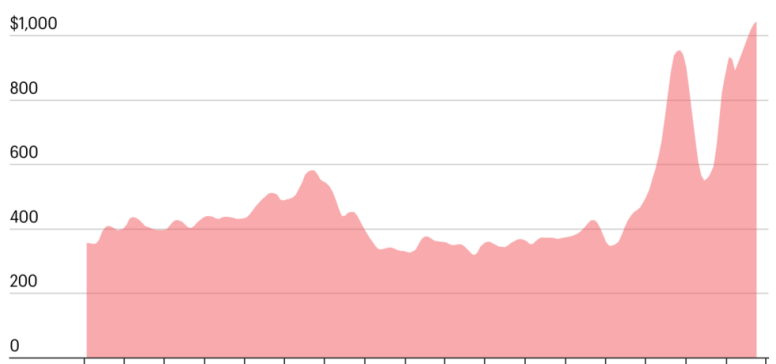
But what about sky-high demand? Jalbert says home building remains strong and has a "pretty deep pipeline" into late 2021 or even early 2022. So don't expect the price relief to come from construction.

"Repair and remodeling (R&R) is where we could see some potential softening depending [on] how households respond to the reopening of the service side of the economy," Jalbert said. "But there is a pretty good chance some of the excessive spending for DIYers that fueled lumber last year [will] slow [down] later in 2021 as people are vaccinated, start traveling more and generally participating more on the service side of the economy and spending less time in their homes."

But even if repair and remodeling slows down, Americans who've held off on home projects as a result of the sky-high lumber prices could jump into the market once some price relief comes. That sidelined demand, Jalbert says, should be enough to prevent a sharp correction.

Lumber price per thousand board feet

Random Lengths Framing Lumber Composite Price



Our Committees Need YOU!

We have some committees looking for members, could you help them out?

Golf, Silent Auction, Events, and Marketing are all hoping to grow their committees.

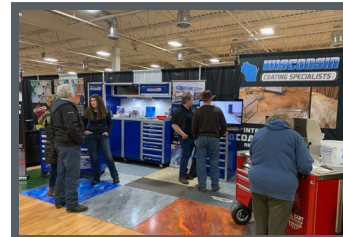
If you are interested, contact Cara to learn more! Cara@WausauAreaBuilders.com



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

Registration is OPEN!

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

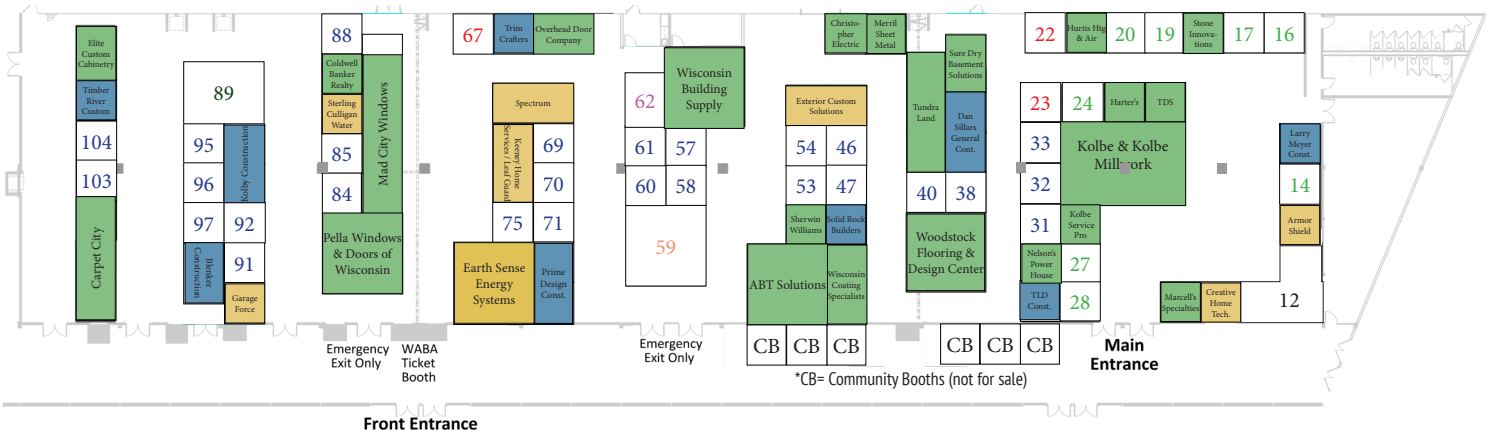


2021 Wausau Area Builders Association Home Show

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

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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!**



May 15th, 2021

At Backcountry Brewing

3252 Mecca Dr. Plover, WI

Hosted by



AWARDS — FOOD — COLD BREWS — MUSIC — SWAG BAGS

Event Selection

- ☐ 5Kish Run
- ☐ 5 Kegger Walk
- ☐ Car to the Bar Hustle
(distance subject to parking)



Event Schedule

Registration/Check In Friday May 14th
4:30pm - 6:30pm & Saturday May 15th
8:30am - 9:45am

5kish Run 10:00am

5 Kegger Walk 10:10am

Car to the Bar Hustle 8:30am to Noon

Register online at www.gshba.org

Something for Everyone! Call a Running Buddy and **Run** about 5K. Don't feel like running, than **Walk** the Kegger. Don't feel like walking, than **Hustle from your Car to the Bar** and show your support by wearing your "I paid not to Run" Free Participant Shirt.

Everyone Pre Registered by April 24th receives a FREE Long Sleeve Dry Fit Shirt, Token for a Free Beer and a Swag Bag with goodies. Pre Registration is \$35. Race Day Registration is \$40 and shirts & bags only while supplies last.