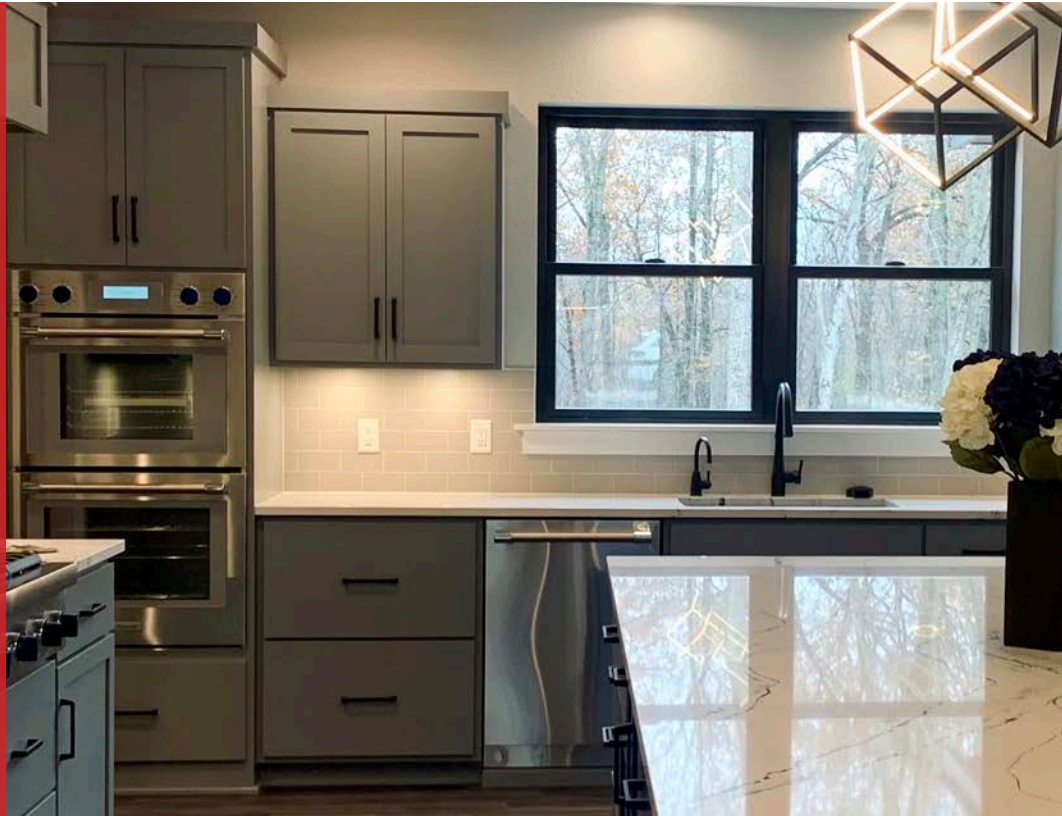


Let's Level

The Wausau Area Builders Association chartered in 1967 and affilited with the Wisconsin Builders Association and National Association of Home Builders, is a professional non-profit trade assocaition. 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

Nov 17
Membership Dinner Meeting
2022 BOD Elections
2022 Parade of Homes
Kick-Off
Ferguson's Showroom



Welcome!

New Members

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Homeowners Post COVID
Wants & Needs

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Letter from the President

Hello Everyone,

Whew, what an amazing October that was full of great Wausau Area Builders Association events. I hope you all had an opportunity to get out and experience the Home Show and Fall Parade of Homes. For those that participated thank you for all of your efforts. I trust that they were successful in benefitting your businesses.

Exciting news this month. We will be back at Ferguson for elections after our 1-year COVID hiatus. This will also be the evening of the Spring Parade of Homes Kickoff and table Top Event. There is still time to get your names on the ballot if you are interested in a leadership position within our organization. Please let Cara at the WABA office or myself know if a position interests you.

Finally, if I don't see you beforehand, please have a very safe and happy hunting season and Thanksgiving holiday. This may be the first time some are gathering with extended families so please soak it in and reflect on all the good that life has to offer.

Take care and God bless!

Alex Forer
2021 WABA President

2021 Associate & Member Of the Year

Do you know someone that should be considered? Let
Cara or a current WABA Board Member know!

2021 WABA Board of Directors

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

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

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 - Scott Dombeck, Seth Jozwiak, Tara Parks

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

National Representative (NAHB) - Alex Forer

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By-Laws - Sid Sorensen

Events - Ashley Dupuis-Bohman

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

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November 17th - WABA Membership Dinner Meeting

2022 WABA BOD ELECTIONS

2022 JUNE Parade of Homes Kickoff

6pm- Cocktails

6:30pm- THRIVE FOODERY

Ferguson Showroom



It is time for one of WABA's highest attended Membership Meeting! November Elections @ Ferguson!! Make sure you RSVP with Cara via your email invitation or by calling the WABA Office.

****This year we will also be having the June Parade of Homes Kick Off at this meeting. If you are a builder that is considering entering a home in the upcoming Parade of Homes your attendance is required. Your portion of the meeting will begin at 5:30 pm.**

Thank You for attending the October networking event at the Central WI Convention + EXPO Center



3rd Lunch & Learn - November 2nd



Membership Committee hosted the 3rd Building Our Businesses; a Lunch & Learn Mini-Series

Dina Kilinski, NTC Career Services & Youth Apprenticeship Manager, presented an overview of the Youth Apprenticeship (YA) Program and how it benefits the students and the employers. Cara has information for anyone that missed it.



Thank you Dina!

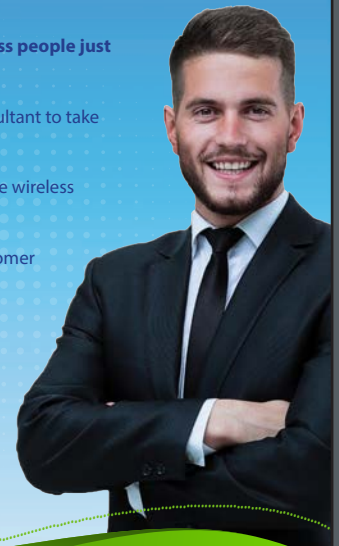
Do you have a topic that you are willing to present?

Reach out to Ashley Dupuis-Bohman (ashleyd@intercitystatebank.com), Event Chairman or Cara in the office!

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BARNABY ILLUSTRATES HOW THE PANDEMIC ALTERED HOMEOWNER WANTS AND NEEDS

Also known as The America at Home Study Concept Home, the North Carolina-based project was designed with two waves of study findings in mind.



When the COVID-19 pandemic took hold in early 2020, three industry leaders—marketing expert Teri Slavik-Tsuyuki of tst ink, consumer strategist Belinda Sward of Strategic Solutions Alliance, and architect Nancy Keenan,

president and CEO of Dahlin Group Architecture Planning—administered the America at Home Study to thousands of homeowners and renters. Their goal was simple: to gather immediate feedback from Americans on the imminent and permanent changes that could impact home design and building in the future.

Fast-forward a few months, and the team that launched the study asked Raleigh, North Carolina-based builder Garman Homes to help design and build a real-life concept home that would reflect the changes Americans desire and are willing to pay for, according to the data.

The America at Home Study Concept Home: Barnaby

Located in Chatham Park in Pittsboro, North Carolina, Garman Homes named the concept home Barnaby to honor Slavik-Tsuyuki's blue standard poodle, who passed away at the height of the pandemic last year. The home's exterior gray color matches Barnaby's coat, and the bright red front door mirrors the color of his collar.

The 2,600-square-foot, two-story home contains four bedrooms and three-and-a-half baths. It was designed for a hypothetical older millennial family with two working parents, one who works from home and the other outside the home.

Design considerations were driven by how the home could support safety, comfort, and wellness. As a

result, the house includes separate homeowner and guest entries, two dedicated office spaces, flex spaces, a guest suite with outdoor access, a larger family bathroom, multiple covered outdoor spaces, improved kitchen functionality, flexible storage, drop zones for package deliveries, and more.



First Floor

Situated on a 45-foot, alley-loaded lot, the garage is positioned off the back of the home. Upon entrance from the garage, the team incorporated an owner's entry, or a large drop zone with several functions. The space includes a mudroom with cubbies, a bench, open shelving, a laundry room with a stacked washer/dryer and a sink, a secondary refrigerator, and a powder room.

"The family entry is the space I dreamt about when my kids were young," says Alaina Money-Garman, CEO and co-founder of Garman Homes. "Having everything I need where I need it upon entry and exit of the home is the ultimate luxury to me."

The guest entry, positioned in the front of the house, leads to an oversized vestibule with a glass pocket door and access to an adjacent guest suite, all of which is isolated from the rest of the house to contain and control the flow of people and germs if needed.

The guest suite, which could function as a quarantine room if necessary, has its own entry from the front porch for fresh air and outdoor access and includes a full attached bath and mini bar.

Farther into the floor plan, guests will find the core of the home with the kitchen, living, and dining areas. The space looks and feels like many of today's modern open floor plans, but the design team put some extra thought into the kitchen, as "a better

equipped kitchen for cooking” was a top area that 52% of all consumers wanted and were willing to pay for in their next home.

A dedicated walk-in pantry, wall appliances, a gas stove with a sleek range hood, and ample cabinet space begin the standard offerings, while the focal island completes the space. From the sink, the island turns perpendicular and decreases in height to include an attached eating area with child-height cubbies. The area can function for multiple purposes, including homework or for children to take on a more active role in preparing family meals.

The kitchen backsplash is made of a continuous single-surface, germ-resistant quartz, desired by 55% of respondents in the study, and the fixtures are touch-free, desired by 48% of respondents.

Roughly 58% of millennial and 51% of Gen X respondents also cited “better home office or studio” as space missing in their current homes, and 51% of millennials and 43% of Gen Xers said they wanted “home office spaces for more than one person.” Barnaby was designed with two dedicated home office spaces, one located on each of the two levels, and neither of which is a bedroom.

Across from the guest suite, a flex room can function as an office, if need be, but the team staged the room in the concept home as a school space and playroom, outfitted with a Dutch door, rope feature, and work and reading areas.

Tucked away under the stairs, owners will find another dedicated work area, or a small pocket office with built-in shelves and a desk area. Keenan says the space could be used as a mini Zoom room or just a place to pay the bills and store to-do lists.

“Every square foot was discussed and thoughtfully optimized,” says Money-Garman. “The floor plan is configured differently than anything we’ve ever done, and we want to make it realistic and attainable for buyers to purchase.”

Even with an alley-loaded product, the team was able to carve out some outdoor spaces for the home. Two sets of doors from the dining and living areas expand onto a covered exterior deck and larger uncovered patio, which also can be accessed

from the owner’s entry. Plus, the front porch gives homeowners another opportunity to relax and gather outdoors.

Second Floor

Rooms with multiple purposes that can also change over time was cited by 66% of millennials and 65% of Gen Xers as behavior they expect to last. The design team reacted to this statistic by eliminating strip closets in the two secondary bedrooms upstairs and demonstrating how built-ins can be added or removed to create flexible and changing uses.

Another major design difference is the adjacent oversized family bath. With an oversized tub, a walk-in shower, a retro trough sink, child-height storage, and a private water closet, both children and parents can comfortably occupy the space while kids are bathing, showering, or brushing teeth. Plus, the addition keeps the mess out of the master bathroom and allows parents to retreat to their own spa-like sanctuary.

“I would say the family bath was probably the most unique result,” says Keenan. “We started talking about what it’s really like in a house with a bunch of kids and how the master bath has always gotten all the attention. We really need something that functions better for families who are washing children.”

A laundry room can also be added to the second floor or owners can allocate the space to another pocket office, if needed.

Lastly, the primary suite has an attached bath with a walk-in shower, dual vanities, and a generously sized walk-in closet, but the most unique attribute lives behind a built-in bookshelf in the bedroom. A bonus secret room provides homeowners even more flexibility. The space could be used for myriad reasons, including another office, lounge space, storage, or a workout area.

“The pandemic and stay-at-home order taught us that we can turn closets into home gyms, garages into movie theaters, and we can build a secret room where we can go in and cry if we want,” concludes Money-Garman. “We can live inside every space with intention and purpose, and those don’t have to match anyone else’s intentions and purposes.”

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

• January 22nd - WBA 2022 Installation in WAUSAU!!!

-Cory Sillars being installed as 2022 WBA President at Stoney Creek

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

Oct 22, 2021

Assembly GOP introduces workforce housing package

In early October republican members of the state assembly introduced a package of bills to encourage the remodeling and construction of more workforce housing units in Wisconsin. The package of bills was introduced, and several bills quickly moved through the assembly housing committee after being slightly altered after the public hearing on October 12.



Below is a link to each bill was asking members of the state assembly to support with a summary of how they will be helpful.

- **Assembly Bill 603** would create shovel ready workforce housing development sites where impact fees would be capped at \$5000. WBA was able to add a provision to this bill that would also require a needs assessment be done to assure water and sewer hookup fees correspond with the cost to install those facilities.
- **Assembly Bill 605** would require a municipality who receives funds from the American Rescue Plan Act of 2021 to use at least one million dollars or at least 10 percent of the funds received to pay for workforce housing infrastructure, low or no interest loans for the remodeling of workforce housing units, low or no interest loans for new workforce housing units, and the redevelopment of vacant commercial sites like shopping malls.
- **Assembly Bill 606** creates a sales tax exemption for new or remodeled workforce housing units. This tax exemption for materials would drive down the cost of a newly constructed or remodeled workforce homes.
- **Assembly Bill 607** allow the Wisconsin Housing and Economic Development Authority to make low or no interest loans for structural improvements or the removal of lead paint from homes. If passed this bill would allow families to pay for needed improvements to homes that they may not normally be able to afford.
- **Assembly Bill 608** would require municipalities to provide at least one district where multifamily housing could be built and permit residential use at a density of at least 16 residential units per acre in commercial districts "by right, not subject to any conditional or special use permits".

AB 608 would also establish a 90-day expedited process for the approval of workforce housing projects and approval of any proposed workforce housing project that is consistent with local comprehensive plans and zoning.

Passage of both provisions would require that multifamily is always an option to be built in a community and allow for a quicker review and approval of workforce housing units.

- **Assembly Bill 609** allows for the creation of local housing investment funds by using increases from designated property by subtracting the base value from the equalized value of the taxable property.

Money in the local housing investment fund can then be used to increasing the supply of housing available for persons with moderate income, including providing financing for new workforce housing units, and funding infrastructure costs related workforce housing.

One additional point, all the above-mentioned bills have been altered so they use the same definition for workforce housing. The definition of workforce housing was created in consultation with a University of Wisconsin professor who has studied the topic of workforce housing shortage in Wisconsin.

The new definition of workforce housing is:

“Housing to which all of the following apply: a. Housing costs, as defined under s. 16.301 (3) (a) and (b), do not exceed, or are not expected to exceed, 30 percent of the household’s annual income. b. For housing intended to be rented, initial occupancy by individuals whose annual household income is 60 percent of area median family income to 100 percent of area median family income in the county in which the housing is located, as published annually by the federal department of housing and urban development. c. For housing intended to be occupied by the owner, initial occupancy by individuals whose annual household income is not more than 120 percent of area median family income in the county in which the housing is located, as published annually by the federal department of housing and urban development.”

These bills are expected to be voted on by the full state assembly the week of October 25. It is likely that once these bills move to committees in the state senate the process will slow down and changes in some, or all of the bills, may be necessary prior to them moving the floor of the state senate for a vote.

The advertisement for Woodstock Flooring & Design Center features a large, stylized logo at the top with the word "Woodstock" in green and "FLOORING & DESIGN CENTER" in brown, set against a background of light-colored wood flooring. Below the logo, a dark green banner contains white text listing services: "HARDWOOD, CARPET, TILE, VINYL & LAMINATE FLOORING", "CUSTOM & SEMI-CUSTOM CABINETS & COUNTERTOPS", and "INCLUDING: GRANITE, QUARTZ, LAMINATE, SOLID SURFACE & CULTURED VANITY TOPS". The bottom section of the ad shows two kitchen interiors: one with dark wood cabinetry and a black refrigerator, and another with white cabinetry and a black stove. The website address "www.woodstockflooring.com" is displayed at the bottom center.

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PRESS RELEASE

For Immediate Release

[Alicia Naleid](#), Director of Communications
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New Home Construction Drops Significantly in Third Quarter Housing Starts Down 44 Percent from Second Quarter

November 4, 2021 – The latest new home construction numbers have showed a dramatic slowdown in the number of permits pulled, signifying a significant decrease in the number of new home starts.

The data, submitted by all municipalities across the state, shows 2,450 permits were pulled between July 1 and September 30 of this year, 44 percent less than the 4,382 permits pulled in quarter two. Permits were up 38 percent in the first half of 2021 compared to the same period in 2020, however at the end of the third quarter, year-to-date permits are up just six percent compared to 2020 numbers.

“Numbers in the first half of this year were great despite the increased building prices at that time, but we’re now starting to see the effect that peak building material prices have had on the industry,” said Wisconsin Builders Association (WBA) Executive Director Brad Boycks. “Many homeowners decided against signing contracts over the summer while they waited for prices to come down.”

Material prices and supply chain delays have greatly impacted homebuilding. At its peak, the cost of lumber added \$36,000 to the cost of an average-sized new home, while prices of steel mill products, resins, windows, door frames, copper pipe and tube, and other necessary building materials have all increased 30 percent.

“Remodeling projects have been up with people making changes to their existing homes to avoid the overall costs that building a new home presented over the summer,” said WBA President Abe Degnan. “With the supply chain issues we’re currently experiencing, remodeling and new home construction alike are going to continue to feel the pressure.”

“Our production staff is spending more time scheduling, rescheduling, and resourcing our materials for current projects. This coupled with low lot inventory and a leveled-off existing home market are huge factors when it comes to the inability to lock in new building contracts,” said David Belman of Belman Homes, Inc.

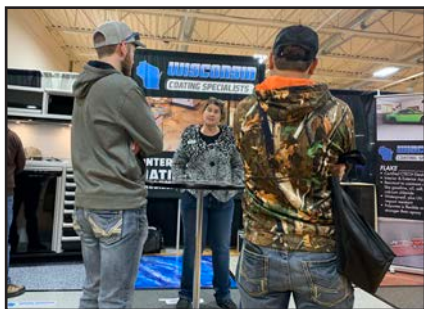
About the Wisconsin Builders Association

The Wisconsin Builders Association is a professional trade association comprised of 21 local associations dedicated to helping members build communities around the state. We advocate the interests of 4,000 home building industry members to keep housing affordable and accessible for Wisconsin families, Protecting the American Dream for over 70 years.

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2021 WABA OCTOBER Home Show



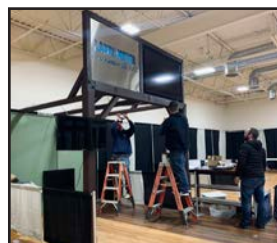
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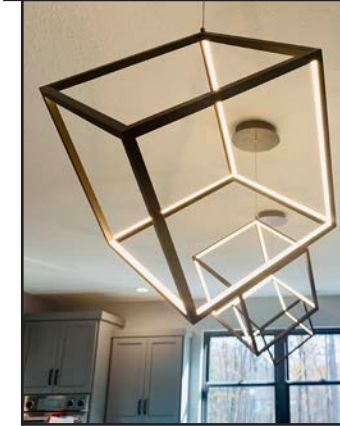
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Thank you Sam McLellan for Chairing the event!



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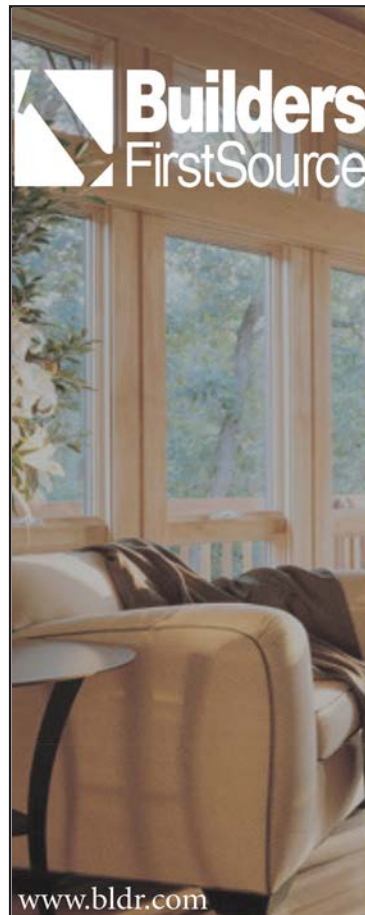
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Do you want to get more out of your membership? Do you want to meet more members? We NEED YOU!! Here are the current ways we could use your help.

*Volunteers for the Home Show. We need helpers for checking in the vendors and during the event for ticket sales.

*Helping hands prepping for the Parade of Homes. Could you help distribute signage or tickets to sponsors?

*Committee Members- Home Show, Parade of Homes, Silent Auction, Membership, Marketing, & Website Sub-Committee would all love to have a few more members.

**Board Members!! Elections are in November, we'd love to add your name to the ballot!!



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