

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

September 9
Membership Dinner
Meeting
@PowerHouse Lawn & Leisure
****DINNER MEETINGS**
ARE BACK!**

September 30
Lunch & Learn;
Employee Retention
Credits

October 22-24
Home Show

October 28-30
NEW
Fall Parade of Homes



Welcome!

Renewing Members

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Letter from the President

Hey there,

As summer sadly winds to an end it may be easy to get down about cooler temperatures, less sunshine and such. However, may I suggest some positive outlook at all the AMAZING events that the Wausau Area Builders Association has coming this fall!

Hopefully everyone has heard about the return to dinner meeting season coming up next Thursday September 9th. We will be graciously hosted by Dave Nelson from Nelson's Powerhouse Lawn and Leisure at his facility in Merrill. He has also coordinated some amazing nourishment by world-renowned BBQ Chef and seasoning expert Damon Holter of Croix Valley Foods. This promises to be a real treat.

October promises to be an exciting month with our Annual Home Show finding a new timeslot and our first ever Fall Parade of Homes. There are still some booth spaces and sponsorship opportunities available.

As we all get back into the swing of things this fall, please consider joining one of our great volunteer committees. Some options that could definitely use your assistance and input would be Membership, Parade of Homes, Home Show, Golf and the new Website Development Sub-Committee. Please let myself or Cara in the WABA office know if we can get you some additional information.

Take care and God bless!

Alex Forer
2021 WABA President

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

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Treasurer - Kyle VanOrder, Woodstock Flooring & Design Center

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

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

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National Representative (NAHB) - Alex Forer

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Events - Ashley Dupuis-Bohman

Finance - Kyle VanOrder

Home Show - Kyle VanOrder / Rachele Cota

Building Youth into Builders - Roger Lang

Legislative - Cory Sillars

Marketing - Tara Parks

Membership -Kevin Schemenaur

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September 9th - WABA Membership Dinner Meeting

BBQ @ Power House Lawn & Leisure

Dave Nelson here inviting WABA members and guests to join us at Power House Lawn & Leisure next Thursday Sept 9th. We've got a great menu lined up! Grilled bacon wrapped shrimp and cheese stuffed meatball appetizers, smoked beef brisket and pulled pork sandwiches, heart attack potatoes and bacon infused green bean sides! We'll finish up with Makers Mark bread pudding and Jim Beam Bourbon bacon apple crisp!



While here check out the 'destination' we've built right here in Merrill, WI. It will be worth your time!

Regards,
Dave

Cocktails @ 6pm / Dinner @ 7pm
Check your emails to RSVP

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New from WABA!



Membership Committee brings you, Building Our Businesses; a Lunch & Learn Mini-Series

Last month, the Membership Committee worked to coordinate a new educational offering from WABA. On the 17th we welcomed Tara Parks to present on Online Marketing to WABA members and guests. We had a 45 min., jam-packed presentation and learned alot! Thank you, Tara Parks!



September 30th we will have Tricia Nielsen-Zoromski teaching us and answering questions about Employee Retention Credits. Make sure to register when you see the email.



Sept. 30th Building Our Businesses; Employee Retention Credit

Presenter:

Tricia Nielsen-Zoromski (CPA, CVA)



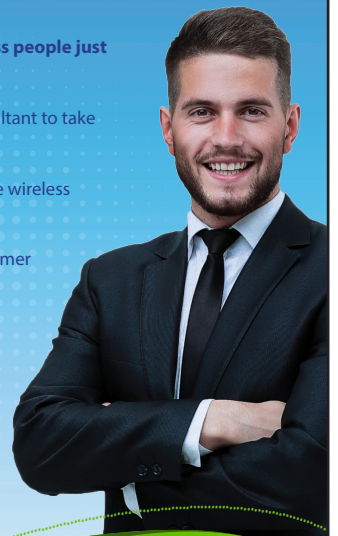
11:45: Networking & Lunch 12-12:30 Presentation
\$5/WABA Member \$10/Non-Member - Lunch Provided!

**Do you have a good topic to present on? Contact Ashley Dupuis-Bohman or Cara to discuss!

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The ‘exurbs’ explained: What they are and why everyone is moving there

Business Insider- Ben Winck Aug 4, 2021, 2:21 PM

The river-adjacent roads of Sussex County, New Jersey, don’t offer the restaurants, museums, and nightlife of New York City. But for roughly 140,000 Americans, the cheaper housing and sprawling land make up for the commute.

Such is the appeal of an exurb.

Areas known as “exurbs” were clear beneficiaries of pandemic-era migration. The once-neglected regions attracted hordes of movers over the past year, and they’re still expanding while suburbs and cities shrink.

What exactly “exurb” means is less obvious.

The Oxford English Dictionary defines exurbs as “a district outside a city, especially in a prosperous area beyond the suburbs.” Jefferies economists say exurbs must have population densities below 250 people per square kilometer, compared to the 2,500-person-per-km limit that constitutes an urban area. And the Brookings Institute in 2006 said exurbs must have at least 20% of their workers commuting to jobs in urban areas.

Other areas that fit the “exurb” definition, if you squint, are Lake County, Florida, 35 miles outside Orlando, or Blanco County, Texas, between Austin and San Antonio.

One big change is making them popular in the 2020s.

“Instead of thinking about the daily commute, I think it’s going to be the case that renters and homebuyers will think about the weekly commute,” Robert Dietz, chief economist at the National Association of Home Builders, told Insider. “That expands the geographic area where they can choose to live, and it gives them some additional buying power.”

So what does the weekly commute make possible, in terms of lifestyle?

Lower housing costs

For starters, exurbs offer cheaper housing than urban areas and suburbs. Their distance from city centers left them fairly untapped in the past. But as the pandemic sparked a work-from-home revolution and saw home prices skyrocket, more Americans traded longer commute times for exurbs’ cheaper prices.

More space for your money

The neighborhoods are also known for their greater space. Densely packed cities like New York and San Francisco saw the largest declines in occupation over the last year. Along with wanting cheaper housing, Americans flocked to areas where they could get more space — and convenience — for their dollar.



“A lot of households were looking at places where they could minimize their housing burden. And it was driven by seeking more space,” Robert Dietz, chief economist at the National Association of Home Builders, told Insider. “You see people talking about wanting one office or, in some cases, even two home offices.”

But still close enough to cities for occasional commutes

Perhaps the most crucial characteristic is that exurbs are still close enough to cities for the occasional commute, unlike their more rural peers. Public transport doesn’t reach far enough to service exurbs, but residents can still get to the city when need be. For example, Kenosha County, Wisconsin is a 40-mile drive from Milwaukee. Residents of Fauquier County, Virginia are 47 miles from Washington, DC. And it’s a 50-mile drive from Brown County, Ohio to Cincinnati.

That proximity — far enough to find a deal, but close enough to commute — is key to the exurban boom, Dietz said. Before the COVID crisis, the share of Americans working with a hybrid model between their homes and offices was in the low single-digits, Dietz said. NAHB economists expect that share to normalize at 30% after the country fully reopens.

For those millions of Americans set to enter hybrid work models, exurbs present an attractive balance between convenience and value.



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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

- Thursday, October 7- 8:30am- 3:30pm Membership Meeting Day @ Virtual
- 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

August 2021



With fall right around the corner, the Wisconsin Legislature moves into the second half of their 2021-2022 legislative session. With split power between the parties in Wisconsin with the republicans controlling both houses of the legislature and democrat Tony Evers as governor, it was unclear to start the year how many items would be signed into law in 2021. News reports often focus on what the parties do not agree on – Bills that either die or are vetoed - but 2021 has seen positive progress on several policy items.

The first bill signed into law in February contained several updates to the tax code but the main provision that was added as an amendment, eliminated state income and franchise taxes from certain economic support programs funded through the Coronavirus Relief Fund created under the federal CARES Act. In other words, 2021 Wisconsin Act 1 would assure the tax treatment for PPP loans received by Wisconsin businesses would not be treated differently by the federal government and the State of Wisconsin.

Assuring that WBA members would not be open to frivolous lawsuits after taking steps to protect customers and employees from the pandemic was also a top priority to start this legislative session. Legislative leaders, most notably Senate President Chris Kapenga (R-Delafield), Senate Majority Leader Devin LeMahieu (R-Oostburg), Assembly Speaker Robin Vos (R-Rochester), and Representative Mark Born (R-Beaver Dam) worked with Governor Evers on this overwhelming bipartisan bill that is now 2021 Wisconsin Act 4.

Act 4 provides a civil liability exemption from COVID exposure claims for Wisconsin employers, governments, schools, and other entities as well as their employees, agents, and independent contractors. Entities cannot be held liable for ordinary negligence claims associated with a COVID infection; this civil immunity does not apply if an act or omission involves reckless or wanton conduct or intentional misconduct.

The WBA Advocacy agenda included a provision to fund additional positions at the Department of Safety and Professional Services (DSPS) to add two additional positions for review and approval of private onsite wastewater treatment systems (POWTS) applications. In early July, Governor Evers' signed what is now 2021 Wisconsin Act 67 to provide additional staff at DSPS to review and process POWTS applications. After hearing that DSPS may have reservations about these added positions, WBA will continue to work with DSPS to assure these two new positions come online soon to address the delays in plan approvals.

Early on in the session, we were able to work with Senate Majority Leader Devin LeMahieu and Assembly Speaker Robin Vos on a provision to assure occupancy permits did not contain notes when inspectors used current administrative rules to allow projects to move forward without some final inspections. This provision came after hearing from members that inspectors' notes on final inspection paperwork were

delaying some occupancy permits from being issued. A provision to address this concern was included in 2021 Assembly Bill 1 but unfortunately that bill was vetoed by Governor Evers. WBA made additional attempts to address this issue in follow up legislation that was again opposed by Governor Evers and officials at DSPS.

Finally, in early July, Governor Evers signed the state budget sent to him after issuing several line-item vetoes. The recently signed state budget was the first bipartisan state budget since 2007 and has the most votes in favor since 2001.

Budget Highlights:

- \$125M for the Rural Broadband Expansion Grant program
- A reduction in the third individual income tax bracket from 6.27% to 5.3%
- Provisions calling for an additional contractor registration, the return of prevailing wage on housing development infrastructure, and a 2% property tax increase were not included in the final budget

The republican controlled legislature and democrat Governor Tony Evers deserve credit for working together to start the 2021-2022 legislative session to address the above issues in a bipartisan effort.

Enforcement Training Grants (\$2M) to sustain this important program for local departments.

Higher Education: Invested in UW System by funding building projects on five UW Campuses; UW Madison, UW Green Bay, UW Stevens Point, UW Oshkosh and UW River Falls.

Income Tax Reduction: Individual Income Tax Rate Reduction. Reduce the tax rate in the third individual income tax bracket from 6.27% to 5.30%, beginning in tax year 2021.

*Summary provided by Joint Committee on Finance Co-Chair Senator Howard Marklein, 17th Senate District, and the Wisconsin Legislative Fiscal Bureau



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Towns Trying to Ban Natural Gas Face Resistance in Their Push for All-Electric Homes

Article from the Wall Street Journal

Massachusetts is emerging as a key battleground in the U.S. fight over whether to phase out natural gas for home cooking and heating, with fears of unknown costs and unfamiliar technologies fueling much of the opposition to going all-electric.

More towns around Boston are debating measures to block or limit the use of gas in new construction, citing concerns about climate change. The measures have encountered opposition from some home builders, utilities and residents in a state with cold winters, relatively high housing prices and aging pipeline networks in need of pricey repairs.

The Massachusetts debate encapsulates the challenges many states face in pursuing aggressive measures to reduce greenhouse gas emissions that may directly impact consumers. The cost of fully electrifying buildings varies widely throughout the country and has ignited debates about who should potentially pay more, or change their habits, in the name of climate progress.

Much of the resistance to electrifying new homes stems from concerns about having to heat or cook using technologies such as heat pumps and induction stoves. In New England, most homes are heated with fuel oil or natural gas, and gas or propane is used widely for cooking.

Steve McKenna, a Massachusetts real-estate agent, was hired last year to sell a new, all-electric home in Arlington, a town outside of Boston that is considering gas restrictions. The home initially listed for \$1.1 million, but many prospective buyers were uncomfortable with the prospect of facing higher electric bills, Mr. McKenna said. It ultimately sold for about \$1 million.

“Here in Arlington, you put a house on the market and in six minutes there are 60 offers on the property,” Mr. McKenna said. “But this one took over two months to sell.”

Brookline, Mass., became in 2019 the first town outside of California to attempt to limit gas use in new buildings. Major cities, including San Francisco, Seattle, Denver and New York, have enacted or proposed measures to ban or discourage the use of natural gas in new homes and buildings, two years after Berkeley, Calif., passed the first such prohibition in the U.S. in 2019. The efforts have sparked a backlash, prompting some states to make gas bans illegal.

Brookline, just outside of Boston, in 2019 became the first town outside of California to attempt to limit gas use in new buildings. But the state attorney general last year blocked the measure’s implementation after finding it conflicted with state building codes, and thus needed state legislative approval.

Undeterred, Brookline city leaders enacted a new bylaw in June governing special permits for buildings or renovations. Under the bylaw, permits for all-electric buildings would never expire, while those for buildings with gas hookups would expire by 2030 to encourage disconnections.

Four other Massachusetts towns are working to enact similar measures, said Lisa Cunningham, an architect who helped craft Brookline’s bylaw. All would be subject to review by the state attorney general, who will decide whether they would need legislative approval.



continued on the next page

“People are realizing that it’s now or never,” Ms. Cunningham said. “There’s really only one way to reduce our emissions, and that is to stop using gas and stop using fossil fuels.”

The fight comes as Massachusetts and other states across the country set goals to substantially reduce carbon emissions in the coming decades. Massachusetts earlier this year passed a law requiring the state to achieve net-zero emissions by 2050 by improving energy efficiency, procuring more electricity from renewable sources and otherwise cutting the use of fossil fuels.

The push to restrict gas use has sown concerns among home builders and real-estate agents that requiring new homes to use electricity for heating and cooking will add to their overall cost when Massachusetts home prices have risen amid supply-chain issues and low inventory. The Warren Group, a real-estate data firm, reported that the median sale price for a single-family home in Massachusetts reached \$525,000 in May, up from \$425,000 a year earlier.

Construction costs for new all-electric homes are comparable with those for homes that use gas in many parts of the country, and all-electric homes can be less expensive to operate over time, depending on electricity prices and many other factors. But they tend to be pricier in colder climates that require more powerful heat pumps that can function in subfreezing temperatures. Such systems may require backup and can be costlier to run in the cold because they lose efficiency as temperatures drop.

The cost difference to build and operate all-electric homes and those that use gas is difficult to calculate because of the range of variables in the equation, and estimates vary.

A study by a research subsidiary of the National Association of Home Builders published earlier this year estimated that building all-electric homes in the colder climates of Denver and Minneapolis may cost at least \$11,000 more than ones that use gas.

Research from the Rocky Mountain Institute, a group that backs electrification, found that in Boston, building all-electric homes is competitive with those that use gas because developers can skip the infrastructure needed to support gas hookups and air conditioning systems. It concluded that all-electric homes are only marginally more expensive to operate over time, even in a state like Massachusetts, where retail electricity prices are among the highest in the nation.

On the new construction side, we’re confident that there are actual savings,” said Stephen Mushegan, a manager of RMI’s carbon-free buildings program.

Some consumers are wary. Brian Callahan, an Arlington resident who recently purchased a nearby house to flip and sell, said he wouldn’t consider building it to run entirely on electricity, even though he faces a long wait from the local utility for a new gas hookup.

“Natural gas is what sells,” he said. “Unless I’m forced to build an electric house, people don’t want it.”

Emerson Clauss III, president of the Home Builders and Remodelers Association of Massachusetts, has been lobbying against electrification measures and was recently asked to join a state commission to examine the issue.

Mr. Clauss recently completed a major renovation of his own home and decided to buy an induction cooking range. But he stopped short of installing a heat pump system to replace an oil-fired furnace, choosing propane instead. He estimated it would have cost several thousand dollars more to go all electric, but ultimately the decision came down to perception and preference.

“I’m one of those people who likes the warmer feel of the heat,” he said.



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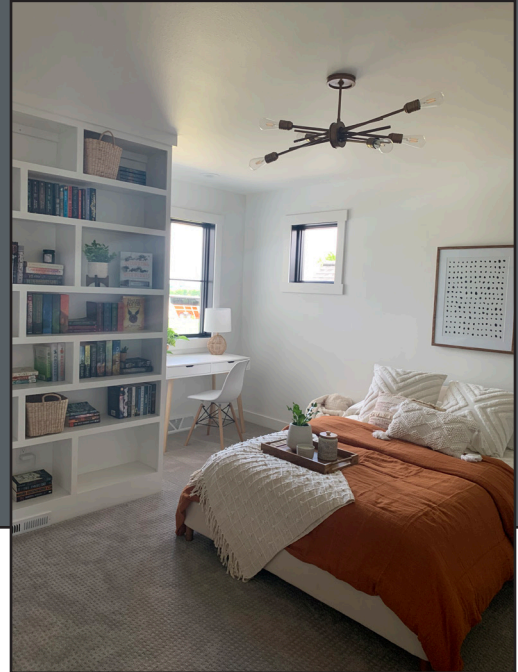


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2021 WABA OCTOBER Parade of Homes

Contracts are in for the October 28-30th Parade of Homes! This event will feature projects from;

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BIG Advertising Opportunities!!!

The upcoming WABA Events; Home Show & Fall Parade of Homes are the perfect opportunity to market your company to people in our community already looking to our industry! Don't miss your chance to be involved in these events, promoting your business, and supporting our industry.

Info on the next few pages!

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

Registration is OPEN!

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

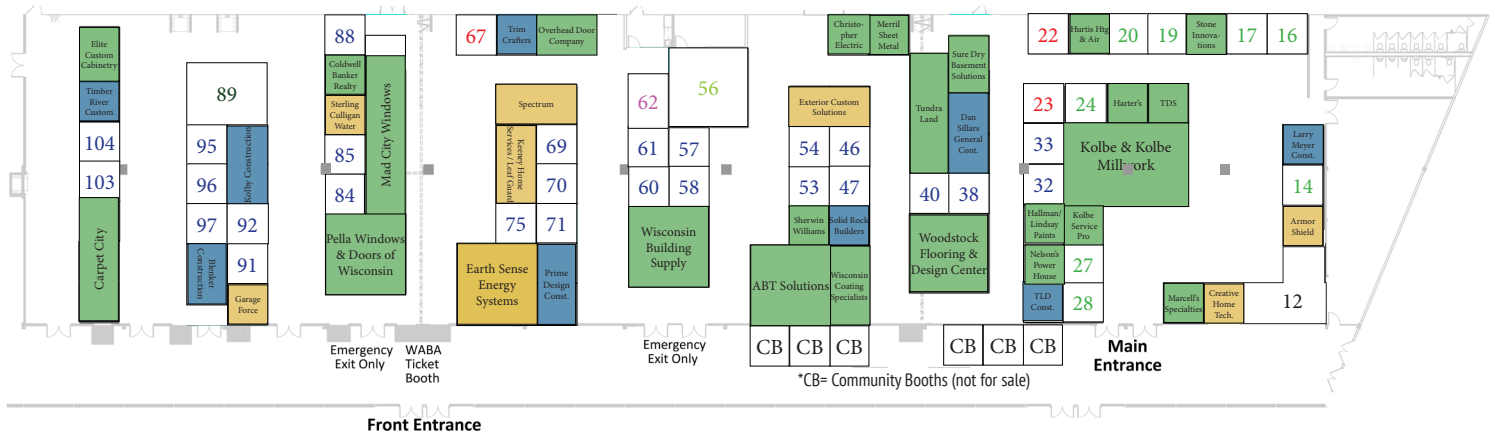


2021 Wausau Area Builders Association Home Show

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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****WABA MEMBERS ONLY****

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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.

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☐ 1/2 Page \$340
8" wide x 5" tall

☐ Full Page \$500
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Would your business like to be a part of the 2021 Wausau Area Builders Association's Fall 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 September 16 2021.

If you advertised in the 2021 June 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.

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[] **PRESENTING SPONSOR**

SOLD
__\$1,000.00 Two available/ __\$1,500 SOLO

- Company Name/Logo present on all media advertising (print, radio, tv)
- Full Page Color ad in Parade Event e-book.
- Ten (10) Complimentary tickets to the WABA Parade of Homes.
- Facebook Video/Commercial posted on WABA's Facebook Page

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** \$750.00 • One Avail.

- Company Name/Logo on complimentary bottled water (sponsor responsible for water delivery)
- Includes Full Page BACK COVER Ad in the Parades Event Book
- Eight (8) complimentary tickets to the WABA Parade of Homes.

[] **HAND SANITIZER SPONSOR** \$500.00 • One Avail.

- 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** \$500.00 • One Avail.

- 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.

[] **GIVEAWAY SPONSOR** \$500.00 • One Avail.

- Company Name/Logo on all giveaway advertising
- Full Page Ad in Parade Event book.
- Eight (8) Complimentary tickets to the WABA Parade of Homes.

[] **BAG SPONSOR** \$400.00 • One Avail.

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

[] **TICKET SPONSOR** \$400.00 • Two Avail.

- 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!

*Fall Parade of Homes Event Book will be electronic. It will be available for viewing online during and after the event at WausauAreaBuilders.com

[] **MAP SPONSOR** \$600.00 • Two Available

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

EVENT BOOK ADS *LANDSCAPE BOOK*

[] 1/4 Page	5" wide x 3.75" tall	\$200
[] 1/2 Page	5" wide x 8" tall	\$250
[] Full Page	11" wide x 8.5" tall with .125" Bleed	\$300

__SAME AD __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.

Name _____

Company _____

Email _____

Signature _____ Date _____

Wausau Area Builders Association

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