

# LET'S LEVEL

the official publication of the Wausau Area Builders Association



## UPCOMING EVENTS

### APRIL

18 - Silent Auction at  
Dales Weston Lanes

### MAY

8 - 2nd Annual Parade of  
Trades  
16 - May Membership  
Dinner at the Elk's Lodge

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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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Golf Outing \_\_\_\_\_ Phil Pesanka  
Social \_\_\_\_\_ Amber Gober

# PRESIDENT'S MESSAGE



With the warm temps of April teasing us this week, we will be well on our way to a real spring. April is a time for blossoms and growth, and thinking of warmer weather.

Looking forward in the realm of our Builders association, April is Silent Auction month. Please consider donating for the Silent Auction. The Silent Auction is a great event, please join us and bring a friend for a fun evening out.

Also in April is the Wausau Chamber Business Expo. Please consider joining us in promoting YOUR association to the many people who attend the Expo, we will happily arrange for you to spend a few minutes working the booth with us.

As our 2019 Parade of Homes approaches, please consider volunteering to spend a few minutes helping at one of the homes to keep this event running smoothly. It is one of our largest fund raisers! This year we are repeating an event through the Building Youth Into Builders Committee in early May, by having students from local high schools visit homes, in the process of being built, for an educational experience. Many thanks to this committee and the Builders for their work on this project. The Parade of Trades continues in 2019!

As we go about our business, let's reach out to our friends that have relationships to the building business and ask them to join us at a monthly meeting, or one of our events like the Silent Auction this month. I am confident that when people see the new energy, and opportunities to grow their business in this organization, they will see the benefits of being a member.

Thank you,

*Russ Utech*

President

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# MANAGER'S MESSAGE

## WELCOME!

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### RENEWING MEMBERS

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Spring is finally here! The birds are returning to our neighborhoods along with the sounds of construction.

As most of your businesses are perking up things around the Wausau Area Builders Association are as well. If you are not involved, it is a great time to be involved! Please contact me if I can help facilitate any connections with our committees.

Our next membership dinner meeting, April 18th, is also our Silent Auction. This is our event to raise money for WBA and the Political Action Committee (PAC). Your contributions to the evening are greatly appreciated and go to help support pro-housing candidates in our state. We, as part of the Wisconsin Builders Association, are a strong voice at our State Capitol and it is important for our industry that we stay that way. Cory Sillars and I participated in the annual WBA Advocacy Day last month and I highly suggest that you make the effort to attend next year. You get the opportunity to speak directly to your representatives and it does make a difference.

We do have quite a few advertising and sponsorship opportunities available at this time through the Parade of Trades, Parade of Homes and Golf. We are also accepting donations for the Silent Auction at this time. If you can help or would like to advertise look for more information in this newsletter or reach out to me directly 715-842-9510 / Cara@WausauAreaBuilders.com.

With Gratitude,

*Cara Spatz*

Association Manager

## What's in a name?



In our case, quite a bit.

A name like "Pella Windows & Doors of Wisconsin" comes with expectations. Not only do building professionals expect Pella's high-quality materials, colors, and styles, they want local insight and a work ethic worthy of Wisconsinites. Our strong values and integrity complement a true consultative approach, so your next project is worry-free, rewarding, and a good value.



# MONTHLY MEETING - APRIL 18TH



Mark your calendar for the “WABA SILENT AUCTION DINNER MEETING” which will be held on Thursday, April 18th, 2019 @ the beautiful “Dale’s Weston Lane’s Mountain Bay Banquet Conference Center!” (Event will be held at the “Weston Hall” \*LOCATED IN THE FRONT OF THE BUILDING\* This is accessible by way of the front entrance) Starting time for this event is 30 minutes earlier than normal, which will begin @ 5:30 PM Cocktails (cash bar) with “Complimentary” Beer & Soda served!! Then @ 6:30 PM starts the wonderful “walk around” scrumptious hors d’oeuvres for your appetite, and Gloria ordered double the amount for this event! Tasty wings served with 3 different sauces, Egg rolls, BBQ sausages, Swedish meatballs, Bruschetta, BBQ pork sliders with coleslaw, vegetable trays with dips, and Potato skins!! YUM!! Of course Gloria has also arranged for 3 different flavors of dessert, for your liking! This is a GREAT fundraising event for the Association...so please be generous! Some ideas to donate...gift certificates to area restaurants or other local businesses, gift baskets, auto care, wine, summer items like coolers, etc..you get the idea.(you will receive a separate email for your donation) Also watch for your dinner RSVP invitation by email...you don’t want to miss it!!

## Builders Report Labor Shortages as Top Challenge in 2019



More than four out of five builders expect to face serious challenges regarding the cost and availability of labor in 2019, according to a recent survey of members that ran in the monthly NAHB/Wells Fargo Housing Market Index.



The questions asked builders about the problems they confronted in 2018 and expect to face in 2019. Topping the list is the cost and availability of labor, a significant issue for 82% of builders in 2018, which ranked as the No. 2 concern behind building material prices. An identical 82% expect labor shortages will be their No. 1 issue in 2019, while material prices fell to the second slot at 69%.

A chronic labor shortage in the housing industry is a problem that has been steadily gaining steam over the past few years. To put it into perspective, just 13% of builders cited labor issues

as an important concern in 2011, with the rate steadily rising over the ensuing years and peaking at 82% in each of the last three years (2017-2019).

### WBA Foundation Raffle



Do you want your chance to win \$10,000 to spend at Furniture & ApplianceMart while supporting the WBA Foundation? Purchase a \$100 raffle ticket (only 250 to be sold) for your chance to win June 27th. Contact Cara for a ticket or more information.



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# APRIL CALENDAR

- 1 \_ Membership Committee Meeting, 4pm
- 2 \_ Parade of Homes Committee Meeting, noon
- 3 \_ Home Show Committee Meeting, 3pm
- 10 \_ Building Youth into Builders Committee Meeting, 4:30pm
- 16 \_ Finance Committee, 3pm
- 16 \_ Board of Directors Meeting, 4pm
- 18 \_ Silent AuctionMembership Meeting, 5:30pm

## March Highlights

### March 6th \_ WBA Advocacy Day in Madison

Madison, WI (March 6, 2019) – Over 50 members of the Wisconsin Builders Association (WBA) gathered at the Best Western Park Hotel in Madison on Tuesday to hear from state leaders, network with others in the industry, and meet with legislators at the State Capitol.

Wisconsin Housing Chairs, Representative John Jagler and Senator Devin LeMahieu, served on a panel to discuss several topics pertinent to the housing industry, including their reaction to Governor Tony Evers' budget that was introduced last week and legislation both have agreed to author to streamline the online building permit process.

"We have been able to make great strides in improving the building permit process with cooperation from the legislature and the Department of Safety and Professional Services," said WBA Executive Director Brad Boycks. "We look forward to advocating for additional streamlining capabilities that would continue to provide beneficial services for home builders, and ultimately, the Wisconsin economy."

Other speakers at the event included Wisconsin Department of Revenue Secretary-designee Peter Barca who addressed the group about his transition from longtime legislator to Secretary of one of the state's largest agencies, along with priorities of the Evers administration. Professor Charles Franklin of the Marquette Law School Poll also addressed the group and discussed updates from their latest poll released in January, along with a recap of data surrounding the November 2018 election. The day culminated with attendees meeting with their respective members in the legislature.

"We have appreciated the ability to enact many pieces of legislation beneficial to the housing industry during Governor Walker's eight years and look forward to working together with Governor Evers' administration and the legislature to continue to advance a pro-housing agenda," said WBA President Harvey Kessel.



WABA Legislative Chairman, Cory Sillars, attended the event and was able to meet with State Representatives (from Left) James Edming, Pat Snyder and State Senator Jerry Petrowki. State Representatives Tom Tiffany and Jeffrey Mursau also attended the meeting but are not pictured



# March Highlights

## March 19th - WABA Membership Dinner Meeting @ The Great Dane

Wausau, WI (March 19, 2019) - Wausau Area Builders Association hosted the March Membership Dinner Meeting at the Great Dane and about 50 members attended.

We had a wonderful dinner thanks to all of Gloria's hardwork in setting up the night!



Roger Lang provided Building Youth into Builders updates and spoke of the upcoming Parade of Trades day, May 8th.



Alex Forer addressed the group and provided highlights from his attendance to the 2019 NAHB IBS which was held in February in Las Vegas.

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# Local Outreach Key to Addressing Labor Shortage

Labor shortages are the most widespread challenge builders expect to face in 2019, according to the latest NAHB/Wells Fargo Housing Market Index analysis.

Finding the solutions to this ongoing concern was a topic of much discussion during the 2019 International Builders' Show.

"A long-term solution to the workforce development problem is getting younger people into the profession," said Ed Brady, CEO of Home Builders Institute, during an IBS workshop in the NAHB Professional Women in Building (PWB) headquarters moderated by Judy Dinelle, 2018 NAHB PWB Chair and Building Ambassador of 84 Lumber. Brady recommended that trade professions be reintroduced in schools as a viable career path. He noted that although national building industry campaigns are helpful in increasing public awareness about careers in construction, "the industry has to advocate for itself at the local level."

Reaching out to local educators and parents can help steer interest in careers in construction, said Stacey Kolegraff, assistant professor at the Department of Construction Management at California Polytechnic State University, San Luis Obispo. Although women make up 50% of the U.S. population, they represent only 9% of construction workers. Kolegraff encouraged women in construction to be more visible in their communities to help eliminate the stigma that women do not belong in the industry.

Erin Brennan, industry relations manager of skills at Cengage, recommended partnering with local businesses and organizations such as the Boy and Girl Scouts to spread the word about careers available in construction.

NAHB offers a variety of workforce development resources to help HBAs and members promote residential construction careers in their local communities. For more information about PWB, contact Sheronda Carr.



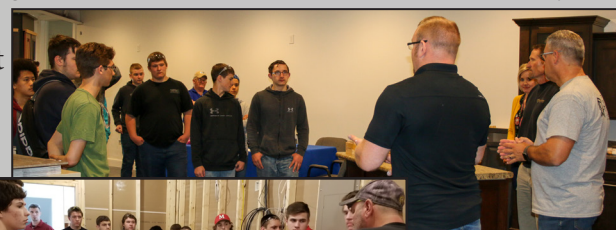
## WABA's Annual Parade of Trades - May 8th

Wausau Area Builders Association to host second annual Parade of Trades day on May 8, 2019. Roger Lang and the Building Youth into Builder Committee have been working hard to make improvements to their already successful event.

This year the event will be contained to one neighborhood, Royal View Estates in Rib Mountain with the help of Royalty Custom Homes, Larry Meyer Construction and Trim Crafters. Area high schools have been invited and the committee anticipates over 100 students to attend the day. The students will be shown homes in the neighborhood in varying stages of the building process and will be exposed to over seven different professions within our industry. There will be a representative from the various professions that will speak to the students and offer them a chance to get hands-on.

During the day the YA (Youth Apprenticeship) Program will be promoted as an option for these students to get working in fields they may be interested in before graduating from High School. The YA Program is beneficial to both the student and the employee as the student has fewer restrictions than a typical individual under 18 would.

This is one way that WABA is trying to expose our area youth to the amazing opportunities that a career in our industry could hold for them. Do you want to help? The Building Youth into Builders Committee is seeking sponsors for this year's event. Please contact Roger Lang - 715-573-4400 / langswell@aol.com or Cara Spatz - 715-842-9510 / cara@wausauareabuilders.com for more information.



**Thank you to our members who have already committed to a sponsorship for this event:**

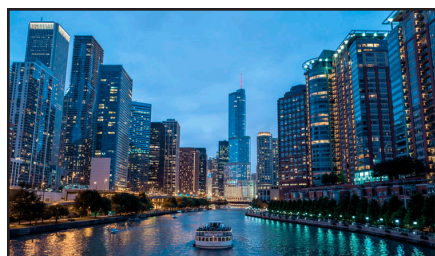
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*Congratulations to  
Jodi Nieslowski and family  
on their new addition  
Carli Rae  
born on March 17<sup>th</sup>*



## 2019 WBA Recruitment Contest



We are excited to launch an incentive program for membership recruitment in 2019! Presented by Furniture & ApplianceMart/Ashley Homestore and sponsored by Whirlpool, WBA members will have two opportunities to win an all-expenses-paid weekend in Chicago!

### TRIP INCLUDES:

- \*ALL-INCLUSIVE ARCHITECTURAL TOUR OF CHICAGO
- \*2-night hotel stay (hotel TBD), mileage, and the following:
- \*Tour of Reid Murdoch Building
- \*Tour of Whirlpool - "World of Whirlpool"
- \*Architecture Tour of Chicago
- \*And more!

### HOW DO I WIN?

Three top builder recruiters in three local association size categories will be selected at the end of each contest period. Plus, any associate recruiter who recruits 2+ members at the end of each contest period will be eligible for a drawing to win an all-inclusive weekend!

\*Category 1 (1-100 members): Door County HBA, Headwaters BA, Heart of the

North BA, Mid-Shores HBA, Northland Area BA, Racine-Kenosha BA, Sheboygan County HBA, Wolf River BA

\*Category 2 (101-200 members): Eastern Ridge HBA, Golden Sands HBA, La Crosse BA, Lakeland BA, Manitowoc County HBA, South Central Wisconsin BA, St. Croix Valley HBA, Wausau Area BA, Winnegamie HBA

\*Category 3 (201-800 members): Brown County HBA, Chippewa Valley HBA, Madison Area BA, Metropolitan BA

The contest periods will be January 1, 2019 to June 30, 2019 and July 1, 2019 to December 31, 2019. Number of members recruited will be based off information submitted by local associations on a monthly basis to the National Association of Home Builders.

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# Wausau PARADE OF HOMES

*Wausau Area Builders Association*

## JUNE 4-9, 2019



### 2019 PARADE OF HOME BUILDERS

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## Builder Confidence Holds Steady in March

Builder confidence in the market for newly built single-family homes held steady at 62 in March, according to the latest National Association of Home Builders/Wells Fargo Housing Market Index (HMI) released today.

“Builders report the market is stabilizing following the slowdown at the end of 2018, and they anticipate a solid spring home buying season,” said NAHB Chairman Greg Ugalde.



“In a healthy sign for the housing market, more builders are saying that lower price points are selling well, and this was reflected in the government’s new home sales report released last week,” said NAHB Chief Economist Robert Dietz. “Increased inventory of affordably priced homes — in markets where government policies support such construction — will enable more entry-level buyers to enter the market.”

However, affordability still remains a key concern for builders. The skilled worker shortage, lack of buildable lots and stiff zoning restrictions in many major metro markets are among the challenges builders face as they strive to construct homes that can sell at affordable price points.

Derived from a monthly survey that NAHB has been conducting for 30 years, the NAHB/Wells Fargo Housing Market Index gauges builder perceptions of current single-family home sales and sales expectations for the next six months as “good,” “fair” or “poor.” The survey also asks builders to rate traffic of prospective buyers as “high to very high,” “average” or “low to very low.” Scores for each component are then used to calculate a seasonally adjusted index where any number over 50 indicates that more builders view conditions as good than poor.

The HMI component charting sales expectations in the next six months rose three points to 71, the index gauging current sales conditions increased two points to 68, and the component measuring traffic of prospective buyers fell four points to 44.

Looking at the three-month moving averages for regional HMI scores, the Northeast posted a five-point gain to 48, the South was up three points to 66, and West increased two points to 69. The Midwest posted a one-point decline to 51.

HMI tables can be found at [nabh.org/hmi](http://nabh.org/hmi). More information on housing statistics is also available at [housingeconomics.com](http://housingeconomics.com)



**April 18, 2019**

## Silent & Live Auction

The annual

**WABA Silent Auction**

will be held

**Thursday, April 18<sup>th</sup> 2019**

**Dale's Weston Lanes**

This is a **HUGE** event for WABA and we need all the participation we can get.

We are looking for businesses to donate items that we can auction off for our silent and live auction. We also need all of you to come that night and bid on the items!

Please contact **Amber Gober** at **715-847-4022** or **amber.gober@bankpeoples.com** with any questions.

### Donation Form

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

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

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

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

\_\_\_\_\_ I cannot attend and would like someone to pick the item up at my local office (preferred)

\_\_\_\_\_ I will drop off item at WABA office on or before April 17<sup>th</sup> (preferred)

\_\_\_\_\_ I will deliver the item to Dale's Weston Lanes by 5:30pm the evening of the auction

Please return form by, Friday April 5<sup>th</sup> to:

**Wausau Area Builders Association**

801 South 24<sup>th</sup> Avenue  
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email to: [amber.gober@bankpeoples.com](mailto:amber.gober@bankpeoples.com)

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## Summary of Political Giving Options for the Wisconsin Builders Association®

### **What is Building A Better Wisconsin?**

Building A Better Wisconsin (BBW) is WBA's political action committee, most commonly referred to as a PAC. It is WBA members from across the state combining their resources to support pro-housing, pro-business candidates running for office in Wisconsin.

PAC contribution decisions are made by reviewing the candidates' positions and voting records on housing and WBA priority issues. Decisions are bi-partisan.

The Importance of the Building A Better Wisconsin PAC:

- 1) The overall objective is to elect pro-housing candidates.
- 2) 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 after they are elected.
- 3) An essential part of 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.

### **What is the Builders Direct Fund (BDF)?**

The Builders Direct Fund is the Wisconsin Builders Association conduit fund. That begs the next question, what is a conduit?

A conduit is defined by the Government Accountability Board as:

*"An individual or organization that receives money from individuals, deposits it in a financial institution, and then transfers contributions to any registrant (candidate, personal, legislative political action or political party committee) selected by the original contributor. The conduit organization or administrator may not exercise any discretion over the amount or ultimate recipient of these contributions."*

Put more simply, WBA's conduit, the Builders Direct Fund (BDF), allows those who actively give to candidates running for state or local office an opportunity to also give their local and state association a roll in their personal contributions.

For instance, you receive a fundraising letter from a candidate running for State Assembly who you support. Instead of sending a personal check directly to the candidate, you can send a check to the Builders Direct Fund or go to [www.buildersdirectfund.com](http://www.buildersdirectfund.com) and direct those dollars to the candidate of your choice. By first sending your contribution to the Builders Direct Fund you allow your local association to reach its fundraising goal that year, WBA to receive recognition from the candidate, and you still receive credit for your personal contribution.

### **Two important notes on political giving in Wisconsin:**

- 1) Funds given to the Builders Direct Fund Conduit or Building a Better Wisconsin PAC must come from individual personal and not corporate sources with one exception. Single member LLCs in which the single member is an individual or LLCs taxed as a partnership can now make a contribution to the BDF or the BBW PAC which will be recorded as a contribution from the individual who is a member of the LLC.
- 2) Funds from the Builders Direct Fund can only go to candidates running for office on the state and local levels, not candidates running for President, U.S. Senate, or U.S. House of Representatives.

*For more information about WBA's political fundraising activity, please contact Brad Boycks, WBA Executive Director at 1-800-362-9066, ext. 16 or via e-mail at [bboycks@wisbuild.org](mailto:bboycks@wisbuild.org)*

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#### B&W AD RATES

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<input type="checkbox"/> 1/2 - \$245	<input type="checkbox"/> 1/2 - \$365
<input type="checkbox"/> Full - \$330	<input type="checkbox"/> Full - \$495

#### COLOR AD RATES

MEMBERS	NON-MEMBERS
<input type="checkbox"/> 1/4 - \$240	<input type="checkbox"/> 1/4 - \$360
<input type="checkbox"/> 1/2 - \$340	<input type="checkbox"/> 1/2 - \$510
<input type="checkbox"/> Full - \$500	<input type="checkbox"/> Full - \$750

**Please note NEW AD SIZES this year**

*The 2019 Parade of Homes book is being redesigned! It will now be landscape  
orientation instead of portrait. New ad specs below;*

*1/4 Page - 5" Wide x 3.75" Tall*

*1/2 Page - 5" Wide x 8" Tall*

*Full Page - 11" Wide x 8.5" Tall with 0.125" bleed*

New ads can be emailed in a pdf or jpeg file  
to [cara@wausauareabuilders.com](mailto:cara@wausauareabuilders.com)

Signature: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

**AD AND PAYMENT DUE BY APRIL 24, 2019**

*Please fill out this form and return it along with payment to  
Wausau Area Builders Association - 801 S 24th Ave. Wausau, WI 54401*

***Thank You for Supporting the WABA Parade of Homes!***





801 S. 24<sup>th</sup> Avenue - Wausau, WI 54401  
715-842-9510 - [Cara@wausauareabuilders.com](mailto:Cara@wausauareabuilders.com)

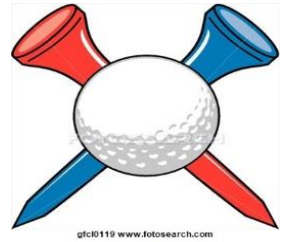


# WABA Golf Scramble

Friday, June 21, 2019

10:00 Lunch/Registration

11:00 Shotgun Start



## \$70 Per Golfer Includes:

- Light lunch **AND** Ribs/chicken Dinner
- 18 Holes with Carts
- Cash Prizes for Blind Bogey scoring
- Door prizes and Raffle prizes
- Awesome Birdie Hole Event
- **NEW** – Free driving range practice
- **IMPROVED** – Goody Bags
- **BETTER** – Flag Events
- **FREE** – 9 holes & cart voucher per golfer for future use

## Members and Non-Members Welcome

**We will pair you up and put you on a Team**  
Singles / Twosomes / Threesomes

2 free mulligan's per golfer - \*Scramble Format\*

Better your score - Buy String at the event!

**Attending Dinner Only- \$20**



**Trapp River  
Golf Course**

Team/Company Name \_\_\_\_\_ Primary Contact \_\_\_\_\_

E-Mail \_\_\_\_\_ Phone Number \_\_\_\_\_

Player 1:

\_\_\_\_\_

Player 2:

\_\_\_\_\_

Player 3:

\_\_\_\_\_

Player 4:

\_\_\_\_\_

## Sponsorships - X your sponsorship level

\*\*\*Sign Included for all sponsors\*\*\*

Hole Sponsor- \$50 \_\_\_\_\_

Lunch Sponsor - \$200 \_\_\_\_\_

Dinner Sponsor - \$200 \_\_\_\_\_

Beer Hole - \$200 (includes ¼ barrel-) \_\_\_\_\_

Beverage Cart Sponsor- \$75 (2-available) \_\_\_\_\_

Birdie Sponsor- \$200 - **negotiable** (Includes hole prize) \_\_\_\_\_

Putting game- \$100 (and \$100 valued prize) \_\_\_\_\_

**Total Enclosed \$** \_\_\_\_\_

Send registration and payment to: **Wausau Area Builders** to above address **before June 14, 2019** to secure your spot. To ensure a sign for your sponsorship please have in **by June 1st**.

Philip J Pesanka-Committee Chairman \*\*\*\*\* 715-298-4186 \*\*\*\*\* [ppesanka@abbybank.com](mailto:ppesanka@abbybank.com)

Committee Chairman

**Proceeds benefit WABA Scholarships**

We Welcome Raffle Prize Donations **OR** Goody Bag Items!!