

LET'S LEVEL

the official publication of the Wausau Area Builders Association



UPCOMING EVENTS

DECEMBER

No Membership Meeting

Happy Holidays!

JANUARY

16 - Membership Dinner

Meeting @ The Elk's Club

TABLE OF CONTENTS

What you will find in this issue

President's Message.....	2
Association Managers Message.....	3
Membership Meeting - January 16.....	4
December Calendar.....	6
Highlights.....	6
How to Find Construction Jobs in the Off Season.....	8-9
Advocacy Digest.....	10
2020 WABA Board of Directors.....	12-13
2020 Home Show Information.....	14-15

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.



801 S. 24th Avenue

Wausau, WI 54401

715.842.9510

www.wausauareabuilders.com

OFFICERS

President _____ Russ Utech
Vice President _____ Kyle VanOrder
Secretary _____ Shelly Talley Nelsen
Treasurer _____ Deann Zobrak
Past President _____ Cory Sillars
Association Manager _____ Cara Spatz

DIRECTORS

Through 2019 Alex Forer, Travis Hoerman, Sid Sorensen

Through 2020 Gloria Fenhaus, Norman Larson, Amber Gober

Through 2021 Keith Koenig, Rachelle Cota, Ashley Dupuis Bohman

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Travis Hoerman Alex Forer, Norman Larson

NATIONAL DIRECTOR

Travis Hoerman

WBA PAST PRESIDENT

Arden Emmerich

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Events _____ Gloria Fenhaus
Finance _____ Deann Zobrak
Home Show _____ Shelly Talley Nelsen
BYIB _____ Roger Lang
Legislative _____ Cory Sillars
Marketing _____
Membership _____ Cory Sillars
Nominations _____ Russ Utech
Parade of Homes _____ Travis Hoerman/
_____ Sam McLellan
Personnel _____ Kyle VanOrder
Scholarship _____ Cory Sillars
Silent Auction _____ Amber Gober
Golf Outing _____ Phil Pesanka
Social _____

PRESIDENT'S MESSAGE



Hello WABA members,

In November we had our Annual meeting at Fergusons again this year, and were rewarded with some fantastic food and treats by Ted Peotter and Thrive Foodery. Thanks to them, as well as Intercity State Bank and Woodland Trail Winery for additional beverage donations.

Elections were held and I would like to thank those who ran, and congratulate the people elected to serve for the coming year.

We are taking booth reservations for the 2019 Home Show, so if you have yet to confirm your booth for next year, please call Cara for more information and to reserve your booth.

If you are interested in promoting your business to our membership, consider placing an AD in this newsletter for the coming year. Call Cara for pricing.

Our next meeting will be in January so mark your calendars now for our Annual Awards event to be held at the Elks.

This will probably be my last newsletter as President. Wow, how time flies. It has been my privilege to serve multiple terms on the board and I would like to thank all of you for your cooperation, patience and understanding of the last few years. Our organization has worked through some years of adversity, starting with the recession, and that other financial challenge, but is doing many good things today. Our financial situation is very good. Please take time to attend a meeting in the new year, welcome your new directors and officers, and volunteer a few minutes of your time to realize more value from your membership dollars.

Have a great December and Merry Christmas!

Russ Utech

WABA President

Central Wisconsin Insurance Associates

Building Youth into Builders Committee

IS LOOKING FOR NEW MEMBERS, MATERIAL DONATIONS, AND
TRADES PROFESSIONALS TO HELP GUIDE CURRICULUM IN
LOCAL HIGH SCHOOLS! CAN YOU HELP??

CONTACT CARA

CARA@WAUSAUAREABUILDERS.COM / 715-842-9510

MANAGER'S MESSAGE



It was great to see so many members attend the November Dinner Meeting / Election night at Ferguson Kitchen, Bath and Lighting Gallery. Each and everyone of you are part of an organization that values your voice and I am glad so many were able to use that voice with a vote for our 2020 Board of Directors.

Thank you to Russ Utech for his devotion in leading our association as President for that last two years and his continuation with the role of Past President. In his term our

budget has been improved, we began an office expansion, our office staff has turned over, our office computers were updated, and all this while our membership stayed steady. Russ never missed a Board Meeting and is a valued member of many of the committees.

Congratulations to our 2020 President Elect, Alex Forer! Alex has been very committed not only to Wausau Area Builders Association but also to the Wisconsin Builders Association (WBA) and the National Association of Home Builders (NAHB). He received the Rising Star award from WBA this past spring and he has plans of joining their Board of Directors. He has also served as a WABA Director and as a WABA NAHB Representative.

As we set our sights onto next year please consider taking out newsletter ad, participating the Home Show, and taking part of the Parade of Homes. Another great way to support our association is to help it grow, please do business with a fellow member and encourage businesses to become members.

With Gratitude,

Cara Spatz

WELCOME!

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MONTHLY MEETING - JANUARY 16TH @ WAUSAU ELK'S LODGE



We will all sit down to start a "VERY TASTY" plated sit-down salad, dinner, along with dessert..."Just for You!!" Here's what "The Elk's" are preparing for us!! Stuffed Pork Chops & Baked Chicken, Mashed Potatoes & Gravy, Scandinavian Blend Veggies, Tossed Salad w / French & Ranch Dressing, Rolls w / Butter, Coffee, Milk, Ice Water, and Dessert "Ice Cream w / Chocolate Sauce!" Yummy!! The Elk's just love having us, and we can't wait to be there again! So watch for your email invite & get your reservation in! You don't want to miss this because this party is for you the member, of the BEST association...The Wausau Area Builder's Association!!

Door Prizes- WABA Gifts
Appreciation Awards
2019 Builder of the Year
2019 Associate of the Year
\$30 Per Person (PLEASE NOTE: ALL RESERVATIONS MUST BE IN BY JANUARY 10TH!!)
(Once reserved...no shows will be billed)
*****Please bring a Door Prize...You know you love WINNING!!

Mrs. Gloria Fenhaus
Director & Chairman of Events



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A DINNER MEETING?
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DECEMBER CALENDAR

- 3_ Membership Committee Meeting, 4pm
- 4_ Building Youth into Builders, 4:30pm
- 10_ Finance Committee Meeting, 3pm
- 10_ Board of Directors Meeting, 4pm



Highlights

November 21ST MEMBERSHIP DINNER MEETING / ELECTIONS

Thanks again to Ferguson Kitchen, Bath and Lighting Gallery for hosting us at such a beautiful location for our 2020 Elections!



November 13th NTC High School Career Fair

The NTC welcomed many area high school students to their annual career fair. WABA was represented by Roger Lang from the Building Youth into Builders Committee, Jerry Jarosz from the Scholarship Committee, Cara, and Roger's son Jake.



WABA set up an interactive booth that many students got involved with. During their time at the booth the students were asked if they were interested in the building industry, told about our scholarship, and encouraged to look in the YA program for work experience in our industry.



Would you like to advertise in the 2020 WABA Newsletter?

Ads are sold on an annual basis
and available in four sizes;


1/8 page

1/4 Page

1/2 page

Full page

The newsletter is emailed to over 500 individuals
and available to view on our website.



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HOW TO FIND CONSTRUCTION JOBS IN THE OFF-SEASON

ARTICLE FROM WISBUILD.COM

Keep your team busy during the slow season with these job-finding tips.

Wisconsin winters are known for being brutally cold and snow-packed. And as the temperatures drop, construction projects tend to do the same. If your business is struggling to find new construction jobs in the off-season, here are a few tips to jump-start the opportunities:



- REACH OUT TO FORMER CUSTOMERS OR OLD LEADS
- MARKET INTERIOR REMODELING SERVICES
- CREATE SEASONAL PROMOTIONS
- START A REFERRAL PROGRAM
- GET THE WORD OUT ON SOCIAL MEDIA
- ATTEND TRADESHOWS, EVENTS, AND CONFERENCES
- DIVERSIFY YOUR SERVICES

Find out how to implement each of these strategies to find construction jobs in the off-season below.

REACH OUT TO FORMER CUSTOMERS OR OLD LEADS

When new opportunities are slow going, you may want to re-focus your efforts on former clients and old leads. If you've been keeping track of contacts who may be interested in your services, now is the time to reach out. Start with a phone call or an email to see if they have a need for work – you may be surprised by what a single follow-up can do!

MARKET INTERIOR REMODELING SERVICES

Just because it's challenging to work outside this winter, it doesn't mean there isn't any work available. You and your crew may be able to take your services indoors with remodeling jobs, repairs, and other tasks. This shift to interiors can help keep your business busy and profitable. It can also tie in with seasonal promotions and festivities, which we cover in the next tip on how to find construction jobs in the off-season.

CREATE SEASONAL PROMOTIONS

Seasonal promotions may be just what your customers need to take action even though it's cold. With the holiday season, many customers are on the lookout for – and expect – money-saving seasonal deals on products and services. To give this idea a try, come up with a promotion that sparks a sense of urgency. Perhaps you offer a discount, a complimentary seasonal add-on service with a project (i.e., weatherstripping or spray-foam insulation), or donate to a charity with every new contract signed by a certain date. This strategy will let your customers know that it's time to act if they want to take advantage of the deal while also allowing your team to earn income for the holidays.

START A REFERRAL PROGRAM

If you don't already have a referral program in place, you may be missing out on potential work in the off-season. By creating an incentive for current clients to recommend you to friends, neighbors, and other businesses, you can widen your exposure and earn a few more leads in the off-season. Consider offering a reward to customers who participate in your referral program, like cashback, gift cards, or discounts on future work. You can even promote the program on your website and email newsletters for further traction.

GET THE WORD OUT ON SOCIAL MEDIA

Social media is a free and easy-to-use marketing tool that shouldn't be overlooked – especially when you're looking for construction jobs in the winter months. If you've been neglecting your online presence for a while, the off-season is the perfect time to amp it up. With social media, you can stay in touch with current and former clients and potential leads, alert followers about your services and promotions, and assert yourself as an industry leader in the trades.

ATTEND TRADESHOWS, EVENTS, AND CONFERENCES

Another way to get the word out about your services in the winter is at a tradeshow or conference. Attending these events can help you meet new contacts and gain insights into improving your business. If you don't have the budget or time to travel to conferences in-person, look for virtual ones. These online events can prove just as valuable, and some even have online chats so that you can connect with fellow attendees and potential clients.

DIVERSIFY YOUR SERVICES

Our final tip to kick-start business in the winter is to diversify your portfolio of services. Some common winter services that other construction businesses have offered include holiday light installation and decorating or snow removal. Assess your equipment availability, skills, and resources to come up with the best winter offering for you. Getting creative with your operations can help keep your team busy and business profitable all season long.

If you're looking to find construction jobs in the off-season, the business strategies outlined in this post may help you get a leg up during the cold Wisconsin winter.

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. Below the logo, a green banner lists services: 'HARDWOOD, CARPET, TILE, VINYL & LAMINATE FLOORING' and 'CUSTOM & SEMI-CUSTOM CABINETS & COUNTERTOPS', followed by 'INCLUDING: GRANITE, QUARTZ, LAMINATE, SOLID SURFACE & CULTURED VANITY TOPS'. The bottom section shows two kitchen interiors: one with dark wood cabinets and a stainless steel refrigerator, and another with white cabinets and a granite countertop. The website 'www.woodstockflooring.com' and phone number '360 US HWY 45 • BIRNAMWOOD, WI • 715-449-2279' are displayed at the bottom.

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Wisconsin Builders Association Commends Signing of AB 117

PRESS RELEASE from Wisconsin Builders Association, November 21, 2019

WBA Members Helped Advocate for Passing of Bipartisan Housing Legislation

Madison, WI – Today, the Wisconsin Builders Association (WBA) applauded Governor Evers' signing of Assembly Bill (AB) 117, a piece of pro-housing legislation.

In 2015, Act 211 was implemented with the goal of improving the building permit process, however many municipalities across the state began a duplicitous act of requiring home builders and contractors to submit a building permit both electronically and on paper, a process that greatly slowed down the process of starting work on homes. The purpose of AB 117 is to fix and clarify the duplication that is occurring in many municipalities.

“First and foremost, thank you to Representatives John Jagler and Amanda Stuck, and Senators Devin LeMahieu and Janet Bewley for taking the lead on this legislation,” said Brad Boycks, Wisconsin Builders Association (WBA) Executive Director. “We are grateful to the many members of the legislature and Governor Evers for seeing the need of this legislation and joining together to pass and sign this bipartisan bill.”



While a municipality can still mandate that a building permit be submitted on paper, AB 117 effectively clarifies that a municipality must not require both online and paper forms. If a municipality does mandate paper applications, they must accept any of the following:

- A printed copy of the municipality's own permit application form
- A printed copy of the Department of Safety and Professional Service's standard electronic permit application
- The standard paper application form that DSPS makes available to the public

“This bill makes a very important change to the way the home building industry has been required by municipalities to do business,” said WBA President Harvey Kessel. “Enacting this bill makes an important improvement to ensure the building process continues moving forward. This legislation clarifies what our industry needs in order to effectively execute for homeowners across Wisconsin.”



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SECRETARY



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ASSOCIATED BANK

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DEANN ZOBRAK

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CONGRATULATIONS TO THE 2020 DIRECTOR ELECTS!



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INTERCITY STATE BANK



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JEREMY VOIGT
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THE 2020 WAUSAU AREA BOARD OF DIRECTORS WERE ELECTED AT THE NOVEMBER 21ST MEMBERSHIP DINNER MEETING HELD AT FERGUSON KITCHEN, BATH AND LIGHTING GALLERY. THEY WILL BE JOINING THE CURRENT DIRECTORS OF THE BOARD; GLORIA FENHAUS, AMBER GOBER, NORMAN LARSON, RACHELLE COTA, KEITH KOENIG AND ASHLEY DUPUIS-BOHMAN AFTER THEIR INSTALLATION, WHICH WILL BE PERFORMED BY CORY SILLARS AT THE JANUARY MEMBERSHIP DINNER MEETING.

WAUSAU AREA BUILDERS ASSOCIATION WOULD LIKE TO THANK EACH AND EVERY ONE OF THESE MEMBERS IN ADVANCE FOR DONATING THEIR TIME AND TALENT TO ENSURE THE CONTINUED SUCCESS OF OUR ASSOCIATION. WE ENCOURAGE EVERY MEMBER TO GET INVOLVED AT SOME LEVEL. IF YOU WOULD LIKE TO SEE HOW YOU COULD GET INVOLVED FURTHER, PLEASE CONTACT CARA OR A BOARD MEMBER.

2020 Home Show

Get involved today!



Business Name: _____ Date: _____

If you advertised in the 2019 Home Show book a copy of your ad is enclosed.
Please check the size you'd like and also if your ad will remain the same as last year, same with changes (mark them on the sample), or new ad.

☐ Same ad as last year ☐ Same ad with changes ☐ New ad

AD RATES

MEMBERS

- ☐ 1/4 - \$240
- ☐ 1/2 - \$340
- ☐ Full - \$500

NON-MEMBERS

- ☐ 1/4 - \$360
- ☐ 1/2 - \$510
- ☐ Full - \$750

AD SIZES

1/4 - 3.5" wide x 4.5" tall
1/2 - 7.25" wide x 4.5" tall
Full - 8.5" wide x 11" tall with .025" bleed OR 7.25" wide x 9.75" tall

Signature: _____

New ads can be emailed in a pdf or jpeg file
to cara@wausauareabuilders.com

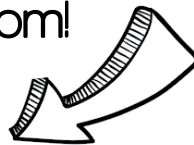
Please fill out this form and return it along with payment to
Wausau Area Builders Association - 801 S 24th Ave. Wausau, WI 54401

AD AND PAYMENT DUE BY DEC. 31, 2019

Thank You for Support of the WABA Home Show!

Would you like to place an ad in the Home Show event book?

Here are the options to choose from!



We are still looking for sponsors for the show.



There are booths available! Call now to get yours reserved!

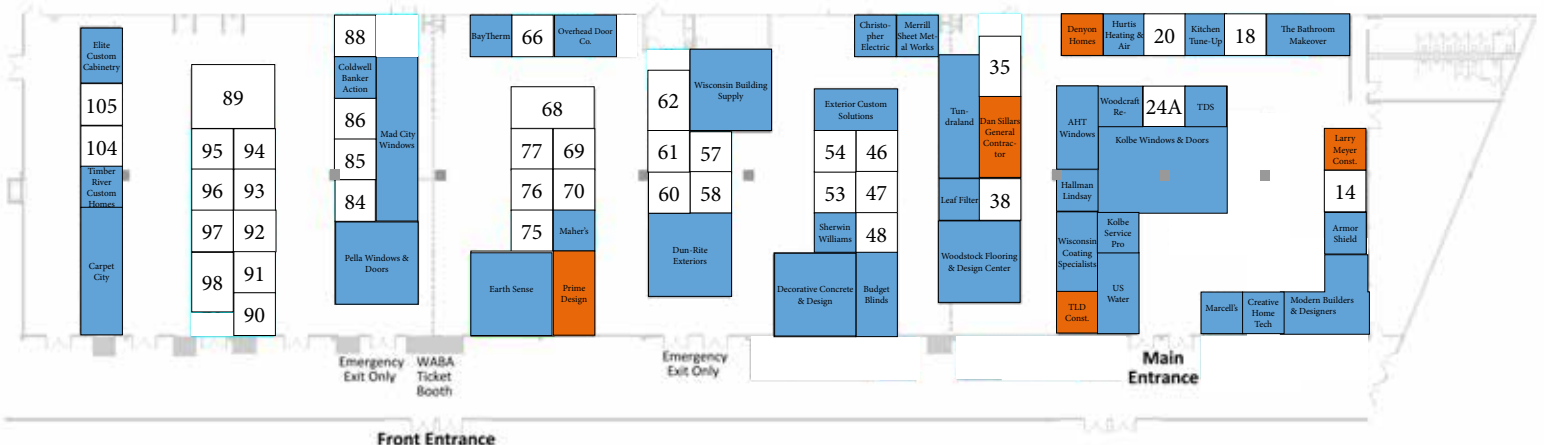


2020 Wausau Area Builders Association Home Show

Central Wisconsin Convention & Expo Center

Rothschild, WI

February 21-23, 2020



2020 HOME SHOW

FEBRUARY 21-23, 2020

There is no better way to utilize your sponsorship dollars than by reaching a targeted group of consumers! All sponsorship and advertising packages can be customized to fit your needs. Additional sponsorship opportunities may also be added throughout the year. Please contact Cara at the WABA office at 715-842-9510 or cara@wausauareabuilders.com today to begin reaping the benefits of your sponsorship! We look forward to working with you – simply choose a sponsorship option, then sign and return the form to 801 S. 24th Ave. Wausau WI 54401. Deadline for sponsorship options is December 31, 2019. *Must be current WABA member*

PLATINUM - \$3,000

- Up To Four 10x10 Booths in The Show
- Full Page Color Ad in Home Show Book
- Sponsor in all Media Advertising
- Ad Banner On Home Show Website
- A Live Radio Remote at the Home Show
- 14 – Home Show Tickets
- Option to provide Bag Item

GOLD - \$2,000

- Up To Two 10x10 Booths in The Show
- Full Page Color Ad in Home Show Book
- Sponsor in all Media Advertising
- Ad Banner On Home Show Website
- 10 – Home Show Tickets

SILVER - \$1,000

- A 10x10 Booth in The Show
- Half Page Color Ad in Home Show Book
- Ad Banner On Home Show Website
- 6 – Home Show Tickets

BRONZE - \$500

- Quarter Page Color Ad in Home Show Book
- Ad Banner on Home Show Website
- 4 – Home Show Tickets

2020 COMMITMENT FORM – HOME SHOW

[] Ice Breaker Event

\$300

Recognition at Home Show Event
Recognition in Home Show Book
3 available

[] Wristband Sponsor

SOLD
\$300

Logo printed on attendee wristbands
Recognition at Home Show Event
1 available

[] Exhibitor Lounge

\$250

Recognition at Home Show Event
Recognition in Home Show Book
4 available

[] Bag Item

\$250

Provide Item for 1500 guest Bags
Recognition at Home Show Event
5 available

☐ Platinum.....\$3,000
☐ Gold.....\$2,000



☐ Silver.....\$1,000
☐ Bronze.....\$500

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Email _____ Phone _____

Signature _____ Date _____