

LET'S LEVEL

the official publication of the Wausau Area Builders Association



UPCOMING EVENTS

FEBRUARY

22-24 - WABA Home Show at Central WI Convention Center & Expo

28 - Monthly Membership Meeting at Elite Custom Cabinetry

MARCH

19 - Monthly Membership Meeting at The Great Dane

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.

TABLE OF CONTENTS

What you will find in this issue

President's Message.....	2
Manager's Message.....	3
Monthly Meeting Information.....	4
3 Key Takeaways from CES.....	4
February Calendar.....	6
OSHA Publishes Maximum Fines for 2019 and Top Violations of 2018.....	6
WBA Advocacy Digest.....	9-12



801 S. 24th Avenue
Wausau, WI 54401
715.842.9510
www.wausauareabuilders.com

OFFICERS

President _____ Russ Utech
Vice President _____ Kyle VanOrder
Secretart _____ 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, Mike
Block, Amber Gober

Through 2021 Keith Koenig, Gary
Zarda, Rachelle Cota

STATE REPRESENTATIVES

Cory Sillars, Alex Forer, Norman Larson

NATIONAL DIRECTOR

Travis Hoerman

WBA PAST PRESIDENT

Arden Emmerich

COMMITTEE CHAIRPERSONS

Advertising _____ Cory Sillars
Bylaws _____ Sid Sorensen
Events _____ Gloria Fenhaus
Finance _____
Home Show _____ Shelly Talley Nelsen
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

PRESIDENT'S MESSAGE



Last week we held our Annual Awards program at the Jefferson Street Inn and it was a wonderful relaxing night of recognition and appreciation. Congratulations to the award winners, and thank you to the recipients of recognitions for participation in the last year.

The Home Show is coming up shortly so make sure you have your booth reservation in! It is a great opportunity to showcase your business to the public. Remember, it is easier to keep your funnel full, than to start over when it is empty.

If any of you plan to travel to IBS in February, we would love to hear about your trip in the next newsletter, please let me know if you went.

We have great meeting coming up in February, watch for your invitation, and come join your friends and business associates. It will be later in the month on the 28th.

We have a few committee openings available yet for 2016, so if you have desire to learn more about your organization, contact myself or Cara, and we can connect you with the topic you are most interested in.

Share your enthusiasm with the next Builder you do business with and bring them to our next meeting as a guest.

Thank you,

Russ Utech

President

DO YOU KNOW A HIGH SCHOOL SENIOR?

MAKE SURE THEY APPLY FOR THE WABA
SCHOLARSHIP! SCHOLARSHIP APPLICATION
IS AVAILABLE ONLY ONLINE ON COMMUNITY
FOUNDATION OF NORTH CENTRAL WISCONSIN'S
WEBSITE. APPLICATION
DEADLINE IS MARCH 31ST.

CFONCW.ORG



MANAGER'S MESSAGE



Hello,

I hope everyone is having a great start to their 2019!

It was great to see many of you at the January Holiday Party / Installation at the City Grill at Jefferson Street Inn. We hope to have another great meeting this month at Elite Custom Cabinetry in Schofield. It is always fun to get out and to gather at a members location, thank you Travis Hoffman for offering to host us.

The office is busy getting ready for our Home Show this month, if you would still like to get a booth please call me 715-842-9510 and I will do what I can to help you! We are looking forward to having another successful show at the Central Wisconsin Convention + Expo Center. We hope to see you there.

The Parade of Homes committee is doing a great job with their preparations this year. Builders have a deadline of Feb. 1st to submit their contracts for their first homes and a deadline of May 1st to submit their second home. Sponsorships and event book ads are available now, more information regarding those can be found later in this newsletter. If you have any questions please contact Travis Hoerman, Sam McLellan, or myself.

With Gratitude,

Cara Spatz

Association Manager

WELCOME!

NEW MEMBERS

Valley Communities Credit Union

RENEWING MEMBERS

US Water

AA Seamless, LLC

Wisconsin Building Supply

Amerhart

Modern Builders & Suppliers

Automated Products Inc

Landart

Etoo Electrical Supply Inc

Associated Bank

Showcase Carpets

AK Design Professionals

My vision... is to build quality into every window and door I handcraft.



I'm proud to build Kolbe windows and doors, which helped create this amazing home. No matter the size of the project, excellence is something Kolbe won't compromise on. My custom craftsmanship helps create impressive homes with spectacular living spaces.

'We're for the visionaries' | For over 70 years, we've created professional-grade windows and doors that are built to higher standards. Each product we make is uniquely handcrafted to the most exact specifications. Our team of craftspeople focuses on building one window or door at a time, allowing us to concentrate on the details that make each project unique. This level of quality comes with a seemingly endless variety of options to customize each made-to-order product. **Kolbewindows.com**

KOLBE
WINDOWS & DOORS

MONTHLY MEETING - FEBRUARY 28TH



Our February Monthly Membership Meeting will bring us to an exciting new venue, Elite Custom Cabinetry! Thank you to Travis Hoffman for hosting us. Once again we will be treated to the creations of the Thrive Chefs (they also cooked for us in November at Fergusons). There will be beer for everyone to enjoy.

We will be hosting an educational event prior to the meeting. At 5pm Bill Millhausen Communications Captain, K9 Unit Supervisor at the Marathon County Sheriff's Office along with Spencer Davczyk from Davczyk & Varline, LLC will be speaking about Concealed Carry and the laws and regulations that go along with it.

Cocktail hour will begin at 6pm and dinner at 7pm. Watch your emails for your invitation, we look forward to seeing you there!

3 Key Takeaways from CES

The annual Consumer Electronics Show (CES) is considered one of the world's biggest showcases of innovative technology. Each year brings a new batch of breakthroughs into the limelight, and 2019 show was no exception.

The CEDIA Technology Council is a group of volunteers who stay abreast of tech trends to help those who are responsible for integrating that technology into the home know what's on the horizon. Here are some of the latest trends and inventive solutions the council noticed at CES earlier this month that could soon have an impact on the construction trades.

Make room for even bigger TVs. You've heard of 4K. Get ready for 8K. This higher-resolution format is coming, according to Gordon van Zuiden owner of integration firm cyberManor in Los Gatos, Calif.

"The logic behind it is that the average size of televisions sold in the U.S. this year is around 47, 48 inches," van Zuiden said. "That's compared to about eight years ago when it was 36 inches, and very soon we expect the average size will be between 50 to 55 inches. When TVs get to be that size, 8K makes a lot of sense."

Homes will have a greater number and variety of sensors. More devices continue to be introduced into the home to monitor everything – not only what we say, but also our daily routines, body gestures and health.

Peter Aylett of Archimedia in Dubai noted that one of the firms on the show floor, Korea's UMAIN, was demonstrating sensors that utilized – of all things – radar: "If you're within about two meters, a radar can detect your heart rate and your respiration rate," Aylett said. "So in terms of monitoring kids in nurseries, monitoring the elderly, the vulnerable, the sick – this is a fantastic, non-invasive method. There are no cameras, no microphones – you can hold a conversation and this thing isn't picking it up. It's picking up respiration, heartbeats, physical activity, security monitoring – all through radar."

Tools are getting a lot smarter. From motion-based measuring tools, to drills that let you know what distance into material the bit has traveled (and the precise angle of the drill bit, too), clever construction tools were on full display at CES.

Rich Green, a Palo Alto integrator who owns Rich Green Designs, was impressed by a measurement product from a company called Moasure. "If you wanted to measure the total fabric requirements for an acoustical space," Green said, "you can take this little puck, move it around the room, and it'll tell you with incredible accuracy precisely how much fabric you need."



Woodstock

FLOORING & DESIGN CENTER

HARDWOOD, CARPET, TILE, VINYL & LAMINATE FLOORING
CUSTOM & SEMI-CUSTOM CABINETS & COUNTERTOPS
INCLUDING: GRANITE, QUARTZ, LAMINATE, SOLID SURFACE & CULTURED VANITY TOPS



www.woodstockflooring.com

360 US HWY 45 • BIRNAMWOOD, WI • 715-449-2279

Construction Loan Special Offer

Get **\$100 OFF**

closing costs on a
Residential Construction loan

Peoples
STATE BANK

888.929.9902 | www.bankpeoples.com

Always see the Potential.

*Must close construction loan with Peoples State Bank to redeem coupon. Must present coupon at time of application. Limit one coupon per application. Limited time offer expires Feb. 1, 2019. Good for residential construction loans only.

Member FDIC



FEBRUARY CALENDAR

- 4 _ Membership Committee Meeting, 4pm
- 6 _ Home Show Committee Meeting, 3pm
- 12 _ Parade of Homes Committee Meeting, noon
- 12 _ Finance Committee Meeting, 3pm
- 12 _ Board of Directors, 4pm
- 13 _ Building Youth into Builders Committee Meeting, 4:30pm
- 19-21 _ International Builders' Show in Las Vegas
- 22-24 _ WABA Home Show



OSHA Publishes Maximum Fines for 2019 and Top Violations of 2018

Since 2016, OSHA has indexed its annual fine increases to inflation, specifically, the Consumer Price Index. This year's fine increases reflect a modest increase in consumer inflation.

Type of Violation	Current Maximum Fine	New Maximum Fine (Jan. 24, 2019)
Serious Other-Than-Serious Posting Requirements	\$12,934 per violation	\$13,260 per violation
Willful or Repeated	\$129,336 per violation	\$132,598 per violation
Failure to Abate	\$12,934 per day	\$13,260 per day beyond the abatement date

Willful violations also carry a minimum fine of \$9,472, up from \$9,239 last year.

OSHA also recently published its list of the top 10 most frequently cited standards following inspections of worksites. Some are specific to the construction industry and some are for general industry, which can still be cited on home building sites.

- Fall protection, construction (29 CFR 1926.501)
- Hazard communication standard, general industry (29 CFR 1910.1200)
- Scaffolding, general requirements, construction (29 CFR 1926.451)
- Respiratory protection, general industry (29 CFR 1910.134)
- Control of hazardous energy (lockout/tagout), general industry (29 CFR 1910.147)
- Ladders, construction (29 CFR 1926.1053)
- Powered industrial trucks, general industry (29 CFR 1910.178)
- Fall protection – training requirements (29 CFR 1926.503)
- Machinery and machine guarding, general requirements (29 CFR 1910.212)
- Eye and face protection (29 CFR 1926.102)Dec. 14.



Do you have a topic you would like to learn more about at a future Membership Meeting? Contact Cara at the WABA Office and let her know!

LG G7 ThinQ™

**SAVE
\$150**

with a Flex agreement.



RECEIVE
\$100
WORTH OF ACCESSORIES
FREE
when you trade in your device.



1.800.236.0055



www.cellcom.com



facebook.com/cellcom

Offer valid 2/1/19 through 2/28/19 or while supplies last. No rain checks. Activation at time of service, service agreement and credit approval required. New line activation and qualified upgrade required. A line set up fee and early termination fee may apply. If applicable, the early termination fees may be reduced proportionately to the remaining months of the term of the agreement. Universal Service Fund (USF) and regulatory and other recovery fees charged on all service lines. An E911 fee or Police & Fire Protection fee is charged on all service lines. Taxes, fees and surcharges vary and are subject to change without notice. See retail location or www.cellcom.com/fees for details. Promotion offer subject to change. Restrictions apply. Visit www.cellcom.com/save for details. \$100 Trade-In: Purchase of a new smartphone with a Flex agreement required. Trade in must be good working condition. Customers participating in Trade Up Now or Flex 12 are not eligible. \$100 available immediately to spend in-store. Flexed accessories not eligible. Not redeemable for cash. Save \$150: Purchase of a LG G7 ThinQ with a new Flex Agreement and data subscription required. Credit applied as a discount off full price and reflected in monthly installments. 15 Day Guarantee: If within 15 days you are not completely satisfied with Cellcom's wireless service, pay for the services you have used and return the equipment in acceptable condition. Other restrictions apply. See store for details.

Cellcom®
Built For You™



New Wells

The latest equipment for fast, professional service

Hydro-Fracturing

A proven procedure designed to increase the amount of water in dry and low-yield water wells, old and new

Well Abandonment

Permanent sealing of unused wells to prevent contamination of clean ground water

**The Right Depth
at the Right Price**

LANG
WELL DRILLING
COMPANY, INC.

CALL US NOW
24 Hour Answering Service
848-1234

FAX 842-8438 • 1710 W GARFIELD AVE., WAUSAU

**Builders
FirstSource**

**SEE IT.
BUILD IT.
LIVE IT.**

Our experienced staff can help with all the details to make your house a home—from the ground up. Upgraded trim work, beautiful doors and energy-efficient windows are only the beginning of a huge selection of quality products available at Builders FirstSource.

Wausau
801 S 24th Ave.
Wausau, WI 54401
715.842.2001

www.bldr.com

WAUSAU AREA BUILDERS ASSOCIATION IS LOOKING
FOR YOU!

ARE YOU INTERESTED IN TAKING YOUR MEMBERSHIP
TO THE NEXT LEVEL AND GETTING MORE INVOLVED
WITH WABA AND WITH YOUR FELLOW WABA
MEMBERS?

WE ARE IN NEED OF
CHAIRPERSONS FOR
THE FOLLOWING
COMMITTEES:
MARKETING
& BY-LAWS

WE ARE ALSO
LOOKING FOR
COMMITTEE
MEMBERS FOR
MOST OF OUR
COMMITTEES,
ESPECIALLY GOLF!

Bay Therm
INSULATION, INC.

Residential • Commercial • Industrial

Certified Optima Blown In Blanket System
Spray Applied Urethane Foam Application
Fiberglass Batts & Blown • Sound Control Batts

Contact Nap Wilz

Mobile: 920-419-3881

Toll Free: 800-804-7492

Serving the Wausau Area

nap.wilz@installed.net



ADVOCACY DIGEST



Guidance released on multifamily egress code update

Recently the Department of Safety and Professional Services (DSPS) reissued guidance concerning egress requirements for multifamily units as they relate to the 2015 International Building Code (IBC) and the recent update of the state commercial building code.

That updated guidance can be found by clicking [here](#).

This fall there were several members who reached out to WBA and DSPS directly to get additional information on this topic. This new guidance should provide some additional information to clarify current codes relating to egress requirements in multifamily units and the interaction with state statutes on sprinkler requirements.

Please note that there is one issue that is not addressed in the enclosed guidance but that we were recently updated on dealing with egress requirements on townhomes. We have asked that the guidance document be updated with the enclosed information but wanted you to also be aware of this provision as well.

A recent email from DSPS on 1.2.19 stated:

"As I started gathering code sections and formulating my thoughts for the response, I dug deeper into how the WI amendment applied originally in the 2009 code and how the exit access/common path of travel requirements and requirements for # of exits from a story are logically coordinated and applied in the code (both in '09 and '15 editions). After further research and consideration and a meeting with the team here in Green Bay I have come to a different conclusion than I previously communicated.

If a building or in this case a townhouse dwelling unit meets the limitations to allow a single exit from the story or building in accordance with 1006.3, by the very nature of 1006.3 allowing a single exit it also allows a common path of travel and so the common path of travel requirements or limitations in s. 1006.2 are not also applicable. In other words, compliance with s. 1006.3 or in this case SPS 362.1006(1) stands alone and the building does not also have to meet IBC s. 1006.2 unless specifically referenced or required by s. 1006.3."

The exception is valid but applies ONLY to townhouse dwelling units that are separated with pseudo 2 hour firewalls from adjacent townhouse dwelling units."

We have been directed to let members know if they need additional information on any of the above topics that members should contact Mr. Steve Dobratz, P.E., Department of Safety and Professional Services Section Chief, Division of Industry Services, 920-492-5611 or Steve.Dobratz@wi.gov.

DSPS posts additional guidance on concrete standards with help from UDC Chair

During the meeting of the Uniform Dwelling Code Council (UDC Council) in December it was announced that the department has now posted additional information and guidance concerning the current UDC concrete requirements and how those interact with standards of the American Concrete Institute (ACI).

A big thank you to WBA member and Chair of the Uniform Dwelling Code Council Mike Coello for working with DSPS staff to put together the enclosed guidance document. With-

article continued on the next page



acro plumbing inc.

904 Sumner Street
Wausau, WI 54403

715-842-9425

acroplumbing@frontier.com



Denfeld Concrete Construction Inc.
 COMPLETE CONCRETE SERVICE
 OVER 30 YEARS OF QUALITY SERVICE
 715-359-7869
 715-359-3944
 RESIDENTIAL COMMERCIAL
 6702 Clover Rd. Wausau
 WAUSAU AREA BUILDERS ASSOCIATION
 Poured Walls • Foundations • Holding Tanks • Floors
 The Area's Oldest and Most Trusted Name in Concrete Construction.
 www.denfeldconcrete.com

out Mike's years of expertise on this issue the guidance document issued by DSPS would not have been possible.

That new guidance on residential concrete standards can be found here.

Please click the enclosed link for additional information on this topic but we did want to highlight one specific portion of the guidance today for your information:

Shall a contractor or home owner refer to both the ACI and UDC for designing a concrete foundation?

Yes. The UDC does have criteria that differs slightly from ACI 332-14; however, provisions within the UDC have minimum requirements that are greater than ACI 332-14. All concrete foundation standards and design shall follow the standards within ACI 332-14 or ACI 318-14 unless specific foundation standards are addressed within the UDC that override ACI 332-14 or ACI 318-14 criteria.

New members appointed to Joint Committee on Finance

After the inauguration of Governor Evers and the other constitutional officers on Monday, January 7 and the swearing in of

the 99 members of the state assembly and 33 members of the state senate everyone will be anxiously awaiting Governor Evers' 2019-2021 state budget bill.

In an interview recently, Evers hinted that he may request additional time to put together his first budget as governor. Traditionally the state budget has been introduced in February, but the legislature has also been accommodating to newly elected governors to allow more time to put the finishing touches on their state budget.

Once the budget is introduced it will then be sent to the Joint Committee on Finance where the GOP still has a 12-4 majority on the committee due to both houses remaining in republican control.

With some members of the committee from last session changing legislative houses (Kooynega), retiring (Vukmir), moving into a leadership position (Felzkowski), or being replaced by leadership (Shankland) there will be four new faces once the committee meets after January 7.

The new members of the committee include State Representatives Terry Katsma (R-Oostburg), Shannon Zimmerman (R-River Falls), and Evan Goyke (D-Milwaukee). Two of the three new state representatives on the committee, Katsma and Goyke, served last year on the Assembly Committee on Housing and Real Estate where we had great working relationships with both legislators.

State Senator Devin LeMahieu (R-Oostburg) is the only new members of the committee from the state senate. It was also recently announced that LeMahieu will also serve as the chair of the Committee on Utilities and Housing this session in addition to his seat on the Joint committee on Finance.

The co-chair and vice-chair of the committee remain the same in the state senate with Senator Alberta Darling returning as co-chair and Senator Luther Olson once again serving as vice-chair. Representative John Nygren will continue to serve as assembly co-chair with Representative Amy Loudenberg moving up to vice-chair (replacing Representative Kooyenga who served in that post last session and has now moved on to the state senate).

article continued on the next page

Other returning members of the committee include Representatives Born, Rohrkaste, and Taylor. Additional returning State Senators are Marklein, Tiffany, Stroebel (appointed summer of 2017), Erpenbach, and Johnson.

Wetland guidance document now available

You may recall the passage of 2017 Wisconsin Act 183 to close out the 2017-2018 legislative session which made major reforms and allows for greater flexibilities when building and developing land near wetlands.

After the passage of legislation, it has become commonplace for state agencies such as the Department of Natural Resources to issue guidance documents to provide additional background to implement new laws.

The documents that are now available include one explaining the new artificial wetland exemptions that can be found [here](#) and another on nonfederal wetland exemptions that can be found [here](#).

Jagler returns as assembly housing chair

In mid-December Assembly Speaker Robin Vos announced that Representative John Jagler (R-Watertown) would again serve as the Chair of the Assembly Committee on Housing and Real Estate for the third session.

In a statement announcing the appointment Jagler stated, “I am grateful for the trust the Assembly has placed in me to continue to chair the Committee on Housing and Real Estate. These two industries are often a barometer of the estate’s economy as a whole. When people are buying and building homes, it’s an indicator of how we, as a state, are doing. It’s very important that we keep these sectors thriving.”

Also returning to the committee as vice-chair is Representative Scott Allen. Other returning committee members on the GOP side include Representatives Robert Brooks, Dave Murphy, and Treig Pronschinske. One new member on the GOP side is State Representative Romaine Quinn of Rice Lake.

We are still awaiting the announcement of the democrat members of all the standing committees of the state assembly by Assembly Minority Leader Gordon Hintz.

Check Out the Latest in NAHB Legal Advocacy

The NAHB Office of Legal Affairs has published the first in a quarterly series of legal updates for members to stay current on the issues the legal team in Washington is pursuing.

The Spotlight on NAHB Litigation for Winter 2018-19 features updates on active court cases in which NAHB has direct involvement.

The Fifth Circuit Court of Appeals recently ruled that the Department of Labor can cite general contractors for workplace safety violations that put subcontractors’ workers in danger. The case explored the legality of OSHA’s multi-employer citation policy NAHB has been challenging the multiemployer worksite doctrine for years, and filed an amicus brief, along with the Texas Association of Builders and other construction groups, in the case, *Acosta v. Hensel Phelps Construction Co.*

Other topics covered this quarter include:

- Endangered Species Act
- Land use
- Americans with Disability Act
- Regulatory procedures in a rulemaking agency

Read the update now.

In other news from the Office of Legal Affairs:

- On Dec. 13, NAHB Vice President, Construction Liability David Jaffe presented to the Builders and Remodelers Association of Greater Boston a webinar addressing the changing laws and legal concerns related to opioids and medical marijuana in the workplace. The webinar covered recent court decisions, the interaction between state law and potential conflicts with federal laws and other legal challenges for employers, and what NAHB is doing to address the opioid epidemic in the home building industry.
- On Dec. 3, NAHB Senior Counsel Devala Janardan delivered a land use presentation at the Indiana Builders Association's 2018 Leadership Conference and Board of Directors Meeting. The overview provided an update of the legal cases NAHB is currently involved and how members can tap into NAHB resources for legal action support.
- NAHB recently filed comments on a Department of Homeland Security proposed rule that would limit legal immigration at a time when labor markets are exceedingly tight. Because the proposal also references federal housing programs, NAHB recommended that DHS remove federal housing programs, like Section 8 vouchers and project-based assistance, from the rule.

For more information on the activities of the Office of Legal Affairs, email legalaffairs@nahb.org.

article from WBA - wisbuild.org

ADVOCACY DAY IN MADISON IS SET FOR TUESDAY, MARCH 5TH

We have just confirmed the date and location for our annual lobby day, Advocacy Day in Madison. The event will again be held at the Best Western Premier Hotel on the capitol square in Madison on Tuesday, March 5. Cost for the event will again be \$75 per attendee which can be paid by each person or if you are a member of local HBA that pays this fee it can be paid by your local HBA staff online.

Registration for the event is up and running. If you want to get ahead of the game and register for the event early you can do that by going to the Wisconsin Builders Association's website, www.wisbuild.org.

We are also pleased to announce that the Federal Home Loan Bank of Chicago is generously sponsoring our event again in 2019.

The format will be very similar to last year with two speakers/panels in the morning along with an issue briefing on our agenda items followed by lunch, capitol visits, and a cocktail hour to conclude the days event.



Our tentative calendar for the day is:

- 8:00 AM - 8:30 AM - Check-In & Continental Breakfast
- 8:30 AM - 9:15 AM - Speaker 1 (TBA)
- 9:20 AM - 10:00 AM - Issue Briefing by WBA Executive Director Brad Boycks
- 10:15 AM - 11:15 AM - Speaker 2 (TBA)
- 11:15 AM - 12:15 PM - Lunch
- 12:30 PM - 2:30 PM - Capitol Visits
- 2:00 PM - 4:00 PM - Cocktail Hour

CONGRATULATIONS!



Roger Lang
Lang Well Drilling Co.

2018 WABA Associate of the Year

Presented by Shelly Talley-Nelsen, the
2017 receipient

Alex Forer
Larry Meyer Construction

2018 WABA Builder of the Year

Presened by Cory Sillars, the 2017
receipient



2019
WABA
Board of Directors

being sworn in by
Ted Peotter, WBA



From left; Cory Sillars, Alex Forer, Keith Koenig, Deann Zobrak, Amber Gober, Sid Sorensen, Shelly Talley-Nelsen, Gloria Fenhaus, Kyle VanOrder, Russ Utech, Gary Zarda, Ted Peotter

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.



Andy Bauer ABauer@pellawi.com Office: 800.242.1008 Cell: 920.461.0372

ARE YOU
INTERESTED IN
SPONSORING OR
HAVING AN AD IN
THIS YEARS PARADE
OF HOME EVENT
BOOK?

HERE IS THE INFO!
CONTACT CARA
WITH ANY
QUESTIONS



Business Name: _____ Date: _____

*If you advertised in the 2018 Parade of Homes book a
copy of your ad is enclosed.*

B&W AD RATES

MEMBERS	NON-MEMBERS
<input type="checkbox"/> 1/4 - \$185	<input type="checkbox"/> 1/4 - \$275
<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***

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!



2019 Parade of Homes

Sponsorship Opportunities

Presenting Sponsor

\$2500 - 2 Available

\$500 - Solo

- Company Name / Logo present on all media advertising (print, radio, tv)
- Complimentary One Page Color ad in Parade Event book.
- Ten (10) Complimentary tickets to the WABA Parade of Homes.
- Invitation for two (2) to the annual Parade Builders Appreciation Banquet.
- Invitation for two (2) to the Bus Tour on June 3rd

Bottle Water Sponsor

\$1500 (includes back cover, color ad)

\$1000 (includes full page, color ad)

1 Available

- Company Name / Logo on complimentary bottled water provided by sponsor (sponsor responsible for water delivery and keeping homes stocked with product during parade hours).
- Eight (8) complimentary tickets to the WABA Parade of Homes.
- Invitation for two (2) to the annual Parade Builders Appreciation Banquet.

Sign Sponsor

\$1000

1 Available

- Company Name / Logo on all pre-Parade and Parade directional signage.
- Complimentary Full Page Color Ad in Parade event book.
- Eight (8) complimentary tickets to the WABA Parade of Homes.
- Invitation for two (2) to the annual Parade Builders Appreciation Banquet.

Map Sponsor

\$750

2 Available

- Company Name / Logo (and up to 1 co-op partner) on detailed Parade map listing homes in Parade event book..
- Complimentary Full Page Color Ad in Parade event book.
- Four (4) complimentary tickets to the WABA Parade of Homes.

Note Page Sponsor

\$500

1 Available

- Complimentary 1/4 Page Color Ad in Parade event book on note taking page.
- Two (2) complimentary tickets to the WABA Parade of Homes

Bus Tour Lunch Sponsor

\$500/in kind

1 Available

- Company Name / Logo displayed on lunches for pre-Parade Builders Tour
- Chairman acknowledgment and opportunity to address the participants.
- Complimentary 1/4 Page Color Ad in Parade event book.
- Two (2) complimentary tickets for the pre-Parade bus tour.
- Two (2) complimentary tickets to the WABA Parade of Homes

Bus Tour Beverage Sponsor

\$500/in kind

1 Available

- Company Name / Logo displayed on coolers for pre-Parade Builders Tour
- Chairman acknowledgment and opportunity to address the participants.
- Complimentary 1/4 Page Color Ad in Parade event book.
- Two (2) complimentary tickets for the pre-Parade bus tour.
- Two (2) complimentary tickets to the WABA Parade of Homes

Appreciation Dinner Sponsor

\$250

2 X Available

2 SOLD

- Company Name / Logo displayed at annual Parade Builders Appreciation Banquet
- Chairman acknowledgment and opportunity to address the participants.
- Invitation for two (2) to the annual Parade Builders Appreciation Banquet.

Ticket Sponsors

\$350

3 X Available

1 SOLD

- Company Name / Logo on the back of a percentage of the parade tickets
- Two (2) complimentary tickets to the WABA Parade of Homes.

Bag Sponsor

\$500

1 Available

- Sponsor will provide all bags which must be large enough to fit a Parade of Homes event book.
- Opportunity for Associate Members Only
- Two (2) complimentary tickets to the WABA Parade of Homes.

Take advantage of these Parade of Homes Sponsorship Options!

These are available for WABA Members only.

Contact Cara, 715-842-9510 / cara@wausauareabuilders.com for more information.

WANT TO START GETTING MONEY FOR PRODUCTS YOU ALREADY USE?

2018
Q4 Dead-
line is Feb.
28th!

Register & Claim:

866-849-8400
www.WBArebates.com
/MemberRebateProgram



A Free Member
Benefit of WBA

www.WBArebates.com

IF YOU USE ANY OF THESE
50+ PARTICIPATING
MANUFACTURERS



THEN IT'S EASY TO PARTICIPATE!

- 1 Register
- 2 Submit a Rebate Claim
- 3 Receive a Rebate Check

THE AVERAGE REBATE PER BUILDER/REMODELER
COMPANY WHO PARTICIPATED IN 2017 WAS

\$1,169.69!