

LET'S LEVEL

the official publication of the Wausau Area Builders Association



UPCOMING EVENTS

JUNE

- 3 - Parade of Homes Bus Tour
- 4-9 - Parade of Homes
- 21 - WABA Golf Outing
- 27 - WBA Golf Outing

TABLE OF CONTENTS

What you will find in this issue

President's Message.....	2
Manager's Message.....	3
WABA's Parade of Trades.....	4
June Calendar.....	6
May Highlights.....	6
New Homes Deliver Top 10 Features Home Buyers Want.....	7
6 Hot Weather Safety Tips for Builders.....	9-10
WBA Advocacy Digest.....	11-12

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 _____

PRESIDENT'S MESSAGE



Summer is finally here! I hope you are enjoying the warm weather and had a great Memorial Day weekend.

Last month we gathered at the Wausau Elk's Club for our last Membership Dinner Meeting until September. Thank you to Gloria for doing a great job planning our events, this one included.

Our next public event, the 2019 Parade of Homes is starting this coming week. It is encouraging to see the interest in our Parade of Homes Bus Tour with two full buses again this year. A big thank you to Sam McLellan and to Travis Hoerman for co-chairing this big event for us again this year.

Don't forget that we will have another event this month, the WABA Golf Scramble at Trapp River. Please join us for the event and let Phil Pesanka and his committee know you appreciate his efforts as the chairman.

To round out our summer, watch for the Sporting Clay Shoot in August, we anticipate great participation due to our partnership with the Never Forgotten Honor Flight, so please register for this one in advance. Alex Forer does a fantastic job organizing this fun event.

Have a great summer! I hope to see you at one of our events. Bring a friend.

Thank you,

Russ Utech

President



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MANAGER'S MESSAGE



The Parade of Homes is just days away! Many of our members have had a hand in creating the 13 homes that will be featured this year and we cannot wait to help them show off all their talents. Please tell your friends, neighbors, and colleagues about the event, this is the biggest event that we host and want to make it as successful as possible for our association.

Later this month we will have the annual golf scramble. The location has been changed this year to Trapp River Golf Course and the committee, led by Phil Pesanka, has been working hard to improve their already fun outing so make sure to sign up! You can find the sign up form for both golfing and sponsoring at the end of this newsletter. After the golf outing, our next event won't be until August with the Sporting Clay Shoot.

Last month we hosted the 2nd annual Parade of Trades at the Royalty View Estates subdivision in Rib Mountain. Although it could have been warmer that day, it was still a success with over 125 students attending from 4 area high schools. Thank you to everyone who contributed to the day either with a sponsorship or being a presenter and thank you especially to Roger Lang and his committee, Building Youth into Builders who organized this event. I did get contact from some of the students looking for work in our industry after the event, which is more than we could have hoped for! I have been reaching out to members in the field they are interested in and hope to get them working soon.

Lastly, if I don't see you this month, I hope you have a great summer! My husband and I are anticipating the arrival of our second son by the end of the month. In my absence Carolyn will be stepping back into the office. I am so grateful that she is willing to come back from her 'mostly retired' status to run the office.

Cara Spatz

Association Manager

WELCOME!

NEW MEMBERS

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WABA's Annual Parade of Trades - May 8th

The Wausau Area Builders Association committee, Building Youth into Builders, held the 2nd annual Parade of Trades May 8th, 2019. The committee that is chaired by Roger Lang welcomed over 125 area high school students from four High Schools; Wausau West High School, Wausau East High School, DC Everest High School, and Marathon High School. The students were treated to insider access to homes being built by; Trim Crafters Custom Homes, Royalty Custom Homes, and Larry Meyer Construction in the Royalty View Estates subdivision in Rib Mountain.



The students were shown how different trades within the building industry come together to build a home. There were nine trades presented to them by professionals in that field. The goal of this event is to show our students career options that are available to them right here in our community. The students were also reminded about the Youth Apprenticeship program that is offered through their schools and North Central Technical College. If a student were to gain employment through this program they can earn school credits in addition to the experience and wage from the employer.

The Building Youth into Builders committee would like to thank the sponsors of this event: Kolbe Windows and Doors, Zone Garage of Wisconsin, and Robert Ross Construction. They would also like to thank all of the companies that produced presenters for the day that did a fantastic job of demonstrating their area of expertise to the students; REI Engineering, Hallmark Building Supplies, BayTherm Insulation, Carpet City, Elite Plumbing Plus, In the Lite, Larry Meyer Construction, Trim Crafters Custom Homes, Royalty Custom Homes, and North Central Technical College.



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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JUNE CALENDAR

- 3 _ Parade of Homes Bus Tour
- 4.9 _ Parade of Homes
- 12 _ Golf Committee Meeting, 11 am
- 12 _ Home Show Committee Meeting, 3pm
- 18 _ Finance Committee Meeting, 3:30pm
- 18 _ Board of Directors Meeting, 4:30pm
- 21 _ WABA Golf Scramble
- 26 _ WBA Member Day in Stevens Point
- 27 _ WBA Golf Outing, SentryWorld in Stevens Point

May Highlights

May 8th _ 2nd Annual Parade of Trades

Even with a chilly day, the students were able to learn a lot about our industry and the career options within it!



May 16th _ Membership Dinner Meeting @ Elk's Lodge

We had a great May Membership Dinner Meeting at the Elk's Lodge in Wausau! Our guest speaker was Gilbert 'Gil' Holcomb who is the Veterans Services Representative at the American Legion Post #10. Gil along with Erv Kruesel spoke to us regarding the needs that the American Legion has for maintaining and expanding their northwoods camp for veterans.



New Homes Deliver the Top 10 Features Home Buyers Want

What do our neighbors to the north have to teach us about the Top 10 Features home buyers want?

Plenty, it turns out. It's clear the preferences of Canadian home buyers closely match those of American home buyers.

The award-winning interior designers from Rooms in Bloom shared their experience in a recent blog post. As the 2012 Home Staging firm in Canada, they should know. These experts help real estate professionals and home builders "stage" or decorate homes currently for sale. Like many top designers, Heather Cook and Alana Meritt find the challenge of staying one step ahead of the latest trends when they're staging new homes for sale to be of great value in all of their interior design work.



As you search for a home, watch for the trends below. You'll find today's new homes deliver on the features that buyers like you want most. And when you've found your new dream home, keep these ideas in mind as you feather your new nest.

Let's take a look at how today's new homes compare to resale homes in delivering:

The Top 10 Features Home Buyers Want

1. Open Concept Homes — New homes offer spacious, flowing floorplans and high ceilings that older houses don't provide.
2. Smaller Homes — McMansions are expensive to heat, cool and maintain. The wide array of new homes make it easy to find the size just right for you.
3. Outdoor Living Spaces — True in Canada and even more so in the many temperate areas of the U.S. For example, the 2011 Design Driver Survey from AvidBuilder found that 31.4 percent of move-up buyers (people moving to a larger home) said they either must have or really want an outdoor fireplace.
4. Neutral Decor — Probably best for selling a home. However, as a new home buyer, don't be afraid to display your true colors. As we've reported in our blog, whether it's hip designer Jonathan Adler bringing bold colors back to the kitchen with his line of vibrant sinks for Kohler or furniture and bedding in the current Color of the Year (tangerine) more and more homeowners are bravely adopting brighter hues.
5. Modern Kitchens — The heart of every home. This is where new homes shine with the latest and greatest design, cabinets, countertops and lighting -- to say nothing of state-of-the-art appliances.
6. Smart Growth — Many of today's master planned new home communities offer community clubhouses and pools, protected nature areas, hiking trails, playgrounds and more. Larger new home communities often contain carefully planned retail options and even schools inside the community. It's also not uncommon to find master-planned communities that water common areas with reclaimed water . Which leads us to....
7. Going Green — Hands down, new homes win here, too. The Home Energy Rating System (also known as a HERS Score) is an industry standard that rates the energy efficiency of homes. The lower the score, the more energy efficient the home. As the people behind HERS point out on their site, the U.S. Department of Energy has determined that a typical new home is 30 percent more energy efficient than a typical resale house.
8. Linen Closets & Smart Storage — New homes take the win in this category, too. Simply compare the much larger walk-in closets of today's new homes with the cramped closets of old homes.
9. Energy-Efficient Fixtures & Appliances — Our new vs. resale home comparison is turning into a rout. Today's new homes feature enormous energy efficiency in appliances, HVAC (heating, ventilation and cooling equipment) and throughout the house. As we saw, a typical new home of today is 30 percent more energy efficient than one built just five years ago. Compare a typical new home built today to a 10-20 year old home? Game over!
10. Double Car Garage with Organized Work/Storage Space — You'd be hard-pressed to find a new home that doesn't score a "10" on criteria number 10. Many builders also offer three-car garages (or larger) that offer enough storage space to make the man of the house grow weak in the knees.

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2019 WBA Recruitment Contest

Don't forget that WBA is offering a trip to Chicago for the top builder recruiters in 2019!

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- *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?

Check out the Wisconsin Builders Association's website for the details.



6 Hot Weather Safety Tips for Builders

Don't sweat the summer heat with these safety tips.

One of our business networking tips is to attend local industry trade shows.

The summer months are typically the busiest in the construction trades. With longer days out in the hot sun, construction teams are also susceptible to heat-related safety concerns. Protect your crew with these hot weather safety tips for builders:

Stay hydrated

Take cooling breaks

Pack a hot weather friendly lunch

Use sunscreen

Wear sun protective gear

Watch for heat exhaustion



Find out more about each of these safety tips for builders below.

Stay hydrated

One of the most obvious summer safety tips for builders is to drink water frequently – to the point that you never begin to feel thirsty. Non-caffeinated beverages with electrolytes can also help you and your crew replenish essential salts that regulate your body's water intake and help it function.

Take cooling breaks

Even while working vigorously toward a deadline, it's vital to make an effort to keep cool on the job. Taking short breaks in the shade and avoiding intense labor during the highest intensity periods of the sun (between 12-3PM) can help. You can also stock cooling towels or ice water buckets with rags nearby to aid with quick cool-down.

Pack a hot weather friendly lunch

Another summer safety tip for builders is to be sure to pack a lunch that's appropriate for working outside in the heat. Food high in fat and preservatives will make it harder on your body to digest when it's hot. Consider eating a big breakfast before heading out on the job, and bring healthy snacks and a nutritious light lunch that includes fruits, vegetables, carbohydrates, and lean protein to fuel your energy and keep you cool.

Use sunscreen

Sunscreen is the skin's first line of defense against the dangerous impact of the sun's rays. Go for a broad-spectrum sunscreen that offers protection from both UVB and UVA radiation, with a high Sun Protection Factor (SPF). A water-resistant formula may also be wise for construction crews who are outside in the sun most of their workday. Lastly, don't forget to reapply at least every two hours, or even more frequently when sweating.

Wear sun protective gear

Wear light clothing, a wide-brimmed hard hat, and safety glasses that offer UVB and UVA protection when out in the

continued on the next page

sun. Some clothing offers UPF protection of 50 or higher. Be sure to also practice construction safety measures like using a harness when working at elevated heights – this precaution will help protect you from falling if you get dizzy or experience signs of a heat-related illness.

Watch for heat exhaustion

Be alert for signs of heat exhaustion in yourself and your coworkers. Early symptoms can include lethargy, disorientation, stumbling, slurred speech, and dropping tools. If someone appears to be exhibiting signs of heat-related illness, call your supervisor and 911 immediately.

These summer weather safety tips for builders can help you stay cool and safe at your job site during the hottest months of the year.



A tablet and a smartphone are shown. The tablet screen displays a clock at 10:08, the date Sunday, 24 December, and a background image of a red airplane flying over a blue sky. The smartphone screen displays a purple and pink abstract background.

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A group of people in business attire are sitting around a table, smiling and talking. The background is a blurred office setting.

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WBA Leadership Testifies in Favor of Building Permit Bill

Recently, Assembly Bill 117 (AB 117) was heard before the Assembly Housing and Real Estate Committee. The Bill has 22 total coauthors: 15 republicans and seven democrats.

You may remember that one of the most direct asks that WBA members made while attending Advocacy Day 2019 was for members of the state's assembly and senate to sign on as a coauthor to this legislation. The bipartisan list of 22 coauthors is an impressive number and we are very thankful to those that made the ask to cosponsor this bill during legislative meetings on Advocacy Day.

A public hearing on the assembly version of the bill was held on Tuesday, April

23. WBA President Harvey Kessel, Treasurer Abe Degnan, and Outside Legal Counsel Robert Procter joined Executive Director Brad Boycks to provide background in support of AB 117.

There was no opposition expressed to AB 117 during the public hearing and expect this bill to be voted out of committee soon, hopefully with a unanimous vote of support.

Michael Derrick named Advocacy Group Vice Chair

Recently, WBA President Harvey Kessel announced that Michael Derrick of Derrick Companies in New Richmond had accepted his offer to become the Vice-Chair of the Advocacy Group in 2019. After the February 2020 Advocacy Group meeting, Derrick will assume the Chair of the Advocacy Group through the first meeting of the group in 2021.

Please join us in welcoming Michael, as we look forward to working with him as Vice-Chair and Chair of the Advocacy Group over the next two years.

DSPS Secretary Designee Crim Visits Chippewa Valley Builders Association

In April, Department of Safety and Professional Services (DSPS) Secretary Designee Dawn Crim attended a roundtable meeting with members of the Chippewa Valley Builders Association. This served as way for Secretary Designee Crim to learn more about housing and for members to share any thoughts about the services currently being offered by DSPS.

We hope to be work with DSPS staff to help facilitate more visits to additional HBAs as Secretary Crim travels the state in the weeks and months to come.

Governor Evers Announces "Joint Enforcement Task Force on Payroll Fraud and Worker Misclassification"

Recently Governor Tony Evers announced the creation of the "Joint Enforcement Task Force on Payroll Fraud and Worker Misclassification" via executive order.

continued on the next page

The task force will consist of Department of Workforce Development and Department (DWD) of Revenue Secretaries, the heads of the Workers Compensation and Unemployment Insurance Divisions at DWD, and appointees from the Attorney General and Commission of Insurance as well as those to serve “at the pleasure of the governor”.

The task force has a laundry list of things to study and report back to the governor by March of each year. To see what the task force is directed to investigate and more details about Executive Order 20 [click here](#).

State Budget Update Good News for WBA Policy Initiatives

Since the Joint Committee on Finance began voting on Governor Evers’ state budget, several positive developments related to WBA’s policy goals have been either eliminated or retained in the budget.

Provisions that WBA opposed that have been eliminated from the state budget include:

- Changes to TIF laws
- Eliminating flexibilities for municipalities to exceed revenue limits that would have likely increased property taxes
- Prevailing wages law changes that would have increased the cost of developer financed intrastate in subdivisions

Only one item remains that we have been lobbying against, a 27% increase in the registration fee for heavy trucks. This provision will likely be addressed when the budget committee takes up a comprehensive transportation package in the weeks to come.

We were also advocating for an increase in funds to upgrade credentialing technology and increase staff to handle credentialing. The budget committee approved onetime funding to address technology updates to the trades credentialing system and funding for six additional staff positions to address issues with credentialing backlogs for the trades.

One additional item that we support and are waiting to be addressed is Gov. Evers’ proposal to create a first-time homebuyer savings accounts starting in 2020.

So far, we are off to a great start as the budget committee continues to change Governor Evers’ state budget.

NAHB Statement on Trade Developments with Mexico and Canada

NAHB Chairman Greg Ugalde issued the following statement after the White House announced the United States would remove tariffs on steel and aluminum imports from Canada and Mexico:

“NAHB commends President Trump for removing tariffs on steel and aluminum imports from Canada and Mexico. This will provide momentum for Congress to ratify the United States-Mexico-Canada Agreement (USMCA), which holds the potential to lift the housing economy.

“Now that the White House has achieved substantial progress in advancing the USMCA, we urge the administration to focus its efforts on resolving the softwood lumber trade dispute with Canada. Tariffs averaging more than 20 percent on Canadian softwood lumber shipments into the U.S. are exacerbating price volatility and needlessly driving up housing costs. A prompt resolution to this ongoing trade conflict with our neighbor to the north will help to ease ongoing housing affordability concerns.”

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WABA Golf Scramble

Friday, June 21, 2019

10:00 Lunch/Registration

11:00 Shotgun Start



\$70 Per Golfer Includes:

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- 18 Holes with Carts
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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

Committee Chairman

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