

LET'S LEVEL

the official publication of the Wausau Area Builders Association



UPCOMING EVENTS

MARCH

5 - WBA Advocacy Day at the State Capital

19 - Monthly Membership Meeting at The Great Dane

APRIL

18 - Silent Auction at Dale's Weston Lanes

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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.



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

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Vice President _____ Kyle VanOrder
Secretart _____ Shelly Talley Nelsen
Treasurer _____ Deann Zobrak
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Association Manager _____ Cara Spatz

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Hoerman, Sid Sorensen

Through 2020 Gloria Fenhaus, Mike
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Through 2021 Keith Koenig, Gary
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Home Show _____ Shelly Talley Nelsen
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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 _____ Amber Gober

PRESIDENT'S MESSAGE



Welcome to March Everyone! What a month, hey?

I write this Friday morning after the snowiest February on record.

Yesterday we had a great February member meeting at Elite Custom Cabinetry. The Marathon County Sherriff's Department put on a pre-meeting class on concealed carry to a full house. Then we were treated to a fabulous spread of food by David and Elizabeth from Thrive Foodery. Thank you to Travis Hoffman and his team for hosting us, and to all who participated.

Last weekend we had our annual Home Show and were blessed with one of the biggest snow storms of the year. Who would have thought that we could have three days of bad weather in a row in February!

All that being said, of the exhibitors we have talked to ALL seem very pleased by the quality of the leads that came from the show. And that is what it is all about. Getting your name out there and meeting some great prospects! Keep your funnels full. We have many exhibitors already pre-registered for next year, don't lose your spot, contact Cara or Shelly for 2020 before April 1.

As we go about our daily routines, let's reach out to our friends that have relationships to the building business and ask them to come to a monthly meeting, or one of our events. 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.

Next meeting Tuesday, March 19th, bring a friend. See you there!

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.

MANAGER'S MESSAGE



Hello,

We have the 2019 WABA Home Show in the books! Unfortunately, our guests had to deal with adverse weather conditions to come to the show but a lot still made it out. Shelly Talley-Nelsen along the rest of her Home Show committee did a fantastic job of preparing for the show this year and it was apparent.

Thanks to Builders FirstSource, the office is currently undergoing an expansion. We were able to obtain another large room for our use here and have been working with the area High Schools through our Building Youth into Builders Committee to have high school construction students help with a light remodeling of the space. We have had one group of students out for the demo portion and have another group coming soon to continue with the project. By summer we should have a great space to host educational seminars ourselves!

This month we are having our membership meeting on a Tuesday! We hope that this will help our members who have conflicts on Thursday nights to be able to join us. We will be at the Great Dane, check out Gloria's event information for the rest of the details.

With Gratitude,

Cara Spatz

Association Manager

WELCOME!

NEW MEMBERS

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MONTHLY MEETING - MARCH 19TH



This month our Membership Dinner Meeting is on a TUESDAY! Make sure to make the move on your calendar. We will again be at the fantastic Great Dane Pub & Brewery Co.

The cocktail hour will begin at 6pm and feature some of the wonderful beer brewed by the Great Dane.

At 7pm a great dinner will be served, make sure to watch for your email invitation with all the details!

Mark your calendar for the April Silent Auction, April 18th at Dale's Weston Lanes.

We hope to see you soon!

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NTC Announces the Residential Building Program will go into Suspension status

North Central Technical College announced recently that their Residential Building Program will go into a suspension period due to low enrollment.

The program will be held for three years in "suspension" where they will hold on to all the construction equipment in preparation to reinstate the program.

In the current period where everyone in our industry is looking for employees the NTC feels as though they may be losing the students as they are given opportunities to work immediately.

If you know of any potential students for this program, please encourage them to ask the NTC for more information.



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Member FDIC



MARCH CALENDAR

- 5 _ WBA Advocacy Day at the State Capital
- 6 _ Golf Committee Meeting, 11am
- 6 _ Home Show Committee Meeting, 3pm
- 12 _ Parade of Homes Committee Meeting, noon
- 13 _ Building Youth into Builders Committee Meeting, 4:30pm
- 19 _ Finance Committee, 3pm
- 19 _ Board of Directors Meeting, 4pm
- 19 _ Membership Meeting, 6pm

2019 Home Show



Note from Shelly Talley-Nelsen, Home Show Chair



It's hard to believe, but the 2019 Home Show has come to an end. We had some challenges this year with weather. However, after talking with our exhibitors, most seem pleased with the quality conversations and leads that they had with people that came through the doors. That is great news, as this show is for our exhibitors to gain more leads. I'm happy to report that it was a success!

A big thank you goes out to my committee for all of their input throughout the year. I appreciate all that you do and could not do this without you!

I also owe a HUGE thank you to all of volunteers that assisted the days prior to and during the show. It made both Cara's and my job so much easier. THANK YOU from the bottom of my heart!

Our next committee meeting is Wednesday, March 6 at 3:00pm at the WABA office.

Shelly Talley-Nelsen, Home Show Chair





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at the Right Price**

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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

2019 NAHB International Builders' Show Draws Largest Crowd in 10 Years

More than 67,000 home building professionals from around the world filled the exhibit halls of the Las Vegas Convention Center as The National Association of Home Builders (NAHB) hosted the 75th anniversary of the NAHB International Builders' Show® (IBS) Feb. 19-21.

IBS and the Kitchen & Bath Industry Show (KBIS) once again combined for the annual Design & Construction Week® (DCW), which drew over 100,000 attendees.

“As the International Builders' Show celebrates 75 years, it remains the premier event for the housing industry,” said Geoff Cassidy, NAHB senior vice president of exhibitions and meetings. “With the largest attendance in 10 years, we’re proving once again that IBS is the only place to experience such a diverse collection of innovative products, education sessions and networking opportunities all in one place.”

Exhibit space for IBS also expanded from last year’s 583,000 square feet to more than 608,000 square feet, where nearly 1,500 exhibitors displayed the latest in building products and technology. DCW featured more than 2,000 exhibitors occupying more than one million square feet of indoor and outdoor spaces. Many of the exhibitors noted the increased foot traffic this year.

“The experience during the three days of the show has been great. It’s been a very busy show, a lot of fun and we’ve been interacting with a lot of builders, contractors and other vendors at the show,” said Blake R. Edwards, Sr. Product Marketing Manager Controls & Indoor Air Quality at Lennox. “We’re getting a lot of good insight from listening to the customers and the builders that come here that have questions on our products but we’re also giving a lot of valuable feedback to them as well.”

In addition to meeting suppliers and seeing product demos throughout the three-day show, attendees networked with peers and attended any of more than 130 education sessions led by experts on a wide range of industry topics.

“Everywhere you go at IBS, there’s something to see, something to learn,” said Brandon Hines, owner of Hines Homes in Maumelle, Ark. “The show floor was very impressive, and honestly, a little overwhelming at first because there’s just so many interesting products to learn about and people to talk to. But for me, the most beneficial part [of IBS] has been the education sessions. We’re focused on growing and improving our business, and each session we attended provided us specific ideas on how we can achieve that.”

Next year, IBS and Design & Construction Week will be held in Las Vegas Jan. 21-23, 2020.

A close-up photograph of a modern chrome faucet. Water is dripping from the spout, creating a spray of small droplets. The background is a light blue gradient.

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Wausau PARADE OF HOMES

Wausau Area Builders Association

JUNE 4-9, 2019



2019 PARADE OF HOME BUILDERS

ENVISION HOMES

DENYON HOMES

PRIME DESIGN

ROYALTY CUSTOM HOMES

TRIM CRAFTERS

SORENSEN CONSTRUCTION

KOLBY CONSTRUCTION

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Statement from NAHB First Vice Chairman Greg Ugalde on President Trump's State of the Union Address

February 05, 2019

Greg Ugalde, first vice chairman of the National Association of Home Builders (NAHB) and a builder and developer from Torrington, Conn., attended tonight's State of the Union address and issued the following statement regarding President Trump's remarks:

"NAHB commends President Trump for highlighting the need for large-scale nationwide investment in infrastructure that is vital to build strong communities and a thriving housing market. Homeownership and housing are essential to a strong and prosperous nation. Yet, new research by Freddie Mac shows that America's home builders are constructing 370,000 fewer units annually than needed to satisfy demand.

"The biggest impediment to this shortfall is due to the growing housing affordability crisis. The administration and Congress must make this issue a top national priority. Policymakers can start by taking the following steps: Eliminate unnecessary regulations that raise housing costs; enact housing finance reform that enables creditworthy borrowers to obtain home loans; and promote job training programs in home building to help address the severe labor shortage that is putting upward pressure on home prices."



WBA Foundation Raffle



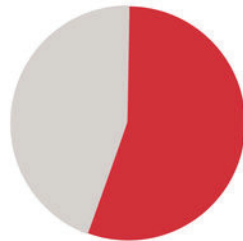
Do you want your chance to win \$10,000 to spend at Furniture & ApplianceMart while supporting the WBA Foundation? Purchase a \$100 raffle ticket (only 250 to be sold) for your chance to win June 27th. Contact Cara for a ticket or more information.

2018 Wisconsin Housing Market Fact Sheet

HOME SALES

82,617

HOME SALES IN 2018
3rd HIGHEST SINCE 2007



41.6%
GROWTH

IN HOME SALES FROM 2007

BUILDING PERMITS



2% GROWTH IN
BUILDING PERMITS
FROM 2017 - 2018

8,107
**BUILDING
PERMITS**



OBTAINED
FROM JANUARY-
OCTOBER 2018

PRICES

\$184,000

MEDIAN HOME
PRICE IN 2018



9.5%
GROWTH
FROM 2007



\$1,200
MEDIAN RENT
IN 2018

HOUSING WINS



ONE- AND TWO-FAMILY
**ELECTRICAL CODE
MOVED TO A
6-YEAR REVIEW**

ELIMINATED



PERSONAL PROPERTY TAX
AND FORESTRY MILL TAX

ECONOMIC IMPACT

**\$298.8
MILLION**
IN INCOME FOR
**WISCONSIN
RESIDENTS***



**\$56.3
MILLION**
IN TAXES AND
REVENUE FOR
STATE AND LOCAL
GOVERNMENT*



**4,451
NEW JOBS**
IN WISCONSIN*

* Per 1,000 home starts

Do you know someone who could benefit from our network of 4,000+ home building industry professionals? Encourage them to join the WBA today!



**WISCONSIN
BUILDERS
ASSOCIATION**

THANK YOU!



Wausau West Students and teacher, Nick Polak, along with Roger Lang and the Building Youth into Builders Committee for starting the WABA office expansion project!

Marathon High School Students and teacher, John Vanderwyst, along with Sid Sorensen and the Building Youth into Builders Committee for installing the new ceiling tiles!



Travis Hoffman and Elite Custom Cabinetry for hosting our February Membership Meeting!

Bill Millhausen
Communications Captain
K9 Unit Supervisor
Marathon County Sheriff's Office
for speaking to us about Concealed Carry before the February Membership Meeting!



SILENT AUCTION

The Silent Auction committee is looking for donations for this years event at Dale's Weston Lanes on April 18th.

This is a HUGE event for WABA and we are hoping for great participation in both donating items and attending the event to bid on items!

If you or your company would like to make a donation, please contact Amber Gober at 715-847-4022 or amber.gober@bankpeoples.com



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

2 X Available

2 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.



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