

LET'S LEVEL

the official publication of the Wausau Area Builders Association



UPCOMING EVENTS

NOVEMBER

21 - Election Night

DECEMBER

No Membership Meeting

Happy Holidays!

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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
Secretary _____ Shelly Talley Nelsen
Treasurer _____ Deann Zobrak
Past President _____ Cory Sillars
Association Manager _____ Cara Spatz

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Hoerman, Sid Sorensen

Through 2020 Gloria Fenhaus,
Norman Larson, Amber Gober

Through 2021 Keith Koenig,
Rachelle Cota

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Norman Larson

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WBA PAST PRESIDENT

Arden Emmerich

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Bylaws _____ Sid Sorensen
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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



Last month, we had our meeting at The Great Dane, again hosting our Parade of Homes Kickoff for the 2019 Event. We had a great turnout with tabletop exhibitors and lots of new faces! Thank you to the Parade of Homes Committee for another great year now in the books and on the start of the 2020 event.

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

In November we will have our Annual meeting at Ferguson Enterprises. Elections will be held as usual for all Officer and 3 open Director spots. Please consider volunteering to take a turn on the board. Contact me or Cara to submit your name. There are also numerous committee opportunities for those of you that would like to be involved in a particular project.

This will be our last meeting of 2018, so take some time out and join your friends for a fun evening, and elections.

Have a great November and Happy Thanksgiving!

Thank you,

Russ Utech

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Calendar

**FEBRUARY
21-23
HOME SHOW**

**JUNE
2-7
PARADE OF
HOMES**

MANAGER'S MESSAGE



In just three weeks we will know the 2020 WABA Board of Directors! If you would like to have your name in the hat, there is still time., let myself or a current board member know. This is a great opportunity to keep informed on everything that is going on within our association and to help guide WABA into the future.

All members should have recieved information on the Home Show book advertising and sponsorship opportunities. We do have booths available and as a reminder the prices of the booths

will be going into the next tier after the first of the year so get your reservation in. Things are coming together for our 2020 show and we'd love to have you a part of it!

You will be getting information on the 2020 Members Directory in the next month, please make sure to update your address on the form if yours has been changed.

November Election Night will be the last WABA Membership Meeting of the year, we hope to see you there! In addition to voting on the 2020 Board of Directors members we will also be voting on the proposed WABA By-Laws changes which will be emailed out to the membership, please take the time to look those over. Thank you to Sid Sorensen, Alex Forer, Keith Koenig, Kyle VanOrder, Cory Sillars, and Russ Utech for taking the time to review those and make the proposed changes to keep our By-Laws current.

With Gratitude,
Cara Spatz

WELCOME!

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MONTHLY MEETING - NOVEMBER 21ST



Mark your calendar for the 2019 November Dinner Meeting, which will be held on Thursday, November 21st starting @ 6:00 PM @ The Beautiful "Ferguson Bath Kitchen & Lighting Gallery" located @ 2425 N. 14th Avenue Wausau. If you were lucky enough to experience the many years we have been @ Ferguson's for our November dinner meetings...it's been mind boggling! Been working with Ted...and he promises it to be another wonderful experience! Pulling all the punches as always...including the chef's from "Thrive" to cater to all your needs! Wine, beer, soda, will be included during this evening. It's also that time of year...for our "WABA ELECTIONS" which will be held that evening, for Officers & Directors! Watch for your reservation announcement by email... you don't want to miss out on this one!

Mrs. Gloria Fenhaus
Director & Chairman of Events



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THE NOVEMBER DINNER
MEETING?

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NOVEMBER CALENDAR

- 5_ Parade of Homes Committee Meeting, noon
- 12_ Finance Committee Meeting, 3pm
- 12_ Board of Directors Meeting, 4pm
- 13_ Home Show Committee Meeting, 3pm
- 13_ Building Youth into Builders, 4:30pm
- 21_ Membership Dinner Meeting ELECTIONS @ Ferguson Bath, Kitchen & Lighting Gallery, 6pm



Highlights

October 17th Membership Dinner Meeting

Last month we kicked off the 2020 Parade of Homes at the Great Dane!

There were 24 Associate Members that attended with table top exhibits for the Builder Members to visit. The Parade of Homes Committee announced that there will be another table top evening in February so even more of our Associate Members will have the opportunity to participate in this type of event.

The evening was a great start to the 2020 Parade of Homes. There were many builders in attendance that have plans or hopes to participate. We will have a list of the Parade Homes after the contracts are returned at the end of February.



BUILDING YOUTH INTO BUILDERS COMMITTEE

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CARA@WAUSAUAREABUILDERS.COM / 715-842-9510

What's in a name?

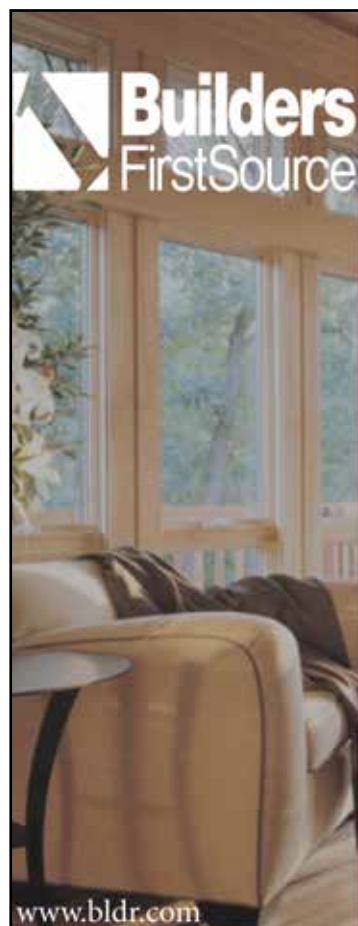


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CONSTRUCTION INDUSTRY UNEMPLOYMENT AT RECORD LOW



ARTICLE FROM YOHO.HOUSE.GOV BY KATHLEEN BROWN

With 33,000 net new jobs added to the industry in April, construction unemployment at a record low and other positive signs across the broader economy, a downturn is at bay for at least another year, according to Associated Builders and Contractors' analyses of Bureau of Labor Statistics data.

The construction industry had 256,000 more jobs last month than March 2018, which represents a 3.5% increase. Last month, the nonresidential sector added 32,400 net positions, the majority of which (22,100) were created by specialty trade contractors. Year over year, that sub-sector created 114,200 jobs, according to BLS.

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April also saw the lowest construction unemployment rate since BLS started the series in 2000. Compared to a 3.6% national unemployment rate, the lowest level since 1969, construction unemployment decreased 2.2% year over year to 4.7%.

"The case for an economic downturn over the next 12 to 18 months is fading fast," said ABC Chief Economist Anirban Basu, noting that the country has created new jobs for 103 months consecutively. "With inflation and interest rates low, the cost of capital remains suppressed, helping to induce ongoing spending growth among companies, consumers and governments alike. Corporate earnings remain strong, and today's employment report indicates that many remain firmly in growth mode."

In March, construction unemployment decreased in 49 states on a year-over-year basis, the first time on record that all but one state saw declines, according to Bernard M. Markstein, president and chief economist of Markstein Advisors, who conducted the analysis for ABC.

Nebraska was the only outlier, the report found, with a slight increase from 5.1% unemployment in March 2018 to 5.3% in March 2019. Utah saw the lowest estimated not seasonally adjusted construction unemployment rate (1.9%), followed by Nevada (2.7%), South Dakota (3%), Florida (3.4%) and Colorado (3.4%).

The rates seen in these five states, as well as in Arizona and Oregon, represent the lowest March level on record, according to the report.

At the bottom of the list was Alaska, with a 13.5% construction unemployment rate. Missouri (9.7%), Kentucky (9.6%), Con-



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ROBOT MASONS WORK WITH HUMANS ON A \$52 MILLION HOUSING PROJECT IN ILLINOIS

ARTICLE FROM AEC TECH | OCTOBER 30, 2019 | JOHN CAULFIELD, SENIOR EDITOR

A 166,000-sf barracks with 300 bedrooms for 600 military personnel is under construction at the Great Lakes Naval Base in Illinois with the help of robots that can lay bricks every seven to 10 seconds and can lift and place foundation blocks weighing up to 135 lbs.



This \$52 million project, started last March and scheduled for completion in October 2020, represents the debut of semi-robotic construction for the general contractor Clark Construction Group. Construction Robotics, a Victor, N.Y.-based manufacturer that launched in 2007, is providing the machines, which are called MULE (for Material Unit Lift Enhancer) and SAM (for Semiautomated Mason). Blinderman Constuction is Clark's partner on this project.

This is also the first construction project in the country to use MULE and SAM technology in tandem.

There are currently more than 130 MULEs operating in the field, and 11 SAMs, with more under production, says Scott Peters, president and cofounder of Construction Robotics. His company has worked with more than 80 contractors, from large GCs like Barton Malow and Wilhelm Construction, to local masonry subcontractors like Leidal & Hart Mason Contractors in Michigan and Jimmy 'Z Masonry in Crystal Lake, Ill., the latter of which is working on the abovementioned barracks project, and reportedly advocated for the use of robots.

Construction Robotics' machines have installed more than one million sf of wall, says Peters, whose training is in engineering. His partner, Nate Podkaminer, has a background in architecture and construction.

Tyler Shawcross, Clark's senior project manager, says that his company first met with Construction Robotics' principals about five years ago. "Our R&D team is always looking for ways to build smarter," he says.

When asked how this technology benefits masons at a time when workers are losing their jobs to automation in many industries, Shawcross notes that masonry, like many other construction trades, is suffering from labor shortages and an aging workforce. Plus, he adds, these trades simply are not attracting younger workers.

Construction Robotics has had a training program for masons in place since 2018. Both Peters and Shawcross agree that the technology not only has the potential for extending the work longevity of masons, but also might entice younger workers to consider entering the profession.

MULEs cost between \$70,000 to \$80,000 to purchase and are relatively simple to operate. For the barracks project, the MULE grabs the 32-inch blocks (which Oldcastle developed specifically for this job). The mason positions the hoisted block onto the foundation row. "It's like an extension of your hand," says Shawcross.

SAMs are more complicated machines that require three-to-five days of training to operate. The machines are generally leased by the week, month, or longer. Peters is reluctant to discuss pricing because, he explains, each project is different and requires customized software coding. (Peters notes that SAMs can be programmed to lay bricks in complex patterns and color sequences.)

Construction Robotics claims SAMs reduce labor costs by at least 30%. Shawcross couldn't quantify the time and cost savings from using the robots. He notes, though, that the machines provide a reliable production rate. "We see it as an opportunity to drive cost certainty into a project. I don't think it's a large cost reducer, but it could be a scheduling reducer."

Peters says that robotics are most effective in construction when they are factored into the building process early in the planning stage. "That's why we engage with GCs like Clark." He concedes, however, that the construction industry in general is slow to change. "Companies need to think about new technology, and use their money to learn."

Shawcross believes that robotics will become more prevalent on jobsites for performing repetitive tasks. Peters says that on another project, a MULE was used to move concrete form panels into place. "It's one of those rare products that provides both speed and safety," he says.



Bill to Streamline Building Permit Process Awaits Governor Evers's Signature

Assembly Bill 117 (AB 117) was recently passed by the State Senate on a voice vote. This completes the review of the bill in both houses of the legislature. AB 117 received only positive yes votes which if signed into law, will make sure that those applying for a one-two family building permit will only need to use either an online form or a paper building permit form and the applicant will have greater flexibilities in what paper form they choose to use.

Our most recent lobbying effort to get AB 117 signed into law has been to check in with Governor Evers' office to provide background on the need for the bill to be signed into law and to provide answers to any questions concerning the bill. To date, we have not received any indication that there are any issues with the proposal. We have also asked for the bill to be signed into law at a public bill signing so members who have worked hard to advocate for passage of this bipartisan proposal can attend the bill signing ceremony.

Updates in Special Election for the 7th Congressional District

After rescinding dates announced earlier that conflicted with federal law, Governor Evers recently announced an amendment to Executive Order 46 with revised dates for nomination paper, the primary election, and the general election for the special election in the 7th Congressional District.

The revised dates for the 7th Congressional District are December 2nd for nomination papers, February 18, 2020 for the primary election, and May 12, 2020 for the special general election.

Currently, there are three announced republican candidates and two democrats looking to replace Sean Duffy in the northeastern Wisconsin congressional district. The GOP candidates include State Senator Tom Tiffany; Veteran and staff member for U.S. Senator Ron Johnson, Jason Church; and Michael P. Opela. Running as democrats are Tricia Zunker, current president of the Wausau School Board and Lawrence Dale who currently resides in Ironwood, Michigan.

Because he was the first to announce before the most recent federal campaign finance report was due, State Senator Tom Tiffany recently reported that he raised \$242,000 in three weeks.

Code Change Submissions

WBA has been in close contact with leading staff members at the Department of Safety and Professional Services, including DSPS Secretary-designee Crim, to urge the department to hold a meeting of the Uniform Dwelling Code Council (UDC Council). The council last met on December 10, 2018 and most notably discussed consideration of a change dealing with the code for one- and two- family foundations and that inspection language still not resolved.

We are hoping that several UDC Council members who are WBA members are reappointed by Governor Evers and that the council is called back for meeting before the end of the year.

In anticipation of a future UDC Council meeting, we are asking anyone who has suggested changes to the Uniform Dwelling Code to submit those for consideration online today.

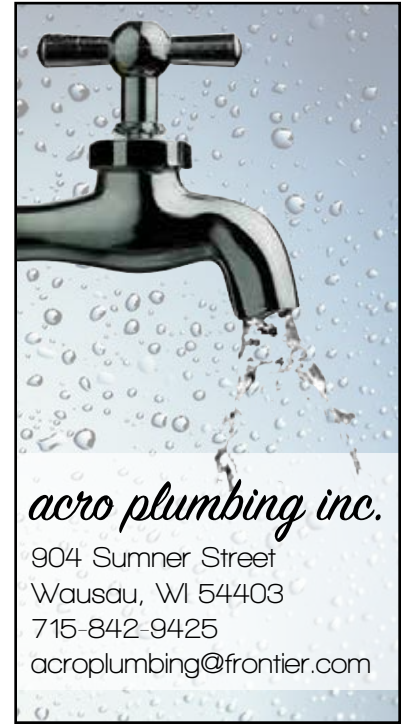
Call to Action from NAHB: Stop the House's Radical Anti-Business Labor Bill

Urge your Representative to Oppose the Protecting the Right to Organize (PRO) Act!

Please call or write your Member of Congress and urge them to oppose H.R. 2474, the PRO Act. This organized labor "wish list" bill resurrects bad policies that have previously been rejected by Congress and courts alike, including:

- Stripping employer and employee free choice and privacy in union elections
- Curbing opportunities for independent work and subcontracting
- Eliminating Right-to-Work protections nationwide

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THE 2020 BOARD OF DIRECTOR CANDIDATES OFFICER POSITIONS

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DEANN ZOBRAK

MEET THE 2020 BOARD OF DIRECTOR CANDIDATES DIRECTOR POSITIONS (3 OPEN)



SARA BUSBY

Sara Ann Busby, CKD brings over 25 years of association leadership experience in the design and construction industries on both a state and national level. As owner and lead designer and licensed contractor of a successful Kitchen and Bath Showroom in Traverse City, Michigan, I truly believe the value a trade association can bring to your business is as much as you want it to be, from networking, education, legislative representation, labor shortages to giving back to your community. Managing a successful business in both good times and lean times, I understand the issues our industry can have. I promise to take the position of representing you seriously and will commit to working for our members.



KEVIN PORTER

The Wausau Area Builders Association serves an extremely important function within the community, and it would be my honor to serve as a member of its Board of Directors. Both my parents were members when I was growing up, so the responsibility of participating with the association was instilled within me at a young age. In particular, I was always appreciative of custom-built homes because my mother was a design-drafter, and I've grown to be an avid supporter of Parade Homes.

I recently moved to Wausau in 2018 after living in Madison for 10 years, and my role in Wausau is to connect resources together for economic development. I'm currently a member of the Real Estate Investors Association, the Apartment Owners Association, the Residential Housing committee for the River District, and actively attend the Plan Commission and Economic Development committee meetings – all of which overlap and have needs for builders, contractors, specialists, and buyers. I believe that my participation in the community could also provide a complement of potential business opportunities for our existing WABA builders and contractors.



JEREMY VOIGT

Jeremy Voigt of Jeremy Voigt Construction is a 3rd generation builder in our area. He was born and raised within our industry and our association. The importance of the Wausau Area Builders Association was instilled at an early age. He has been a longstanding WABA member and a constant participant in the Parade of Homes for many years.

He has served on the WABA Board of Directors in the past and he is ready to serve again. He aspires to not only get further involved at the local level but the state level as well in the near future.



KYLE VANORDER

I am currently in my 7th year working with the Wausau Area Builders Association on Multiple Committees, a Director for 3 years, and Vice President for the past 2 years. I have learned in my time with the association the great impact our association has on our community and the building industry and would love to continue assisting WABA to grow to its fullest potential.

2020 BUILDER OF THE YEAR CANDIDATES



CORY SILLARS



TRAVIS HOERMAN



ALEX FORER

2020 ASSOCIATE OF THE YEAR CANDIDATES



RUSS UTECH



AMBER GOBER



KYLE VANORDER

AT THE NOVEMBER 21ST ELECTIONS WE WILL BE VOTING ON THE 2020 BOARD OF DIRECTORS OFFICER POSITIONS, THE 3 OPEN DIRECTOR POSITIONS, AND THE 2020 BUILDER & ASSOCIATE OF THE YEAR



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

AD SIZES

MEMBERS

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

NON-MEMBERS

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

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**

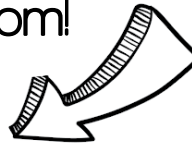
*Please fill out this form and return it along with payment to
Wausau Area Builders Association - 801 S 24th Ave. Wausau, WI 54401*

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!

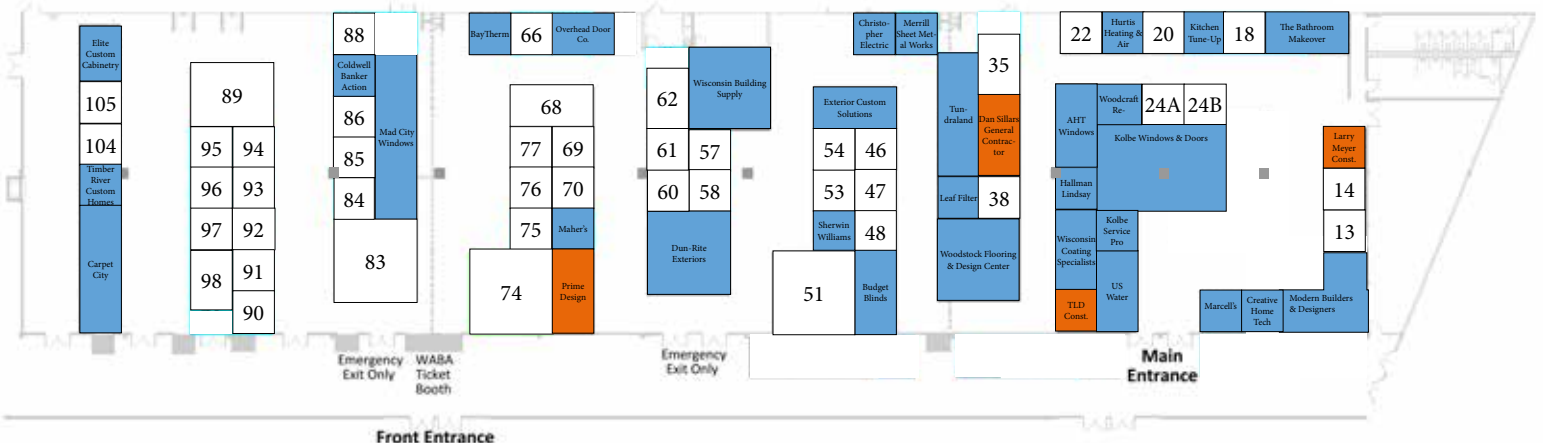


2020 Wausau Area Builders Association Home Show

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

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☐ Silver.....\$1,000
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