

LET'S LEVEL

the official publication of the Wausau Area Builders Association



UPCOMING EVENTS

OCTOBER

17 - Parade of Homes
Kick Off Dinner @
Great Dane

NOVEMBER

21 - Election Night

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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.



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Wausau, WI 54401
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www.wausauareabuilders.com

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Golf Outing _____ Phil Pesanka
Social _____

PRESIDENT'S MESSAGE



And Fall has begun with rain!

In September, we had our monthly meeting at Willow Springs in the Round Barn, check the newsletter for notes on this special outing and the information we got on Patriot K-9s. This is a great organization we are supporting with proceeds from the Sporting Clay Shoot.

The 2020 Home Show reservations are currently being taken by Cara in our office, so if you have yet to confirm your booth for next year, please call her for more information and to reserve your booth.

There are also spots available on our Officers and Directors Ballot. Elections are held in November, but we try our best to have a slate of candidates ready for publication in October for the November newsletter. Please consider taking a turn on the board or a committee, these are great opportunities to grow your circle of business contacts. Talk to me or Cara to submit your name.

Our October meeting will be the Kickoff meeting for the 2020 Parade of Homes, and we are looking forward to a super turnout at the Great Dane. This is one of our best attended monthly events of the year! See you there!

Thank you,

Russ Utech

WABA President

Central Wisconsin Insurance Associates

WE HAVE OPEN SEATS ON OUR 2020 WAUSAU AREA BUILDERS ASSOCIATION BOARD OF DIRECTORS

CAN YOUR NAME GO ON THE BALLOT?

CONTACT CARA, 715-842-9510
OR CARA@WAUSAUAREABUILDERS.COM!



MANAGER'S MESSAGE



We have a lot of things in motion at the moment in the office and it is a great thing! We are gearing up for our 2020 Home Show and Parade of Homes, the Building Youth into Builders committee has resumed meeting now that the school year is underway, and we have started to prepare for the 2020 Board of Directors Elections coming up in November.

If you need to reserve your 2020 Home Show booth yet, get a hold of me and I will help you get that taken care of. We are looking for sponsors for the event, there is more information on the available sponsorships included later in this newsletter.

The WABA Board of Directors is a great place to be if you would like to stay current with everything that is going on with Wausau Area Builders Association, if you want to have an impact on your industry, and if you want to help be a guiding force for WABA. We would love to see your name on the ballot! Let me know if you are willing to run for a directors position or one of our officer positions.

It was a beautiful night at our September Dinner Meeting out at Willow Springs Garden with many of our members. I hope even more can make it to our October 17th Parade of Homes Kick Off Dinner at the Great Dane!

With Gratitude,

Cara Spatz

WELCOME!

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MONTHLY MEETING - OCTOBER 17TH



Mark your calendar folks for "The WABA Parade of Homes 2019 Kick Off and Table Top!!" HELD @ THE BEAUTIFUL "GREAT DANE" on Thursday, October 17th @ 2305 Sherman Street Wausau. Our event Will start 30 minutes earlier @ 5:30PM (I will have the Complimentary Soda, Water, and Beer Setup-your choice of 4 different flavors brewed right @ The Great Dane!) Cocktails / Cash Bar. Then @ 6:30 PM "Walk Around Dinner" including the popular "Potato Bar!" Rumor also has it...that Gloria has arranged for NOT 1, but 2 "Special Desserts!" YUM!

Watch for your reservation email soon...You don't want to miss this one!

Mrs. Gloria Fenhaus
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OCTOBER CALENDAR

- 1. Parade of Homes Committee Meeting, noon
- 1. By-Laws Committee Meeting, 4pm
- 9. Home Show Committee Meeting, 3pm
- 9. Building Youth into Builders, 4:30pm
- 15. Finance Committee Meeting, 3pm
- 15. Board of Directors Meeting, 4pm
- 17. Membership Dinner Meeting @ the Great Dane, 5:30pm

Highlights

September 19th Membership Dinner Meeting

What a beautiful night out at Willow Springs Garden in the round barn!

Brad Boycks, Executive Director of Wisconsin Builders Association joined us for the evening. He held a small meeting with our Board of Directors before the evening began for an open discussion regarding WBA's role with our members. There were lots of great ideas and we look forward to strengthening our relationship with WBA. He also spoke after the dinner to all attendees about the benefits the WBA offers our members and gave us a legislative update.



Sarah Thuot of K-9 Patriots was also our guest that evening. She gave us an overview of her company and the work that they do. The Sporting Clay Committee presented her with a \$3,500 donation of the funds raised at the 2019 Sporting Clay Shoot.

Phil Pesanka, Chairman of the Golf Committee, presented the Scholarship Committee with a \$2,500 donation of the funds raised at the 2019 WABA Golf Scramble!



Alex Forer received a 25 Life Spike Pin presented by Cory Sillars.

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MULTIPLE THEFTS REPORTED AT LOCAL CONSTRUCTION SITES

ARTICLE FROM WAOW.COM, 9/19/2019

WAUSAU (WAOW)– There have been three reports of theft of materials and tools from Weston area construction sites.

An area construction business owner is offering tips on how you can protect the job site.

Alex Forer is the owner of Larry Meyer Construction Co. LLC. He says there's a couple things you can do to protect the materials and tools at your job site:

- Lock everything up
- Keep your job site well lit
- Keep good records, record serial numbers of tools and equipment
- Mark your tools and equipment
- Keep your tools, equipment, and supplies out of sight

One of the job sites had an entire trailer that had tools in it stolen with an approximate value of \$16,000. Another site had ladders and a dehumidifier stolen with a value of \$1,000 and the third site had materials and fixtures stolen worth an unknown value.

When construction sites do experience theft, it affects more than just the workers.

"Theft of tools and everything it's kind of a snowball effect, not only do we have to replace the tools, we have to file an insurance claim our insurance will probably end up going up a little bit if we file a claim, that ends up driving up our overhead and has to eventually get passed on to the homeowners," Alex said . He's also a board member of the Wausau Area Builders Association.

The Marathon County Sheriff's Department is currently investigating one of the thefts.

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Do you have an **OFFER / DEAL / or DISCOUNT** for the **2020 Parade of Homes** home builders?

We would like to help spread the word of the offers available to each of the POH builders!

We will be giving a list of each of the builders at the 2020 Parade of Homes Kick Off Dinner, October 17th, and at the February Membership Dinner Meeting.

**Provide Cara with a short description of your offer -
715-842-9510 / Cara@WausauAreaBuilders.com**

Get the information to Cara by October 11th to be included on the list in time for the October 17th meeting



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Calendar

WABA HOME SHOW
FEB. 21-23, 2020

WABA PARADE OF HOMES
JUNE 2-7, 2020



Link and Stafshold Announce Runs for the 10th Senate District

Recently, Cherie Link, a member of the St. Croix Valley Home Builders Association, announced her intention to run for the 10th Senate District seat in northwestern Wisconsin. Currently, this seat is held by Senator Patty Schachtner who was elected in a special election in January 2018 to fill out the term of former State Senator Shelia Harsdorf.

Link's family has been a longtime member via their ownership of Indianhead Glass in Hudson.

In a press release announcing her campaign Link stated, "as a small business owner and growing up in a family-owned business, I have experienced how the private sector is the lifeblood of our economy, the largest provider of jobs, and I understand the hard work and dedication it takes to have a successful business." She further mention "I will advocate for pro-growth tax policies to achieve economic success while working to provide relief to all taxpayers."

The election in the 10th Senate District in the fall of 2020 will be a targeted race for both parties with the democrats working hard to keep the seat and the republicans looking to take the seat back to add to their majority.

Finally, State Representative Rob Stafshold (R-New Richmond) is also exploring a run for the 10th Senate District seat as well. Stafsholt was first elected to the state assembly in 2016 and was a lead author of legislation last session to reform and streamline the process to build and develop in areas containing wetlands. If Stafsholt decides to run for the state senate, it would trigger a GOP primary which would be held on Tuesday, August 11, 2020.

Special Election Dates Announced to Elect New Member of Congress

With the early retirement of Congressman Sean Duffy in Wisconsin's 7th Congressional District, Governor Evers recently announced a special election to choose a replacement to fill out Duffy's term in congress. The 7th Congressional District covers a large number of counties in the northeastern part of the state.

The primary election for the seat will be held on Monday, December 30, 2019 with the general election to follow on Monday, January 27, 2020.

State Senator Tom Tiffany (R-Hazelhurst) was the first candidate to announce his intention to run for the seat this winter. Most recently Jason Church, who currently works as an aide to U.S. Senator Ron Johnson and is also a retired Army captain, also announced his intention to run for the 7th congressional seat as a republican.

There are a number of democrats also mulling a run for the seat but none have formally announced their intention. According to wispolitics.com, that list includes: state Sen. Janet Bewley; Mason, Wausau attorney Christine Bremer, Margaret Engebretson, who challenged Duffy in 2018, former state Sen. Pat Kreitlow of Chippewa Falls, and state Rep. Nick Milroy, of South Range.

Congressman Sensenbrenner Announces Retirement

In early September, Wisconsin's longest-serving member of congress announced that he would not seek reelection in 2020. Sensenbrenner has represented the 5th congressional district metro Milwaukee district since 1979.

This is a traditionally strong GOP district which generated a number of current and former legislators exploring a run for the seat. To date there is only one officially announced candidate to replace Sensenbrenner, current State Senate Majority Leader Scott Fitzgerald of Juneau.

A number of individuals who were rumored to be considering a run have announced they will not run for the open seat including former State Senator Leah Vukmir, current State Senator Dale Kooyenga, and Waukesha County Executive Paul Farrow.

Other rumored to be considering a run include State Senator Chris Kapenga, Matt Neumann of the Neumann Companies, and Matt Walker, the son of former Governor Scott Walker.

Tom Palzewicz, who ran against Sensenbrenner as a democrat in 2018, has indicated he will again seek the now open seat in November 2020.

Building permit streamlining bill passes state senate committee

Our efforts to streamline the application process for a one/two family building permit took another big step forward recently.

Assembly Bill 117 (AB 117) was recently passed by the Senate Committee on Utilities and Housing on a bipartisan and unanimous vote of 5-0. The bill earlier this year was passed out of the Assembly Committee on Housing and Real Estate on a 9-0 vote and received a voice vote in the state assembly on June 18.

The next step in the process will be to have AB 117 voted on by the full state senate this fall. We have asked for and are hoping that the bill is voted on by the state senate during one of their floor periods in October or November.

If we are successful in the state senate this fall the bill would then be ready for Governor Evers to sign in late 2019.

Call to Action from NAHB Stop DOE from hijacking building codes!

Members are urged to call or write their Senator and urge them to oppose S. 2137, the Energy Savings and Industrial Competitiveness Act. This legislation would allow the Department of Energy (DOE) to hijack the ICC's consensus-based code development process.

Senators Rob Portman (R-OH) and Jeanne Shaheen (D-NH) have introduced legislation that would result in costly and aggressive energy efficiency requirements. This legislation would expand the role of the DOE in the code development process, thereby denying the code consensus bodies freedom in decision-making. Learn more about the bill [here](#).

This legislation represents an unprecedented power grab by the federal government in the building code development arena and we need your help now!

FIVE HIGH-TECH WAYS TO CONTROL CONSTRUCTION SITE THEFT

ARTICLE FROM ISQFT.COM



Jobsite thefts of tools, equipment and materials continues to be an issue plaguing the construction industry.

Unattended construction sites are easy targets for thieves, especially those lacking adequate security measures. Heavy equipment, power and hand tools and materials such as copper are the most targeted items. According to the National Equipment Register (NER), heavy equipment theft has been on the rise the past couple of years with 11,625 thefts being reported to law enforcement in 2014.

The cost of being the victim of construction theft runs deeper than just the value of the items stolen. You also have to factor in the delays in work, the cost to replace materials and supplies, renting or replacing equipment and tools along with the increased insurance premiums you'll have to pay going forward.

Check out these five high-tech ways to help combat and control theft at your jobsite. Implementing these systems into your security plan and antitheft programs can go a long way in deterring thieves from targeting your jobsite.

GEO-FENCING & GPS TRACKING

The ability to receive text or email alerts the moment a piece of equipment is moved off the jobsite or if the engine started up outside of work hours is a good way to thwart theft of your construction fleet. If your equipment already has a telematics system installed you should be using the features available to control theft.

Telematics systems use GPS technology, monitoring sensors and onboard diagnostics to track location, performance and operation of equipment and report specific data points like working hours, fuel consumption, engine temperatures and idle times. The real-time data collected is sent via satellite or cell signal and can be accessed through a website or be sent to your smartphone as a text message.

Geo-fencing allows you to create a virtual perimeter around your construction site or within a specified area on the jobsite. During working hours geo-fences can be used as a safety feature, shutting down the engine if a piece of equipment is operated outside a designated area. After hours it can act as a security feature to notify you of unauthorized movement like when a thief is trying to make off with your equipment. GPS tracking allows you to easily locate and recover your stolen equipment.

More and more manufacturers are installing telematics systems as standard equipment on new machines. Most offer access to the data on their websites free for the first few years after purchasing new equipment. You should already be using telematics to better manage your fleet, improve job costing, reduce operating costs and better maintain your equipment. It makes sense to use the system for theft prevention since it can act as a deterrent by shutting down the engine when thieves try to drive your equipment offsite and as a recovery tool to locate stolen machines.



SECURITY CAMERAS

Highly visible security cameras act as a strong deterrent to would-be thieves at your construction site. Solar powered units with battery backups offer the flexibility of placing cameras wherever you need

them without having to time them into an additional power source. You typically have the option to record continuous video or take time-lapse photos at scheduled intervals. Motion detection and infrared sensors, which measures changes in thermal activity, can be used to activate idle cameras and begin recording.

Security cameras can be equipped with Wi-Fi or cellular communication to transmit the video or images for cloud storage or for live monitoring through a web portal. The benefit of an internet connected camera means you can also get text alerts when a camera is activated by the motion or infrared sensors. This allows you to immediately notify the authorities when unauthorized access to your jobsite is detected. Internet enabled cameras also give you the freedom of accessing live feeds from virtually anywhere. Some models even allow to control the camera so you can pan, tilt and zoom in on different areas you are monitoring.

Camera technology continues to improve while prices continue to drop meaning you can find security camera systems that capture high resolution images for a reasonable price.

Jobsite security cameras can also serve a dual purpose. Sure, they're great for keeping an eye on the site when everyone's gone home for the day, but you can also use them during working hours. They are a great tool for monitoring workers for safety and productivity and also for recording progress on a project. Time-lapse videos can be edited and used as to market your construction company. Solar powered cameras equipped with infrared sensors and built in Wi-Fi or cellular are great options for construction firms because they are self-contained units that can be easily deployed and mounted throughout the jobsite.

RFID TRACKING

Radio-frequency identification (RFID) technology can help you manage assets and reduce theft at construction sites. RFID systems consist of a reader that transmits a signal to an RFID tag. Tags contain a microchip that can store and process information along with an antenna that receives the signal from the read and transmits data back. RFID readers emit electromagnetic waves to power the tags, allowing them to transmit data back to the reader.

A number of RFID systems have been developed over the past few years for the construction industry. RFID technology was primarily used for supply chain management initially, but is now being used in construction to keep track of tools and equipment as well as a replacement for timecards, since attendance can be recorded when an employee walks onto a jobsite.

RFID systems can be used to combat your company's tools from magically growing legs and walking off the jobsite. RFID solutions are an ideal of keeping track of which tools were checked out and by which employee and when they were returned. Hand-held and vehicle mounted readers can help you located missing tools on the site.

These systems can be completely automated, eliminating the need for manual processes. This will create better accountability among your employees and lead to better inventory control.

Here's how it works: Workers are issued badges with RFID tags. When a worker passes through a reader into a tool crib trailer the system registers and records his entrance. The tools are embedded with RFID tags so when the worker exits the trailer the reader logs and records which tools he checked out and when. When



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the employee returns the tools to the trailer at the end of his shift, the systems acknowledges the items that were checked back in. At the end of the day a report can be run to identify any items that were not returned and who was responsible for checking them out.

KEYLESS IGNITION/TRANSPONDER CHIP KEYS

Equipment manufacturers tend to use the same ignition across their entire product line meaning all the keys are cut the exact same way, creating a one key fits all system. The benefit is that owners can operate all their equipment from the same manufacturer with the same key. It makes it easier to get replacements when keys are lost or missing and owners tend to accumulate lots of spares to avoid downtime by operators not being able to start up equipment. The downside to this is that it is very easy for would-be thieves to get their hands on duplicate keys to steal your equipment. A quick search on Amazon and eBay reveals a number of vendors selling sets of keys for every major manufacturer of construction equipment.

The solution to this is to replace the factory installed ignition with either a keyless ignition system or a more secure ignition lock. Keyless ignition systems require an operator to input a PIN in order to start the machine. Owners can program PINs to expire after a certain number of days or delete them when an employee leaves the company or is terminated. Keyless ignitions can be equipped with wireless relays in the ignition or fuel pump circuit to prevent the system from being circumvented and hotwired. These systems can deter theft and also prohibit unauthorized use of equipment.

Caterpillar (CAT) created a Machine Security System that works the same way that your transponder, or chip, key works on your car or truck and another example of how RFID technology is being used. Each security key has a unique ID number which is read by an electronic control module and only keys that have been programmed into that particular machine can start it. Individual keys can be programmed into multiple machines. The system can also be unarmed so that any CAT ignition key can be used during working hours and then rearmed at the end of the day to prevent theft.

DRONE SURVEILLANCE

In an earlier post, [Construction Industry Gears Up For The Drone Revolution](#), we discussed how construction firms are currently benefiting from the use of drones to handle tasks like mapping and surveying of construction sites. We briefly touched on the fact that drones could one day be used to patrol construction sites at night equipped with motion sensors and infrared or night vision cameras. They could be automatically deployed from a charging station and fly along a pre-programmed route at regular intervals.

It's uncertain if this type of use would be allowed by the FAA. Currently their proposed rules for commercial use would require a visual line-of-sight (VLOS) be maintained between the operator and the drone. It's possible that exemptions would be allowed in instances like this since the drone would be operated at a pretty low altitude over a fixed area.

None of the systems and devices we covered should be used as your sole means of preventing theft. A solid security plan should involve multiple layers of theft deterrents and measures. A well-lit site encircled by security fencing topped with razor wire should be your first line of defense. Put up warning signs to discourage thieves and trespassers.

The harder it is to access your site, the less likely it is thieves will target it. When feasible, lock up all tools, equipment and supplies inside buildings or trailers. For heavy equipment, use wheel locks and other immobilization devices to prevent them from being driven off the site or winched onto a trailer and hauled off.

Contact the local authorities and ask them increase their patrols or consider hiring security guards to monitor the site on weekends or holidays when the site is unattended. Make sure you involve as many workers as possible in helping maintain a secure jobsite. Remember, no system is 100% effective, but incorporating multiple security measures will help to minimize your losses.



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 \$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

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Recognition at Home Show Event
5 available

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☐ Gold.....\$2,000



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

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