

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association



Holiday Awards Party

Thurs January 17th - Jefferson Inn

DECEMBER 2018, VOLUME 37

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.

CALENDAR OF
— EVENTS —

*February
22nd-24th
Home show*





801 South 24th Ave.
Wausau, WI 54401
Phone (715) 842-9510
www.WausauAreaBuilders.com

OFFICERS

President Russ Utech
Vice-President Kyle VanOrder
Secretary Shelly Talley-Nelsen
Treasurer Becky Hoerman
Past President Cory Sillars
Business Manager Cara Spatz

WABA DIRECTORS

Through 2018: Roger Lang, Keith Koenig, Travis Hoffman; Through 2019: Alex Forer, Travis Hoerman & Sid Sorensen; Through 2020: Gloria Fenhaus, Mike Block and Amber Gober;

WABA STATE REPRESENTATIVES

Russ Utech, Alex Forer, Cory Sillars

NATIONAL DIRECTOR

Alex Forer

WBA PAST PRESIDENT

Arden Emmerich

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Advertising Cory Sillars
Bylaws Sid Sorensen
Events Gloria Fenhaus
Finance Keith Koenig
Home Show Shelly Talley-Nelsen
Legislative Cory Sillars
Marketing Cory Sillars
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
Sporting Clay Alex Forer & Larry Meyer
Website Warren Pope
Facebook Kyle VanOrder



PRESIDENT'S MESSAGE



Hello WABA members,

In November we had our monthly meeting early to avoid some schedule conflicts and the bonus was to be done well in advance of Thanksgiving and hunting season. We had a great turnout at Fergusons again this year, and were rewarded with some fantastic food and treats by Ted Peotter and his associates. Elections were held as usual and the results will be published very soon, but I would like

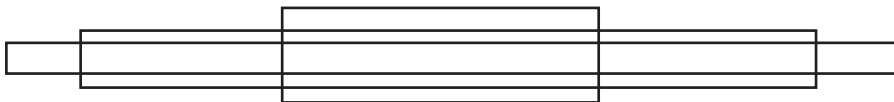
to thank those who ran, and congratulate the people elected to serve for the coming year.

We are taking booth reservations for the 2019 Home Show, so if you have yet to confirm your booth for next year, please call Cara for more information and to reserve your booth or reserve it online on our new platform. The online platform can be accessed through our Home Show page on our website. Another great piece of news is that our new website is LIVE and running, so check it out. www.wausauareabuilders.com

If you are interested in promoting your business consider placing an AD in this newsletter for the coming year. Call Cara for pricing. Our next meeting will be in January so mark your calendars now for our Annual Awards event.

Have a great December and Merry Christmas!

Russ Utech, 2018 WABA President



Joke of the Month

The 4 stages of life:

1. You believe in Santa Claus
2. You don't believe in Santa Claus
3. You dress up as Santa Claus
4. You look like Santa Claus

MANAGER'S MESSAGE

Hello,
In talking to the membership it sounds as though most of you are quite busy still and trying to get as much done as you can before the weather puts our industry at a halt. It is a great thing to hear that your businesses are continuing to thrive. I hope your year ends strong and you continue to prosper in the New Year.



The office is still busy preparing for the 2019 Home Show and the 2019 Parade of Homes. The booths for the Home Show will have a price increase on 1/1/19, so if you haven't booked your booth yet now is the time to do so! You can reserve a booth online, through the Home Show page on our newly updated website or by contacting me in the office at 715-842-9510 / cara@wausauareabuilders.com. Advertising for the Home Show is due at the end of this month so if you would like to be an event sponsor or have an ad in the book please let me know.

All members will be receiving 2019 directory information by mail. Please fill that out and return it to the office so we can make the necessary updates to our directory and have them ready to hand out to the attendees of the Home Show.

I would like to welcome our returning members to the Board of Directors; Russ Utech, Kyle VanOrder, Shelly Talley-Nelsen, and Keith Koenig as well as our new members of the Board of Directors; Deann Zobrak, Gary Zarda and Rachelle Cota. I look forward to having a Board of Directors with experience, dedication, and the expertise to take us further in 2019. I hope everyone will help me welcome the returning and new members to the board at our January Membership Meeting on January 17th.

I wish each of you have a safe and enjoyable holiday season and a fantastic New Year!

With Gratitude,
~ Cara Spatz, Business Manager

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

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RENEWING MEMBERS

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NEW MEMBER

Swiderski Equipment

The Wausau Area Builders Association's website has been redone and relaunched in mid-November! Be sure to check it out!

Highlights-

- You can view the WABA calendar online with all the committee meetings and WABA events, updated frequently
- Home Show page is current with links to our new 2019 Home Show layout map
- Prospect Members can now apply online!

DECEMBER

2018

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3 Membership Committee Meeting - 4:00 pm	4	5 Home Show Committee Meeting - 3:00 pm	6	7	8
9	10	11	12 BYOB Committee Meeting - 4:30 pm	13	14	15
16	17	18 Board of Directors Meeting - 4:00 pm	19	20	21 ITEMS FOR NEWSLETTER DUE	22
23	24	25	26	27	28	29
30	31					

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Attention

The WBA is seeking nominations for the 2018-19 awards in the categories of Builder of the Year, Associate of the Year, Hall of Fame and Rising Star. Local association executive officers and members are encouraged to fill out the nomination form(s) on Wisconsin Builders Association website. This is an easy way to recognize some of your outstanding members. The awards will be presented during the President's Installation dinner on February 8, 2019 at The Orpheum in Madison. **Nominations are due no later than December 15, 2018.**

Monthly Meeting

Please mark your calendar for our January "Holiday/Awards Party" which will be held on Thursday, January 17th at the beautiful "Jefferson Inn" in Wausau!! More details to follow soon! Please look for your email from the Wausau Area Builders Association to reply at this beautiful event!!

December 2018--NO Dinner Event



November 6th WABA hosted an NAHB funded OSHA Fall Prevention Training at The Great Dane. NAHB provided an excellent trainer, George Middleton, from Washington D.C. This training was funded by a grant that was awarded to NAHB from OSHA.



Attention

Please notify the Association Office if you have any information that could be shared in the newsletter regarding members of the Association. Such as births, deaths, surgeries and so on.

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November Monthly Meeting and Elections



Last month we had a great turnout for our Election Night at the Ferguson Showroom, thank you to all who attended! We got a great start to 2019 here at WABA, with no changes to our Officer positions we will be able to roll right into the new year with experienced and talented leaders.

Our Field Rep from NAHB, Matt Milroy, was in attendance and he spoke to the group reminding everyone of the great advantages that come along with the NAHB membership. This was a great reminder as it seems many members do not take advantage of what is out there!

Ted Peotter at Ferguson had arranged for us to have some wonderful food from the chef's at Thrive who were cooking on site in the demo kitchens. It was a great night for WABA!



Crystalline Silica

Reprinted from the NAHB website

The U.S. Occupational Safety and Health Administration (OSHA) has determined that a rule is needed to substantially reduce the risk of serious disease from exposure to airborne concentrations of silica dust. Silica is a component of soil, sand and granite, and occurs in many commonly used building products such as mortar, concrete, bricks, blocks, rocks and stones. It can be disturbed by construction activities ranging from cutting concrete and brick to moving soil around the jobsite.

The final crystalline silica rule issued in March 2016 is the most far-reaching regulatory initiative ever finalized for construction with an industry-estimated cost of \$5 billion per year—roughly \$4 billion per year more than OSHA estimates. NAHB and the Construction Industry Safety Coalition (CISC) have requested that OSHA withdraw the rule and engage in a dialogue with the construction industry on a more feasible and economical approach to dealing with the silica hazards.

Policy Statement

NAHB urges OSHA to develop a silica rule for the residential construction industry that is cost effective, reasonable and workable for the onsite conditions encountered on residential job sites and any such rule should:

- Rely on the existing Permissible Exposure Limit (PEL) for silica in construction unless or until a comprehensive study demonstrates that the PEL must be made lower for legitimate health reasons
- Focus on those silica-generating tasks that have been shown by actual, historical or objective (i.e., industry derived) silica exposure monitoring data to generate high levels of silica exposure above the existing PEL

- Provide clear direction for the construction industry to follow when implementing compliance and safety-related procedures

- Minimize paperwork and recordkeeping requirements

Why It Matters

NAHB believes the final rule suffers from several flaws. First, the broad language of the regulation means substantial costs to builders and remodelers to cover assessment, record keeping and compliance. Second, certain provisions of the proposed rule are not reasonably necessary or appropriate, and are unworkable in the construction environment. Furthermore, NAHB is concerned that the rule does not provide clear direction for the construction industry to follow when implementing compliance and safety-related procedures. In May 2016, NAHB, along with 22 other construction industry trade associations, jointly filed a Petition for Review in the D.C. Circuit Court of Appeals challenging the final silica rule because there are continued concerns that compliance with the final rule is not technologically or economically feasible for the home building industry. NAHB's legal challenge on the silica rule is still pending. Disputes outside the courtroom in a fair, equitable and expeditious manner. The home builder and home owner should agree to and sign the construction contract and warranty document with arbitration provisions prior to closing.

The average total cost for a home warranty arbitration is \$750-\$5,000 (commonly split evenly between the parties), compared to \$25,000-\$50,000 for litigation. The entire arbitration process takes an average of 6-10 weeks (some as little as two weeks), compared to 2-6 years for litigation.

The average arbitration hearing takes 1-3 hours, compared to 5-10 days for a court trial.

Arbitration is particularly effective in home building, due to the often technical nature of construction disputes. It is fast, cost-effective, fair and equitable for all parties. Construction dispute arbitration held in a dining room is much preferred over litigation held in a courtroom.

Elections

On November 8, 2018 we held the 2019 Board of Directors elections at the Ferguson Showroom. We are honored to announce the elected Officers and new Directors for 2019:

President: Russ Utech
Vice President: Kyle VanOrder
Secretary: Shelly Talley-Nelsen
Treasurer: Deann Zobrak

Directors for 2019-2021 term:
Gary Zarda
Keith Koenig
Rachelle Cota

Also, congratulations to Cory Sillars, our Past President, he has accepted an invitation to join the Wisconsin Builders Association Board of Directors. He will serve as the WBA Secretary in 2019 and continue on their leadership ladder and become the WBA President in 2022.

He has been an asset to our association and we know he will be to WBA as well!



Not Pictured: Deann Zobrak, Gary Zarda, and Rachelle Cota



Thank you...

Thank you to Ted Peotter and everyone at the Ferguson Showroom in Wausau for being such fantastic hosts for the WABA November Membership Meeting. The food from the chef's at Thrive was unbelievable and the showroom was such a fun place to host our members. We appreciate all the hardwork and effort that went into creating a spectacular evening for us!

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Canadian Softwood Lumber

Reprinted from the NAHB website

American home builders need access to reasonably priced lumber to build homes that average working families can afford.

However, U.S. domestic production is not sufficient to meet demand. And the Trump administration's 20-percent tariffs on imported Canadian softwood lumber are needlessly increasing lumber prices.

Today's record high lumber prices are hurting home builders and home buyers. Since January 2017, rising lumber prices — made worse by the tariffs — have increased the price of an average single-family home by several thousands of dollars. This additional cost has effectively priced out more than 1.1 million households nationwide from the housing market.

What's worse, large U.S. lumber companies are unfairly profiting at the expense of American families and small businesses.

Why It Matters

The tariffs on Canadian softwood lumber are acting as a tax on American home builders and home buyers, making housing less affordable for American families and forcing builders to look overseas to other markets, including Sweden, Germany and Russia, in order to meet demand.

That is why it is imperative that the Trump administration resumes talks with Canada to find a long-term solution to the trade dispute that will ensure American home builders and consumers have access to a reliable supply of softwood lumber at reasonable prices.

Solutions

America cannot meet the nation's demand for softwood lumber, therefore, NAHB believes the following steps should be taken:

Rescind the lumber duties and negotiate a settlement to address American home builder concerns regarding price and availability of lumber. NAHB is meeting with representatives of the Trump administration and Congress, as well as Canadian federal and provincial officials, to achieve this goal, most recently sending a letter Oct. 3 to the president asking for a return to negotiations. Boost domestic production by seeking higher targets for timber sales from publicly-owned lands and opening up additional federal forest lands for logging in an environmentally sustainable manner.

Reduce U.S. lumber exports. Domestic producers are selling abroad to China and other international clients in order to increase profits. Exporting timber should be discouraged when there is a gaping need at home.

Seek out new markets to reduce our nation's reliance on Canadian lumber imports and make up for our domestic shortfall. NAHB met with Chilean government, trade and industry officials that focused on increasing exports of softwood lumber to America. Other potential markets include Brazil.

See the latest on Canadian softwood lumber at [NAHBNow](#).

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The Home Show committee will again be producing a show book. Included in the book is a floor plan of the show, various advertisements, several articles covering different topics pertaining to our industry and will have our membership directory which will gain you, our advertising supporter, additional exposure. It will be available two weeks prior to the Home Show.

Any ads should be sent via email to cara@wausauareabuilders.com as a pdf, jpg or eps file. If you have any questions please call Cara at 715-842-9510.

SIZES AND PRICES ARE ON THE FORM TO THE RIGHT

(A 10% discount will be provided if you also have a booth!)

Both ad copy and payment are due by December 31, 2018. Ad should be emailed to Cara at the address above and the payment should be made out and sent to WABA, 801 South 24th Ave., Wausau, WI 54401.

We are also offering a "special opportunity". With the purchase of a 1/2 page ad you may also purchase a full page "article page" for an additional \$100. This is a page that would allow you to write the article and include your own picture and logo. It is an information article or advice to the public. If you have interest and could supply information in one of these categories please call Cara at 715-842-9510 before December 31st.

Sincerely,
The Home Show Committee

AVAILABLE ADVERTISING FOR THE HOME SHOW

The 2019 Home Show will be held February 22-24.

If you are interested in advertising in the Home Show book please check your choice at the bottom of this page and send the signed form below with a check made out to WABA to 801 South 24th Ave., Wausau, WI 54401

If you have any questions please call Cara at 715-842-9510 or you may email her at cara@wausauareabuilders.com
Ad copy in a pdf, eps or jpg format should be send here as well.

Please Reserve Ad Space For:

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Please check ad size(s)

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- ☐ 1/4 Page (B/W) - \$165.00

Color

- ☐ Full Page (Color) - \$500.00
- ☐ 1/2 Page (Color) - \$340.00
- ☐ 1/4 Page (Color) - \$240.00

Member Prices

WAUSAU AREA BUILDERS ASSOCIATION SPONSORSHIP OPPORTUNITIES

2019 HOME SHOW

FEBRUARY 22 -24, 2019

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@ausauareabuilders.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, 2018.

<p><i>PLATINUM - \$3,000</i></p> <ul style="list-style-type: none"> • 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 	<p><i>GOLD - \$2,000</i></p> <ul style="list-style-type: none"> • 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
<p><i>SILVER - \$1,000</i></p> <ul style="list-style-type: none"> • A 10x10 Booth in The Show • Half Page Color Ad in Home Show Book • Ad Banner On Home Show Website • 6 – Home Show Tickets 	<p><i>BRONZE - \$500</i></p> <ul style="list-style-type: none"> • Quarter Page Color Ad in Home Show Book • Ad Banner on Home Show Website • 4 – Home Show Tickets

2019 COMMITMENT FORM – HOME SHOW

<p><input type="checkbox"/> Ice Breaker Event \$500</p> <p>Recognition at Home Show Event Recognition in Home Show Book</p>	<p><input type="checkbox"/> Bag \$500</p> <p>Provide Co-Branded Bag Recognition at Home Show Event Recognition in Home Show Book</p>
<p><input type="checkbox"/> Exhibitor Lounge \$250</p> <p>Recognition at Home Show Event Recognition in Home Show Book</p>	<p><input type="checkbox"/> Bag Item \$250</p> <p>Provide Item for guest Bag Recognition at Home Show Event</p>
<p><input type="checkbox"/> Grand Prize Giveaway \$500</p> <p>Recognition at Home Show Event Recognition in Home Show Book</p>	<p><input type="checkbox"/> Wristband Sponsor \$250</p> <p>Logo printed on attendee wristbands Recognition at Home Show Event</p>

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CONTACT INFORMATION:

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