

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association

APRIL 2014
VOLUME 33 - ISSUE 4

Happy Easter!!





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MISSION STATEMENT:

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 consumer, building trades, industry suppliers and all facets of the building industry.

The primary goal of our association is to provide quality, affordable housing through community and government involvement, while promoting high standards of professionalism.

PRESIDENT'S MESSAGE



I know a month ago I said spring was just around the corner but this is ridiculous. I know it hasn't arrived yet because no one has sent me a picture of a robin yet. My offer of two drinks for whoever sends me that picture first still stands.

This month is our silent auction so I hope everyone is planning on donating and bidding. I know we need help so please don't wait for the call, jump right in and call us first. We also just realized that the auction is on Holy Thursday. Because we realized this at this late date we are going with the original date. For those of you

who will be attending church services that evening we apologize for our over sight and putting you in the position of having to choose.

The Parade of Homes is coming fast and I am sure this lovely winter has not helped any of the builders stay on schedule. I am praying the load limits are off so we can at least have the bus tour. My hat is off to everyone involved with this year's Parade be they builder, subcontractor or supplier. You all have your work cut out for you to get done in time. Good luck to all.

The District Attorney is expecting to hear from Chris's lawyer this week regarding our situation. Keep your fingers crossed that this will come to a head prior to Easter and we will be on our way to a resolution. We all know this has been a long time coming but let's all hang there a bit longer.

I want to wish all of you and your families a blessed Easter. All of us celebrate this occasion in our own way but for the most of us it indeed does have a special meaning and it is a special time of the year. Take the time to enjoy it and cherish its meaning. This is a time for reflection and giving thanks so please find the time to do just that. Even if that is something as simple as taking a walk with your children or grandchildren trying to find that darn Easter Bunny.

Larry Meyer, WABA President

JOKE OF THE MONTH

"Do you believe in life after death?" the boss asked one of his employees.

"Yes, sir," the clerk replied.

"That's good," the boss said. "After you left early yesterday to go to your grandmother's funeral, she stopped in to see you."

MEMBER INFORMATION

BOARD APPROVAL

*Carpet City Flooring Center
Heartland Custom Homes
Beyond Paint & Design
Merrill House of Music & Home Entertainment
Bob's Electric of Wausau*

NEW MEMBERS

*Habitat for Humanity of Wausau, Inc.
Northcentral Technical College Foundation*

RENEWING

*Prime Design Construction LLC
Hornung Well Drilling
Land Art
B & B Kitchen Cabinets LLC
Schwanz Custom Homes LLC
Abby Bank
Joey D. Ninnemann Construction Inc.
Stratford Homes
Macco's Flooring Center Inc.
Thorcraft Custom Kitchens LLC
Mike Polencheck General Contractor LLC
Precision Homes LLC
Murphy Insurance Group - Cordova Agency Inc.
Radant Insurance Agency Inc.
Rib Mountain Glass Inc.
Exterior Professionals LLC
Showcase Kitchen Inc.
Kolby Construction LLC
Pavemender
TW Masonry LLC
Hallman Lindsay Paints Inc.
Menards, Inc.*

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Cellcom and Samsung Telecommunications America, LLC (Samsung Mobile) are excited to announce their collaboration in making the highly anticipated Samsung Galaxy S® 5 available to Cellcom customers. The Galaxy S 5 is packed with innovative new features, including a built-in heart rate monitor, advanced camera features, and faster connection speeds.

"Cellcom is very excited to be bringing the Samsung Galaxy S 5 to our customers. Samsung offers a wide range of products to fit consumers' needs and the Galaxy S 5 continues that commitment by offering advanced, meaningful innovations," said Patrick D. Riordan, president and CEO of Cellcom.

For the latest alerts on new products, please sign up at www.cellcom.com/email_signup.html. For more information about the Samsung Galaxy S 5 and accessories, please visit www.samsungmobileuspress.com/GalaxyS5.

MARATHON COUNTY

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TOP 10 Reasons to Build a New Home

1 BECAUSE YOU CAN

Did you know that the decision to buy a new home is made by women 91% of the time? Building a new home is within your reach and affordable with a wide variety of price ranges and personalized options to fit your budget.

2 FOR YOUR HEALTH

New homes have better control of air infiltration, resulting in healthier indoor air quality. And green building materials and technologies ensure you and your family live in a safe and healthy home.

3 ENERGY SAVINGS

With new energy efficient windows and doors, better insulation technology, energy efficient new appliances, and a modern heating & cooling system, your energy savings adds up and saves you money on utility bills.

4 GET RID OF THE HONEY DO LIST (AND THE I'LL DO IT MYSELF LIST, TOO)

Let's face it, who really wants to work on household fix it projects every weekend. You work hard all week so you can have fun on the weekend. A new home is exactly that, NEW. Everything is new, so no need to have a running to do list of things to fix around the house. You can just relax and enjoy your new home with family and friends.

5 ROOM TO ENTERTAIN

Tired of spending time cooking in the kitchen while your guests gather in separate rooms? Many new homes have open-concept layouts that allow for easy conversation when entertaining. Everyone gathers in the kitchen at a party, why not have a big one where everyone can fit and socialize together? And did we mention the outdoor patio space?

6 QUALITY YOU CAN TRUST

Wisconsin Builders Association builder teams are professionals you can trust. They work with you through the entire process to make sure you are happy and satisfied with your new home. And since you see the home being built from the foundation to the roof installation, you can trust your home was built right. When Mom's happy, everybody is happy.

7 A WISE INVESTMENT

When renovating a used home, you need to pay cash or take out a home improvement loan at a higher interest rate. New homes usually have higher resale value and allow you to roll upgrade costs into your mortgage and pay over time.

8 PEACE OF MIND

New homes come with solid Home Warranties to ensure your homes' performance for years to come. No need to worry about expensive repairs or replacements and out-of-date, damaged or worn materials.

9 YOU DESERVE IT

You only live once, so you should love where you live. From choosing the size of your walk-in closets, to the color of your kitchen countertops, to the finishes in your luxurious master bathroom spa, a new home reflects your personality and lifestyle. It says "You" around every turn which makes it comfortable to live in for a very long time.

10 STOP THINKING

What are you waiting for? Start your dream home adventure today and find helpful tips on how to choose a builder at:

www.HomeSweetNewHome.com

Compliments of the Wisconsin Builders Association and your local Home Builders Association – All Rights Reserved 2014



SILENT AUCTION

Thursday, April 17, 2014
The Great Dane

*The committee is looking for donations for auction items.
 If you have items to donate please
 contact Carolyn at 715-842-9510 or send in the form below.*

WABA SILENT AUCTION DONATION FORM

Member Name: _____

Occupation: _____

Company Name: _____

Description of Item: _____

Retail Value of Item: _____

All items must be registered before the auction.

_____ I will deliver the item to the Great Dane by 6:00 pm the evening of the auction.

_____ Please let this serve as my reservation for dinner

_____ Name: _____ Guest: _____

_____ I cannot attend and would like someone to pick the item up at my office.

Return by Friday, April 11 to: Wausau Area Builders Association, 801 South 24th Ave., Wausau, WI 54401
 or email to www.wausauareabuilders.com

APRIL

2014

SUN	MON	TUE	WED	THU	FRI	SAT
		Board Agenda Items Due 1	2	3	4	5
		POH Committee Meeting - 12:30 pm		Board Packets Sent - 5:00 pm		
6	7	8	9	10	11	12
		Home Show Committee Meeting - 2:00 pm				
13	14	15	16	17	18	19
		BOARD MEETING - 4 pm		Silent Auction		
20	21	22	23	24	25	26
	March Membership Renewals Due				ITEMS FOR NEWSLETTER DUE	
27	28	29	30			

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MAY

2014

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	Board Agenda Items Due 6 POH Committee Meeting - 12:30 pm	7	8 Board Packets Sent - 5:00 pm	9	10
11	12	13 Home Show Committee Meeting - 2:00 pm	14	15 Membership Dinner Meeting	16	17
18	19 March Membership Renewals Due	20 BOARD MEETING - 4 pm	21	22	23 ITEMS FOR NEWSLETTER DUE	24
25	26	27	28	29	30	31



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Wausau | Marathon
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- Sign up through your ProBuild Outside Sales Rep
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- 8:00 a.m.- Pole Building Construction - 2 credits
- 9:30 a.m.- Boral Tru Exterior - 1 credit
- 10:30 a.m.- James Hardie - 2 credits
- 12 noon - Lunch!

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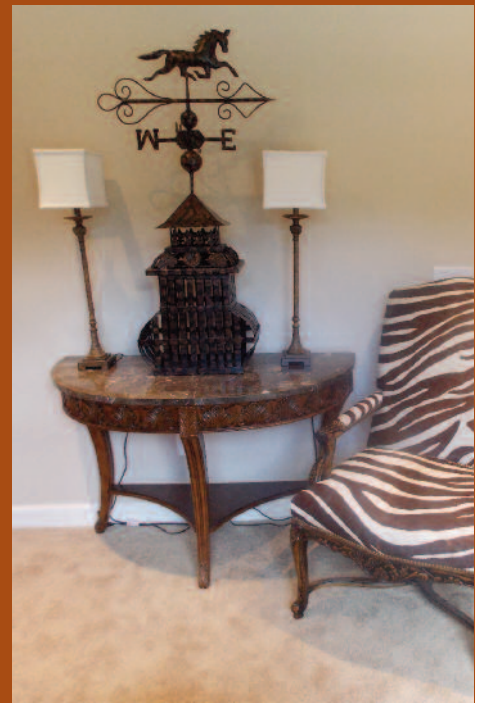
See You There!



SPRING 2014

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TAKING STOCK

APPOINTMENTS | PROMOTIONS | ACHIEVEMENTS

ARCHITECTURE

David Bliven has joined CWE Inc. of Weston as vice president of its Architectural Division. Bliven's design and construction management experience is primarily in healthcare; he has also led design and construction for service organizations such as teen program centers, fitness centers, animal shelters and centers for the domestically abused.

CWE Inc. specializes in civil engineering, environmental services, architectural design and surveying.



Pat Bailey



Michelle Guoin

Rothschild. The workshop was presented by the American Transmission Company.

The conference provided an opportunity for roadway and utility designers, builders and maintainers to get together, share ideas and learn the most current roadway transportation industry information relative to utility utilization of highway right of way.

CONSTRUCTION

» Construction companies that received awards at ABC of Wisconsin's 21st Annual Projects of Distinction banquet Feb. 6 in Wisconsin Dells include **Altmann Construction** of Wisconsin Rapids for work on the Rennes Health and Rehab Center in Rhinelander; honorable mention; and **Blenker Co.**, Amherst, for their work on multi-unit Westlawn Gardens in Milwaukee, silver award.

Associated Builders & Contractors of Wisconsin is a construction trade association representing general contractors, subcontractors, manufacturers, material suppliers and other professional construction-related firms.

The Wausau Area Builders Association 2013 Builder of the Year Award was presented to **Tony Sorensen** of Sorensen Construction LLC.



Tony Sorensen



Gloria Fenhaus

Dun-Rite Exteriors.

The Wausau Area Builders Association is comprised of members in all facets of the building industry. Their mission is to promote high professional standards and sound business practices among its members.

FINANCE

William Weiland has joined Time Federal Savings Bank as executive vice president, bringing more than 27 years of community banking experience in the areas of



William Weiland

lending, operations and technology. Weiland will assist in managing the loan and investment portfolio as well as new loan and deposit product development.

The 80th annual meeting of Time Federal Savings Bank was held Jan. 15. At the meeting, **Dr. Perry Arndt** and **Jeffery Mueller** were reelected as directors for three-year terms. Other directors include **David Goessl**, **Thomas Lindow**, **Patrick Pleus** and **W.P. Scharrschmidt**. In the organizational meeting, officers appointed were **Thomas Lindow**, president/CEO; **William Weiland**, executive vice president; **Daniel Krause**, executive vice president; **Jeffrey Mueller**, senior vice president Lending; **Bryan Stark**, vice president Lending; **Timothy Jari**, vice president Lending; **Barbara Thompson**, vice president Deposit Services; **Debra Kapfhamer**, vice president Administration; **Rhonda Kelley**, controller; **Colleen Guzinski**, vice president/Phillips manager; **Mark Steevens**, vice president/Marshfield manager; **Linda Susa**, vice president/Owen manager; **Harvey Dobbs**, vice president/Wausau manager; and **Jennifer Strama**, Eau Claire manager.

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THE MONDAY MORNING REVIEW



State Senate Passed Property/Income Tax Cut

Another sign to the old adage that “elections have consequences” was seen again recently when the Wisconsin State Senate voted to pass a slightly modified version of Governor Walker’s “Blueprint for Prosperity” on a 17-15 vote (Senator Jauch was absent recovering for surgery). All democrats present voted no in addition to

State Senator Dale Schultz (R-Richland Center).

The current GOP majority in the state senate allowed them a one seat cushion to pass the bill. This is the same formula that was used earlier in the session to pass the mining bill without Schultz’s vote.

Going into the 2012 election, most assumed that then Representative Tom Tiffany would win the state senate seat formally held by the retiring Jim Holperin, which he did handily to get the GOP the majority back. State Senate Republicans were not shy in saying they needed a +2 majority to get some important issues passed in 2013-2014. They got that +2 majority when Rick Gudex defeated State Senator Jessica King (D-Oshkosh) by 599 votes after a recall took place.

So, the tax plan strongly supported by WBA to provide permanent property and income tax relief now goes back to the state assembly where it likely will again receive bipartisan support and then on to Governor Walker to become law.

Thanks to those that lobbied on this important topic during Business Day in Madison 2014 and for anyone who called or e-mailed your member of the state senate in support of the effort leading up to the vote this week in the state senate.

Exciting new BUILD PAC event for 2014, sign up today!

Recently Wisconsin BUILD PAC Trustees met and approved a new fundraising opportunity for 2014. In place of the traditional golf outing to raise funds for NAHB BUILD PAC, trustees recently approved a wine tasting and dinner event for couples at the Kohler Test Kitchen in Kohler, Wisconsin.

The event will held on Saturday, May 17, 2014 starting in the late pm (likely around 4 pm) with a wine tasting event follow by dinner in the Kohler Test Kitchen facility.

Cost to attend per couple is membership into NAHB’s Gold Key Club (\$1000 payment in personal individual funds).

More information to come, but we wanted to give you an early save the date reminder.

Click here if you are interested in signing up for the event!

Surety bills get unanimous committee votes

The Senate Committee on Government Operations, Public Works and Telecommunications and the Assembly Committee on Energy and Utilities both took votes recently on our efforts to get better structure on the process of surety for dedicated infrastructure.

The senate committee acted first via a paper ballot and the result was a 7-0 vote in support. Every member of the committee voted in favor which included senators Farrow, Gudex, Lasee, Kedzie, Shilling, Wirch, and Harris.

Next up was the assembly committee who met in person with similar results, a 9-0 vote in favor. Present members of the committee voting yes were representatives Kuglitsch, Larson, Jacque, Weininger, Neylon, Petersen, Zepnick, Kahl, and Shankland.

The next step in the process is to get these bills through both houses of the legislature in the same form before they adjourn which is likely to be April 1, 2014. We are hopeful that the assembly goes first in moving the bill on Thursday, March 20 which is rumored to be their last day in session.

If the assembly moves the bill first, we are then asking that the bill be heard before the full State Senate on their last day in session on April 1.

More work to be done on this effort but we have made tremendous progress in a very short amount of time to conclude this legislative session.

Use the Building Inspector Review Board for complaints

Recently I learned that DSPS’s Building Inspector Review Board has no pending cases for review. The DSPS Building Inspector Review Board was established by the legislature and supported by WBA to provide a way for builders and consumer to voice concerns about building inspectors.

I was advised by DSPS to let members know that if they have an issue with a local building inspector and want to see action taken by the department they are encouraged to start the process by going on line and filling out a form.

Go to this website ...

(<http://6.selectsurvey.net/doa/TakeSurvey.aspx?SurveyID=7440916>) to start that process with DSPS.

It is important to note that you can request that your submittal to the Building Inspector Review Board can be kept confidential if you click “yes” on the first screen of the online form.

Burke/Walker campaigns take to the airwaves

After the Republican Governor’s Association took to the airwaves recently, that sparked Democrat Mary Burke to go up on television and then Governor Walker to counter with his first ad of the campaign to counter. It has been a good few weeks to work in public relations, or better yet, to own a television station in Wisconsin.

Mary Burke for Wisconsin went first when they launched their first ad to highlight Burke’s job creation past as an executive at Trek Bicycles and as the Secretary of Commerce during Jim Doyle’s time as governor. The ad then went on to knock the unemployment rate in Wisconsin since Governor Walker took office in January 2011. Click here to view the Burke ad.

The counter punch back from Governor Walker’s campaign came very quickly where Mary Burke is accused of telling a lie about the unemployment rate since Governor Walker took office. The ad goes on to promote Governor Walker’s job creation effort by creating 100,000 new jobs and concludes by saying “We can’t trust Mary Burke.” Click here to see the Walker ad.

This is the first of many, many television ads paid for by the respective campaigns for governor and as many, if not more, ads to come paid for by outside independent groups before Election Day in November 2014.

Rasmussen Poll: Gov race tied

The Rasmussen Reports released their first polling on Wisconsin’s governor race and it showed the head to head matchup between Governor Scott Walker and challenger Mary Burke tied 45%-45%.

This poll shows a dip in Walker’s numbers when compared to the Marquette Law School Poll done late in January which showed him leading Burke 47%-41%.

I suspect that a new Marquette Law School poll will be released over the next month and it will be interesting to compare those numbers with the two polls mentioned above. With its success over the past few years predicting final head to head numbers in statewide races, Charles Franklin and the Marquette Law School have been described as the polling “gold standard” for polling made public in Wisconsin.

DSPS online code change page: It’s working

A reminder to please take advantage of DSPS’s webpage to submit suggested changes to the Uniform Dwelling Code that will then be considered by the Uniform Dwelling Code Council (UDC Council).

Recently WBA Advocacy Chair Abe Degnan submitted a

code change dealing with safety glazed glass around doors. After submitting the request Abe was invited to address the UDC Council and share his thoughts on the matter.

After a good discussion with members of the UDC Council, a motion was made to make the clarification first suggested by the online form that Abe submitted.

So, if you have an issue the UDC, please take advantage of this online form today.

If you have a code concern, please take the time to click here. Once you get to this page, titled “DSPS Public Board Agenda Item”, select “Dwelling Code Council” in the drop down form, and then enter your contact information. In the “Message” section state what part of the UDC you have an issue with (by code number), why it is an issue for builders, and a recommendation on how to improve the code.

Again, please take the time to fill out the online form so you can help guide the discussion of the UDC Council and make needed improvements to the UDC before the council concludes their work this summer!

WBA members talk wetland mapping with DNR staff

Recently a group of developers and a wetland consultant traveled to Madison to talk with DNR staff members on the issue of updated wetland maps. We learned that maps in the southeastern part of the state are updated every five years because of a partnership with a regional planning commission and maps outstate have a target time of being updated every ten years.

One interesting note, some are way behind in getting updated maps, most notably Buffalo, Trempealeau, Iowa, Lafayette, Taylor and Price, which have not been updated since 1978/1979.

The conversation was positive and ultimately the group asked the DNR for the following: changing some overlay maps that the DNR currently posts on their website to either eliminate some maps that create confusion or choosing a different color for some soil maps that are not good indicators of future wetlands; look at staffing changes to prioritize the linking of areas that have received wetland delineation maps to the overlay maps currently posted on the DNR website to depict more accurate maps than just aerial maps; better communication between DNR divisions to make sure those issuing permits for stormwater do not rely on the some of the less accurate soil maps to hold up permits.

We will be forwarding suggestions on the map layer provision mentioned above to DNR staff and following up with them on the other topics mentioned to track progress in the weeks to come.

Brad Boycks

WBA Director of Government and Political Affairs
Wisconsin Builders Association@bboycks@wisbuild.org
(608) 242-5151 ext.16

Visit our web site: www.wisbuild.org

COMMITTEES UPDATES

ADVERTISING / MARKETING

The Advertising/Marketing Committee is looking for someone to assist in PR for the association. Duties would include writing press releases and working with local media to gain additional exposure for the association. If you are interested in assisting, please contact Lori Stevenson at 715-581-6556.

EVENTS

Mark your calendar for Thursday, April 17th for The WABA Silent Auction held @ The Beautiful Great Dane Pub & Brewing Co. starting @ 6 PM Cocktails and Dinner @ 7PM This is a wonderful fundraising event for the Association...so please be generous! Some ideas to donate...gift certificates to area restaurants or other local businesses, gift baskets, auto care, wine, summer items like coolers, etc..you get the idea. I myself will be donating my annual gift of rain gutter (including installation) by Dun-rite Exteriors! Also, a fun little thing, Our President Larry Meyer added to the event...will be "running out to the parking lot"...and coming back in "Announcing a license plate"...if it's your's and you're present in the room?? (not in the bathroom...lol) Two FREE drink tickets for YOU! Woo Hoo! 50/50 will be held also! We will be handing out new round stickers, "Building Central Wisconsin/ Wausau Area Builders Association" to be placed visible in/on your vehicle. Starting May dinner meeting...Larry will run out to the parking lot AGAIN...and L@@K for THAT sticker...if it's your vehicle?? You guessed it...Two FREE drink tickets for YOU! See you then!!

P. S. Future May Dinner Meeting will be held Thursday, May 15th @ The Furniture & Appliance Mart @ 1820 Stewart Av. Wausau Monty will be welcoming us @ 6 PM with refreshments and grilling out @ 7 PM! More info. later!

SPORTING CLAY

Save the date .. August 22, 2014.

GOLF

We are looking for someone to chair this event.

DIRECTOR NEWS UPDATE

Hope you all saw The Wausau Area Builders Association pics in the WDH paper March 23rd, 2014...NOT once, but, TWICE...of The 2013 Builder & Associate of the Year and also The 2014 WABA NEW Board of Directors! Everest Herald also put in the Builder & Associate pic in their March 28th, 2014 Friday paper! They will be printing the 2014 Board pic...in an upcoming Friday paper! Be sure to L@@K for it! :)



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Cutting Edge Alternative to Concrete Basement Walls



Nearly 3X Stronger than Concrete*

In One Step - Foundation Composite Walls incorporate R-15 Insulation, Vapor Barrier, Top Plate and Stud Framing within a 9' High, Durable Basement Wall Structure

Quick and Easy, Average Foundation Installed in 2 - 3 Hours

* A 9' tall x 4' wide concrete wall reinforced per code cracks at 13,000 lbs of soil load pressure, versus a 9' tall x 4' wide Foundation Composite Wall withstands 32,500 lbs of soil load pressure.

COMPOSITE
PANEL SYSTEMS LLC

ASHLAND

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