

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association



Silent Auction

Thursday, April 26th

At Weston Lanes

Cocktails at 5:30 pm, dinner at 6:30 pm

APRIL 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 —

*June 5th-10th
Parade of
Homes*





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

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Vice-President Kyle VanOrder
Secretary Shelly Talley-Nelsen
Treasurer Cindy Zuleger
Past President Cory Sillars
Business Manager Cara Spatz

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Russ Utech, Alex Forer, Cory Sillars

NATIONAL DIRECTOR

Alex Forer

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Parade of Homes Travis Hoerman/Sam McLellan
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Silent Auction Amber Gober
Golf Outing Phil Pesanka
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PRESIDENT'S MESSAGE



With the warm temps of April teasing us this week, we will be well on our way to a real spring. April is a time for blossoms and growth, and thinking of warmer weather.

Looking forward in the realm of our Builders association, April is Silent Auction month. Please consider donating for the auction. This year we have moved our normal monthly meeting to the 26th of the month, so please take note of the change. This was done to allow for us to be a full participant in

the Chamber Business Expo being held on the 19th. Please consider joining us in promoting YOUR association to the many people who attend the Expo, we will happily arrange for you to spend a few minutes working the booth with us. The Silent Auction is a great event, please join us and bring a friend. There is more information about how the auction works, where our bid donations go, and how we can manage them, later in the newsletter.

As our 2018 Parade of Homes approaches, please consider volunteering to spend a few minutes helping at one of the homes to keep this event running smoothly. It is our largest fundraiser! This year we are adding a new event to the POH through the Building Youth Into Builders Committee, in early May, by having students from local high schools visit three of our Parade Homes for an educational experience. Many thanks to this committee and the Builders for their work on this project.

As we go about our business, let's reach out to our friends that have relationships to the building business and ask them to join us at a monthly meeting, or one of our events like the Silent Auction this month. I am confident that when people see the new energy, and opportunities to grow their business in this organization, they will see the benefits of being a member.

Russ Utech, 2018 WABA President

Joke of the Month

I'm combining Easter and April Fool's day this year...

I'm sending the kids out to look for eggs I haven't hidden.

MANAGER'S MESSAGE

Wow, already time again for another newsletter! This past month flew right by. I am getting settled into my role here as the Association Manager and am finishing out the month with



Carolyn on a much deserved vacation, meaning I am doing it on my own.

The committees have all been bringing great energy in to the office during their meetings this month and I am thrilled to help them all accomplish great things in their respective areas within the association. If you are contemplating joining one of the committees, please do it- it's an incredible way to get to know fellow members, learn more about the organization, and to be a part of positive things for your industry and/or your community. If you want more information about the committees reach out to me or chat with a board member.

Besides the committee meetings and the day to day office tasks this month, I spent time attending two different Wausau Area Builders events. First, the Midwest 360 Lunch & Learn with the topic of digital marketing that they put on just for our group and then the March Membership Meeting at The Great Dane. I look forward for more opportunities to get out of the office and spend time with the WABA members. Speaking of...

I hope to see many of you at Dales Weston Lanes on April 26th for the Silent Auction, donations have been starting to make their way to the office and it looks like many people are going to be happy taking them home!

With Gratitude,
~ Cara Spatz, Business Manager

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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REI Engineering Inc.
Seth Jozwiak Construction
Sherwin-Williams Co.
SnowBelt Fireplace & Stove Inc.
Stratford Homes Ltd. Partner
Wausau Supply Co.*

APRIL

2018

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

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Monthly Dinner Meeting

April

Mark your calendar for the "SILENT AUCTION DINNER MEETING" which will be held on Thursday, April 26th, 2018 @ the beautiful "Dale's Weston Lane's Mountain Bay Banquet Conference Center!" Starting time for this event is 30 minutes earlier than normal, which will begin @ 5:30 PM Cocktails (cash bar) with "Complimentary" Bud Light served!! Then @ 6:30 PM starts the wonderful "walk around" scrumptious hors d'oeuvres for your appetite, and Gloria ordered double the amount of last year! Tasty wings served with 3 different sauces, Egg rolls, BBQ sausages, Swedish meatballs, Bruschetta, BBQ pork sliders with coleslaw, vegetable trays with dips, and Potato skins!! YUM!! Of course Gloria has also arranged for 3 different flavors of dessert, for your liking! This is a GREAT 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. Watch for your invitation by email...you don't want to miss it!! PLEASE NOTE: ** THIS DINNER MEETING WAS CHANGED TO THE 4TH THURSDAY, INSTEAD OF THE 3RD THURSDAY OF THE MONTH...DUE TO THE WAUSAU CHAMBER BUSINESS EXPO, holding their event on the SAME day as our usual 3rd Thursday dinner meeting event. Being the WABA are members of the Chamber...we felt our members should have the opportunity to attend. Thank you for your understanding.

Mrs. Gloria J. Fenhaus
Director & Chairman of Events

WBA has launched new Website

We're very excited about the revamped look and the ability to provide members with more resources.

IMPORTANT! Unfortunately, the new system we moved to requires that members and all staff set up new login credentials--there was no way to avoid this.

The good news is that this setup will be simpler than before; just click the "Login/Request Login" button that permanently appears at the bottom of your browser window on the updated site, enter in your basic information along with your desired username/password, and click "create my account." Upon Samantha's review, you will be confirmed and automatically sent an email stating you can now access the site.

Samantha will be regularly checking requests over the next few weeks to ensure members/staff get approved as quickly as possible!

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COMMERCE SECRETARY WORKING TO ENSURE ADEQUATE LUMBER SUPPLY FOR BUILDERS

Reprinted from the NAHB website

NAHB CEO Jerry Howard held talks with Commerce Secretary Wilbur Ross on March 14 in which the secretary assured Howard that the administration is working to make sure U.S. home builders have access to a sufficient supply of lumber.

"Our intent is not to hobble the home building industry," said Ross.

The Commerce Department has imposed tariffs averaging 20% on Canadian lumber shipments into the U.S. NAHB believes the tariffs are harming housing affordability, home builders and consumers by artificially inflating lumber prices, which are running at an all-time high.

Howard urged Ross to work with his Canadian counterparts to craft an equitable long-term solution to the trade dispute that would ensure an adequate supply of lumber to the U.S. marketplace at a reasonable price.



FIRST-TIME HOME BUYERS DEFLATED, BUT NOT DETERRED

Reprinted from Housing Headlines courtesy of CNBC

Competition is stiff in housing markets across the country. Limited inventory of existing and entry-level homes combined with interest rate hikes are causing prices to rise and expectations to decline — particularly among first-time buyers.



Evidence of this is shown in a recent NAHB poll which asked prospective home buyers various questions about their perceptions of the housing market. The results depict a pragmatic awareness: 40% of all home shoppers think finding the right home will become harder in the months ahead. Another 25% think market conditions will stay about the same, and just 27% think it will get easier.

The poll also explored which home features are considered the most essential by prospective buyers. More than 40% of second time-plus buyers consider 14 features to be must-haves. Meanwhile, first-time buyers are slightly less picky, as more than 40% listed just 10 essential features.

"Today's consumers are more informed about the housing market than ever before, and they're often very particular about what they want," said NAHB economist Rose Quint, who coordinated the poll. "But demand is exceeding supply and many buyers — especially younger ones — simply don't have the resources to get everything on their wish list. But that's not deterring them from homeownership. It's just compelling many of them to be more flexible with their search criteria."

The most-wanted features listed by both groups are much the same, and the top two — a living room and laundry room — are identical, just in reverse order. Other features highly desired by both groups include a dining room, garage storage, walk-in closets, and having a shower and tub in the master bath.

Among the notable disparities between the lists, "front porch" was ranked No. 7 by first-time buyers, but it didn't even make the list for current/former home owners in the market to buy.

In contrast, current/former home owners listed several necessary features that first-timers didn't, including: a patio, eat-in kitchen, hardwood flooring, Energy Star-certified appliances and granite countertops.

Did you know?

Introducing Amazon Business for NAHB Members

EO Dana Kelso had been using her personal Amazon Prime account to order paper and other products for the Builders Association of South Central Oklahoma.

Then she found out that NAHB has a brand-new Member Advantage benefit: Amazon Business.

NAHB members can access Amazon Business by signing up for a free business account. Amazon Business offers a variety of features and benefits, including free shipping on eligible orders over \$25.

Designed for businesses of all sizes, Amazon Business helps NAHB members gain access to multi-user accounts, business-friendly payment options, business pricing on more than five million products, and more.

Members can explore NAHB's storefront and scroll through a curated collection of products for the office and the jobsite. They're arranged in categories including NAHB Hot Products,

Best of IBS 2018, and Smart Home.



We're looking for member suggestions on more categories and products to offer on Amazon Business: Contact Sarah Swango, Director of Affinity Programs and share your recommendations. You can also call her at 202-266-8273.

Going...
Going...
Gone!



April 26, 2018

Silent & Live Auction

The annual
WABA Silent Auction
will be held
Thursday, April 26th 2018
Dale's Weston Lanes

This is a **HUGE** event for
WABA and we need all the
participation we can get.

We are looking for businesses to
donate items that we can
auction off for our silent and
live auction. We also need all of
you to come that night and bid
on the items!

Please contact **Amber Gober** at
715-847-4022 or
amber.gober@bankpeoples.com
with any questions.

Donation Form

Member Name: _____

Company Name: _____

Description of Item: _____

Retail Value of Item: _____

☐ I cannot attend and would like someone to pick the item up at my local office (preferred)

☐ I will drop off item at WABA office on or before April 25th (preferred)

☐ I will deliver the item to Dale's Weston Lanes by 5:30pm the evening of the auction

Please return form by, Friday April 13th to:

Wausau Area Builders Association

801 South 24th Avenue
Wausau WI 54401

email to: amber.gober@bankpeoples.com

www.WausauAreaBuilders.com

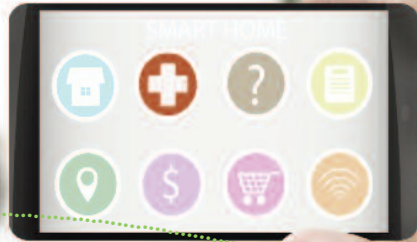
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Andy Bauer ABauer@pellawi.com Office: 800.242.1008 Cell: 920.461.0372

Virtual Member Meeting Day

Wednesday, April 11, 2018
8:30 AM 3:30 PM

Please join us for our Virtual Member Meeting Day! Come to the WABA Office and join the meeting. Lunch will be provided.

Call Cara now to register at 715-842-9510.

About Member Meeting Days: The WBA holds quarterly Member Meeting Days, with two being virtual. Advocacy and membership topics are covered.



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HIGHLIGHTS FROM THE MARCH DINNER MEETING



Thank you...



National Association of Home Builders

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F 202 266 8400

www.nahb.org

Wausau Area Builders Association
801 S 24th Ave
Wausau, WI 54401

January 31, 2018

Congratulations!

On behalf of the National Association of Home Builders and the NAHB Membership Committee, we would like to thank you and the members of the Wausau Area Builders Association for your hard work in recruiting new members and growing our federation. We are excited to let you know that the Wausau Area BA has finished with 14 net new members at the end of 2017!

This outstanding effort has earned your association a check for **\$490**, which is enclosed. We are proud of the efforts that have been made across our federation to grow membership this year. Thank you and your members for your hard work.

On behalf of the National Association of Home Builders, we thank you again for your commitment to membership and keeping our federation strong. We wish you continued success in growing your membership. If you have any questions about the Membership Drive, please contact Brace Ford at 800-368-5242 x8286 or via email at bford@nahb.org.

Sincerely,

A handwritten signature in blue ink that reads "Carol Morgan".

Carol Morgan
2018 NAHB Membership Committee Chair