

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association

**AUGUST 2014
VOLUME 33 - ISSUE 8**

**MARK YOUR
CALENDARS!**



IBS 2015

**Jan. 20-22
in Las Vegas!**

Registration opens
September 2.

Once again IBS and the
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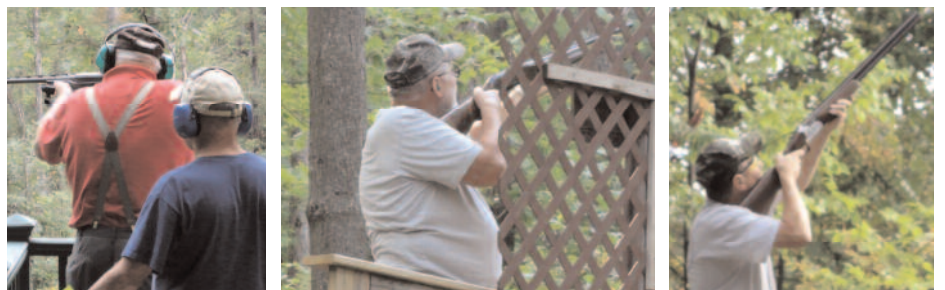
For more information go to:
www.buildershow.com



SPORTING CLAY SHOOT

FRIDAY AUGUST 22

Look inside for details!





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

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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



Let's start by thanking everyone who came to our picnic and enjoyed the Woodchucks game. I hope you took the time to tour the facility and see all the changes. I think they did a great job on remodeling the stadium and the new park outside the stadium has been great for the kids. I also want to thank Gloria and anyone else that helped make the evening a success.

August 22nd is the date for the sporting clay shoot. We are still looking for people to shoot so why not join us for a fun event. You don't need a team to join us. If you are by yourself

or only have 2 or 3 shooters we will team up someone with you. Our goal is fun and that I guarantee will happen.

Believe it or not, shortly we will be looking for people willing to be on the Board. I ask that you please consider getting involved and volunteer for the Board or to join a Committee. Several people will be stepping down from their current position so I know there will plenty of opportunity for you to get involved.

August 20th is the scheduled date for the preliminary hearing for Chris Briquolet. Per our agreement that hearing should be waived so this should be nothing more than a formality. Hopefully we will have the court date for next month's newsletter.

Summer is passing us by faster than normal. With such a late start to the season and then with much less than stellar weather, summer seems to have barely started and we are looking Labor Day right in the eye. Remember to spend some quality time doing those things on your list that you haven't gotten to so far.

Last month was the first month we didn't have a winner in our monthly picture contest. Well the opportunity is still there for someone to collect 2 free drinks by sending me an action shot of yourself water skiing, wake boarding or doing some type of summer activity. Drinking or golf don't count.

Larry Meyer, WABA President

JOKE OF THE MONTH

Having arrived at the edge of the river, the fisherman soon realized he had forgotten to bring any bait. Just then he happened to see a little snake passing by who had caught a worm. The fisherman snatched up the snake and robbed him of his worm. Feeling sorry for the little snake with no lunch, he snatched him up again and poured a little beer down his throat. Then he went about his fishing.

An hour or so later the fisherman felt a tug at his pant leg. Looking down, he saw the same snake with three more worms in his mouth...

MEMBER INFORMATION

RENEWING

Wausau Homes of Wausau
 Denyon Homes Inc. (Formerly Main St. Homes)
 Marcell's Specialties, Inc.
 Stone Innovations, Inc.
 Johnson Brothers Construction
 Brian Luedtke & Associates
 Cunico Electric LLC
 Royal Heating & Cooling LLC
 PGA Inc.
 Larry Meyer Construction Co LLC
 Ralph's Hardwood Floor Co Inc.
 Central WI Stone Inc.
 CertainTeed Corp.

SCHOLARSHIP THANK YOUS

Thank you for choosing me for the
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 start my education at UW-Marathon
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Sincerely,
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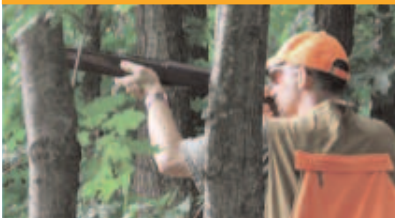
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THE FUN!



Ladies we would
be delighted to
have you join us



SPORTING CLAY SHOOT

FRIDAY, AUGUST 22

WAUSAU SKEET & TRAP CLUB, BROKAW

Registration 8:00 am

Shotgun Start 9:00 am (Rain or Shine)

\$65 per shooter - \$325 per team

5 person teams are NOT necessary to participate

REGISTRATION FEE INCLUDES:

17 Sporting Clay Shooting Stations • Lunch and Refreshments

Raffles will be available for an additional cost.

Five Shooters per Team / 100 Rounds per Shooter

Side Events Available: Rabbit Station, 5-Stand and Annie Oakley Shoot

6 (six) boxes of #7 1/2 or smaller shells are recommended

(Boxes of shells will be available to purchase at the Gun Club)

Personal Four-wheeler transportation is allowed.

EYE AND EAR PROTECTION REQUIRED - NO EXCEPTIONS!

Business Name: _____ Phone: _____

Shooter #1 _____ Phone: _____

Shooter #2 _____ Phone: _____

Shooter #3 _____ Phone: _____

Shooter #4 _____ Phone: _____

Shooter #5 _____ Phone: _____

NO RESERVATION IS SECURE WITHOUT FULL PAYMENT

85 SHOOTERS MAXIMUM

Mail Registration with payment to:

PO Box 1241, Wausau, WI 54402

Call Larry Meyer with questions at 715-848-0518

or email larry@larrymeyerconstruction.com



ENERGY CENTER OF WISCONSIN AND THE WISCONSIN BUILDERS ASSOCIATION ANNOUNCE GROUNDBREAKING PARTNERSHIP FOR 2015 HOUSING INDUSTRY CONFERENCE

When the state organization that represents Wisconsin home builders and the organization that produces the largest conference to advance cold-climate home performance get together, great things are going to happen. And the winners will include home owners who are looking for quality, efficient and comfortable homes.

For more than a decade, the Energy Center of Wisconsin and the Wisconsin Builders Association (WBA) have designed and delivered premier conferences for building industry professionals. In 2015, they will team up to offer their audiences double the impact at one big event. Together, they will create and host the Better Buildings: Better Business Conference—an event expected to draw more than 1,000 Wisconsin home builders, contractors, suppliers and industry professionals.

The combined conference will feature nationally-recognized expertise and continuing education to drive business success for home builders and help them meet customer demands for better, healthier homes through quality construction and energy efficiency.

“Successful builders put more people to work and grow our state’s economic health, while better homes contribute significant energy savings—another plus for our state,” said Marge Anderson, the Energy Center’s executive vice president.

Wisconsin homes account for 23% of the energy used in the state. The conference courses will equip builders and remodelers with current, advanced technical skills to meet customer demands for healthy and efficient homes. In addition, content will be designed to help builders stay current on legal, business, marketing and customer service trends.

“It is a win-win for home owners and home builders,” said Kirsten Lee Villegas, state executive officer of the WBA and Executive Director of the WBA Foundation. “Consumers are looking for new homes with advanced technology and healthy alternatives that provide lower operating costs. Residential builders who learn how to deliver an even better home product with these features in a cost-effective way will be even more successful in the years ahead.”

The Energy Center and WBA bring complementary experience and content to the conference to amplify the learning opportunities for all participants. WBA contributes executive education, the strength of 23 local associations and a solid connection to market trends. The Energy Center has produced the Better Buildings: Better Business Conference for 12 years and brings nationally-recognized faculty with deep expertise in high-performance homes, building science and the link between construction and human health. The strength of these partners will create a more vibrant peer exchange, increase the return on investment for exhibitors and sponsors and accelerate quality construction in the state.

“Two powerful organizations with complementary strengths and a commitment to doing the right thing for the industry and for home owners—I can’t think of a better combination,” said Joe Nagan, owner of Home Building Technology Service. “This conference is going to set a new standard for quality and market transformation.”

“I believe that the common goals of our conference audiences and their shared passion and skills are going to make this a powerful experience,” said Mark Etrheim, officer of MasterCraft Homes, Inc. and chair of the WBA Foundation Board. “The super-charged agenda will make our members more successful. It’s a great collaboration.”

The 2015 conference will be held March 11-13 at the Kalahari Resort in Wisconsin Dells. For more information, visit www.betterbuildingswi.org. Conference registration opens October 30, 2014.

AUGUST

2014

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

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SEPTEMBER

2014

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



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Wausau
NMLS ID# 412975



Dan Mortensen
715.847.4013
Weston
NMLS ID# 412966



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THE MONDAY MORNING REVIEW



Prosecutor runs from “criminal scheme” claim

On the same day that presumptive democrat nominee for governor Mary Burke began running a new ad entitled “June 19, 2014” which uses news clips outlining accusations of Governor Walker’s involvement in a “criminal scheme”, prosecutors began

backing off those same claims.

A statement released recently by an attorney for one of the John Doe II prosecutors Francis Schmitz stated, “Contained in these documents is a reference to the request for production of documents that relates to an alleged criminal scheme. Gov. Walker’s name was included in this reference.”

The statement goes on to say “while these documents outlined the prosecutor’s legal theory, they did not establish the existence of a crime; rather, they were arguments in support of further investigation to determine if criminal charges against any person or entity are warranted.”

Unfortunately all of the bluster created last week with the release of several legal documents related to the John Doe II investigation appear to be a classic example of “guilty until proven innocent.”

It will be interesting to watch if the Walker campaign responds quickly with a response ad to Burke’s ad outlining the above mentioned quotes and goes back on offense before the 4th of July break.

Governor Walker leads Mary Burke in the money race

Campaign finance reports are not due to the Wisconsin Government Accountability Board until Tuesday, July 21 but recently the Burke campaign and then the Walker campaign both announced their fundraising numbers.

The Burke campaign released their numbers first showing that she raised \$3.6 million between January 1 and June 30 of this year and had \$2.5 million cash on hand.

A few hours later the Walker campaign announced their fundraising numbers. Rumor on the street that Walker would be reporting a “monster fundraising

number” came true when he reported raising \$8.2 million during the period and having \$7.6 million cash on hand.

Walker’s numbers are very impressive but Burke’s are also good and ahead of the pace that former Governor Jim Doyle was at during the same period as he ramped up for his reelection bid in 2006.

The reporting periods get shorter as we move to the primary election on August 12 and then the general election on November 4, so tracking where each candidate is on fundraising will be easier in the next few months.

The next big date as far as the race for governor goes is July 23 when the next Marquette Law School poll is released that will show the head to head Walker-Burke number. The last poll had the race tied while the previous two polls done in 2014 had Walker leading by seven points.

Leibham up on TV and radio in CD 6

With the conclusion of the Fourth of July holiday came another GOP candidate in the 6th Congressional District primary going up with television ads. This time around State Senator Joe Leibham (R-Sheboygan) went up with an introductory ad that plays off of the fact that he is one of thirteen children while also touching on a number of his legislative victories while in the State Senate.

The ad titled “Meet Joe Leibham”, which was filmed in the actual kitchen of the house that Senator Leibham grew up in can be found here. In addition to the radio ad, the Leibham campaign is also up with an introductory radio ad that expands on some of the issues mentioned in the television ad while also mentioning a number of awards he has won as a state senator. The Leibham radio ad can be found by clicking here.

Now two of the three major candidates for the GOP nomination to replace Congressman Tom Petri are up with paid media. No word yet from Senator Glenn Grothman’s campaign for congress when he will be going up with paid media before the August 12 primary.

Senator Kedzie resigns from State Senate

Recently State Senator Neal Kedzie (R-Elkhorn) announced that he was resigning from the State Senate before the end of his current term in January of 2015. Kedzie announced earlier that he would not

seek re-election to the state senate seat he was first elected to in 2002 before serving two terms in the state assembly.

In a press release explaining his resignation, Kedzie stated, "A new opportunity has come before me, however in order to pursue it further, I must resign from the Senate at this time rather than finish my full term of office. The office of the 11th Senate District will remain a functioning entity through the end of the year for constituents in need of assistance with state government or other such matters."

Kedzie went on to say, "Serving the people of Wisconsin these last seventeen and a half years in both the State Assembly and State Senate has been one of the most memorable times in my life. I have been blessed to be part of such a unique institution and hopefully have made a positive change, at least in some small way. As elected officials, our time here is limited, and now my time has come to turn the page and begin the next chapter of my life."

Kedzie follows the same path as former State Senator Bob Welch (R-Redgranite) who resigned early from the state senate after a third place finish in the GOP primary for U.S. Senate so he could launch his now very successful lobbying career.

Senator Kedzie latter accepted the position of President of the Wisconsin Motor Carriers Association which is a Madison-based trade association that represents truck and bus companies (both owners and officers).

Charlie Cook's crystal ball not good for Democrats

It may not be the wave of the 2010 elections for the GOP according to prognosticators. Things continue to look bad for democrats heading into the 2014 general elections. The main reason for the pessimistic outlook is the fact that midterm elections are largely driven on the approval rating for the incumbent president. In other words, President Obama's approval rating that is currently in the low 40% is becoming a big drag on democrats in 2014, especially those running for U.S. Senate in red states carried by Romney in 2012.

It is hard to tell this story any better than Charlie Cook who is the editor and

publisher of The Cook Report and columnist for the National Journal in an article that can be found here titled "Democrats Face Unfair Fight in Midterms."

Brad Boycks
WBA Director of Government and Political Affairs
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WHAT'S A GOOD REASON TO BUILD A NEW HOME?

Article courtesy of Wisconsin Builders Association

Healthy Living

Your newly built home will have better control of sunlight, indoor air quality, humidity, and protection against hazardous substances, resulting in a healthier indoor environment.

Today's professionally built new homes have:

1. More natural sunlight while offering protection from harmful ultra violet rays,
2. Improved air filtration and ventilation resulting in healthier indoor air quality,
3. Improved basement construction resulting in drier basements and new windows, doors, and insulation that control the interior climate and humidity,
4. Optional green building materials and technologies that ensure you and your family live in a home that protects you and the environment.



NATURAL SUNLIGHT

Design layouts in new homes can maximize the amount of natural sunlight in your home which can reduce electricity needs and improve your health. Builders today can strategically plan windows, skylights, and sunrooms to make new homes look and feel more open with an abundance of natural sunlight.

The amount of sunlight you are exposed to every day can put you in a better mood. Studies suggest that low levels of exposure to sunlight correlates with Seasonal Affective Disorder (SAD). SAD affects people especially during the winter months.

Is your home dark and gloomy even during a sunny day due to small windows and an outdated layout?

Maybe it's time to build a new home that takes advantage of natural light and keeps the blues away.

INDOOR AIR QUALITY

According to the American Lung Association, the air in your home can be hazardous to your health and even more polluted than the air outdoors due to poor air ventilation and other contaminants. One of the most dangerous hazards that impact indoor air quality is radon. The good news is that new homes can be built to resist radon entry and avoid costly radon mitigation systems that need to be installed in homes with detected problems.

Radon

Among non-smokers, radon is the leading cause of lung cancer in the United States. Radon is a naturally occurring, radioactive gas found in soil and rock. It seeps into homes through cracks in the foundation, walls, and joints. All used homes should be tested for radon. Have you had your home tested?

For tips on controlling indoor air quality and radon: <http://www.lung.org/healthy-air/home/healthy-air-at-home/>

Mold

Another air quality culprit in older homes is mold. Poor air ventilation and condensation can cause the growth of mold, even in areas you cannot see such as behind wallpaper, exterior siding, and water pipes behind walls, ceilings, and crawl spaces. New homes mitigate moisture problems which is the leading cause of mold.

For more information on the health impact of mold in your home:

<http://www.epa.gov/mold/moldguide.html>

Green Building

Other factors like chemicals in building materials and carpeting, paint, and high concentrations of indoor pollutants can cause headaches, dermatological problems, allergies and more. Environmentally friendly products and techniques of green building create a healthier home atmosphere which makes you breathe easier knowing your indoor air is safe from harmful toxins.



OLD HOME HAZARDS

If you live in a home built before 1978, be sure to look into these potential health hazards that may be lurking in your home. New homes have eliminated these dangerous substances.

Lead Paint

Lead paint can be a problem in homes built before 1978, when lead paint was banned. Lead poisoning can cause brain damage in a developing fetus and in young children if not treated. The main source of lead is old paint and dust that forms when paint chips and erodes.

Asbestos

In homes built prior to 1978, asbestos is commonly found as thermal insulation on boilers and pipes. Asbestos is no longer used in shingles, piping, cement board, and other building materials making new homes healthier and offering a clear advantage over an older home.





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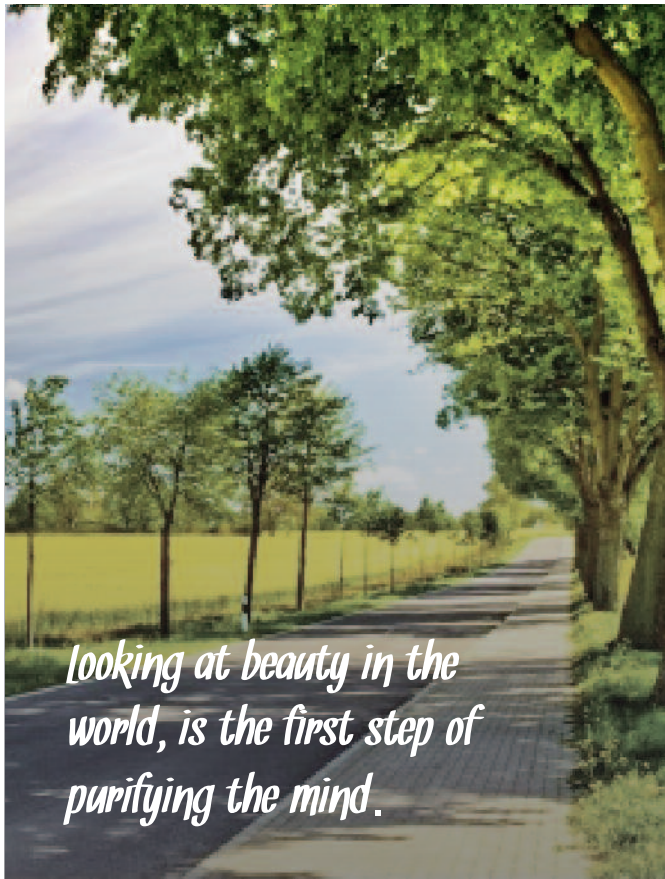


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COMMITTEES UPDATES

EVENTS

Hope everyone is enjoying our beautiful summer! With that being said (even though I don't wanna think about Fall yet)...our membership dinner meetings, kick off starting in September!! I've already been a "busy beaver"...lining up some "scrumptious" dinner entrees for you all, for the coming months!! Being it will be 8 months since we have been there...it's time for a GREAT ITALIAN MEAL!! That's right..."lozzo's Italian Food," will be the first kick off dinner for membership...on September 18th, 2014! As usual...lozzo's will shut down the restaurant to the public...just for US...YOUR association...The WABA!! I will also have a speaker presentation...and will be starting the 50/50 during cocktail hour! So mark your calenders everyone...you don't wanna miss it...cause lozzo's Italian Food, NEVER disappoints!! More details later...

Mrs. Gloria Fenhaus / Director & Chair of Events

SPORTING CLAY

Save the date .. August 22, 2014.

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Be Aware of Android Ransomware

Submitted by Cellcom

Ransomware is a virus that takes over your device, encrypts your files and demands payment in order to restore full usage of your phone or PC. The desktop version of this is commonly called Cryptolocker and the Android/mobile version is called Simplocker or Simplelocker.

Simplocker acts just like its desktop counterpart in that it encrypts your files, locks up the phone, and demands payment in order to unlock everything. This means that things like pictures, movies, or phonebook contacts could all be lost or unusable. The ransomware can infect your device through the downloading and installation of applications found outside of the Google Play store. It has not been found on Google Play. The PC version commonly spreads through email attachments.

To protect yourself you should:

- Back up your contacts, photos, videos and other files on your device and store that backup information somewhere other than your memory card. If your device becomes infected, your memory card and its contents will also be locked by the virus.
- Be discerning and responsible with the apps you choose to download. Apps available outside the app store have not been reviewed or vetted in anyway and you should avoid downloading.
- If you go to a website and it asks you about downloading or opening a file, do not do it. If somehow the file does download to the phone, delete it.
- Keep the installation of “unknown sources” option unchecked in your settings. This prevents files outside of Google Play from being installed without a warning popping up on your screen warning you of the dangers.
- Do not open email attachments that you are not expecting or from unknown sources. While there have not been cases reported on mobile from email attachments, this is a good rule to follow across the board.

If your device gets infected:

- Do NOT pay the ransom to unlock your files. There are no guarantees that your device will be unlocked if payment was made and you would be giving out their credit card information to someone with malicious intent. Additionally, by paying to get their device unlocked, you’re actually encouraging more people to continue to create other types of ransomware.
- There are applications available on Google Play from reputable mobile security developers that tout the ability to remove Simplocker and restore a user’s files. You may need to remotely install the app from the desktop version of Google Play if the virus locks the Google Play app.
- You can also perform a factory reset on your device. This will delete all contents from your device, which is why it’s important to have your personal information backed up outside of your phones memory card.

For more tips on protecting your device and personal information, visit www.cellcom.com/security.html.