

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association

DECEMBER 2011

VOLUME 30 - ISSUE 12



Happy
Holidays!!

LET'S LEVEL

December 2011
Volume 30, Issue 12



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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.

"Here are the nominees for 2011 Builder and Associate of the Year. You should have received an online voting ballot so if you haven't seen it please contact Chris asap to make your selections. If you receive the newsletter via mail, you can call Chris to make your selections or circle them and mail or fax it to the office. Make your selection based on the Builder and Associate that you feel has contributed their talents the most throughout 2011 to better the Wausau Area Builders Association. It will be difficult making one selection in each category as all of these members have contributed significantly all year! Best of luck to all the Nominees!"

VOTE

FOR BUILDER AND ASSOCIATE OF THE YEAR

BUILDER

- ☐ Sid Sorensen
☐ Chad Sickler
☐ Dave Kautza

ASSOCIATE

- ☐ Sara Holtz
☐ Jason Brettingen
☐ Russ Utech



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HAPPY NEW YEAR!!**



UPCOMING EVENTS

THURSDAY, DECEMBER 15
WABA Annual Party

TUESDAY, DECEMBER 20
Board Meeting - WABA Office

MON.-FRI., DECEMBER 26-30
WABA Office will be closed

TUESDAY, JANUARY 17, 2012
Board Meeting - WABA Office

WED.-FRI., JANUARY 25-27
WABA Office will be closed

FRI.-SUN., FEB. 3-5, 2012
Home Show

FEB. 8-11, 2012
International Builders Show
Orlando, Florida

TUESDAY, FEBRUARY 21, 2012
Board Meeting - WABA Office

A NOTE FROM YOUR EXECUTIVE OFFICER



Welcome to the "Crazy Season"! I hope you all were able to enjoy Thanksgiving in your favorite way. I was fortunate to spend it with family and friends at the cottage while watching yet another Packer victory! It's almost getting to the surreal stage, but we certainly won't complain!

To begin with, you should have received an online voting ballot for the Associate and Builder of the Year. If you are one of the people who only receives the newsletter via mail, the

ballot is in this newsletter, please fill it out and send in, or call me with your selection. If you did not receive the ballot online, contact me asap to get yours.

I am still able to take ads for the new Home Inspiration Magazine so review the information on the following pages and contact me with any questions you may have. This is a very exciting addition to promoting our events and our Association; don't miss your opportunity to participate!

Included in this newsletter is the information for the Annual Holiday Party which is on Thursday, Dec. 15 at Greenwood Hills. If you are able, please bring a door prize to be given away that night. We will also be recognizing the 2011 Builder and Associate of the Year that night. Because this is a new facility for us it is more important than ever to RSVP as soon as you can. You should have already received the online registration form so if that is not the case let me know asap.

The Home Show is very quickly approaching so if you haven't reserved your booth do so now. The Home Show committee is also always looking for additional volunteers so if you're interested in taking tickets, helping with set-up/tear-down, etc., you can contact either myself or Russ Utech.

For those of you I won't be able to see at the party on the 15th (which I hope is a very small number), I wish you the best of Christmas Blessings and a very Happy New Year!

— Chris Briquélet

PRESIDENT'S MESSAGE



This will be my last letter as president. I would like to remind you to make sure you have voted for the elections. You should have received the online ballot. If you don't have email we will be sending you a ballot via postcard soon. Our annual party is Thursday, December 15th. Hope to see everyone there.

Happy Holidays to all!

Sincerely, — Garry Volm, Volm Builders LLC

MEMBERSHIP INFORMATION

THANK YOU FOR RENEWING

*JD Drywall
Kempf Plumbing & Heating
Knutson Construction
Ross Construction
Total Rental Center
Viking Electric Supply*



*Local People Making
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Happen For
Local People*



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Mosinee
693-6002
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Arden Emmerich

WBA NORTH AREA VP (Associate)

Mike Richie

ALTERNATE NATIONAL DIRECTOR

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COMMITTEE CHAIRPERSONS

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Associates Advisory Ray Bodenheimer
Jason Brettingen
Kristin Flamang
BLDR-PAC Andy Radant
Education Committee James Wanserski
Events Committee Andrea Reede
Building A Better Wisconsin Trustee Jonathon Smith
Governmental Affairs Jonathon Smith
Home Show Russ Utech
Membership Kristin Flamang
Parade of Homes Jeremy Voigt
Planning Committee Mike Richie
Public Relations Bob Marcell
Scholarship Jerry Jarosz
Golf Outing Jerry Jarosz
Sporting Clay Larry Meyer

The Wausau Area Builders Association magazine concept has become a reality! After a great deal of planning, it is my pleasure to introduce you to *Home Inspiration*. Some of you may have already been contacted directly by me about this project, and if you haven't you will be soon. I'd like to highlight just a few of the countless benefits this publication will offer you and your company as a marketing tool in the four counties covered by our Association. It will also serve as an additional marketing tool to help promote our signature events in the community, and provide additional recognition for our association.

Please take a moment to review the information and if you have any questions, comments or contributions contact me at the office, I look forward to hearing your thoughts and ideas. ~ Chris Briquetet – Executive Officer

HOME *inspiration*

Free - Take One

January 2012



HOME *inspiration*

Central Wisconsin now has a home magazine offering its readers a source for design concepts, need-to-know features and photographs, and fresh resources that will inspire anyone. *Home Inspiration* targets your customer as no other media available in Central Wisconsin as it will be released prior to the WABA Home Show, the WABA Parade of Homes as well as an issue being released entering the fall season. The publications released before the events will showcase the event offering must sees, sneak peeks, maps and additional information about the event. Home Inspiration allows you to focus your message on the consumers most interested in your products and services. All of the issues include a full listing of names and contact information for all the current WABA members.

The featured articles & pictures are member contributed

Home Inspiration is available 24/7 on the WABA website

Use *Home Inspiration* as a marketing tool for your company. Copies of the publication can be available at your location besides numerous distribution locations throughout the four counties in Central Wisconsin covered by the Wausau Area Builders Association to be distributed FREE

Home Inspiration is distributed FREE to attendees of the WABA Home Show and the WABA Parade of Homes; don't miss this tremendous opportunity to maximize your advertising value.

Home Inspiration Member Rates

Size	1x	2x	3x
Back Cover	\$1,500	\$1,275	\$1,083
Inside Cover	\$900	\$765	\$650
Inside Back	\$750	\$637	\$542
Full Page	\$500	\$425	\$361
Half Page	\$300	\$255	\$217
Quarter Page	\$220	\$187	\$159
Eighth Page	\$150	\$128	\$109

(prices are for each issue)

Please Note: The advertising rates quoted above are for camera ready ads. Contact the office if graphic design assistance is needed.

2012 HOME SHOW



Join the 2012
WABA Home Show
February 3-5
at the
Patriot Center

Go to www.WausauAreaBuilders.com
and click on the live interactive link to
register your booth today!

The Early-Bird Deadline is Monday,
December 1st so don't hesitate!!



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ANNUAL HOLIDAY PARTY

THURSDAY, DEC. 15, 2011
GREENWOOD HILLS COUNTRY CLUB

6-7 pm ~ Cocktail Hour • 7 pm ~ Dinner
8 pm ~ Presentation of the 2011 Builder & Associate of the Year
Door Prizes will be awarded throughout the evening with
grand prizes toward the end of the evening. (must be present to win)
Cost: \$35.00 per person
(Spouses, employees, guests are invited and welcome)

Names of all attending: _____

Menu - Please put number of guests for the selection below:

- _____ 1) New York Strip
- _____ 2) Jambalaya
- _____ 3) Norwegian Salmon
- _____ 3) Chicken Genevieve

*All dinners include soup, salad, vegetable,
potato, rolls and butter, coffee and milk.*

I will _____ Will Not _____ be bringing a door prize

*Please enclose your check with reservation by Friday, December 9, 2011. No refunds for cancellations after December 13.
No-shows will be billed. Mail to: Wausau Area Builders Association, 141 W. Thomas St., Wausau, WI 54401*



Matt Keeney
Trim Crafters

*Thanks for
Being a Member!*

Member Spotlight **BUILDER**

- 1) How long have you been a member: *8 years*
- 2) What's the most valuable thing you've gotten from being a member?
Meeting other members, and exposure from the Parade of Homes
- 3) What is your favorite beverage? *Coke Zero*
- 4) If you could be any super hero who would it be? *Batman*
- 5) What is your favorite vacation? *Beach and Golf*
- 6) What was your favorite childhood toy? *Legos*
- 7) What is the oddest thing a customer has ever asked for?
Never had any odd requests
- 8) What is the one thing that people would be surprised to know about you?
I used to have hair
- 9) Are you a morning or nighttime person? *Night time*
- 10) What was the last movie you watched? *Can't remember*
- 11) What would be the hardest thing for you to give up? *Faith*
- 12) How long have you been in business? *9 years*
- 13) What made you choose your career? *Like to work with my hands*
- 14) What's your favorite thing about going to work?
Making something on paper come alive.
- 15) What CD is currently in your car stereo? *Alan Jackson*

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Gloria Fenhaus
Dun Rite Exteriors

*Thanks for
Being a Member!*

Member Spotlight ASSOCIATE

- 1) How long has you been a member? *Since 1978 - so 33 years*
- 2) What's the most valuable thing you've gotten from being a member?
Meeting other members and discussing the products they offer
- 3) What is your favorite beverage? *Coffee w/cream and sugar*
- 4) If you could be any super hero who would it be? *Catwoman*
- 5) What is your favorite vacation? *Royal Caribbean cruise in the southern Caribbean*
- 6) What was your favorite childhood toy? *Barbie*
- 7) What is the oddest thing a customer has ever asked for?
Believe it or not, "for us to change a lightbulb!"
- 8) What is the one thing that people would be surprised to know about you?
Have a hobby farm, and yes .. climb a haymow and throw bales twice a day
- 9) Are you a morning or nighttime person? *Morning person*
- 10) What was the last movie you watched? *Justice for Natalee Holloway*
- 11) What would be the hardest thing for you to give up? *My children*
- 12) How long have you been in business?
Dun-Rite Exteriors has been in business over 60 years
- 13) What made you choose your career? *Working with my wonderful late husband*
- 14) What's your favorite thing about going to work?
My employee's - we're very close, like a family,
- 15) What CD is currently in our car stereo?
Well, there's 6 loaded, so I'll pick one - "Shania Twain's Greatest Hits"

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PARADE of Homes

TABLE TOP KICKOFF NIGHT





10 Reasons to Attend the 2012 Wisconsin' Builders Conference

By David Belman (Belman Homes, Metro), 2012 Conference Vice-chair



1. **Chula Vista**- is a great destination to have a conference. Where else can you have great meeting sessions and then relax at the spa or enjoy the world-class water parks?

2. **Education**- With a wide array of topics and experts from all over

Wisconsin there is no better way to get knowledge pertaining to the building industry. WBA recruited some of the top talent in their respective fields from all across the building industry to teach these classes. Whether a builder or associate, there are multiple options you can choose from to benefit your business.



3. **Networking**-The Wisconsin Builders Conference provides a tremendous opportunity for suppliers, sub-contractors, and builders to mingle and network throughout the conference. From the vendor showcase to the hospitality suites there is great opportunity to meet people throughout the industry that can help you build

and grow your business.

4. **Fun**-It's not all just about education. Learn during the day and party at night! Enjoy the water parks, mingle in the suites, and enjoy the formal installation dinner of your 2012 WBA president. There are also tons of other activities just a short distance away such as fine dining, casinos, theme and amusement parks, winery, theaters, nature parks, skiing and much more.



5. **Contractor Credits**-Tons of opportunities to earn your contractor credits. Pick the courses that interest you over two days that will help you renew your Dwelling Contractor Certification.

6. **Improve your business**-Did you know that not all the classes are for Dwelling Credits? The WBA offers several business development courses to help you stand above your competitors. Social media, improving your bottom line, investment & retirement advice and many more offerings are available for you and your staff to take advantage of.





7. **Improve your workforce and morale**-Bring your office and have something for everybody. Have your key staff people attend the seminars that mean the most to them. Then reward them with some fun and a room for the night. Better yet have them bring their whole family. What a great way to raise company moral, bond, and improve your workforce at the same time!

8. **Separate yourself from the competition**-There are a couple of great ways to do this at the conference. First, you can meet great people at these events and find a whole host of new people to do business with. Second, you can put all the great education to work in your business. Third, see some of the great new product offerings at the Vendor Showcase before your competitors do. Fourth, you can meet the great WBA staff as well as your local staff and find out about all the great discounts and opportunities you receive with your membership.

9. **Food, Prizes, and Deals**-Last year some attendees got some great deals on products and services at the silent auction. There are also some terrific raffle prizes to be won as well. Plus, who doesn't like a couple of great meals out!



10. **Great Value**-Where else can you get all the Wisconsin Builder Conference offers for only \$120 for a full registration? It's a tremendous value! But make sure to take advantage of the early bird pricing which expires soon. Visit: <http://www.wisbuild.org/about-us/wisconsin-builders-conference1.html> for more information.

I'll be there and I sure hope to see you there too!

-David Belman, Conference Committee Vice-Chair





Recall Walker Efforts Begins

As promised, groups made up of Democrat activists and labor unions registered and began their efforts to recall Governor Scott Walker on Tuesday, November 15. This effort has until mid-January to collect just over 540,000 signatures to trigger a recall election against Walker.

540,000 signatures in 60 days is a tall order but unfortunately you have to assume that this group will be successful in their efforts and we will be going through another campaign cycle in advance of the general elections in November of 2012.

WBA along with groups that were supportive of Governor Walker in 2010 and his efforts to get Wisconsin back on track in 2011 have already been meeting and planning the counter effort to this vendetta against Walker in 2011-2012.

May or June

From the head of the Government Accountability Board to those running Governor Walker's campaign, most seem to be looking at May or June 2012 as a date for voters to go to the polls to vote again for a Wisconsin governor.

Once signatures are turned into the Government Accountability Board they are reviewed and certified (and possibly challenged for their authenticity) before a primary and general election date would be set. The sheer volume of signatures that must be reviewed and certified will take a great deal of time.

Expect legal challenges and the possibility of a primary election to determine a candidate to run against Walker. This would only further push back the date of a recall general election.

The estimate of May or June seems accurate as of today, but any of the above scenarios could push that date further into the summer of 2012.

State Senate Recalls 2.0

The state Senate is also gearing up for additional recall elections. As of right now four Republican state senators face recall elections this spring. Three freshman senators, elected in November of 2010 and Senate Majority Leader Scott Fitzgerald (R-Juneau) all face the threat of recall elections. The three freshman legislators are Senators Van Wanggaard (R-Racine), Terry Moulton (R-Chippewa Falls) and Pam Galloway (R-Wausau).

The Committee to Elect a Republican Senate (CERS) has been gearing up for this possibility for weeks and already have two full time staff members charged with raising funds and planning campaigns in these four districts.

Majority Leader Fitzgerald represents an overwhelmingly Republican district and many question if the required signatures will even be obtained to actually trigger a recall election. Wanggaard's Racine area district has flipped back and forth between the parties for twenty years. Moulton's district was held by a Democrat for four years and Republican Dave Zien prior to that. Galloway's district had been in Democratic hands since 1991.

As of today the state Senate recall elections would be run on the maps that the senators ran on in 2010, the "old maps." If they were to run on the "new maps" passed by the legislature this summer, it would have a profound effect on these elections. The Wanggaard seat becomes an overwhelmingly GOP district and would not be up for grabs. The other seats (Moulton and Galloway) change less dramatically but still become more GOP than the configuration that they ran on in 2010.

Use Builders Direct Fund Conduit (BDF) For Recalls

An important reminder, if you are going to be giving to Governor Walker or any state senator that is up for recall, be sure to make those contributions through the Builders Direct Fund Conduit.

Giving to the Builders Direct Fund Conduit allows you to make personal contribution to candidates while allowing your local association to get credit for the contribution and WBA to receive additional recognition for the donation.

For questions about giving through the Builders Direct Fund Conduit please contact Mark Nelson (mnelson@wisbuild.org or 608-242-5151, ext. 25).

Natural Resource Committees review DNR Reg Reform Bill

Recently the Assembly and Senate Natural Resources committees meet in a joint session to take testimony on Special Session Bill 24 (SSB 24). SSB 24 makes a number of changes to improve many regulatory procedures by the Wisconsin Department of Natural Resources (DNR).

The hearing took in the neighborhood of nine hours to complete because a number of groups raised the dreaded “m word” in response to this bill---mining. Speaker after speaker made the claim that this bill was a back door way to move forward to get a mine approved in northern Wisconsin. This bill makes a number of important regulatory changes concerning the DNR, but none of them deal with mining.

WBA fully supports SSB 24, specifically provisions dealing with streamlining grading permits and the inclusion of Assembly Bill 117 that deal with a streamline Chapter 30 permit and presumptive approval of Chapter 30 permit applications.

In addition to the current bill, WBA is also asking legislators to include a provision to establish a process to better determine the ordinary high water mark. This provision was passed during the 2005-2006 legislative session but was vetoed at the request of DNR by Governor Doyle.

Landlord-Tenant bill moves on to Governor Walker

Recently the state assembly took final action on Senate Bill 107 (SB 107), authored by state Senator Frank Lasee (R-De Pere) to restrict what local municipalities can act on in local ordinances concerning rental properties.

SB 107, as amended, prohibits a city, village, town, or county from enacting an ordinance that does any of the following with respect to a residential landlord:

- 1) Prohibits or limits the landlord from obtaining or using various types of information about a tenant or prospective tenant, such as household income, occupation, court records, rental history, and credit information
- 2) Limits how far back in time a prospective tenant's credit information, conviction record, or previous housing may be considered by the landlord
- 3) Prohibits the landlord from showing a rental property to a prospective tenant, or from entering into a rental agreement for a rental property with a prospective tenant, while the current tenant is living there.
- 4) Enacting an ordinance placing requirements on a residential landlord with respect to security deposits, earnest money, pretenancy inspections, or posttenancy inspections beyond those requirements found in the state administrative rules.

Governor's order marks beginning of accountability for state regulations

By WBA Executive Vice-President Jerry Deschane, CAE

Governor Walker recently signed Executive Order #50, implementing a law passed by the legislature during the January special session. The bill requires the Governor to sign off on new or revised rules promulgated by his or her agency. The Executive Order establishes a detailed process agencies will have to follow, including a requirement that agencies have to consult with industry groups, including their trade associations, before moving ahead with a rule that will impact that industry. While the details of the rule fall squarely into the category of “inside

Monday Morning Review Continued ...

baseball,” and would only interest the worst government geeks (like us!), they mark a dramatic shift to the better in terms of public accountability.

WHEDA loan expansion passed

Special Session Bill 2 (SSB 2) also got signed off on recently from both houses of the legislature.

SSB 2 was sponsored by Senator Joe Leibham (R-Sheboygan) and Representatives Warren Petryk (R-Eleva) and Kathy Bernier (R-Chippewa Falls) and will make a number of changes to current requirements for WHEDA loans.

Currently WHEDA administers the small business development loan guarantee program. Under the program, WHEDA may guarantee repayment of up to the lesser of \$200,000 or 80 percent of the principal of a loan made by a private lender to a small business or the elected governing body of a federally recognized American Indian tribe in this state. A small business development loan that is guaranteed by WHEDA may be used for expenses associated with the expansion or acquisition of a business, with the start-up of a day care business, or the start-up of a small business in a vacant storefront in the downtown area of a rural community.

SSB 2 will change the cap on the amount of a loan that may be guaranteed under the program from \$200,000, or 80 percent of the principal of the loan, to \$750,000, or 80 percent of the principal of the loan; changes the definition of "small business" from businesses that employ up to 50 full-time employees to businesses that employ up to 250 full-time employees; the requirement that the owner of a small business be actively engaged in the small business in order to qualify for the program is deleted, and the permitted use of proceeds of a loan for the start-up of a small business in a vacant storefront in a downtown area is expanded to apply to a community of any size by removing the limitation to rural communities.

This law change may make this loan program more attractive to some members and provide another tool to get financing.

*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*

(This is a monthly report from the Wisconsin Builders Association, our “political arm” at the state Capitol in Madison. Each month, the Monday Morning Review will highlight the going’s on under the Capitol Dome with an eye toward what matters to the housing industry.)

www.wisbuild.org'."/>

thank you



*Bob Marcell, Chris Briquelet, Garry Zarda and Ray Bodenheimer
built 12 new Bid Stands that were donated by the WABA to the 2011 Festival of Trees*