

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association

DECEMBER 2012
VOLUME 31 - ISSUE 12

**SEE INSIDE FOR
MORE PICTURES!**

REMEMBER *when?*



1986 Halloween Party



1989 Appreciation Party



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LET'S LEVEL

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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.



*Merry
Christmas
and Happy
New Year!*

Joke of the month

IT SAYS SO IN THE BIBLE

A man and his wife were having an argument about who should brew the coffee each morning.

The wife said, "You should do it, because you get up first, and then we don't have to wait as long to get our coffee."

The husband said, "You are in charge of the cooking around here and you should do it, because that is your job, and I can just wait for my coffee."

Wife replies, "No you should do it, and besides it is in the Bible that the man should do the coffee."

"Husband replies, "I can't believe that, show me."

So she fetched the Bible, and opened it and shows him at the top of several pages, that it indeed says "HEBREWS"

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President's Message



Hello Everyone,

Hope you all had a great Thanksgiving Day; it was a beautiful day to be with family. If you are a hunter I hope you were one of the ones that got your deer, sounds like it was a good year with a lot of bucks taken.

I would like to thank Ferguson's for the great time they put together for our dinner meeting in November. We had over 70 people come out and enjoy all the food the Chef's made right in front of you. There was time to look around their beautiful showroom or just visit with friends. We held our election that night

and I would like to congratulate the new 2013 Board of Directors, Howard Freeman (Macco's Flooring), Javier Patino (All Drywall & Paint), Mike Richie (Wisconsin Public Service), Bob Gaffney (Gaffney Construction), Gloria Fenhus (Dun-Rite Exteriors), Kolby Mucha (Kolby Construction), Russ Utech (Cordova Agency), Sid Sorensen (Sorensen Construction), Larry Meyer (Larry Meyer Construction). Secretary/Treasurer Chad Sickler (Chad Sickler Construction). We are still looking for someone to step up to Vice President. I want to give each of you a big THANKYOU.

We have great news from Kristin Flamang (Paradise Solutions). She is our membership chairperson and she has gotten membership up to about 179 members and growing. Kristin has worked very hard to straighten out the mess we had with membership. I personally want to THANK Kristin for the great job she has been doing, keep it up!!!

Thank You Jesse Maas (The Insurance Center) for taking on Build-Pac Trustee and our annual Auction Night. Bob Kulp (Kulp of Stratford) for continuing with Government Affairs. Tony Sorensen (Sorensen Construction) for chairing Parade of Homes. Russ Utech (Cordova Agency) for continuing with the Home Show. Carolyn Wilde (Acro Plumbing) for helping do the office and computer work, keeping WABA going. And everyone else who is helping keep the Wausau Area Builder Association the best it can be.

Don't forget our christmas party. It is Thursday, December 20th at Greenwood Hills. Check out all the info on the registration form; it will be bigger and better then last year. Be sure to sign up for a great christmas party. The best part is NO meeting; just a good time. See you there.

In January WABA will be having their awards dinner at Iozzo's. This is something new, so plan on coming. It's Thursday, January 17th at 6:00 pm. The cost is \$15.00 a plate. Watch for more info coming.

I want to wish each and every one of you a Merry Christmas and a Happy New Year. The Holidays are a time of giving, please help out those in need. Have a safe but fun holiday. May God bless you and watch over you and your family.

Bob Marcell, WABA President

715-581-0980 or 715-581-0982

bob@marcells.net

NEW MEMBER

T.L.D. Construction LLC

THANK YOU FOR RENEWING

TW Masters
Mork Contracting and Design LLC
Weather Shield
Time Federal Savings Bank
JD Drywall LLC
Graebel Moving and Storage
Home Insulation Co. of Wausau, Inc.

Seeking Board Approval at the December Meeting:
Exterior Professionals LLC ~ Michael Nezworski

MEMBERSHIP UPDATE:

As of October 31st we are happy to report that we have had an increase of 11.7% in membership from this time last year!! We are at approximately 178 members.

MEMBERSHIP SPECIAL FOR DECEMBER!!

ANY NEW MEMBER
IN DECEMBER AND THEIR
SPONSOR WILL RECEIVE
2 (TWO) HOME
SHOW TICKETS AND
2 (TWO) PARADE OF
HOMES TICKETS

Thank You



Wausau Area Builders -

Thank you for the beautiful plant. Also thank you for all the love & support you have given me & my family. It's nice to have such a supportive extended family -

Gail Maxwell

To All WABA Members

Thank you for the flowers. I am on the mend, and look forward to continuing to work with you!!

Carolyn
Regards

DECEMBER

2012

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

JANUARY

2013

SUN	MON	TUE	WED	THU	FRI	SAT
		1 New Year's Day	2	3	4	5
6	7 Board Agenda Items Due by 5 pm	8 POH Committee Meeting - 12:00 pm Home Show Committee Meeting - 3:00 pm	9	10 Board Packets Sent - 5:00 pm	11	12
13	14	15 BOARD MEETING - 4 pm	16	17	18	19
20	21 Martin Luther King Jr.	22 NAHB IBS Show	23 NAHB IBS Show	24 ITEMS FOR NEWSLETTER DUE NAHB IBS Show	25	26
27	28	29	30	31 WBA Conference	Feb. 1 WBA Conference	Feb. 2 WBA Conference

FEBRUARY

2013

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



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ANNUAL HOLIDAY PARTY

THURSDAY, DEC. 20, 2012
GREENWOOD HILLS COUNTRY CLUB

6-7 pm ~ Cocktail Hour, cash bar upstairs • 7 pm ~ Dinner in the main dining room
8 pm ~ Entertainment with free beverages downstairs

Cost: \$37.50 per person ~ Advance registration, menu selection and payment are required
(All spouses, employees, guests are invited and welcome).

This is not considered a monthly dinner meeting, therefore no free meals are provided.

Names of all attending: _____

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

- | | |
|--|--|
| _____ 1) Pumpkin Mascarpone Ravioli: | Sundried tomatoes, dried cranberries and shallots tossed with ravioli in a light maple cream sauce, topped with broccolini and carrot top. (Vegetarian Option) |
| _____ 2) Chicken Picatta: | Lightly floured chicken breast pan-seared in butter, capers, lemon and white wine, served with saffron jasmine rice and our fresh seasonal vegetable |
| _____ 2) Chophouse Flat Iron Steak: | Seasoned 8 oz. steak with gorgonzola-chive butter, served with cheddar chive mashed potato with fresh seasoned vegetable
Choose how well done: medium rare, or medium |
| _____ 2) Pretzel Crusted Canadian Walleye: | Topped with a light mustard sauce and served with new herbed potatoes and fresh seasoned vegetable. |

_____ Number of Guests x \$37.50 = _____ Amount Due

Payment and menu selection ABSOUTELY MUST BE received by WABA by Wednesday, December 10, 2012.
No refunds or cancellations after that date. Mail to: Wausau Area Builders Association, 801 South 24th Ave., Wausau, WI 54401

We will be doing a food donation to a local charity that we hope to see represented at our dinner.
Please be generous and share the joy of giving at Christmas by bringing a bag of non-perishable items to donate. For each attendee that brings a BAG of items, WABA will provide them with one drink ticket for the cash bar before dinner.

DASHING THROUGH THE SNOW



Offer valid 11/26/12-1/5/13 or while supplies last. No rainchecks. 4G LTE service available in select markets. Compatible device and data plan required. Average download speeds while on the 4G LTE network are 5-12 mbps. **30 Day Guarantee:** If within 30 days you are not completely satisfied with Cellcom's wireless service, pay for the services you have used and return the equipment in acceptable condition. Offers not valid with myChoice prepaid wireless service. Other restrictions apply. See store for details. Android is a trademark of Google, Inc. Trademarks and tradenames are the property of their respective owners. LTE is a trademark of ETSI. \$199.95 Galaxy Tab 2 requires a subscription to Cellcom broadband service. Limit one promotional discount per line per contract term. Some restrictions apply. See store for details.



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KEYNOTE SPEAKER



Joseph Lstiburek

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BETTER BUSINESS
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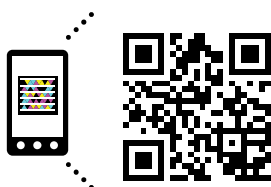
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December 4, 2012 | La Crosse, WI | Residential On-location

December 5, 2012 | Delavan, WI | Residential On-location

\$129 (Use promo code: ECTWENTY to receive \$20 discount)

Weatherization tech exchange on-demand videos

Watch the experts install dense-pack sidewall insulation and perform diagnostic testing on various furnace types. Learn more.

Dense-pack sidewall insulation | On-demand Residential Video

Furnace diagnostic testing | On-demand Residential Video

Free to view, take test for credit

Ventilation systems and the ASHRAE 62.2 standard

Although it is not adopted everywhere, the ASHRAE 62.2 Standard mandates and scrutinizes effective mechanical ventilation. This standard has been adopted by the U.S. Department of Energy Weatherization Assistance Program and the Building Performance Institute. Could it eventually be required in the communities you serve? Be prepared. Learn more.

December 12, 2012 | 1–2:30 pm Central | Live Residential Webinar

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Market

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3 3/4 x 4 3/4

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Brewer Outing



2005 Golf Outing





A Serious Look at Nixing the BCR

Recently WBA staff professionals sat down with Governor Walker's Deputy Chief of Staff, Rich Zipperer, and a number of Walker policy staff members to talk about the 2013-2014 WBA Advocacy Agenda and the upcoming state budget.

The governor's staff is taking input from a number of different groups this fall in an effort to put the final touches on the state budget that will be introduced in early 2013. The state budget will likely be the first big item that the legislature takes on to start the session in January 2013, unless they go the route of 2011 where several special session bills were passed before

introduction of the state budget.

In addition to a long discussion, the merits of a six-year code cycle for the UDC, property and income tax reform, and the federalizing of the Wisconsin's definition of lead paint, we also touched on the Building Contractor Registration (BCR).

The BCR was an administrative rule first until later language put into state statutes that required anyone who worked on a home and did not have another credential with the Department of Safety and Professional Services (like the Dwelling Contractor credential) to pay a \$100 fee for a four-year credential. WBA fought hard against this change because it was nothing other than a money grab by the department.

Having a former state senator as the current deputy chief of staff, Rich Zipperer, is nice because he was already aware of many of our issues such as the BCR.

During our meeting we were given a strong indication that the BCR is likely on the budget chopping block for the next state budget. WBA strongly supports efforts to eliminate both the administrative rule and statutory language of the BCR in the state budget next session.

Recent Meeting with DNR Sector Specialists for Development, Construction and Building Sector

WBA and Metropolitan Builders Association staff professionals recently sat down with Craig Webster, the newly appointed DNR Sector Specialists for Development, Construction and Building Sector. Mr. Webster is based in the DNR's Waukesha office and was recently named to his new position.

The creation of "sector specialists" is another attempt by the new DNR, under the leadership of Secretary Cathy Stepp, to be much more proactive and have DNR staff working with the regulated community in an attempt to work out problems early. The hope is that sector specialists can work with businesses to get to a "yes" answer while still protecting the environment.

As the position of DNR Sector Specialists for Development, Construction and Building Sector gets more defined, we will get you that information.

In an attempt to get to know builders, developers, engineers and attorney members from across the state, it is very likely that Mr. Webster will be reaching out to members throughout the state to see how the relationship between them and the DNR can be improved.

State Senate flips back to GOP

As expected the State Senate returned to GOP control with victories in senate districts 12 and 18. The GOP will return to the majority in the State Senate with an 18-15 margin, which was the goal for this election cycle.

As many on both sides of the aisle predicted State Senator Tom Tiffany (R-Hazlehurst) handily bested democrat Susan Sommer 56 to 40%. In his third run for the seat Tiffany had a strong showing in the open state senate seat in northeastern Wisconsin that was being vacated by the retirement of Senator Jim Holprein (D-Conover). The seat that the GOP has coveted for the last two decades finally flips in their favor. Tom Tiffany has been a stalwart on issues dealing with wetland, regulation and administrative rule reform and a welcome addition to the state senate.

Most of this summer and fall all eyes were on the 18th Senate District where Senator Jess King (D-Oshkosh) was challenged by Fond du Lac City Council President Rick Gudex (R-Fond du Lac). King took out Senator Randy Hopper (R-Fond du Lac) in a recall election in the summer of 2011 after Hopper defeated her in the general election of 2008.

In this historically GOP seat the conventional wisdom played out at the polls with the district returning back to its GOP roots with Gudex besting King by just under 600 votes in a closer than expected race at the end.

The third race that was on both parties radar screen was the 30th Senate District where State Senator Dave Hansen (D-Green Bay) survived a challenge by first time candidate John Macco (R-De Pere) 54% to 46%. The GOP continues to target Senator Hansen every four years and to date he has always been able to return with a pretty strong showing each election cycle.

Assembly GOP returns with 60 seats, picking up a seat

The assembly GOP went into this election cycle with 59 seats and new maps that favored them retaining enough seats after the 2012 election to remain in the majority. The biggest question going into the election was how many seats they would hold onto going into next session.

From the get go there were two Rock County based seats that were going to be very difficult for the GOP to hold and those predictions came true on Tuesday night. Representative Joe Knilians (R-Janesville) and Evan Wynn (R-Whitwater) were defeated by Deb Kolste (D-Janesville) and Andy Jorgenson (D-Fort Atkinson).

After looking like a safe bet for re-election before his comments about some girls “raping easy” Representative Roger Rivard (R-Rice Lake) was defeated by Steven Smith (D-Rice Lake). Look for this seat to be at the top of the GOP wish list heading into election 2014 as a pick up possibility.

Three GOP incumbents were defeated in 2012 but with redistricting those were negated with pairing and renumbering of districts. The additional seat that the GOP was able to win came in the 25th Assembly District where WBA member Paul Tittl was able to take the seat being vacated by independent Bob Zigelbauer.

New leadership teams announced in the legislature

All four caucuses of the legislature recently met to elect members of their leadership team. Most of the picks were as expected with Senator Fitzgerald resuming his old post as majority leader for the state senate GOP, Representative Barca retaining his post as state assembly minority leader for the Democrats and Representative Robin Vos taking over as speaker for Speaker Jeff Fitzgerald who gave up his state assembly seat to run for U.S. Senate.

The biggest news this week was that Senator Chris Larson (D-Milwaukee) was able to outmaneuver Senator Jon Erpenbach (D-Middleton) for the post of senate minority leader. Those with close ties to Erpenbach said he had the eight votes he needed before the caucus met but someone “flipped” their vote to Larson at the end to give him the post. Those most mentioned as the possible flipper include Senators Bob Wirsch (D-Kenosha), John Lehman (D-Racine) and Fred Risser (D-Madison).

You will likely get a good idea of who was the key vote when Larson announces his two picks for the coveted spots on the state’s budget writing committee, the Joint Committee on Finance.

Adding to the intrigue of the vote for senate minority leader was the story this week that two influential lobbying groups for the democrats, WEAC and the Wisconsin League of Conservation

Voters, had been making calls to gin up support for Larson over Erpenbach. Interest groups putting their support behind one legislator over another in a leadership election is not completely out of the box but it is definitely risky business for those groups moving forward, especially when it is reported in the newspaper.

The pick of Larson seems to indicate another move to the left for the caucus who gained and then lost the majority in a matter of five months. Larson likely used the fact that he was able to help orchestrate a number of wins in democrat primaries in Milwaukee (for the further candidate to the left) as proof that he can win elections to get the caucus back to the majority. Whether or not Larson can translate his wins in Milwaukee to state senate races for democrats in places like Door County and Eau Claire in 2014 remains to be seen.

Listed below is the entire listing of legislative leadership positions:

Senate Republicans

- Majority Leader, Sen. Scott Fitzgerald
- Senate President, Sen. Mike Ellis
- Senate President Pro Tempore, Sen. Joe Leibham
- Asst. Majority Leader, Sen. Glen Grothman
- Caucus Chair, Sen. Frank Lasee
- Caucus Vice Chair, Sen. Sheila Harsdorf

Senate Democrats

- Minority Leader, Sen. Chris Larson
- Asst. Minority Leader, Sen. Dave Hansen
- Caucus Chair, Sen. Julie Lassa
- Caucus Vice Chair, Sen. Kathleen Vinehout
- Caucus Sgt. At Arms, Sen. Nikiya Harris

Assembly Republicans

- Speaker, Rep. Robin Vos
- Majority Leader, Rep. Scott Suder
- Speaker Pro Tempore, Rep. Bill Kramer
- Asst. Majority Leader, Rep. Jim Steineke
- Caucus Chair, Rep. Joan Ballweg
- Caucus Vice Chair, Rep. John Murtha
- Caucus Secretary, Rep. Mary Williams
- Caucus Sgt. At Arms, Rep. Sam Kerkman

Assembly Democrats

- Minority Leader, Rep. Peter Barca
- Asst. Minority Leader, Rep. Sandy Pasch
- Caucus Chair, Rep. Andy Jorgenson
- Caucus Vice Chair, Rep. JoCasta Zamarripa
- Caucus Secretary, Rep. Janis Ringhand
- Caucus Sgt. At Arms, Rep. Josh Zepnick

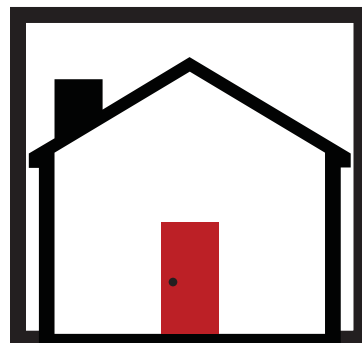
Brad Boycks

WBA Director of Government and Political Affairs

Wisconsin Builders Association@bboycks@wisbuild.org

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WISCONSIN BUILDERS CONFERENCE

JAN. 31 - FEB. 2

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Early-bird	Member	Non-Member	After 1/11	Member	Non-Member
Standard	\$145	\$195	Standard	\$195	\$245
Single Day	\$95	\$145	Single Day	\$145	\$195
Celebration*	\$40	\$50	Celebration*	\$50	\$60
Fri. Night	\$40	\$50	Fri. Night	\$50	\$60
Guest**			Guest**		

* Celebration of WI's Housing Leaders (Thursday night; WBA installation and awards)

** Friday Night Guest with standard registration, add a guest for Friday night B.A.S.H. (Builders & Associates Supporting Housing...party and hospitality suites)
Radisson Paper Valley standard hotel room rate: \$87/night

Questions? Contact Director of Education Megan Lindsey, mlindsey@wisbuild.org



Join the 2013
WABA Home Show
February 8-10
at the
Patriot Center

Show Hours:
Friday 3-8, Sat 10-5, Sun 10-3.

There is a \$200 preferential
booth price for members.

The web address to reserve a booth is
<https://boothboss.com/floorplan/index.php?showID=306>

Informational consumer
presentations are scheduled to take
place every hour during the show.

For more information contact:
Russ.utech@murphyinsurance.com
or call him at 715-536-9577



**WBA's Annual Lobby Day,
Business Day in Madison,
coming soon: Sign up Today!**

WBA's Annual Lobby Day, Business Day in Madison, is set for Wednesday, February 13, 2013! This is your best opportunity to meet with your local elected members of the State Senate and State Assembly to advocate for issues important to your industry.

You will start the day with an issue briefing from WBA Staff Professionals to get you up to speed on the issues you will be talking with your local legislators about. Featured speakers will include Governor Scott Walker, Economist Barry Asmus, and bestselling author Steven Hayes.

Price to attend is \$125 per person (early bird sign up before January 8, 2013).

Help advance WBA's 2013-2014 Advocacy Agenda by signing up to attend Business Day in Madison 2013 on Wednesday, February 13, 2013!

Tentative Schedule:

Tuesday, February 12, The Madison Club
5:00-7:00 p.m. Welcome Reception
(all members signed up are welcome to attend this reception the night before Business Day)

Wednesday, February 13,
Monona Terrace Convention Center
7:45-7:55 am registration
8:00-9:00 am WBA issue briefing
9:00-10:00 a.m. Dr. Barry Asmus
10:00-10:30 a.m. Break
10:30-11:30 a.m. Stephen Hayes
11:30 a.m.-1:00 p.m. Luncheon & Keynote
Address by General Michael Hayden
1:15-1:45 p.m. Supreme Court
Justice Pat Roggensack
2:00-2:45 p.m. Governor Scott Walker
2:45-4:30 p.m. Legislative Visits or Adjourn