

# LET'S LEVEL

*the Official Publication of the Wausau Area Builders Association*

**DECEMBER 2013  
VOLUME 32 - ISSUE 12**

## 2014 HOME SHOW



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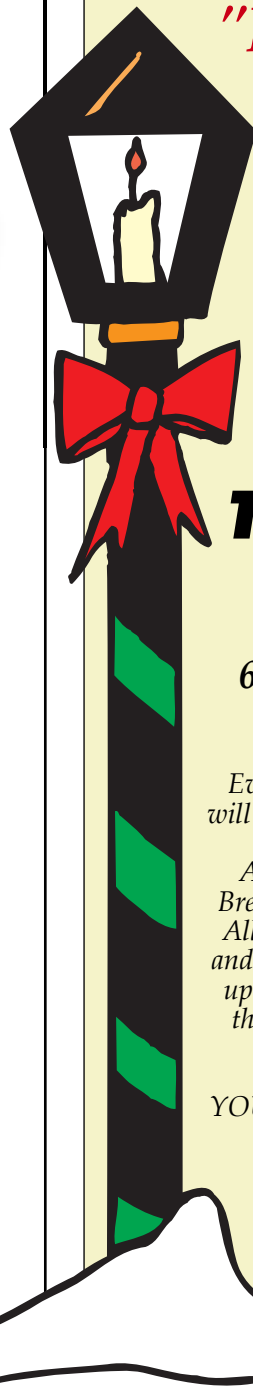
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#### OFFICERS

President ..... Bob Marcell  
Vice-President .....  
Secretary-Treasurer ..... Chad Sickler  
Past President ..... Garry Volm  
Administrative Assistant ..... Carolyn Wilde

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Muscha, Russ Utech, Gloria Fenhaus, Howard  
Freeman, Lori Stevenson, Javier Patino

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Sid Sorensen, Larry Meyer, Bob Marcell

#### NATIONAL DIRECTORS

Bob Marcell

#### WBA PAST PRESIDENT

Arden Emmerich

#### ALTERNATE NATIONAL DIRECTOR

Larry Meyer

#### COMMITTEE CHAIRPERSONS

Advertising/Marketing ..... Lori Stevenson  
BLDR-PAC Trustee ..... Jesse Maas  
Events ..... Gloria Fenhaus  
Governmental Affairs ..... Bob Kulp  
Home Show ..... Russ Utech  
Membership ..... Kristin Flamang  
Parade of Homes ..... Tony Sorensen  
Scholarship ..... Jerry Jarosz  
Golf Outing ..... Gary Zarda  
Sporting Clay ..... Larry Meyer  
Website ..... Warren Pope  
Facebook ..... Kyle VanOrder & Jesse Maas

#### 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.

# JOKE OF THE MONTH

- Only in America... can a pizza get to your house faster than an ambulance.
- Only in America... are there handicap parking places in front of a skating rink.
- Only in America... do drugstores make the sick walk all the way to the back of the store to get their prescriptions while healthy people can buy cigarettes at the front.
- Only in America... do people order double cheese burgers, large fries, and a diet Coke.
- Only in America... do banks leave both doors to the vault open and then chain the pens to the counters.
- Only in America... do they leave cars worth thousands of dollars in the driveway and put our useless junk in the garage.
- Only in America... do they use answering machines to screen calls and then have call waiting so they won't miss a call from someone they didn't want to talk to in the first place.
- Only in America... do they buy hot dogs in packages of ten and buns in packages of eight.
- Only in America... do they use the word "politics" to describe the process so well; "Poli" in Latin meaning "many" and "tics" meaning "bloodsucking creatures".
- Only in America... do they have drive-up ATM machines with Braille lettering



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*the scene*

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DINNER MEETING**



**HAVE A MERRY CHRISTMAS  
& A SAFE NEW YEAR!**



# PRESIDENT'S MESSAGE



Happy December to everyone!

That's right, it is December. Where has this year gone? If you were deer hunting, I hope you got the big buck, and all went well and everyone is safe. I hope everyone had a Happy Thanksgiving and had some time to spend it with your family.

Thanks to Ferguson's for the great hospitality, all the food and drinks at the November dinner meeting. If you missed it, you missed a great time. We also held elections there and I would like to thank everyone that step up and offered to get involved in your association. The more involvement the more things will get done and the better the association will be. Thanks to all that offered and congratulations to all the new Board of Directors and Officers. There are still a few spots on Committee's that need to be filled so you can still get involved.

Sign up NOW for WABA Christmas Party December 19th, a great time will be had by all. Thanks to Gloria Fenhaus for putting everything together as she has. It has been awhile since we have had a party planned like this, so sign up now. Bring a little door prize along. We want everyone to win. See you at the Hoffman House.

My term as President is just about over and I hope I was able to make a difference in making the Wausau Area Builders Association a better association. I would like to THANK every person that helped out in the last 2 years, without you we may not be here today. With the way people helped to pull things together in a time of need and help get this association back on track I am deeply appreciative. Let's keep it going and help our new President Larry Meyer out,. When he asks for help please offer. We all can donate a little time and we will get things done. Let's keep growing the Wausau Area Builders Association... Thank You ALL again for letting me be your leader for the last 2 years.

Wishing you all a Merry Christmas and a Happy New Year!

*Bob Marcell, WABA President*  
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Vice-President – Russ Utech  
Sec/Treasurer – Becky Gering*

### NEW DIRECTORS

*John Joseph  
Matt Keeney  
Sid Sorensen  
Russell Wilde*

## 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

"The January Award's Dinner" will be held on Thursday, January 16th, 2014 @ Iozzo's Italian Food! 6:00 PM Cocktails-7:00 PM Dinner "The Builder of the Year" and "The Associate of the Year" will be announced that evening...along with NEW officer's announced, scholarships will be awarded to students from Northcentral Technical College...along with awards to the WABA board & committee members.

Mrs. Gloria J. Fenhaus  
Director & Chair of Events

### GOVERNMENT AFFAIRS

No updates this month.

### HOME SHOW

No updates this month.

### SILENT AUCTION

No updates this month.

### SCHOLARSHIP

No updates this month.

### FACEBOOK

I would like members to know that they can email me (kvanorder@woodstockflooring.com) events, specials, etc so they can be posted to the WABA Facebook Page. Also if anyone has any photos from recent WABA events feel free to forward them so they can be added as well. The more we post the more online exposure the WABA will receive.

### MEMBERSHIP

No updates this month.

### SPORTING CLAY

No updates this month.

### PARADE OF HOMES

There was quite a bit of enthusiasm by many builders for the 2014 parade of homes at the October kickoff meeting. Most builders that night said they were optimistic about having a parade home. We look forward to having another successful show for 2014!

### GOLF

No updates this month.

### PERSONNEL

No updates this month.



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# DECEMBER

# 2013

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

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# JANUARY

# 2014

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

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# WISCONSIN BUILDERS CONFERENCE

**JAN. 30 - FEB. 1, 2014**

**OLYMPIA RESORT, OCONOMOWOC, WI**

## SCHEDULE AT A GLANCE

### THURSDAY, JANUARY 30

7:30 a.m.

On-site registration/check-in opens

7:30 - 8:30 a.m.

Light breakfast available

8:30 - 10:00 a.m.

Education sessions #1

10:30 a.m. - 12:00 p.m.

Education sessions #2

12:00 p.m. - 1:30 p.m.

Vendor Showcase open until 7:00 p.m.

Lunch in exhibit hall

1:30 - 3:00 p.m.

Education sessions #3

3:30 - 5:00 p.m.

Education sessions #4

5:00 - 7:00 p.m.

Reception in exhibit hall

7:00 - 9:00 p.m.

B.A.S.H. (Builders & Associates Supporting Housing) -- themed party

### FRIDAY, JANUARY 31

8:00 a.m. - 1:30 p.m.

Vendor Showcase open until 1:00 p.m. / breakfast in exhibit hall

9:30 - 11:00 a.m.

Education sessions #5

11:00 a.m. - 1:00 p.m.

Lunch served in exhibit hall

12:00 - 1:00 p.m.

WBA Meeting

1:00 - 2:30 p.m.

Education sessions #6 and WBA meeting

3:00 - 4:30 p.m.

Education sessions #7 and WBA meeting

5:30 - 6:30 p.m.

Celebration of WI Housing Leaders Reception

6:30 - 8:30 p.m.

Celebration of WI Housing Leaders Dinner (includes WBA cornerstone awards & officer installation)

8:30 - 11:30 p.m.

Hospitality Suites

### SATURDAY, FEBRUARY 1

7:30 - 9:30 a.m.

Send-off breakfast

9:30 a.m.

Conference concludes

# IBS & KBIS

## FEB. 4-6, 2014

### LAS VEGAS

In case you haven't heard, the National Association of Home Builders (NAHB) and the National Kitchen & Bath Association (NKBA) are co-locating the International Builders' Show® (IBS) and the Kitchen & Bath Industry Show (KBIS)! This first annual Design & Construction Week™ takes place February 4-6, 2014 in Las Vegas!

- Two floors, one badge! By co-locating the two events, you can see and talk with exhibitors from every aspect of the industry during the same week, all for one low price. Plus, you'll cut down on the cost of hotel and travel and you'll only be away from your business for a few days. As an added bonus, you will also have access to the show floor of a third show, the International Window Coverings Expo .
- 1,500+ Exhibitors with Innovative Products. Design & Construction Week is expected to draw more than 75,000 builders, remodelers, developers, architects and other industry professionals from over 100 countries. It will be the one place the entire building industry comes together in North America next year.
- Networking with Peers. Between IBS and KBIS, the anticipated number of exhibiting companies is expected to top 1,500. You'll see hundreds of new and improved products, and also have access to company representatives to ask questions and help you solve problems.

Go to [www.buildersshow.com](http://www.buildersshow.com) for more details!



### Subject: 2014 Budget Reduction

For Building Performance Consultants, Builders, Home Builder Associations and Affordable Housing Agencies.

The Public Service Commission recently announced a reduction to the 2014 Focus on Energy budget. This reduction will amount to a 14.77 percent reduction in the New Homes Program operating budget. While contemplating how to accommodate the budget reduction, we felt it was most important to minimize the impact to the building community, while maintaining the ability to run the program throughout 2014. Therefore, the following adjustments were made and will become effective on January 1, 2014.

- Substantial reductions to Marketing and Outreach
- Substantial reduction in Program Implementer (WECC) labor budget
- Elimination of all HBA Memberships
- Elimination of the Affordable Housing Program
- Reduction of Program Incentives. (See Table Below)

There will be homes that are going to be caught in transition. The program has a set incentive budget for 2013. We will process as many homes as possible until the 2013 incentive budget is exhausted. Any remaining homes will be processed in 2014 at the reduced incentive amounts reflected in table 1. In the event that this occurs we will let you know which of your homes are affected.

Incentive Eligibility A (Gas and Electric Utility Service)				
Level	Performance Incentives	2013 Incentive	2014 Incentive	Reduction
1	10% - 19.9% Better than code	\$200	\$150	\$50
2	20% - 29.9% Better than code	\$750	\$625	\$125
3	30% - 39.9% Better than code	\$1,000	\$850	\$150
4	40% - 100% Better than code	\$1,500	\$1,100	\$400
Incentive Eligibility B (Electric only Utility Service)				
Level	Performance Incentives	2013 Incentive	2014 Incentive	Reduction
1	10% - 19.9% Better than code	\$100	\$100	\$0
2	20% - 29.9% Better than code	\$200	\$150	\$50
3	30% - 39.9% Better than code	\$300	\$250	\$50
4	40% - 100% Better than code	\$400	\$350	\$50

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# THE MONDAY MORNING REVIEW



## **Uniform Dwelling Code Council approves WBA's wall bracing alternative**

Recently the Uniform Dwelling Code Council (UDC Council), the volunteer advisory council who helps the Department of Safety and Professional Services (DSPS) establish policies relating to the one and two family code in Wisconsin, approved the Wisconsin Builders Association's (WBA) suggested revisions to the

current wall bracing code.

This is an issue that has been on the top of the list of code revisions for the past several years for WBA members and will reduce the confusion and cost to comply with the wall bracing code.

A number of WBA members have been working with a building code consultant for the past year and a half to come up with an alternative to the current wall bracing code. In addition to the work done by WBA members the UDC Council and DSPS staff members also provided input on ways to improve the current wall bracing code.

The UDC Council, made up of builders, suppliers and inspectors, voted unanimously to approve the plan presented by WBA.

The final step in this process will be for DSPS staff members to put the finishing touches on this proposal and then make these changes in an emergency rule. WBA has asked the emergency rule be released and have a two month delay to become effective to give everyone a chance to review and learn the new wall bracing code.

This is another big victory for the WBA Advocacy efforts this session and we thank those members who have worked on this major code improvement for the past year and a half.

## **Biggest revisions in 20 years approved for DATCP 110**

On Tuesday, November 12 the Department of Agriculture, Trade and Consumer Protection (DATCP) Board unanimously approved the first major streamlining and modernization of DATCP 110, the rule that regulates remodeling projects, in 20 years.

WBA members and staff professionals have been working with DATCP officials for the past two and half years on this project. WBA also worked with members and staff professionals from the National Association of the Remodeling Industry (NARI) on these improvements as well.

This rule package must now be signed off on by Governor Walker and will also be sent to standing legislative committees in the state assembly and state senate for their review as well. After that review period the rule revision will go into effect, likely with a delayed effective date to give members an opportunity to learn the revisions and for contracts to be updated.

Some of the highlights of the rule revision include:

- Remodelers working on significant reconstruction projects would no longer be regulated under this proposed rule. DATCP 110 does not regulate new home construction but it does regulate home improvement projects. Under this proposal, major reconstructions – those projects where the price of the contract is greater than the assessed value of the preexisting structure -- would be treated like new home construction.
- A consumer will be given a notice explaining lien wavers before a contract is signed but unless asked specifically by the consumer the remodeler will no longer be mandated to provide lien wavers for contracts when the project is complete.
- Allows for greater use of technology, such as e-mail, text messages and smart phone apps, when dealing with change orders.
- Building permits need only be obtained before work on that portion of the project concerning the building permit. Otherwise, all required building permits must be obtained before any work is completed.
- Remodelers can provide written manufacturers' warranties at the conclusion of the work. Otherwise, written manufacturers' warranties must be provided at the time the product is installed.
- Under very limited circumstances, sellers can deviate from the written contract based on verbal agreements between the buyer and the remodeler.
- The remodeler cannot be held responsible for delays in contract performance if the remodeler can demonstrate that delay was caused by actions or inactions of the buyer, destructive acts of nature, or disruptive civil disorder.

We cannot thank DATCP Secretary Ben Brancel, Deputy Secretary Jeff Lyon, and Consumer Protection Administrator Sandy Chalmers and her staff enough for their efforts to work with WBA members and staff professionals.

## **Shoreland zoning after annexation work completed**

An item that has been on the WBA Advocacy agenda for 10 years finally was recently passed by both the state assembly and state senate with bipartisan support.

After working with State Senator Rob Cowles (R-Green

Bay) for the past two months on additional language to the original bill, we were able to get the amended bill passed by both houses on Tuesday, November 12. Two democratic state senators (Senators Cullen and Jauch) joined all 18 republican state senators for passage. Later in the day the state assembly moved the bill to Governor Walker's desk again with a bipartisan vote. 52 republican state representatives voted yes (2 absent, 3 vacancies) and 2 assembly democrats went against the rest of counterparts by voting yes (Representatives Kahl, Doyle, Vruwink and Smith).

Thank you to the many members who served as a sounding board on the substitute amendment and help with advice to make sure we were able to strike a good balance that is a huge improvement to the hodgepodge of current regulations on shoreland area annexed by a city or village.

### **Vested Rights bill passes both houses as well**

Every once in a while the legislative caucuses in each house have a difference of opinion and those usually breakdown on party lines. Recently senate democrats and assembly democrats had a very different opinion of the vesting rights bill that WBA supported.

In the state senate, the bill passed on partisan lines with all GOP members voting yes and all democrat members voting no. Later in the day the state assembly concurred in the action of the state senate on the vested right bill with all 93 members of the state assembly, republican and democrat, voting in favor of the measure.

At the end of the day the legislature voted to support a bill supported by WBA that will give members a much clearer picture of the playing field that lies ahead once they apply for a permit in the future.

### **IRC provides guidance for UDC improvement on stair guards**

One other provision that was approved by the Uniform Dwelling Code Council recently was a recommendation to improve the code language on stair guard spacing.

On a 6-1 vote the council approved Wisconsin moving to similar language to what is currently in the International Residential Code (IRC) pertaining to guards on stairs: "guards on the open side of stairs shall not have openings which allow passage of a 4 3/8 sphere inches in diameter"

This is an improvement on the current UDC language which states 4 inches and will be moved as a large package of code changes to the UDC in 2014.

### **Walker fundraiser update**

Our recent fundraiser for Governor Walker was able to send over \$35,000 in contributions from members across the state to the Builders Direct Fund Conduit and then to Governor Walker's re-election campaign.

In addition to the individual contributions the WBA Executive Committee recently also approved an expenditure of just under \$1000 from the Building A Better Wisconsin Political Action Committee to pay the expense associated with the fundraising event.

Between individual contributions and those from the

BBW-PAC just under \$37,000 was donated to Governor Walker's re-election effort!

Thank you again to everyone for your generous donations and for team effort between WBA staff professionals and staff professionals from across the state working at local HBAs to encourage member involvement in the Walker re-election effort!

### **DNR Secretary appointment bill returns**

Just a few sessions ago, when democrats controlled all levels of state government, a bill was passed that would have changed the appointment of the DNR Secretary from that of the governor to the DNR Board. Had it not been for the veto of the bill by then Governor Jim Doyle, this would have become the law of the land.

One of the mistakes groups like WBA made in the past was not putting enough effort into fighting the bill when its passage was not likely.

With that lesson now learned we again registered against the bill (Senate Bill 388) this session.

It is unlikely this bill ever sees the light of day, but in an effort to make sure it doesn't, it is critical to keep reminding those in the legislature that this is a bad public policy change and that we continue to oppose it.

Brad Boycks

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

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*Our newsletter is distributed to over 500 different individuals which means this is an opportunity for your company advertisement to be viewed!*

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