

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association

FEBRUARY 2014
VOLUME 35 - ISSUE 2

THE SHOW IS ON!!

Yes, the Wausau Area Builders Association Home Show is nearly upon us. It will be February 26-28 at The Central Wisconsin Convention and Expo Center.

We will have presenters of informational seminars to be held during the show, by various professionals from our community. They are all original, no repeats!

Along with a slight change in show dates, we also have a new event on Saturday night where we are hosting a PM type event for our Exhibitors, WABA members, and special guests. Our show hours are Friday 4-8, Saturday 9-5, Sunday 9-4. The show is also larger this year due to increased interest, so



there will be exhibitors in the Ballroom as well as the Exhibit Hall. There are still a few spots left, get your reservations in by going to our website, and under Home Show select the link for the booth registration process. You will see our new exciting layout,

exhibitors that are registered, and be able to select your own booth. www.wausauareabuilders.com.

The Home Show is one of the major fund raisers for YOUR association. Your participation will show your support as well as help you grow your business. If you are not an exhibitor, please come to visit.

We have worked hard to get the word out to the public about the show, so please give us your feedback on the advertising that we are running in January and February to promote this event.

This is second year we will be doing a Promotional book for the show to highlight our event. The ad deadline has passed, and we will be producing this product to be distributed to the public when they attend the show. The idea is to put our members, and exhibitor information in something that people will hang on to.

For those of you who are exhibitors, feel free to check the site for your spot. Most original requests have remained intact. Please contact me directly if you have any questions.

*Russ Utech, Chairman, WABA Home Show Committee
russu@ausauareabuilders.com or 715-571-9332*



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



Here comes February.

January sped right by, but we worked in a great Annual Awards program and still finished up in time to enjoy the Packer Game and Party at the Elks Lodge. Congratulations to the award winners, and thank you to the recipients of recognitions for participation in the last year.

Before you all know it, the Home Show will be in the news! 2016 will be an exciting year, with some notable changes for the Show. We are doing more than ever to reach out to the public and provide opportunities to join us at our events and get to know our members. We will also be hosting a PM type event that all of you as members will be invited to, watch for details.

It is also a great opportunity to showcase your business to the public. Remember, it is easier to keep your funnel full, than to start over when it is empty.

If any of you traveled to the IBS in January, we would love to hear about your trip in the next newsletter, please let me know if you went.

We have great meeting coming up in February, watch for your invitation, and come join your friends and business associates.

We have a few committee openings available yet for 2016, so if you have desire to learn more about your organization, contact myself or Carolyn, and we can connect you with the topic you are most interested in.

With the success of our programs the last few years we are undertaking a renewed promotion for membership growth with a bonus plan where any member can receive \$100 for sponsoring a new BUILDER member. Share your enthusiasm with the next Builder you do business with and bring them to our next meeting as a guest.

Thank you!

Russ Utech, WABA President



MEMBER INFORMATION

NEW MEMBERS

*ABT Foundation Solutions, Inc.
A-K Design Professionals LLC
Amerhart
BlueLinx Corporation
Automated Products, Inc.
Russ Utech
Inner Piece Interiors*

RENEWING

*Wisconsin Building Supply
Maximum Flow Seamless Gutters
Olde Iron Shoppe LLC
Modern Builders
Intercity State Bank
Alpine Insulation*

NEW APPLICATIONS

*Seth Jozwiak Construction
Kowalski Masonry*

JOKE OF THE MONTH

After 20 years of marriage, a couple was lying in bed one evening, when the wife felt her husband begin to touch her in ways he hadn't in quite some time.

It almost tickled as his fingers started at her neck, and then began moving down past the small of her back. He then slid his hand across her shoulders and neck, slowly worked it down one side, then the other, stopping just over her lower stomach.

He then proceeded to place his hand on her left inner arm, caressed downward again, working down her side, passed gently over and then in between her buttock and down her leg to her calf. Then, he proceeded up her inner thigh, stopping just at the uppermost portion of her leg. He continued in the same manner on her right side, then suddenly stopped, rolled over and became silent.

As she had become quite aroused by this caressing, she asked in a loving voice, 'That was wonderful. Why did you stop?'

'I found the remote,' he said.

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**REMINDER TO ALL BUILDERS WITH A HOME
IN THE PARADE OF HOMES THIS YEAR:
YOUR CONTRACTS, CHECKS &
CERTIFICATE OF INSURANCE
ARE DUE FRI., FEB. 5TH!**

KOLBE PROMOTES BRYAN KUJAWA TO NATIONAL SALES MANAGER



Kolbe Windows & Doors has named Bryan Kujawa as the company's national sales manager. He will oversee and work closely with Kolbe's regional sales managers. Together, they will support customers' residential and commercial building projects.

Kujawa began his career at Kolbe in 1991. He worked at the main plant in Wausau, Wisconsin, where he learned hands-on about Kolbe's products. In 1996, he was promoted to estimator in the customer support department and then to supervisor. He specialized in Kolbe's door products for nearly four years before transitioning into sales.

In 2003, Kujawa moved to the Pacific Northwest where he worked as a regional sales manager for

12 years. He also is an alumnus of Oregon's Marylhurst University (MU), where he was inducted into Sigma Beta Delta International Honor Society and served as vice president of MΩ (Mu Omega), the university's chapter of Alpha Sigma Lambda National Honor Society. In addition to his bachelor's in business and leadership from MU, he also earned certifications in human resources, business management, and conflict resolution and mediation.

Most recently, Kujawa returned to the Midwest to work in sales at the Kolbe Gallery Twin Cities in Minnesota. "Bryan has done an excellent job building relationships with the architectural community in the Minneapolis and St. Paul area. He also has called on key builders in that market area," said Bob Kasten, vice president of sales.

Kasten continued, "Bryan has excelled in all of the positions that he has held at Kolbe. He will be an excellent addition to the Kolbe management team."

NOW ACCEPTING SCHOLARSHIP APPLICATIONS

NEW THIS YEAR. ALL APPLICATIONS WILL ONLY BE ACCEPTED ONLINE!

Go to the website: www.cfncw.org. Once there click on apply now in the top right corner.

That brings you to the Grants & Scholarships page .. click on the Scholarships button on the left side. That brings you to all scholarships. Look for the Wausau Area Builders Scholarship and hit apply online.

We recently extended our Scholarships to include the NTC Residential Building Program and have awarded 4 Scholarships at our Awards Banquet this past Month.

**DEADLINE FOR THIS
SCHOLARSHIP IS MARCH 1, 2016!!**

FEBRUARY

2016

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



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MARCH

2016

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

What's in a name?



In our case, quite a bit.

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THE MONDAY MORNING REVIEW



SIGN UP WITH YOUR LOCAL TO ATTEND BUSINESS DAY IN MADISON 2016

WBA is again partnering with a number of different businesses and associations to participate in Business Day in Madison 2016 on Wednesday, February 24, 2016. The event will take place at the Monona Terrace in downtown Madison, and will serve as our last chance to talk with legislators on

public policy items before session is adjourned for the year, likely in early to mid-March.

We will kick the day off with an issue briefing to get members up to speed on issues we are still working to close out this legislative session. After the briefing, those in attendance will be treated to a number of speakers including senior writer at The Weekly Standard Stephen Hayes, Futurist Ken Gronback, Governor Scott Walker, and keynote speaker and host of CNBC's "Kudlow and Company" Larry Kudlow (please note, this is a change from early information sent out on Business Day 2016). The day will also feature a light breakfast and full lunch, and members will have an opportunity to visit their member of the state assembly/state senate at the Capitol to advocate for better housing policies.

WBA is defraying \$10 of the cost of each ticket for members, bringing down the total cost to attend to \$130/member. You can also check with your local association about defraying costs, as many will pick up some or all of the ticket price.

The WBA is working with each local association to sign members up for this event. So, if you want to attend this event in 2016, we ask that you sign up with your local association and they will then contact the WBA to register for the event. WBA staff will be reaching out and working with local HBA staff members on this process prior to registering all WBA members for the event.

With the help of our partners and local HBAs, we are working to recruit and register members to attend Business Day in Madison 2016. Hope to see you there!

WHEN: February 24th, 2016 - 7:30 AM - 4:00 PM

WHERE: Monona Terrace Community & Convention, Madison

COST: \$130/member

Keynote Speaker Biography: Mr. Kudlow is host of CNBC's primetime "Kudlow & Company," which airs nightly from 7 p.m. to 8 p.m. He is also the host of "The Larry Kudlow Show" on WABC Radio on Saturdays from 10:00 a.m. to 1:00 p.m.

Mr. Kudlow is a nationally syndicated columnist. He is a contributing editor of National Review magazine, as well as a columnist and economics editor for National Review Online. He is the author of "American Abundance: The New Economic and Moral Prosperity," published by Forbes in January 1998.

For many years Mr. Kudlow served as chief economist for a

number of Wall Street firms. He was a member of the Bush-Cheney Transition Advisory Committee. During President Reagan's first term, Mr. Kudlow was the associate director for economics and planning, Office of Management and Budget, Executive Office of the President, where he was engaged in the development of the administration's economic and budget policy.

Mr. Kudlow began his career as a staff economist at the Federal Reserve Bank of New York, working in the areas of domestic open market operations and bank supervision.

CAMPAIGN FINANCE REFORM LEGISLATION SIGNED INTO LAW

Recently Governor Scott Walker signed a bill into law that made sweeping changes to our state's campaign finance laws. The WBA has been a part of a coalitional effort tracking these changes, using BLAR funds (Builders Legal Action and Research) to engage a national election law expert who is navigating the changes in legislation, making sure it does not adversely affect your collective voice from being heard.

With the passage of the bill that is now 2015 Wisconsin Act 117, we will be studying all of the changes to determine if we need to adjust the way we fundraise and spend political dollars in the future.

For a brief summary of the highlights of the legislation, click [here](#).

HEARING HELD ON CREDENTIAL CHECK BILL

Recently committees in the state assembly and state senate held public hearings on our efforts to assure that local municipalities are checking the DSPS credential of contractors wishing to pull a building permit. Assembly Bill 571 was recently introduced by lead authors Representative John Jagler and Senator Luther Olsen.

The public hearings saw no opposition to the bill by committee members or interested groups. The Wisconsin League of Municipalities testified for information only on the bill in the assembly committee.

Since the introduction on these proposals, authored by Senator Luther Olsen and Representative John Jagler, we have been in close contact with officials from The Wisconsin League of Municipalities, the Wisconsin Towns Association, and the Wisconsin Code Officials Alliance to improve the bill. We have been busy working on improvements to the bill that will phase in a process where one- and two-family building permits would be submitted to DSPS each month and would require additional information on the forms (codifying current practice to include the contractor credential number and adding the expiration date of that credential).

The goal is to have any agreed upon changes completed soon, which would be included in an amendment to both the senate and assembly bill before it is voted out of committee.

The above-mentioned process is a great example of a proposal getting improved after a public hearing and working with interested parties to hopefully find consensus on an important public policy change.

SOIL LOSS & SEDIMENT DISCHARGE CALCULATIONS FOR CONSTRUCTION SITES

From the Wisconsin Department of Natural Resources (DNR): Beginning Friday, January 1, 2016, applicants submitting a Water Resources Application for Project Permits (WRAPP) for coverage under the construction site storm water permit must submit the results of the soil loss and sediment discharge calculations in a summary report. The summary report is to be attached as part of the application using the ePermitting system.

The Soil Loss and Sediment Discharge Calculation Tool was developed to provide direction and assistance to Department staff, developers, municipalities and consultants. The guidance document establishes a procedure to document compliance with the 5 tons per acre per year sediment performance standard for construction sites pursuant to s. NR 151.11, Wis. Adm. Code.

On October 22, 2015, the DNR held an informational webinar to provide an overview of the guidance, explain the calculation tool, and provide documentation requirements in the application for permit coverage. The webinar can be accessed on the Construction Site Storm Water Permits webpage.

TAX EXTENDERS BILL: WHAT THE HOUSING INDUSTRY NEEDS TO KNOW

From NAHB: As Congress looked to wrap up its work for 2015, a bipartisan agreement was reached on two key pieces of legislation: an omnibus spending bill to fund the federal government and a more than \$600 billion bipartisan tax bill that extends a number of tax policies, including some related to housing, construction and real estate. Some extensions are made on a permanent basis, and many of the changes are retroactive for 2015.

Given the importance of these programs, the tax bill offers good news for the housing industry as we head into 2016.

The following extensions are part of the legislation:

- Deduction for Mortgage Insurance. Allows taxpayers, subject to an income cap beginning at \$100,000, to deduct premiums paid for private mortgage insurance and FHA/RHA/VA insurance premiums. The deduction is extended through the end of 2016 and is expected to save homeowners \$1.3 billion for tax year 2015.
- Section 45L Tax Credit for Energy Efficient New Homes. Provides builders a \$2,000 tax credit for the construction of homes exceeding heating and cooling energy standards by 50%. The base energy code is the 2006 International Energy Conservation Code plus supplements. Builders must have tax basis in the home to claim the credit (i.e. must own and then sell/lease the residence). Section 45L is expected to save home builders \$361 million in taxes for tax year 2015.
- Makes Permanent the Fixed Credit Rate for 9% Low Income Housing Tax Credit projects. The bill makes permanent the 9% LIHTC fixed rate, which simplifies the housing credit program. The permanent 9% rate will provide builders certainty and improve the flow of equity into developments. This is a significant victory for the affordable housing community.
- Section 179 Small Business Expensing. Permanently extends small business expensing limitation and phase-out amounts for Section 179. Current law allows small businesses to immediately write off \$25,000 of qualifying property, which is phased out for total investments above \$200,000. The bill increases the expensing limit to \$500,000 with a \$2 million phase-out and indexes both for inflation. The bill also allows HVAC systems

placed in service after 2015 to be eligible for expensing.

- Section 25C Tax Credit for Qualified Energy Efficiency Improvements. This policy offers a credit worth up to \$500 (subject to a \$500 lifetime cap), with lower caps for certain products like windows, for consumers to install qualified energy-efficient upgrades. The credit is extended through 2016, with some updates for qualifying requirements. Remodelers often leverage 25C tax credits when working with clients. Section 25C is expected to save home owners who remodel \$826 million in taxes for tax year 2015.
- Section 25D Tax Credit for Power Production Property. This program offers a 30% tax credit for the installation of solar panels, wind turbines, geothermal heat pumps and fuel cells in new or existing homes. The legislation extends the solar tax credit through 2021, although under a new phase-out regime. The 30% credit becomes a 26% credit in 2020, a 22% credit in 2021, and then expires. Section 25D is expected to save home owners \$869 million for tax year 2017 (under prior law the credit was scheduled to expire at the end of 2016).
- Mortgage Forgiveness Tax Relief. The provision eliminates any taxes home owners might face due to renegotiating the terms of a home loan, which result in forgiving or canceling a portion of the outstanding mortgage, particularly in connection with short sales. It applies only to principal residences and is extended for 2015 and 2016. The exclusion is also modified to debt discharged in 2017 if the discharge is pursuant to a written agreement entered into in 2016. This extension is expected to save home owners \$3.3 billion for tax year 2015.
- Section 179D Energy Efficient Commercial Buildings Deduction. Provides a deduction up to \$1.80 per square foot for commercial buildings, including multifamily buildings, that exceed specific energy efficiency requirements under ASHRAE 2007. The legislation extends the deduction through 2016 and modifies the qualifying requirements.
- Bonus Depreciation. Extends and phases-out bonus depreciation (partial expensing) for property acquired and placed in service during 2015 through 2019. The bonus depreciation percentage is 50% for property placed in service in 2015, 2016, and 2017, dropping to 40% in 2018 and 30% in 2019. Bonus depreciation applies to qualified property with a recovery period of 20 years or less.

Other notable tax changes in the bill include a five-year extension of the New Markets Tax Credit program and a permanent extension of the state and local sales tax deduction (claimed in lieu of the income tax deduction).

Finally, it is also worth noting that compared to past years, when the "tax extenders" legislation typically offered just two-year extensions, this legislation makes some policies permanent. Combined with a prior bill that made a permanent fix to the AMT rules, this legislation will change the political dynamic regarding future extension efforts. It can also be seen as a step forward for tax reform by adding some tax rules to the present law baseline.

Brad Boycks
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85 EXHIBITS

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Any member who recruits a builder member receives \$100. Applications are accepted starting today. Final applications filed in May including 1st year dues payment have to be presented to the board for approval by the May board meeting on 5/17/16. This drive is only eligible for “New Builder Members” which means they have not been a WABA member in good standing for a minimum of 3 months and must be approved by the Board of Directors before their membership will go into effect.

Applications available at the WABA Office or Online at www.wausauareabuilders.com

Incoming President



Pam Jewell swearing in Russ Utech for his 2016 president term.

Builder of the Year



Lori Stevenson, Prime Design Construction receives the 2015 Builder of the Year.

Associate of the Year



Russ Utech receives the 2015 Associate of the Year from our 2013 Associate of the Year, Gloria Fenhaus.

HIGHLIGHTS *from the Awards Banquet*

Photos courtesy of Kyle VanOrder





Pam Jewell, WBA President swearing in the 2016 officers.

Scholarships Awarded



*Thank you to those who have served
on a committee and also to those who have just joined!*



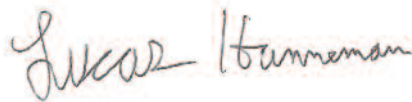
Scholarship Thank You

Dear Mr. Jerry Jarosz

I am very grateful that I was chosen to receive the Wausau Area Builders Association Scholarship. This scholarship will help pay for my second semester tuition and to help pay for the needed books. I am currently in the Residential Building program at NTC at the Wausau Campus. The program is a really great course. A lot of hands on learning, teaches you a lot of great information about building. Also makes you pretty excited to go out and start building.

Once again, thank you so much for this scholarship. You have no idea how much this means to me. I really do appreciate your generous contribution to my education. I hope to see you at the Wausau Area Builders Association Christmas party on January 16th.

Sincerely,



Lucas Hannemann

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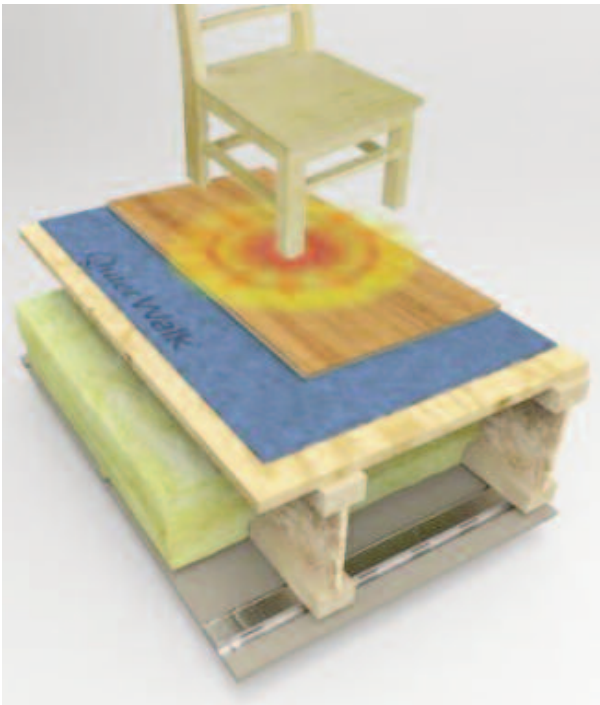
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PRODUCT NEWS

Article courtesy of NAHB Housing Headlines

5 ways to improve sound control between floors in multi family housing



When addressing sound abatement for multi-family housing, products that enable buffering noise will make the building owners, building management, and tenants all a lot happier. Here are five ways to improve noise control between floors:

1. Wrap pipes and ducts in acoustic barrier insulation
2. Add acoustic seal to hallway doors
3. Stagger placement of electric outlets on walls in adjacent apartments
4. Avoid high hats and other in-ceiling lights in rooms where there is a neighbor overhead.

Install floating floors, which isolate noise by absorbing and blocking sound. Underlayment with sound capabilities will help quiet impact noise and footfall as well as dampen ambient sound in the room in which it is installed. It will also inhibit voices, TV, music, and other airborne sound from traveling to the floor below. For example, QuietWalk® fiber underlayment is designed especially for floating wood and laminate floors. The VOC-free acoustic underlayment, which is manufactured from at least 94% recycled textile and carpet fibers, features randomly air-laid filaments that create a capillary effect to cushion the floor, absorb sound, and help make laminate floors sound more like solid wood. With a 1.5 mil vapor barrier, QuietWalk also provides excellent moisture management. www.quietwalk.com

UPCOMING EVENTS

PLEASE SAVE THESE DATES (watch your inbox for online registration)

MARCH 17, 2016: Dinner Meeting, Hoffman House Restaurant

The March Dinner Meeting will be held on St. Patrick's Day on Thursday, March 17th, 2016 @ The Beautiful Hoffman House Restaurant! (located @ The Best Western Midway Hotel/ 2901 Hummingbird Road Wausau) 6 PM Cocktails-Cash Bar / 7 PM Dinner) Gloria has arranged to have complimentary "Bull Falls 5 Star Beer" setup for your pleasure! Chef will be preparing a wonderful dinner featuring all of your St. Patrick's Day Favorites! Flavorful Corned Beef & Cabbage served with Parsley Buttered Red Potatoes, Fresh Carrots, Dinner Rolls & Butter, with Fresh Tossed Four Leaf Salad with Accompaniments! And what's dinner without dessert?? A "Special Sweet St. Patty's Day Dessert" will be served also...along with Freshly Brewed Coffee, Iced Tea or Lemonade! YUM! You don't want to miss this one! Especially when it's INCLUDED in your membership for The WABA! Watch for your email later & get your reservation in! You're gonna love it! Also mark your calendar for the "SILENT AUCTION DINNER MEETING" to be held on Thursday, April 21st, 2016 @ The Beautiful Great Dane Pub & Brewing Company! More details later on this wonderful event!

JUNE 7-12, 2016: Parade of Homes

Wausau Area Builders Association Members! Member to Member Discounts

"The Membership Committee is seeking your help to increase the benefits of a WABA membership by starting a Member to Member Discount section in the monthly newsletter. Is there a discount that you currently offer or would be willing to start offering to fellow WABA members? Member to Member discounts can help to grow an association in many ways. By contributing to this practice you will increase your network of Builders and Associates, increase your exposure through free marketing in the newsletter and increase your sales. Please take part in this exciting new promotion by sending in this completed form.

Thanks, WABA Membership Committee"

- Add value for all WABA members
- Increase potential business opportunities
- Support the Shelter Industry

If you would be interested in a complimentary listing on our Member to Member Discount page, please complete & return.

Name of Business: _____

Contact Name: _____

Phone: _____

E-mail: _____

My business would like to offer the following discount for products and services to WABA members:

Return to: Carolyn@wausauareabuilders.com, 801 S. 24th Avenue, Wausau, WI 54401

Information Needed for Upcoming Seminars

"Gannett Wisconsin Media has made a very gracious offer to the WABA to host a number of seminars this year on the topic of Digital Marketing. In order to give our members the most benefit possible out of these seminars the people from Gannett Wisconsin Media produced a short survey that we would like you to answer. Thank you for your assistance with this and be on the lookout for more information about these seminars in the near future.

Please go to this link to fill out the survey: <https://www.surveymonkey.com/r/WX53CWS>

Thanks, WABA Membership Committee"

It's time for a GREAT ITALIAN MEAL!! Their own Italian Salad & Garlic Bread (also Iozzo's own recipe/ and baked right there!) will start @ 7 PM. Then a scrumptious dinner of "Chicken & Broccoli Alfredo" served over tender fettuccine pasta, and garnished with toasted almonds & tomatoes! Rumor also has it...that your Event Coordinator Gloria, has arranged for dessert to be included! Yummy!

A "Special Presentation" from The Marathon County Sheriff's Department, with Officer Deiler ... and he will be bringing K9 Officer "Leo"...to demonstrate what this amazing officer can do!!

MEMBERSHIP DINNER MEETING

**THURSDAY, FEBRUARY 18
AT IOZZO'S RISTORANTE**

3115 Camp Phillips Road, Wausau, WI

Cocktails at 6:00 pm | Dinner at 7:00 pm

Complimentary FREE Beer

RESERVATIONS ARE MANDATORY. DEADLINE IS FEBRUARY 12

Call 715-842-9510 or watch for an email with an RSVP link.

One meal per membership is free, additional meals are \$15.00 (No-Shows will be billed)

