

# LET'S LEVEL

*the Official Publication of the Wausau Area Builders Association*

**FEBRUARY 2015  
VOLUME 34 - ISSUE 2**

**REMINDER TO ALL BUILDERS  
WITH A HOME IN THE PARADE  
OF HOMES THIS YEAR: YOUR  
CONTRACTS, CHECKS AND  
CERTIFICATE OF INSURANCE  
ARE DUE FRI., FEB. 6TH!**

## THE SHOW IS ON!!

Yes, the Wausau Area Builders Association Home and Garden Expo is nearly upon us. February 6-8 at The Central Wisconsin Convention and Expo Center.

We are still looking for presenters of informational seminars to be held during the show, by various professionals from our community. They are all original, no repeats! Would you like to share your expertise with the public?



We also have new show hours, which are Friday 4-8, Saturday 9-5, Sunday 9-4.

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](http://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 to promote this event.

This is also the first 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. It may not be as big as the Parade book, but 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](mailto:russu@ausauareabuilders.com) or 715-571-9332



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

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Scholarship ..... Jerry Jarosz  
Golf Outing ..... Jerry Jarosz  
Sporting Clay ..... Larry Meyer  
Website ..... Warren Pope  
Facebook ..... Kyle VanOrder

#### 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



I am asking everyone to help find new members. One way to help build membership, you can bring a new prospective member to the dinner meeting free of charge for their first meeting.

My challenge to everyone in our association is to see if we can gain 5 more new builder members this year. For every new builder member you sponsor, I will buy you 2 drink at a monthly meeting. Once we hit 6 new members, I will purchase a

quarter barrel of beer for all to enjoy at a dinner meeting.

Winter is moving in the right direction. Before you know it the boat and cycle will be in use again.

Congratulations to Alex Forer for Builder of the year and Kristin Flamang for Associate of the year. They both have been a great asset to the operation of our organization. Thanks for your help and dedication.

February 6, 7, and 8 are the dates for the New 2015 Home and Garden Expo at the Central Wisconsin Convention and Expo Center – formally the Patriot Center. Your support is needed by volunteering to help at the show or by just attending and seeing what is being displayed. Russ and his crew have been working hard to make it a success again this year. There is a need for additional help on the Home Show committee. Please contact Carolyn at 715-842-9510 or Sid at 715-571-5490.

The February dinner meeting is at the Elk's Club. A representative from the DOT will be providing helpful information we should all know with the laws that affect us concerning trucks and trailers on the road.

*Sid Sorensen, WABA President*



*We would like to extend our well wishes to Dave Kautza for a speedy recovery!*





## RENEWING

*Old School Painting, LLC  
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Inspect It Right Home Inspections  
Daily Herald Media  
Greenleaf Consulting*

## RENEWING

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Wierzbza Insulation  
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## BOARD APPROVAL

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## SORRY TO SEE YOU GO

*Thanks for keeping this blank this month!*



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<http://ecw.org/betterbuildingswi/home>

## **NOW ACCEPTING SCHOLARSHIP APPLICATIONS**

New this year. All applications will only be accepted online!

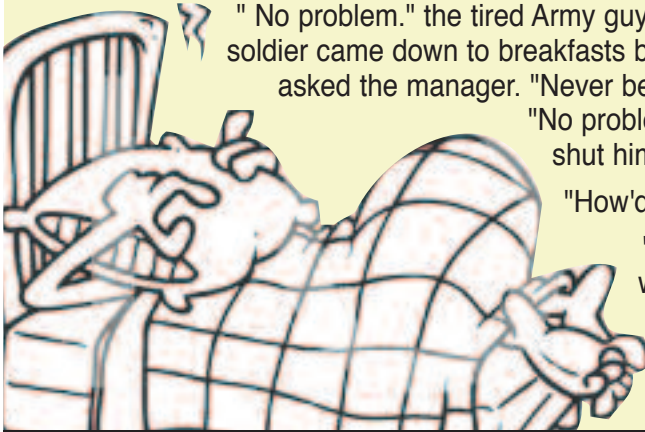
Go to the website: [www.cfoncw.org](http://www.cfoncw.org). Once there click on apply now in the top right corner. That brings you to the Grants & Scholarships page .. click on the Scholarships button on the left side. That brings you to all scholarships. Look for the Wausau Area Builders Scholarship and hit apply online.

***DEADLINE FOR THIS  
SCHOLARSHIP IS MARCH 1, 2015!!***



# JOKE OF THE MONTH

By the time the soldier pulled into the little town, every hotel room was taken. "You've got to have a room somewhere", he pleaded with a proprietor. "Well, I do have a double room with one occupant, but he is an Air Force guy" admitted the manager, and he might be glad to split the cost. But to tell you the truth, he snores so loudly that people in adjoining rooms have complained in the past. I'm not sure it'd be worth it to you.



"No problem." the tired Army guy assured him, "I'll take it." The next morning the soldier came down to breakfasts bright-eyed and bushy tailed. "How'd you sleep?" asked the manager. "Never better", said the soldier. The manager was impressed. "No problem with the other guy snoring all night long?" "No, I shut him up in no time", explained the soldier.

"How'd you manage that?" asked the proprietor.

"Well, he was already in bed, snoring away, when I walked into the room, so I gave him a kiss on the cheek" explained the soldier. "Then, I whispered in his ear 'Good night beautiful', and he sat up all night watching me."

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\* Calculated based on average projected energy savings in a computer simulation using Lawrence Berkeley National Laboratory ResNet 5.0 standard criteria for a 2,000-square-foot home when comparing a Pella 350 Series Advanced Low-E with argon triple-pane vinyl window to a single-pane vinyl window. © 2011 Pella Corporation

## *Builder of the Year*



Alex Forer, Larry Meyer Construction Co., Inc. (r)  
receives the 2014 Builder of the Year from our  
2013 Builder of the Year, Tony Sorensen.

## *Associate of the Year*



Kristin Flamang, Paradise Solutions (r)  
receives the 2014 Associate of the Year from our  
2013 Associate of the Year, Gloria Fenhaus.

# HIGHLIGHTS

*from the Awards Banquet*

Photos courtesy of Kyle VanOrder





## *500 Spike Award*



*Larry Meyer presenting a certificate to Dan Sillars for his 500 Spike Award.*

## *Outgoing President*



*Tony Sorensen presenting Larry Meyer with his certificate for his 2014 presidency.*

## *Incoming President*



*Larry Meyer handing over the gavel to new incoming President, Sid Sorensen.*

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



# FEBRUARY

# 2015

SUN	MON	TUE	WED	THU	FRI	SAT
<b>1</b>	<b>2</b>	<b>3</b> POH Committee Meeting - 12:30 pm Home Show Committee Meeting - 4:00 pm	<b>4</b>	<b>5</b> Board Packets Sent - 5:00 pm	<b>6</b>	<b>7</b>
<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>
<b>15</b>	<b>16</b> Feb. Membership Renewals Due	<b>17</b> BOARD MEETING - 4 pm	<b>18</b>	<b>19</b> Membership Dinner	<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>



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# MARCH

# 2015

SUN	MON	TUE	WED	THU	FRI	SAT
<b>1</b>	<b>2</b>	<b>3</b> POH Committee Meeting - 12:30 pm Home Show Committee Meeting - 4:00 pm	<b>4</b>	<b>5</b> Board Packets Sent - 5:00 pm	<b>6</b>	<b>7</b>
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<b>29</b>	<b>30</b>	<b>31</b>				

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# THE MONDAY MORNING REVIEW



## **THE GREATEST NUMBER OF LOCALS MET FUNDRAISING GOAL SINCE 2006**

In 2014, 14 local associations met, or in many cases greatly exceeded, their 2014 fundraising goal. This is the best fundraising year in terms of locals making and exceeding their yearly fundraising goal since 2006.

This is great news and a huge thank you to all of the members and local HBA staff who worked so hard to promote [buildersdirectfund.com](http://buildersdirectfund.com) as a giving option and for planning and holding fundraising events at local associations.

The goal for 2015 is to work with local associations who did not reach their goal in recent years to see if we can work together on starting to be more aggressive in political fundraising during the next year.

We presented awards to each of the following locals that made their 2014 fundraising goal at the recent Advocacy Group meeting on Friday, January 16, 2015 at the Kalahari Convention Center in Wisconsin Dells: Brown County HBA, Chippewa Valley HBA, Golden Sands HBA, Heart of the North HBA, Madison Area BA, Manitowoc County HBA, Metropolitan BA, Mid-Shores HBA, Northland Area BA, Racine-Kenosha BA, South Central Wisconsin BA, St. Croix Valley HBA, Wausau Area BA, and Winnebago HBA.

Finally, the total WBA expenditures when you include PAC, conduit and grassroots lobbying dollars is in excess of \$470,000 for 2013-2014.

## **PROBLEM SOLVED: LACK OF ONLINE PAY OPTIONS AT DSPS**

During a recent meeting with members and staff of the Brown County Home Builders Association, we were made aware of an issue dealing with online payments at the Department of Safety and Professional Services (DSPS). The problem dealt with individuals who have an expired credential not being able to pay the fee using the DSPS online system.

After being made aware of this issue, we were immediately in contact with high level staff at DSPS who

quickly looked into the problem. Within a few days DSPS responded by saying that this was an oversight on the website that will be fixed in one week. All postcards that are sent to credential holders will be updated with the online pay information and all forms used by DSPS will be updated to indicate the online pay function. Finally, they added that if members needed to renew between now and when the website is updated, they could contact DSPS to take a credit card number over the phone to resolve the issue.

This again shows the importance of what clear lines of communication between the members and staff on the local and state level can do to resolve an issue to help members across the state.

If there are other issues dealing with making a payment or any other customer service issues when dealing with DSPS, please let me know ASAP so we can work with DSPS staff to address the issue.

## **DNR WORKING ON "TURBO TAX" LIKE SOFTWARE FOR PERMITTING**

Recently high ranking staff members at the Wisconsin Department of Natural Resources (DNR) held a "Small Business Roundtable" discussion to discuss a number of key issues that the department is involved in and to take input from DNR stakeholders.

One important issue for the housing and development industry that was presented during the roundtable was the concept of e-permitting and streamlining the permitting process. The concept was described as a "Turbo Tax" like system that would walk the permit applicant through a series of steps and questions to make sure they can quickly and easily apply for each permit or permits they need to complete their project.

Another function of the proposed software would allow the applicant to be able to track the progress of each permit in real time with updates being provided by the DNR staff member that is working on the application.

This concept is still in the early stages of development and likely would need to be funded in the next state budget but the concepts that were talked about recently would be a big step in the right direction.

We may also be reaching out to developers and consultants who work with the DNR on the various permits needed to do a development to do beta testing of this new



software at DNR before it is fully launched to the public.

### UPDATE ON CHANGES TO BUILDER EDUCATION

Since January 2014 we have spent a lot of time talking about the issue of builder education and the way that municipalities check credentials when builders and remodelers pull building permits. In October, the WBA Board of Directors signed off on a plan that would require certain topic areas that would be required within the 12 credits and also called for better enforcement on the local level.

After passage of those provisions, we started to get some feedback from some members on the credit portion of our plan. After some discussion with members and WBA leadership, we have decided to put those efforts on hold for now and just focus on the local enforcement side of the equation.

We are currently working on drafting legislation that will require that the number and expiration date of the contractor be placed on each building permit form, will require municipalities to send a report to DSPS each year showing what contractors pulled a building permit and their current credential number and expiration date, and finally will require withholding 1% of shared revenue payments to municipalities who do not supply the report each year.

Since we started talking about this important issue a year ago, the one piece that everyone overwhelmingly agreed with is that we need to make sure every municipality, large and small, is checking to make sure those who pull building permits have a valid credential before they are issued.

### SIGN UP FOR DSPS LIST SERVE

Several years ago, the then Department of Commerce had an active e-mail list serve to make sure the public was well informed on issues within the department. Now the Department of Safety and Professional Services (DSPS) has launched an opt-in system where you can self-select what areas you would like to receive updates on from the department.

Simply click here and select the areas that you wish to receive updates from the department. You will then receive a confirmation e-mail to confirm you want to receive e-mails on those topics.

### WALKER BRINGS IN FORMER RPW HEAD AS SENIOR ADVISOR

After Governor Walker's inauguration on January 5, it was learned that the Walker campaign had brought on board a "senior advisor" to help the campaign in the weeks and months to come. That senior advisor is Rick Wiley, who started his career in the mid to late 1990s as a staff

member in the Wisconsin State Assembly and later went on to head the Republican Party of Wisconsin.

Wiley also went on to work on the presidential campaign of former New York City Mayor Rudy Giuliani and most recently worked on the successful campaign of now U.S. Senator Joni Ernst in the key primary state of Iowa.

It was reported that Wiley has been working with Governor Walker's team for the last month and that if Walker decides to formally announce, that Wiley would take on the roll as campaign manager.

Brad Boycks

WBA Director of Government and Political Affairs

Wisconsin Builders Association@bboycks@wisbuild.org

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## PHONE SETTINGS FOR ADDED SECURITY

Consumers are increasingly using mobile phones for capabilities formerly available only on PCs. The bulk of mobile phone security relies on the user making intelligent, cautious choices. Even the most careful users can still fall victim to attacks on their mobile phones. However, following best practices from the US Department of Homeland Security for mobile phone security can reduce the likelihood or consequences of an attack.

- Configure the device to be more secure. Smartphones have a password feature that locks the device until the correct PIN or password is entered. Enable this feature, and choose a reasonably complex password. Enable encryption and remote wipe capabilities, if available.
- Configure web accounts to use secure connections. Accounts for certain websites can be configured to use secure, encrypted connections (look for "HTTPS" or "SSL" in account options pages). Enabling this feature deters attackers from eavesdropping on web sessions. Many popular mail and social networking sites include this option.
- Carefully consider what information you want stored on the device. Remember that with enough time, sophistication, and access to the device, any attacker could obtain your stored information.
- Set Bluetooth-enabled devices to non-discoverable. When in discoverable mode, your Bluetooth-enabled devices are visible to other nearby devices, which may alert an attacker or infected device to target you. When in non-discoverable mode, your Bluetooth-enabled devices are invisible to other unauthenticated devices.
- Avoid joining unknown Wi-Fi networks and using public Wi-Fi hotspots. Attackers can create phony Wi-Fi hotspots designed to attack mobile phones and may patrol public Wi-Fi networks for unsecured devices. Also, enable encryption on your home Wi-Fi network.
- Delete all information stored in a device prior to discarding it. Check the website of the device's manufacturer for information about securely deleting data. Cellcom will also assist you to securely wipe your device before it is traded in or recycled.
- Download mobile security applications. Utilize applications available from app stores for anti-virus protection, app assessment and remote wiping capabilities.



*Did you ever have these questions?? Who does/doesn't need DOT numbers?  
Annual inspections? How we need to secure loads properly  
There are many contractors and subcontractors that are "running scared" due to all the rumors floating around about what can and can't be done. Though many of us are trying to comply with DOT regulation, we don't know the ins and outs.  
Now's your chance to get the answers to your questions, from THE DOT!*



*Our guest speaker Rick Nowack, and Inspector with the DOT*

# **MEMBERSHIP DINNER MEETING**

**THURSDAY, FEBRUARY 19  
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**Cocktails at 6:00 pm | Dinner at 7:00 pm**

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"Kolbe offers acoustic-rated windows and doors that are both high-performance and beautifully designed. We have the options to meet the solutions architects, builders and homeowners seek for nearly every location, style preference or project specification," added Bremer.

The wide array of Kolbe products tested for sound transmission includes VistaLuxe® Collection, Ultra Series, Heritage Series, Latitude® Series and Windquest® Series windows and doors. Many Kolbe products meet or exceed various testing requirements, such as ANSI/AAMA/NWDA 101/I.S.2-97, 101/I.S.2/NAFS-02, Canadian CSA 440-00, AAMA/WDMA/CSA 101/I.S.2/A440-05, ASTM E1886 and E 1996.

Kolbe products' STC and OITC ratings, glass options and downloadable reports are summarized in a comprehensive "Acoustic Data" page on its website. To learn more, please visit [www.kolbe-kolbe.com](http://www.kolbe-kolbe.com).

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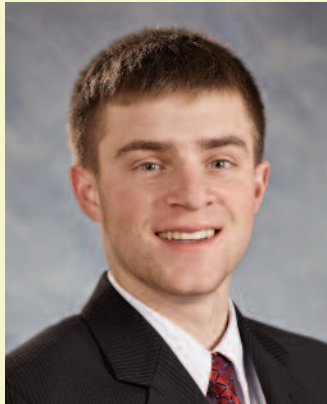


## REI WELCOMES SCOTT BLADO AND ALAN GUSTAFSON



WAUSAU – Scott Blado, Environmental Scientist, and Alan Gustafson, Environmental Scientist, recently joined the REI Engineering, Inc. Environmental team of Wausau.

Mr. Blado has over a year of diverse experience working in the environmental consulting industry involving field sampling and reporting for environmentally impacted properties. Blado is a 2012 graduate of UW-Oshkosh with a Bachelor of Science in Environmental



Studies in the areas of Policy, Values, and Resource Management.

Mr. Gustafson has previous experience working in hydrology and environmental compliance. He is a 2012 graduate of UW-Eau Claire with a Bachelor of Science in Comprehensive Geology with a second major in Information Systems. He has experience working as a hydrogeologist in the remediation and redevelopment section of the Wisconsin Department of Natural Resources where he worked with site investigations of environmentally impacted sites.

Mr. Blado and Mr. Gustafson bring added capabilities to the team of environmental professionals at REI.

REI Engineering provides dynamic solutions to meet the Civil/Survey and Environmental/Safety needs of our business partners. Recognized as a team of innovative and inspired professionals, REI is committed to exceeding client expectations through quick responsiveness and exceptional customer service. Our goal is to be our clients' choice, first... and always!



## CONGRATULATIONS TO WOODSTOCK HARDWOOD FLOORING & DESIGN CENTER

Woodstock Hardwood Flooring & Design Center received the honor from the Shawano County Chamber of Commerce for the 2014 Manufacturer of the Year!





the  
**COMEDY**  
of  
**Roger Radley**

*Come join  
the fun!*

*Roger Radley is a Wisconsin native and award winning comedian who has shared the stage with such stars as George Carlin, Johnny Cash, Willie Nelson, Marty Stuart and more! His unique blend of midwestern & "Wisconsinite" humor is sure to keep you laughing!*

# **MEMBERSHIP DINNER MEETING**

**THURSDAY, MARCH 19  
THE VFW CLUB**

*388 River Dr., Wausau*

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

*Complimentary beer will be setup for the evening!*

**RESERVATIONS ARE MANDATORY**

**Watch for the  
email with link to  
register online**

**RESERVATION DEADLINE  
IS FRIDAY, MARCH 13**

*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)*





January 12, 2015

Wausau Area Builders Association  
801 S 24th Avenue  
Wausau, WI 54401

Dear Friends,

Thank you for your recent contribution of \$400 to Catholic Charities for the Wausau Warming Center. Your gift assists in providing this vital service for individuals and families in our community.

Many people are touched by the Warming Center and we greatly appreciate your support of its important work.

May God's blessings be with you and your loved ones.

Sincerely yours,

*Thank you!*

Roberto Partarrieu  
Executive Director

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