

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association

JANUARY 2011

VOLUME 30 - ISSUE 1

Happy New Year!

2011



LET'S LEVEL

January 2011
Volume 30, Issue 1



9



14

**Early Bird Deadline
January 14**



15

4 **Upcoming Events**

4 **A Note from Your Executive Officer** *Chris Briquelet*

4 **President's Message** *Garry Volm, Volm Builders LLC*

5 **Membership Information**

5 **Two New Blackberries Available from Cellcom**

9 **Annual Party Registration Form**

12 **Monday Morning Review** *Brad Boycks, WBA Director of Government Affairs*

14 **International Builders Show**

15 **Wisconsin Builders Conference**

16 **Spikes**

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.



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UPCOMING EVENTS

JANUARY 22

WABA Annual Party - The Great Dane

JANUARY 12-16

International Builders Show - Orlando, FL

FEBRUARY 11-12

WBA Convention - Chula Vista

THURSDAY, FEBRUARY 17

Membership Dinner Meeting
The Rose Garden

THURSDAY, MARCH 17

Membership Dinner Meeting
Dales Weston Lanes

THURSDAY, APRIL 21

Membership Dinner Meeting
The Rose Garden - Silent Auction

THURSDAY, MAY 19

Membership Dinner Meeting - VFW

A NOTE FROM YOUR EXECUTIVE OFFICER



Happy New Year!

The New Year will start off right away with the final preparations for the Home Show February 4-6 at the Patriot Center. If you haven't made your booth confirmations time is running out very quickly. You should have already received a link to the new WABA Online Booth Registration system. That email also included the Membership Discount code so if you didn't receive it let me know so I can forward it to you. Any other questions can be directed to either me or the Home Show Chair, Russ Utech. We're

looking forward to another successful show this year. The Home Show Committee is also in the final stages of lining up the Cooking Demonstrations and the Educational Seminars so if you have any last minutes ideas or suggestions let us know asap!

The Annual Party promises to be an excellent time at the Great Dane. Again, you should have received your electronic registration form via email so please return it prior to January 17th to secure your dinner choice for the evening. Also note - if you bring a door prize for the evening you will receive two drink tickets! If possible let me know in advance if you're bringing a prize so I can ensure all the donors receive proper recognition. After dinner we will be entertained by the Mike and Brian Experience which is going to be a fun time for everyone. We look forward to seeing everyone on the 22nd!

If you haven't made your reservation for the Wisconsin Builders Association Convention time is running out! As you know, the convention is February 10-12 at the Chula Vista Resort. There are numerous educational opportunities that have been added this year. Simply log into the WBA website to make your reservations.

Lastly, the Newsletter Advertisements are up for renewal this month so if you are currently an advertiser I will be contacting you regarding any changes you may want to make. If you are interested in having an ad in the Newsletter, contact me and we can discuss the different options that are available.

— Chris Briquet

PRESIDENT'S MESSAGE



I would like to wish everybody a safe holiday. And would like to remind you of two important events coming up. First, the annual party on January 22nd. I encourage everyone to attend for we will have a vote on the new by-law changes. And second, the upcoming Home Show on Feb. 4, 5 & 6th at the Patriot Center.

Merry Christmas and Happy New Year!

Thank You, — Gary Volm, Volm Builders LLC

MEMBERSHIP INFORMATION

NEW MEMBERS

Central Door Solutions - Bruce Woyak and Chris Brooks

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TWO NEW BLACKBERRY'S COME TO CELLCOM

The BlackBerry Bold and BlackBerry Storm II will make their debut at Cellcom on Wednesday, December 22.

The BlackBerry Bold is a follow-up to the the Tour, adding Wi-Fi and switching to an optical pad for navigation. This messaging phone is otherwise similar to its predecessor, including 3.2-megapixel auto-focus camera with video capture, 3.5mm audio jack, memory card slot, push email, QWERTY keyboard, Bluetooth, and GPS navigation.

The BlackBerry Storm II is a full touchscreen device that combines Surepress™ technology and SureType© technology to learn your typing habits and allow you to text, email and surf the web with pinpoint accuracy. The Storm II features a high-resolution screen, perfect for viewing pictures and video. With reliable voice dialing, mute, conference calling and built-in speakerphone features, you can be as productive on the go as you are at your desk.

Both devices will be available on promotion for \$199.95 after instant credit and mail-in rebate. For more information visit www.cellcom.com.

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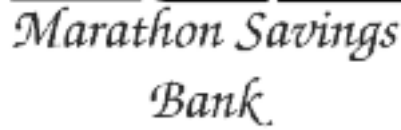


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2011 Parade of Homes

ANNUAL HOLIDAY PARTY

Saturday, Jan. 22, 2011 ~ Great Dane of Wausau

6-7 pm ~ Cocktail Hour • 7 pm ~ Dinner

8 pm ~ Induction of Officers & presentation of the 2010 Builder & Associate of the Year

8:15 pm ~ the Mike and Brian Experience

*Door Prizes will be awarded throughout the evening with
grand prizes toward the end of the evening. (must be present to win)*

Sleigh ride for ten (any season) • Hot Haus Spa Package • Dinner & Movie Package • and more!

Cost: \$30.00 per person

(Spouses, employees, guests are invited and welcome) • Donate a door prize & receive two drink tickets.

Names of all attending: _____

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

- _____ 1) Slow Cooked Prime Rib of Beef Au Jus – A ten-ounce cut of choice beef Ribeye slow-roasted and served with garlic mashed potatoes, gravy and grilled asparagus.
- _____ 2) Ale Street Chicken Dijon – An eight-ounce grilled chicken breast basted with an herbed Dijon mustard and served with grilled asparagus, garlic mashed potatoes and a brown ale mushroom butter sauce.
- _____ 3) Blackened Walleye Alexander – Canadian walleye blackened with our Cajun spice blend and served with baby shrimp and bay scallops in a Mornay sauce.

I will _____ Will Not _____ be bringing a door prize

*Please enclose your check with reservation by Monday, January 17, 2011. No refunds for cancellations after January 18.
No-shows will be billed. Mail to: Wausau Area Builders Association, 141 W. Thomas St., Wausau, WI 54401*



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Walker Chief of Staff named

Recently Governor-elect Scott Walker announced that Keith Gilkes has been named his Chief of Staff. Gilkes will begin serving in this new roll once Walker is inaugurated on January 3, 2011.

Gilkes is a veteran of state government and political campaigns in Wisconsin even though he is in his early thirties.

Gilkes first served as a staff member for Representative Carol Owens (R-Oshkosh) and finally as a policy advisor in the office of State Senator Scott Fitzgerald (R-Juneau). Gilkes went on to help spearhead the campaign efforts of the Committee to Elect a Republican Senate (CERS) in various capacities in 2006 and 2008.

In his capacity as chief campaign strategists for CERS in the 2008 cycle Gilkes was able to hold the number of senate republicans to 18-15 in one of the toughest cycles for the GOP in decades. Holding the number of GOP incumbents to 15 allowed CERS to go on the offense this campaign cycle and pick up 4 seats, more than enough to get back into the majority.

"Keith did an outstanding job building a team in every corner of Wisconsin," said

Governor Elect Walker. "He is a trusted advisor and his background in state government will assist my administration in developing the policies needed to create an environment for 250,000 new jobs in our state."

Keith Gilkes has served as Walker's campaign manager since April 2009, successfully building a statewide organization in all 72 counties that resulted in an electoral victory on November 2nd.

"I'm honored to serve in the administration as well as help Governor-elect Walker accomplish the goals laid out during the campaign," said Gilkes. "Scott Walker will help set a new course for Wisconsin state government and I look forward to assisting him as he builds a team to get Wisconsin back to work."

Representative Murtha Appointed Assembly Housing Committee Chair

State Rep. John Murtha (R-Baldwin) has been appointed to serve as Chairman of the Assembly Committee on Housing for the 2011-2012 Legislative Session. His appointment was recently announced by Assembly Speaker-elect Jeff Fitzgerald.

"I believe Rep. Murtha has the knowledge and experience needed to successfully lead the Housing Committee this session and help guide our state's housing market toward a steady recovery," said Speaker-elect Fitzgerald. "I look forward to working with him in this regard as we pursue an ambitious agenda of creating jobs and getting folks back into the homes they lost during this economic downturn."

As Chairman of the Committee on Housing, Rep. Murtha will oversee legislation brought before the committee concerning the housing industry, programs offering mortgage assistance, real estate issues, and the housing market in general to name a few.

"I am honored to have been appointed by Speaker-elect Fitzgerald to serve as Chair of the Housing Committee," said Rep. Murtha. "Wisconsin's housing industry has been hit hard by the economic recession, and I am ready to take on the challenge of getting construction crews back on job sites and families affected by the economy back into their homes."

Another way to get GA news!

If you don't want to wait a whole week for your GA news fix, WBA has entered the blogisphere with the birth of "Builder Buzz Blog!" www.wisbuildblog.org

Posts will be quick reads on a variety of topics including news from our government affairs team, business and networking tips, spotlight member accomplishments, industry and NAHB news, updates on the Wisconsin Builders Conference, always entertaining musings from WBA EVP Jerry Deschane, input from both current and past WBA Presidents and more.

You can subscribe and receive the content right into your inbox so you don't even have to go to the website to see what is new. Just go into any post and in the upper right corner simply enter your e-mail address.

Business Day in Madison: February 23, 2011

WBA's annual lobby day, *Business Day in Madison*, is set again for Wednesday, February 23, 2011. WBA will again be joining other business groups for this event to be held at the Monona Terrace in downtown Madison.

The items that we will be promoting during our lobby day will be developed after the introduction of Governor-Elect Walker's job creation and regulatory reform bills are introduced. We have made a number of suggestions to the governor-elect on important public policy we would like to see move forward to kick off the 2011-2012 session. Items that remain after those bills are introduced will be considered for inclusion to advocate for at Business Day in Madison 2011.

Please sign up with your local executive officer or government affairs staff to attend Business Day in Madison on Wednesday, February 23, 2011 and lend your voice to our efforts.

Senator Elect Lasee named Senate Housing Chair

Senator Elect Frank Lasee (R-Green Bay) was recently named the chair of the Senate Housing and Insurance Committee.

Lasee returns to elected office after cruising to 20% victory this fall over Dr. Monk Elmer to retain the 1st Senate District for the GOP. Senator Allan Lasee did not seek reelection to the 1st Senate District seat this fall.

Lasee has worked closely with WBA in the past on a number of land use issues and before leaving the state assembly was also a long time Friend of Housing award winner.

We are looking forward to again working with Senator Elect Lasee this session on housing issues this session.

WHEDA/B-Bonds to increase lending options pitched

AD&C financing issues continue to be at the top of the list of concerns when we talk to members across the state. NAHB has made this the top issue that they are currently working on with legislators and regulators on the federal levels.

We have been talking with members of the Walker transition on this issue as well to explore options on the state level to make more credit available to builders and consumers.

Recently we had extensive conversations concerning the expanded use of B-Bonds to increase the availability of credit for builders.

We are also exploring expanding the authority of the Wisconsin Housing and Economic Development Authority (WHEDA) has to help banks guarantee residential loans to consumers.

We will continue to explore these options on the state level in an effort to help address this problem for both consumers and the construction industry.

How will policy move forward during the next six months?

A great deal of attention has been given to Governor-elect Walker's efforts to call a special session once he takes office on January 3, 2011 to get to work right away on job creation with the legislature. It appears that special session will include four specific issues including reform of the Department of Commerce, state tax deductions for health savings accounts (HSAs), tort reform and regulatory reform. These special session bills will contain items that have the greatest overall impact on the entire Wisconsin economy.

Most expect these special session bills to move very quickly to start the session in January.

After that you will likely see both houses of the legislature working with Governor-elect Walker and his team on an agenda to further address issues pertaining to jobs and regulatory reform.

Working on a parallel track will be the writing of the next state budget that all recognize will be a very difficult to tackle with the looming \$3 billion state budget deficit. The state budget will also be a great vehicle to address and correct some of the many overreaches that were contained in the last state budget (issues like prevailing wage).

Brad Boycks

WBA Director of Government and Political Affairs

Wisconsin Builders Association@bboycks@wisbuild.org

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Visit our web site: www.wisbuild.org

p.s. If you would like to receive our weekly Government Affairs newsletter just send me an email!

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

2011 HOME SHOW

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Online registration is now open. To register or for any other information go to www.BuildersShow.com

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We'll Tell You Why

The Wisconsin Builders Conference is coming up Feb. 10-12, 2011 at Chula Vista Resort in Wisconsin Dells. We've told you for months why you should attend, but now it's time to hear from your peers.

Eleven builders and associates answered one question: Why do you attend the Wisconsin Builders Conference? Their responses were captured on short 1-2 minute videos that are now on YouTube, search "Wisconsin Builders Association."

Click on the name link to go to their video. 2011 Conference Chair Mike Vilstrup, owner of Timberlane Builders and member of the Madison Area Builders Association "It is important to note that the Wisconsin Builders Conference is not only the best opportunity for a builder to learn more about how to improve their knowledge base available, but it is just as valuable to all the supporting trades who participate in the home building industry. The classes offered are valuable tools for anyone working as a subcontractor, service provider, material supplier or marketing representative. This is one of the main reasons the conference is open to non-members of the Wisconsin Builders Association.

"Everyone who works on a single family home should be comfortable with the building codes which guide the building process. Codes affect just about everyone involved in a project, including everything from labor, products and processes to financing and closing. We have another class on using the new WBA Home Construction and Remodeling Contracts. These are a tremendous tool now offered as a benefit of membership, so come and learn more about them."

On Friday the ProBuild ProEarth classes are a whole day on "Building Sciences 101" covering different materials, methods, processes and ideas to help everyone make sure our homes become greener and more energy efficient."

Mark Brehmer from Sterling Premium Building Systems and member of the Madison Area Home Builders Association said "the opportunity to earn up to 12 continuing education credits for the Dwelling Contractor Qualifier credential from a variety of course choices is a great reason to attend."

Bob Renforth from Auburn Ridge and member of the Madison Area Home Builders Association

Said "it gives me a chance to meet a lot of builders and I've made new friends throughout the state."

WBA President Jim "Kuba" Kubasta from Classic Homes by Kuba in Oshkosh, and member of the Winnebago Home Builders Association said "attending the conference launched my involvement with the association and has tremendously benefited my business."

Dawn McIntosh from American Kennedy-Hahn and member of the Madison Area Home Builders Association said giddy on up! "it's a great opportunity to network and learn how other businesses are dealing with these tough economic times." Early Bird registration savings ends January 14!

WBA Treasurer Gary Roehrig from Roehrig & Savola in New Holstein, and member of the Mid-Shores : "Education is an important part of our industry and the conference offers a great

opportunity to pick up credits." Early Bird registration savings ends January 14!

Mike Check from Mike Check Builders in Cato, WI and member of Manitowoc County Home Builders Association: "The friendships, people and interactions at the conference give me an opportunity to pass on ideas I've learned through the years to the younger people in the association as they mature in the industry."

Dan Schneider from Schneider & Schneider Construction and member of both the Mid Shores and Manitowoc County Home Builders Associations: "It is a great opportunity to sell yourself and your business."

Monica Sommerfeldt Lewis from Archer Lion in Chippewa Falls, WI and member of the Chippewa Valley Home Builders Association: "I attend because it is simply the best thing I can do for my business."

John Anderson from Associated Bank in Appleton, and member of both the Winnebago and Valley Home Builders Association: "It has expanded my business and my centers of influence."

Pam Jewell from Blenker Construction in Amherst, WI and member of the Golden Sands Home Builders Association: "I attend because I see a lot of customers, we always have a great time and we want everyone to come and share in the fun!"

These are successful business people who know the power of connection, networking and giving back to their association. They are not keeping a secret one of their keys to success: Attending the Wisconsin Builders Conference. Register today at www.wisbuild.org. Early Bird pricing ends January 14, 2011.

Early Bird Deadline January 14



At Chula Vista,
WI Dells



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NAHB SPIKE CLUB

NAHB STATUS CREDITS

for month ending November 30, 2010

SUPER SPIKE

[250-499]

Dan Sillars (480)

ROYAL SPIKE

[150-249]

Dave Framke (228.50)

Rod Werner (210.50)

Ken Bauer (198)

Jim Woller (185)

Guy Reedy (181)

Doug Knight (160)

Larry Voigt (160.50)

RED SPIKE

[100-149]

Sid Sorensen (134)

Jim Voigt (120.50)

Dave Kautza (118)

Jerry Draxler (113)

Rick Kuharske (100)

GREEN SPIKE

[50-99]

Jerry Jarosz (87)

Larry Meyer (85)

Dwight Dorpat (73)

Will Keener (71)

LIFE SPIKE

[25-49]

James Koebe (47.50)

Cory Sillars (43.50)

Arden Emmerich (41)

Bernie Wood (37.50)

Jeremy Voigt (36)

Bob Sundell (34.50)

Dan Thomas (27)

Kolby Muscha (27)

BLUE SPIKE

[6-24]

Garry Volm (22)

Bob Kolbeck (21)

Ted Peotter (20)

Rob Mork (19)

Ken Wanta, Jr. (18.50)

James Wanserski (18.50)

Brian Luedtke (18)

Ray Bodenheimer (16.50)

Shane Brzezinski (16.50)

Leroy Kazmierczak (14.50)

Jason Brettingen (14)

Bill Schnowske (11.50)

SPIKE CANDIDATE

Michael Bolen (3)

Mark Reede (3)

Tim Brown (2)

Don Marquardt (2)

John Proulx (2)

Andy Radant (2)

Gary Guernadt (1.50)

David Kempf (1.50)

John Ohrmundt (1.50)

Mike Polencheck (1.50)

Gary Rusch (1.50)

Matthew Waldvogel (1.50)

Rick Wanta (1.50)

James Coleman (1)

Robert Kulp (1)

Sarah Ruffi (1)

Jonathon Smith (1)

David Zick (1)

Roger Zell (.50)

SPIKES - WHAT ARE THEY?

Spikes are very valuable to our association because they work to bring in new members and encourage current members to renew their membership. Their efforts are essential to the growth and well-being of our association. We are pleased to join with NAHB and its affiliates across the country in recognizing our "Spikes".

Created in 1953, the NAHB Spike Program is designed to recognize and reward those members who are actively involved in recruitment and retention of members. There are currently 15,164 Spikes in local associations across the country and almost an equal number of Spike Candidates, those individuals working to obtain Spike status. Through the NAHB Spike Club, these members receive awards of silver and gold lapel pins, plaques, blazers and sweaters for their efforts in membership development.

At local membership meetings and at the NAHB annual Convention, Spikes proudly wear their hard-earned blazers and sweaters, and on Spike Color Day at the Convention, thousands of Spikes are recognized on the board floor by the NAHB Board of Directors.

As additional recognition, all Spikes in good standing that have also recruited at least one new member during the Membership Year, are invited to attend the annual NAHB Spike Party held during the Convention in January.

To become a Spike, an individual must obtain 6 credits within two consecutive years. Spike members must then earn two credits until they reach Life Spike status with 25 credits.

If you are interested in learning more about how you can become a member of the Spike Club and enjoy its rewards, contact the Wausau Area Builders Association at 715-842-9510.