

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association

**JANUARY 2015
VOLUME 34 - ISSUE 1**

2015 HOME & GARDEN EXPO



February 6-8
at the
**Central Wisconsin
Convention &
Expo Center**

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For more information contact:
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or call him at 715-571-9332

Awards **DINNER**

SATURDAY, JAN. 10, 2015
**AT "THE HILLS" (FORMALLY
GREENWOOD HILLS)**

6-7 pm ~ Cocktails/Cash Bar • 7 pm ~ Dinner

This award's dinner (which was voted in, BRAND NEW by your board this year) is to be INCLUDED with your membership!! Woo Hoo!

We will have a gorgeous dinner buffet entree of scrumptious "Chicken Marsala"...pan-seared chicken breasts in a wild mushroom Marsala cream sauce! Yum! Included with your dinner will be Garlic mashed Yukon potatoes, Seasonal fresh vegetable blend, French baguettes and dipping oil, Fresh traditional Caesar Salad, and Beverage Service of 2% milk and coffee with assorted flavored creamers! Also as a BONUS for this special evening...there will be "Complimentary Brewed Beer from our area!" Yay! You don't want to miss this one! Especially when it's INCLUDED in your membership for The WABA! Watch for your email soon and get your reservation in! You're gonna love it!

"The Builder of the Year" and "The Associate of the Year" will be announced...along with NEW officer's & awards to the WABA board & committee members that evening.

MEET DOUG REIMER

Hello everyone, my name is Doug Reimer and I've been recently hired as a salesman for WABA. My primary goals are to help grow the Home Show, Parade of Homes and of course Membership. I live in Kronenwetter w/ my wife Angela, our son Justin and daughter Katarina. I look forward to meeting all of you in the coming year.



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

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Membership Kristin Flamang/Alex Forer
Parade of Homes Tony Sorensen
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



By the time you read this I will have turned over the reins of leadership to our new president Sir Sid. In fact I am not sure I am even supposed to be writing anything for this newsletter but I did it anyway.

I want to thank each and every one of you for your support over the past year and I ask that you show that same support to Sid and his new leadership team. WABA cannot grow, much less exist without participation from each and every member. We all make

our living in the construction arena and WABA allows us to continue to do just that. Please support it.

Sir Sid this is now your show. Good luck.

Larry Meyer, WABA President



As the New Year begins it marks a change in leadership for the WABA.

I want to thank Larry Meyer for his time and talent for the years of service and dedication as president. This was his second go around as president and I am thankful he volunteered last year.

We have some new blood on our board, 3 volunteers for the board at the state level and many new committee members.

Thanks to everyone. Without your time and efforts we would not be able to succeeding.

I hope to see a large turn out on January 10 for our awards dinner. It is free and we will be honoring the Builder and Associate of the year for 2014.

My goal for 2015 is to get as many new builder members to join our association as possible. There are great opportunities for every builder to take advantage as a member. The largest is the parade of homes. I have had a home or 2 in the parade nearly every year I have been a member. I would not want to go a year without one. We have found new customers nearly every year from the parade and home show.

If you look at the builders that have been busy the last 4 years you will probably see they have been a part of these shows.

Let's see how close we can get to the size organization we once were.

Sid Sorensen, WABA President



RENEWING

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Associated Bank*

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

COMMITTEES UPDATES

EVENTS

"Mark Your Calendar" for "The February Dinner Meeting" to be held @ The Elks Club 248 @ 414 Scott Street Wausau. 6:00 PM Cocktails-7:00 PM Dinner. I have asked Rep. Bob Kulp for

assistance, for booking a speaker from DOT...on DOT regulations with vehicles, licensing, etc.that would pertain and be beneficial to the WABA.
Director/ Chair of Events, Gloria J. Fenhaus

HOME SHOW

2015 Home and Garden Expo to be held at the Central Wisconsin Convention and Expo Center on February 6-8, 2015.



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November 23, 2014

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Bob Marcell
Wausau Area Builders Association
805 S. 24th Avenue
Wausau WI 54401

Dear Bob:

Thank you so much for your recent donation of food for the clients at The Women's Community.

Your donation is greatly appreciated and very gratifying. Your continued support is invaluable.

Your donation is tax deductible and this letter serves as your official receipt of your donation. No goods or services have been provided on behalf of The Women's Community, Inc. in consideration for this contribution.

The Women's Community is a vital part of our community, providing services to victims of domestic abuse and sexual assault. Just a few of the things we do are providing lifesaving shelter for women and children escaping abusive relationships; legal advocacy through the court systems, 24 hour crisis intervention, community education in schools, businesses and churches, advocating for victims of domestic violence in later life, and our Healing Through Art Program.

Your gifts help us to continue to offer services to anyone in our community who needs them. On behalf of our Clients, The Board of Directors and The Women's Community staff, we THANK YOU from the bottom of our hearts for your support.

Most Sincerely,

Jane E. Graham Jennings
Executive Director



JANUARY

2015

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



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FEBRUARY

2015

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 POH Committee Meeting - 12:30 pm Home Show Committee Meeting - 4:00 pm	4	5 Board Packets Sent - 5:00 pm	6	7
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22	23	24	25	26	27	28

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THE MONDAY MORNING REVIEW



Over \$100,000 for Gov. Walker, 6.6.12 to 11.4.14

With the 2014 election now in the rear view mirror, we are happy to announce that the collective WBA efforts to support Governor Scott Walker's re-election efforts exceeded \$100,000. When you add up the dollars that were donated via the Building a Better Wisconsin Political

Action Committee, the Builders Direct Fund Conduit, and other personal dollars taken in during events organized by WBA and local associations, that amount comes to \$103,262.

This impressive showing by WBA members to aid Governor Walker in his re-election campaign is even more impressive when you look at the compressed time frame in which it was achieved. In normal gubernatorial election cycles, we have four years to raise dollars for a re-election. As you are well aware by now, we have not been in anything close to a "normal" election cycle over the past few years. We had the 2012 recall election in between the 2010 and 2014 general elections in which we were also actively raising dollars for Governor Walker's recall election.

Thank you to all the members who made a contribution over the last two plus years and all of the local association staff who helped with events or contacted members directly to donate funds to Governor Walker. Without a true team effort it would be impossible to raise \$103,262 to help Governor Walker in 2012-2014.

DSPS highlights "one stop shopping" webpage

Recently appointed staff members from the Wisconsin Department of Safety and Professional Services (DSPS) gave a presentation to members of the Association of Wisconsin Lobbyists (AWL) with an update on current agency topics.

Jeff Weigand, DSPS Division Administrator for Industry Services, spent the majority of his time navigating through the new Division of Industry Services Programs website. Here is the link to the new website: <http://dsps.wi.gov/Programs/Industry-Services/Industry-Services-Programs/>

The new webpage provides quick links to several areas that WBA members would find helpful, from the Uniform

Dwelling Code to Commercial buildings and electrical and lighting. The enclosed link is a great place to get more information.

Also, anyone wanting more information on non-building matters that DSPS also regulates, like the regulation of amusement rides and ski lifts, can also find that information on the website.

The new DSPS website is a vast improvement from what was formally the Department of Commerce website.

Finally, DSPS will also soon be offering an "opt in" e-mail alert system where the public can receive up-to-date information on code changes and other important industry related news. Once that system is up and running, we will update you in a future Friday Update on how you can subscribe to information in your field of expertise.

\$470,000 total spending in 2014

Since the election on Tuesday, November 4 we have had a moment to add up the numbers that have been going into directly supporting candidates with funds from the Builders Direct Fund Conduit and Building a Better Wisconsin PAC. In addition, the Building Industry Council (BIC) partnered with other groups to help educate the public on the policy position of several individuals running for office this fall.

If you add up the funds directed to candidates via the Builders Direct Fund Conduit, funds given to Governor Walker at events organized by WBA and locals associations, dollars directed to candidates through the Building a Better Wisconsin PAC, and funds spent on grassroots lobbying efforts by BIC, that total dollars amount is over \$470,000.

This is a substantial commitment from the members of the association that both directly impacted campaigns through the conduit and PAC and helped educate the public on important business issues via the Building Industry Council.

Thank you for your generous support of WBA's advocacy issues again in 2013 and 2014!

Senator Elect Roth gets committee assignments for 2015-2016

Recently Senate Majority Leader Scott Fitzgerald announced which members of his caucus would serve as committee chairs and committee members for the upcoming 2015-2016 legislative session. Senate Minority Leader Jennifer Shilling is expected to make her committee assignments in the next week or so.

Senator Elect Roger Roth was named the chair of the Senate Committee on Workforce Development, Public Works and Military Affairs. In addition to his chairmanship, Roth will also serve on the following committees: Insurance, Housing and Trade; Sporting Heritage, Mining and Forestry (Vice-Chair); and the Joint Committee on Information Policy and Technology.

We are very much looking forward to working with WBA member and newly elected state senator Roger Roth once he is officially sworn in on Monday, January 5, 2015.

Advocacy centered Badger Builder Magazine coming soon

Keep an eye open at your mailbox over the next few weeks for the upcoming edition of the WBA's magazine, The Badger Builder, which will focus almost exclusively on advocacy issues with a feature article highlighting the four WBA members who will also be serving as members of the Wisconsin Legislature next session.

In addition to Senator Elect Roth, three members of the Wisconsin Assembly are also current WBA members: Representative Robb Kahl (D-Monona), Representative Paul Tittl (R-Manitowoc) and Representative Bob Kulp (R-Stratford).

In addition to the featured article on members in the legislature, we will also share highlights of the WBA Advocacy Agenda for 2015-2016, information on giving via buildersdirectfund.com, save the date information on Business Day in Madison 2015, and information on the installation of WBA President Pam Jewell and other WBA officers on January 16, 2015.

Reddest of the Red and Bluest of the Blue?

Recently the Wisconsin Government Accountability Board (GAB) certified the results from the November 2014 general election and the Milwaukee Journal Sentinel recently published a piece highlighting the most republican and democrat municipalities in the state.

The reddest of red municipality can be found in Clark County in the Village of Curtiss, which supported Governor Scott Walker with 89.7%. With a population of only 209 people, my guess is it may be easy to pick out who voted for Mary Burke if you asked a few folks in Curtiss.

On the other side of the political aisle is the Town of Sanborn in Ashland County, population 1331, which includes Long Island, one of the Apostle Islands, which voted for Mary Burke with 86.7%. It is interesting to note that in addition to Sanborn, four other municipalities in either Ashland or Bayfield Counties make up five of the top ten most Burke-heavy municipalities in the state.

Another striking fact from the article by Craig Gilbert is this, "Walker won 1,481 of the state's 1,852 communities. He dominated rural and small-town Wisconsin, winning close to 90% of the state's towns and more than two-thirds of the state's villages.

Walker also won a majority of the state's cities, performing notably well in the Fox Valley, carrying the cities of Green Bay (by 3 points), Appleton (by 6 points) and Fond du Lac (by 15 points). As expected, Walker won by huge margins in the suburban cities on Milwaukee's periphery. He carried Brookfield by 46 points, New Berlin by 41 points, Waukesha by 32 points and Muskego by 48 points.

Despite the breadth of his victory, the governor's overall winning margin was limited by his massive losses in Milwaukee and Madison, by far the state's two biggest cities. The governor lost Milwaukee by 53 points and 109,679 votes. He lost Madison by 58 points and 70,846 votes. Democrat Burke also won by double-digits in the cities of Kenosha (a 17-point margin), Eau Claire (10 points), Racine (31 points), Janesville (18 points), La Crosse (23 points), Stevens Point (19 points) and Superior (31 points).

To see the map and information on the most red and blue municipalities in the state go to the site: [http://media.jrn.com/images/WISVOTER04G\(SUB\).jpg](http://media.jrn.com/images/WISVOTER04G(SUB).jpg) and to read the entire blog post from the Milwaukee Journal Sentinel go to this site: <http://www.jsonline.com/blogs/news/284675921.html>.

Brad Boycks

WBA Director of Government and Political Affairs
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JOKE OF THE MONTH

EVER WONDER

- Why the sun lightens our hair, but darkens our skin?
- Why women can't put on mascara with their mouth closed?
- Why don't you ever see the headline "Psychic Wins Lottery"?
- Why is "abbreviated" such a long word?
- Why is it that doctors call what they do "practice"?
- Why is it that to stop Windows 98, you have to click on "Start"?
- Why is lemon juice made with artificial flavor, and dishwashing liquid
- Made with real lemons?
- Why is the man who invests all your money called a broker?
- Why is the time of day with the slowest traffic called rush hour?
- Why isn't there mouse-flavored cat food?
- When dog food is new and improved tasting, who tests it?
- Why didn't Noah swat those two mosquitoes?
- Why do they sterilize the needle for lethal injections?
- You know that indestructible black box that is used on airplanes? Why
- Don't they make the whole plane out of that stuff?
- Why don't sheep shrink when it rains?
- Why are they called apartments when they are all stuck together?
- If con is the opposite of pro, is Congress the opposite of progress?
- If flying is so safe, why do they call the airport the terminal?

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.

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.

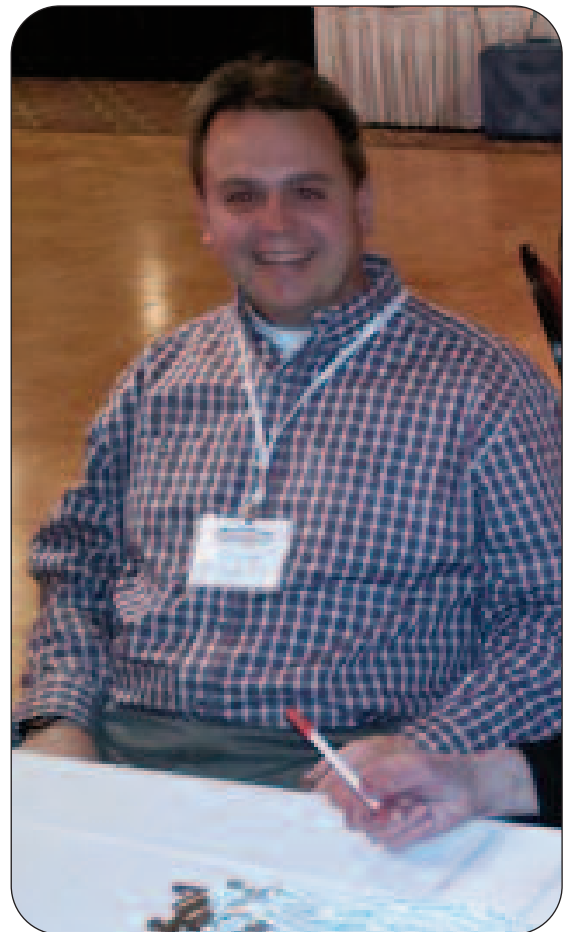
*Russ Utech, Chairman, WABA Home Show Committee
russu@wausauareabuilders.com or 715-571-9332*



Annual Party Highlights

Photos courtesy of Kyle VanOrder







IBS 2015. Be There.

As we enter the busy holiday season we'd like to remind you that the NAHB International Builders' Show® (IBS), the building industry's premier event, is only 60 days away!

You have just two weeks to purchase an IBS expo pass for \$50.* Expo pass prices increase to \$75 on December 6.

We offer several registration options, so pick one that suits you best and join us this January in Vegas.

WHY ATTEND IBS:

1

IBS Centrals: THE place to get new ideas and information about your specific niche at IBS! Network with your peers in one of the six IBS Centrals. Open to IBS registrants.

2

New Products: 95% of 2014 IBS attendees say they discovered new products at the show. What will you discover at IBS 2015?

3

High Performance Building Zone (HPBZ): This area includes a live demo stage featuring interactive construction demos showcasing the latest methods, tips and tricks used in high performance building.



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outdoor adventures



►
Congratulations to Alex Forer, winner of the **FIRST BUCK** contest. An 8 pointer with an 18" spread.

◄
Congratulations to Jim Wanserski for the **BIGGEST BUCK** contest. A 10 pointer with a 20 3/4" spread!



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- General Motors: private offer of \$500 or \$1000 off of new vehicles.
- AT&T, Verizon, Sprint & T-Mobile: average savings up to 35% off including a free analysis of new and existing plans.
- UPS: discounts up to 36% on a broad portfolio of shipping services.

Savings in these programs and others help cover the cost of your membership dues and benefits your local association.

Access all of the Member Advantage discounts at nahb.org/ma.



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WAUSAU DEVELOPMENT OPPORTUNITY

The City of Wausau released an RFP for the redevelopment of an industrial site, perched above the scenic Wisconsin River. The City is accepting proposals that reuse the existing facility or demolish and construct a new building. The proposals are due March 31, 2015.

The RFP can be found here: <http://www.ci.wausau.wi.us/Home/Announcements/tabid/96/articleType/ArticleView/articleId/502/Savo-Supply-Building-RFP.aspx>

The City of Wausau owns this site and is looking for proposals (of any kind) for the building or just the land. The city is interested in how to best use this blighted parcel that the City now owns.