

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association



Celebrating 50 years

JANUARY 2017, VOLUME 36

CALENDAR OF EVENTS

- | | |
|------------|--|
| Jan. 21 | Holiday Party
& Awards Banquet
at the Elks Club |
| Feb. 16 | Membership Dinner Meeting
at The Hoffman House |
| Feb. 24-26 | Home Show |
| Mar. 23 | Membership Dinner Meeting
at The Great Dane |
| Apr. 27 | Silent Auction
at Weston Lanes |
| May 18 | Membership Dinner Meeting
at The Elk's Lodge |
| June 6-11 | Parade of Homes |
| June 23 | Golf Outing |
| July 20 | WABA Picnic
at Marathon Park |
| Aug. 18 | Sporting Clay Shoot |
| Sept. 16 | Grand Celebration Banquet
at The Hoffman House |
| Oct. 19 | Parade of Homes Kick-off
& Table Top
at the Great Dane |
| Nov. 16 | Election of Officers/Directors
at Ferguson's |

Come help us start our 50th Year
Anniversary Celebration at our

Holiday Party and Awards Banquet

Saturday, January 21

at the Elks Club

Cocktails start at 5:00 pm - Dinner at 6:00 pm

Also presenting:

2016 Builder and Associate of the Year

New Officer's & Director's announced and sworn in

Awarding scholarship to the NTC students

OUR MISSION:

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 customer, building trades, industry suppliers, and all facets of the building industry.



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

OFFICERS

President Cory Sillars
Vice-President Cindy Zuleger
Secretary Shelly Talley-Nelson
Treasurer Julie Rajek
Past President Russ Utech
Business Manager Carolyn Wilde

WABA DIRECTORS

Through 2017: Gloria Fenhaus, Kyle VanOrder,
Amber Gober; Through 2018: Roger Lang, Keith
Koenig, Travis Hoffman; Through 2019: Alex Forer,
Travis Hoerman & Sid Sorensen

WABA STATE REPRESENTATIVES

Matt Keeney, Alex Forer, Cory Sillars

NATIONAL DIRECTOR

Cory Sillars

WBA PAST PRESIDENT

Arden Emmerich

COMMITTEE CHAIRPERSONS

Advertising Lori Stevenson
Anniversary Dan Sillars
Bylaws Sid Sorensen
BLDR-PAC Trustee Howard Freeman
Budget Julie Rajek
Events Gloria Fenhaus
Finance Julie Rajek
Governmental Affairs Howard Freeman
Home Show Russ Utech
Legislative Cory Sillars
Marketing Lana Mohs
Membership Alex Forer
Nominations Arden Emmerich
Parade of Homes Travis Hoerman/Sam McLellan
Personnel James Wanserski
Scholarship Jerry Jarosz
Silent Auction Amber Gober
Golf Outing Phil Pesanka
Sporting Clay Larry Meyer
Website Warren Pope
Facebook Kyle VanOrder & Sara Gast



PRESIDENT'S MESSAGE (OUTGOING)



Happy New Year to all of you!

I would like to welcome the new officers and directors to our board this month. That presents an exciting opportunity to bring some fresh ideas to our association. In addition to these new folks on the board, we also have some established members stepping in to lead some new committees. For the retiring board and committee members, we thank you for your service and look forward to seeing you at our events in the coming year. Your commitment is appreciated.

2017 will be an exciting year, with the commitment our organization has made to reach out in two new directions. First, the Membership committee is building a program to serve our outlying areas better. And Secondly, we are making a strong commitment as an organization to reach out into our local school systems and share the career opportunities that exist in our industries with students.

Some notable changes in advertising for the Home Show and Parade of Homes, our two largest public events, will hopefully bring more foot traffic to the doorsteps of our members. 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.

Remember, WABA is YOUR organization, 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, 2016 WABA President

PRESIDENT'S MESSAGE (INCOMING)



Happy New Year to everyone! During 2016 as Vice President, I have gotten reacquainted with the WABA inner workings and Committee operations, attended WBA quarterly meetings to advance WABA positions on issues, and help to draft a WABA budget that keeps us on a positive financial path and helps to enhance our exposure within the Community.

It is truly an honor for me to serve WABA as President for 2017 during our 50th Anniversary year. As the first 2nd generation Builder to be elected WABA President, I feel it is my responsibility to remember all of the dedicated members that have come before me and honor the work that they have put forth to build WABA to where we are today. I look forward to continuing to foster the exceptional work of our Committee Chairs and their events. Let's have fun working to promote WABA in 2017!!

Cory Sillars, 2017 WABA President

MEMBER INFORMATION

NEW BUILDER MEMBER

Wisconsin Homes Inc.

NEW AFFILIATE MEMBER

Jenny Gordon (Coldwell Banker)

RENEWING

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Mork Contracting & Design LLC
Pella Windows & Doors*

RENEWING AFFILIATE

Mark Schreier (Sport Court)

JOKE OF THE MONTH

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In a Veterinarian's waiting room:
Be back in 5 minutes. Sit... Stay...

At the Electric Company:
We would be delighted if you send in your payment on time. However, if you don't, YOU will be de-lighted.

In the front yard of a Funeral Home:
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In a Chicago Radiator Shop:
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Sign on the back of a Septic Tank Truck:
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JANUARY

2017

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3 Home Show Committee Meeting - 4:00 pm	4	5	6	7
8	9 Anniversary Committee Meeting - 4:00 pm	10 Parade of Homes Meeting - 12:00 pm	11	12	13	14
15	16	17 BOARD MEETING - 4 pm	18	19	20 ITEMS FOR NEWSLETTER DUE	21 ANNUAL HOLIDAY PARTY & AWARDS BANQUET
22	23	24	25 Membership Committee Meeting at 4:30 pm	26	27	28
29	30	31				

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FEBRUARY

2017

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

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SAFETY

Reprinted from NAHB website

NEW EMPLOYEE CONSTRUCTION SAFETY

Injury statistics show that new employees on the job for less than six months have a greater chance of being injured. Providing construction jobsite orientation training to new employees on safety basics will reduce accidents and save your company money.

In some states, many of the construction worker fatalities occur within the first 60 days on the job and in some cases the accident happens on the first day of work. These accidents serve as a red flag to the construction industry and highlight the need for employers to conduct effective safety orientation before new hires set foot on the jobsite.

Top 11 Construction Safety Topics for New Employees

- General Safety Rules
- Personal Protective Equipment
- Fall Protection
- Ladder Safety
- Scaffolding Safety
- Electrical Safety
- Defensive Driving
- Back Safety & Proper Lifting
- Trenching & Excavation
- Chemical Safety/Hazard Communication
- Tool & Equipment Safety

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<https://www.nahb.org/en/research/safety/safety-training-toolkit.aspx>

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SCHOLARSHIP THANK YOU'S

Dear Committee,
Thank you so much for awarding me this scholarship. I plan on attending UW-Marathon County this fall and then transferring to UW-Madison after two years for nursing. Your financial help is greatly appreciated as I will have many expenses coming my way soon.

Sincerely,
Aimee Keeney

Dear WABA,

I truly appreciate the scholarship you have awarded me. Coming from an organization of such magnitude, it is a real honor. I will put the money to good use for my college education.

Sincerely,
Jake Letarski

**CONTRACTS WILL BE SENT OUT THIS MONTH
FOR A BUILDERS FIRST PARADE HOME.
THEY WILL BE DUE ON FEBRUARY 3RD!**

What's in a name?



In our case, quite a bit.

A name like "Pella Windows & Doors of Wisconsin" comes with expectations. Not only do building professionals expect Pella's high-quality materials, colors, and styles, they want local insight and a work ethic worthy of Wisconsinites. Our strong values and integrity complement a true consultative approach, so your next project is worry-free, rewarding, and a good value.



ADVOCACY DIGEST



Jagler to Again Lead Assembly Housing Committee

Recently, Assembly Speaker Robin Vos announced his committee chairs for the upcoming 2017-2018 legislative session. Representative John Jagler of Watertown has again been selected to chair the Assembly Housing Committee

next session. The 2015-2016 session was Jagler's first term as housing chair after replacing longtime chair John Murtha.

As you may remember, Jagler was named the WBA Legislator of the year along with former State Senator Paul Farrow in 2014 for their authorship on legislation that moved Wisconsin to a six year cycle for the review of the one- and two-family building code.

We look forward to again working with Chair Jagler again next session to advance public policy items ensuring that the cost of new home construction and remodeling projects stay low for Wisconsin homeowners.

State Senator Shilling In, Then Out for Governor in 2018

With the 2016 election now behind us, many people involved with Wisconsin state government are already starting to speculate on the 2018 race for governor. The biggest domino that is yet to fall is an announcement from Governor Walker on his intentions to seek a third term in 2018.

One democrat name that was mentioned a great deal before and just after the election as taking a serious look at running was State Senate Minority Leader Jennifer Shilling of La Crosse. Shilling faced a closer than expected challenger from the previous senator from the 32nd district Dan Kapanke. That race went to a recount where Shilling held on to her seat by only 31 votes.

In an interview with Wispolitics.com first reported on December 7th, Shilling had stated after the election that she was considering a run for governor in 2018, but that if she were to run she would first relinquish her position as State Senate Minority Leader.

It was then reported one week later in Shilling's hometown newspaper, the La Crosse Tribune, that she had decided against a run for governor in 2018, but left the door open for a run further down the line.

"I am not running in 2018," the La Crosse Democrat said

Tuesday. "I'm really happy with the role that I have and the district I represent and serving in the state Senate."

With the speculation of a run for governor in 2018 now put to bed, Shilling is likely to focus on rebuilding her caucus which is now the minority to the GOP by a margin of 13-20, being down one less member than last session after the election.

Who Will Be the Democrats on the Joint Finance Committee?

Those interested in the Wisconsin state budget next session are patiently waiting for to see who will be the four members appointed by assembly and senate democratic leadership to serve as members of the Joint Committee on Finance. With republicans controlling the majority in both the state senate and state assembly, they will control the committee with twelve members next session.

Majority Leader Scott Fitzgerald announced shortly after the election that he would make no changes to those serving on the joint committee next session. Speaker Robin Vos followed that up with only making two changes to his members, one in place of a member who retired (Representative Rohrkaste replacing Representative Dean Knudsen) and Representative Mark Born replacing Representative Mike Schraa.

Most expect Minority Leaders Jennifer Shilling to reappoint those on the committee from last session, Senators Jon Erpenbach and Lena Taylor. The appointments from Assembly Minority Leader Peter Barca seem to be a bit more up in the air.

Last session, Barca selected Representative Chris Taylor and Gordon Hintz as his appointees to the committee. Some have speculated that he may replace one or both of those member; one name being considered for an appointment is former Assistant Minority Leader Katrina Shankland.

It seems likely that both legislative leaders will make these announcements prior to Christmas so legislators and their staff members can get ready for the upcoming session that is set to start on Tuesday, January 3, 2017.

Walker to Lead Republican Governors Association

Recently, the Republican Governors Association (RGA) announced that Governor Scott Walker has been elected to serve as the RGA Chair in 2017. Walker replaces Governor Susana Martinez of New Mexico who served as the RGA Chair during their successful campaign efforts in 2016.

According to the RGA website, "the Republican Governors Association's primary mission is to help elect Republicans to

governorships throughout the nation, but we are also dedicated to providing our governors with the resources to help them govern effectively. The RGA is the most innovative and disciplined political committee in the country with a strong record of results."

2017 will be a key year for the RGA to aggressively fundraise for the 2018 general election when 36 states, including Wisconsin, will hold elections for governor. The majority of the races up in 2018 are currently held by republicans.

"Governor Scott Walker never backed down from a challenge, and after he helped build a better tomorrow for Wisconsin, I'm confident that his tireless work ethic and strong leadership will greatly benefit the RGA," said outgoing RGA Chair Susana Martinez. "The record Governor Walker has established in Wisconsin is enormously impressive, and his experience of winning three gubernatorial elections amid turning his state from blue to red will be vital to ensuring our governors and candidates have the resources they need to win in 2017. It has been an honor to serve with him as my Vice Chair for this past year and I look forward to the success he will achieve as the RGA's Chairman for 2017."

Legislative Leadership is Announced

With all but one legislative race not officially in the books, each caucus in the state senate and the state assembly have voted on their leadership teams for the upcoming 2017-2018 legislative session.

The Senate Majority GOP leadership team now consists of:

- President: Sen. Roger Roth
- President Pro Tempore: Sen. Howard Marklein
- Majority Leader: Sen. Scott Fitzgerald
- Assistant Majority Leader: Sen. Leah Vukmir
- Majority Caucus Chair: Sen. Sheila Harsdorf
- Majority Caucus Vice Chair: Sen. Van Wanggaard

The State Senate Democrats met last recently to decide on their leadership team for next session as well. Those members include:

- Minority Leader Jennifer Shilling
- Assistant Minority Leader Janet Bewley
- Minority Caucus Chair: Mark Miller
- Minority Caucus Vice-Chair: Janis Ringhand

The top two spots remained unchanged in the Assembly GOP majority caucus, and also includes some new faces. That leadership team consists of:

- Speaker Pro Tempore: Tyler August
- Speaker: Robin Vos
- Majority Leader: Jim Steineke
- Assistant Majority Leaders: Robert Brooks

- Caucus Chair: Dan Knodl
- Caucus Vice-Chair: Romaine Quinn
- Caucus Secretary: Jesse Rodriguez
- Sargent at Arms: Samantha Kerkman

Finally, the State Assembly Democrats also elected to stay with their leader, despite the fact that the group has one less member in a year that most predicted they would pick up seats. Representative Barca was unchallenged for minority leader and will be working with several new members of the leadership team that includes:

- Minority Leader: Peter Barca
- Assistant Minority Leader: Dianne Hesselbein
- Caucus Chair: Mark Speitzer
- Caucus Vice-Chair: Steve Doyle
- Caucus Secretary: Beth Meyer
- Sergeant at Arms: Christine Sinicki

For additional information, contact Devala Janardan at 800-368-5242 x8335.

Brad Boycks

WBA Director of Government and Political Affairs

Wisconsin Builders Association@bboycks@wisbuild.org

(608) 242-5151 ext.16

Visit our web site: www.wisbuild.org



BY THE NUMBERS

Reprinted from Monday Morning Review

8 EASY WAYS TO KEEP JOBSITES SAFE

Following these eight rules can help workers steer clear of the most common jobsite hazards and keep construction sites looking neat, professional, and well cared for.

- * Hold mandatory safety meetings at the start of each day so that everyone knows the rules.
 - * Keep walkways and stairways clear of trash, debris and materials like tools and supplies to prevent tripping and falls.
 - * Pick up boxes, scrap lumber and other materials and put them in a dumpster or trash/debris area to prevent fire and tripping hazards.
 - * Provide enough light so workers can see any hazards and prevent accidents.
 - * Provide an adequate supply of drinking water and restrooms.
 - * Always wear personal protective equipment (e.g., hard hats, goggles, gloves, non-skid work boots).
 - * Always maintain three points of contact while ascending or descending a ladder.
 - * Take regular breaks to reduce the chance of an accident happening due to exhaustion.

For more tips, check out the Jobsite Safety Handbook, 3rd Edition, available for purchase at BuilderBooks.com.

EMPLOYERS FACE EARLIER W-2 DEADLINES, HIGHER FINES IN 2017

As tax season approaches, it's a good idea to keep two big payroll tax filing changes in mind:

Jan. 31 is the new payroll tax filing date for 2016 W-2s and 1099 forms — a month earlier than the former filing date.

The IRS has increased the penalties for:

- Filing to file the correct forms by the due date,
- Intentional disregard of filing requirements, and
- Failure to furnish W-2s to employees.

The amount of the penalty is based on when you file the correct form and is indexed for inflation. Here is a chart that compares the old and new penalties, showing an average increase of 100%, or \$590 per return.

Time returns filed/furnished	Tax Year 2015	Tax Years Beginning 2016 <i>*Indexed to inflation</i>
Not more than 30 days late (by March 30 if the due date is Feb. 28)	\$30 per return/ \$250,000 maximum	\$50 per return/ \$529,500* maximum
31 days late – Aug. 1	\$60 per return/ \$500,000 maximum	\$100 per return/ \$1,589,000* maximum
After Aug.1 or not at all	\$100 per return/ \$1,500,000 maximum	\$260* per return/ \$3,178,500* maximum
Intentional disregard	\$250 per return/ No limitation	\$520* per return/ No limitation

ECONOMIC

Reprinted from Monday Morning Review

FED RAISES INTEREST RATES

For just the second time since the Great Recession, the Federal Reserve increased its target for the federal funds rate by 25 basis points. While still low, the rate increase continues the path toward higher interest rates and a normalized monetary policy after years of stimulative policy designed to support an economic recovery. The current outlook is for three additional rate hikes in 2017.

Economic growth remains modest, though the pace could increase with a fiscal stimulus in the form of deficit-financed tax cuts or government spending increases as the Trump administration takes office.

The Fed's move is consistent with recent labor market data, which reveal tight employment conditions. The unemployment rate declined to 4.6% in November, as 178,000 jobs were created during the month, of which 19,600 positions were in the home building and remodeling sector. Over 120,000 jobs have been created in residential construction within the last year.

While solid employment figures are good news for housing demand, ongoing labor constraints are an inflation risk and a motivation for the Fed to continue raising rates in 2017.

For more detailed analysis, including an overview of Federal Reserve Chair Janet Yellen's post-meeting comments, go to EyeOnHousing.org.



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Some restrictions apply.



December 12, 2016

Wausau Area Builders Association
801 S 24th Ave
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With your partnership as a sponsor, this year's Festival of Trees event to benefit Aspirus Comfort Care and Hospice Services (ACCHS) was a success by all measures!

For the 20th year, thousands of guests attended the Festival of Trees during the week of Thanksgiving at Stoney Creek in Rothschild. Guests viewed over 110 holiday trees, wreaths, and specialty items which were donated by people in our community for raffle and silent auction.

Our fundraising goal was \$165,000. We are proud to announce that together with you and our community, **\$215,000 was raised!** This is the most raised in the 20-year history of the Festival of Trees, and this result speaks volumes to the value that our community places on our hospice program at Aspirus. Proceeds will support two community bedrooms at Aspirus Hospice House for patients with limited ability to pay and an interior renovation project to rejuvenate the 18-year-old Aspirus Hospice House.

The success of Festival of Trees celebrates the work and generosity of more than 500 volunteers, decorators, and area businesses and organizations that offered support through their gifts of time, talent and resources to support hospice care at Aspirus.

Another great success is the positive and lasting impact that the Festival of Trees community event has on the lives on families in our region. **Thank you! We could not do it without you!**

Please visit the Foundation's Facebook page for photos of the various events!

Have a wonderful holiday season, and we look forward to partnering with you in 2017.

Sincerely,

Kalynn M. Pempek
Kalynn M. Pempek
Executive Director

Kim Smerda
Kim Smerda
Fund Development Specialist

*Carolynn
Thank you so
much for your
support. Please
Thank Russ for
making this happen
so quick to.*

Thank you, Carolyn

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FINANCING

Reprinted from Monday Morning Review

5 NEGOTIATING TIPS FOR CONSTRUCTION LOAN FINANCING

Approaching lenders for financing can be stressful. Here are five useful tips that may help make it a little easier.

1. **Do some research ahead of time.** Try your best to find a local banker or lender who makes construction loans and understands the business of residential home construction. At the very least, you should look for one that is flexible and open to learning about the industry.
2. **Establish credibility early on.** There is great value in establishing confidence and trust. Provide the bank/lender with your resume and company history, and make sure to demonstrate past successes. Provide references from satisfied customers and subcontractors with whom you have positive relationships.
3. **Come prepared.** Before negotiating with a bank or lender, put together a thorough and complete packet of information about your business, including: up-to-date and easy-to-understand financials, a marketing plan for each project that requires financing, marketing collateral material and an accurate estimate of the project cost(s).
4. **Negotiate from a position of strength.** Knowledge is power, so it's beneficial to learn about local terms and conditions in the banking community. Know the loan-to-value ratios of your request, as well as the ranges acceptable to your bank. As a helpful guide on financing home construction projects, read *Survive and Thrive in Building*.
5. **Understand your banker's needs.** Know what regulations, requirements and internal management issues affect your banker. How much power or authority does the loan officer maintain? Is there a loan committee that makes decisions or a series of management signoffs? By understanding these needs, you will have a far better chance of success.

Negotiating with a bank or lender can be intimidating. Keep in mind that your banker has a job to do as well. Careful and diligent preparation can help ease the process, and foster positive outcomes.

