

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association

**JULY 2016
VOLUME 35 - ISSUE 7**

Wausau Area Builders Association
**summer
PICNIC
THURSDAY
JULY 21**



*Game time
is at 6:35 pm*

Hello Members! Time to get ready for our July Picnic Event!! It's another GREAT Woodchucks Game to enjoy!! (WI Woodchucks vs. Lakeshore Chinooks) Our WABA July Picnic will be held on Thursday, July 21st @ the Beautiful (Newly Renovated) Athletic Park, located @ 324 E. Wausau Avenue - Wausau. Here's the scoop! Our Wonderful WABA evening will start in the Pepsi Tailgate Area at 5:35 PM and food & beverages will be served until the end of the 2nd inning! (Game starts @ 6:35 PM with 1st pitch) It's a "All You Care To Eat and Drink + Beer Ticket Package" and it includes: Standard ballpark fare (brats, buns, burgers, hot dogs and chips, sides, Pepsi products, Miller Lite and Culligan water) and a reserved seat game ticket in OUR OWN reserved section, whenever you're ready to watch the game! And the cost to you for ALL of this?? How's \$5.00??? That's right...only 5 bucks per person!! (Children 2 and under/ FREE) Wow! Lets beat our last years' attendance...134 people! So mark your calendars members & guests...and get ready for a fun evening!! Come on out to watch OUR Woodchucks play some great baseball...and mingle with your WABA friends!! It's always a GREAT time!! Watch for your reservation & sign up...and we'll see you all there!! Director and Chair of Events, Mrs. Gloria Fenhaus



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MISSION STATEMENT:

The Wausau Area Builders Association, chartered in 1967 and affiliated with the Wisconsin Builders Association and National Association of Home Builders, is a professional non-profit trade association. Serving the community we represent the interests and concerns of the consumer, building trades, industry suppliers and all facets of the building industry.

The primary goal of our association is to provide quality, affordable housing through community and government involvement, while promoting high standards of professionalism.

PRESIDENT'S MESSAGE



Welcome to summer, FINALLY! In the month of June we had TWO great events.

Early in the month we had a super Parade of Homes with 13 Builders and 17 homes. Thank you to all who participated in this spectacular event. We had over 2800 people tour the homes, two builder bus loads of our members toured on Monday, and a very profitable event.

Congratulations to our committee, led by

Travis Hoerman and Sam McLellan.

Last week we had a fabulous turn out for our annual golf outing with over 90 golfers, an increase of nearly 50% from last year. It was a beautiful day and a great time was had by all. We started out with sandwiches for lunch as we headed out on to the course, and finished up with a superb grilled steak dinner while prizes were distributed. Thank you to all of you who sponsored holes, prizes, and teams. Please congratulate Phil Pesanka and the rest of the committee for the outstanding job on this event.

In July we have our annual summer picnic event which will again be held at the newly remodeled Woodchucks stadium. Please join us, this is a membership benefit event that is heavily subsidized to promote attendance and camaraderie. See you there!

And for August, watch for the information on the Sporting Clay Shoot, it will fill up fast!

Hey, next thing you know, it will be time for the Home Show! Get your booth at a discount now!

Russ Utech, WABA President

CONGRATS TO OUR RAFFLE WINNERS:



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Renee Fait
Beth Bant*



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JOKE OF THE MONTH

A proud and confident genius makes a bet with an idiot. The genius says, "Hey idiot, every question I ask you that you don't know the answer, you have to give me \$5. And if you ask me a question and I can't answer yours, I will give you \$5,000."

The idiot replies, "Okay." The genius then asks, "How many continents are there in the world?" The idiot doesn't know and hands over the \$5. The idiot says, "Now my turn, what animal stands with two legs but sleeps with three?"

The genius tries and searches very hard for the answer but gives up and hands over the \$5000. The genius says, "Dang it, I lost. By the way, what was the answer to your question?"

The idiot hands over \$5.

SCHOLARSHIP THANKS 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,
Jaime 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

JULY

2016

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



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AUGUST

2016

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

What's in a name?



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THE MONDAY MORNING REVIEW



State Assembly Races Coming Into Focus

In Wisconsin, June 1st is the day that candidates running in the fall election are required to submit the required number of signatures from voters in their district so they can get on the ballot, first for the August Primary and then for the General Election on November 8, 2016.

In Madison, all four campaign committees working to elect and reelect candidates host “meet the candidate” events and it is the most optimistic day of the year, with those in the majority arguing they are going to gain seats in November, and those in the minority touting the quality of their challenger candidates (predicting they will be measuring for curtains in their new and bigger offices on the morning of November 9 as they make plans to take back the majority in January 2017).

In the state assembly, all 99 seats will be voted on in November. The GOP currently holds the majority in the lower house and will be defending 63 of the 99 seats this fall.

One of the bigger surprises in the state assembly was that current State Representative Warren Petryk (R-Eleva) has no opponent in 2016, precisely because he is in a 50/50 district that always faces stiff competition. This is a big deal for the GOP because it is one less seat that they will have to keep an eye on. Why no opponent for Petryk? That is likely due to a combination of three things: 1) he had over \$100,000 in the bank already to use for his reelection; 2) he works extremely hard during campaign time, and; 3) he is most likely one of the nicest people who currently serve in either house of the legislature. Representative Petryk is proof that nice guys don't always finish last.

Some key races to watch this summer and fall:

Assembly District 1: State Representative Joel Kitchens (R-Sturgeon Bay) faces his first reelection after being elected to an open seat in 2014. This has been and will continue to be a target seat for the democrats because the numbers have been trending away from the GOP for a number of years now. The current composite number in a presidential year for this seat is 51.1% DEM. There is no primary on either side in this seat, so Kitchens will face democrat Lynn Utesch in November. Utesch was described as “a farmer, Veteran and clean water advocate” in an article on his announcement in the Green Bay Press Gazette.

Assembly District 29 (open): With the retirement of longtime Friend of Housing award winner Representative John Murtha (R-Baldwin) earlier this spring, the voters in the 29th Assembly District will first need to pick candidates on both sides of the aisle in the August primary. There are two democrats and two republicans running for the seat to replace Murtha. This is a 50/50 seat in presidential elections that will likely garner a great deal of attention and dollars this fall from both sides.

Assembly District 51: This southeastern Wisconsin district is at the top of the target list for Assembly Minority Leader Peter Barca this fall. Representative Todd Novak (R-Dodgeville) is up for reelection this fall in the most democrat seat that any member of the state assembly currently holds in Wisconsin. The composite number in this seat is 56% democrat which puts it into the “Strong DEM” listing for assembly seats. Democrats are pinning their hopes on Jeff Wright (<http://www.wrightforwisconsin.com/>), who currently serves as the assistant superintendent for the Sauk Prairie Schools. Since this seat is mostly in the Madison television and radio market, this will likely be one of, if not the most, expensive races in the state this fall.

Assembly District 67 (open): Master electrician and member of the legislature since 2010 Representative Tom Larson (R-Colfax) elected to not seek another term in the legislature this fall. There are four republicans and two democrats who will face off in August to move on to the General Election in November. Regardless of who wins these primaries, this 53.7% GOP seat will likely see a great deal of attention by the candidates and independent third party groups this fall.

Assembly District 68: Just up the road in from assembly district 67 is another seat being targeted this fall by assembly democrats because the numbers in that district indicate it should be a seat represented by a democrat. This 52% DEM seat in presidential elections means that State Representative Kathy Bernier (R-Chippewa Falls) will once again be at the top of the target list for democrats. Bernier faces attorney Howard White from Altoona in November.

Assembly District 72: Since his upset win against longtime member of the state assembly Marlin Schneider in 2010, now State Representative Scott Krug (R-Nekoosa) will be in the hot seat come this fall to retain his northcentral Wisconsin assembly seat. This time around, the part time realtor Krug will have to wait for a primary between David Gorski and Russ Brown before going toe to toe for this 50.4% DEM seat.

Assembly District 75: Yet another 50/50 seat in the state assembly is the 75th district in northcentral Wisconsin, anchored by the City of Rice Lake. Representative Romaine

Quinn (R-Rice Lake) will face former technical college vice president and campus administrator Joe Hufel in this 50.7% GOP seat.

Assembly District 85: Those living in Wausau, Hatley, Elderon, and points in between are going to be seeing a lot of mail in the mailbox this fall with the same candidates that ran for the seat in 2010. One term State Representative Dave Heaton (R-Wausau) decided against a run for a second term, which set up a rematch between former radio talk show host Pat Synder and former State Representative Mandy Wright. Wright bested Snyder for the seat in a very close race in 2010 before losing the seat in 2014 to Heaton.

Reminder to Use Builders Direct Fund for Contributions

Now that nomination papers are in and candidates are on the ballot for this fall, the next likely thing that will happen is candidates calling you for campaign contributions. This is a friendly reminder to use the Builders Direct Fund Conduit to make those contributions to those running for state assembly or state senate this fall. (Please note contributions to federal candidates are not processed via the Builders Direct Fund Conduit.)

The Builders Direct Fund Conduit allows you to make contributions by first donating to the fund and then directing those dollars to any candidate you choose. From the most liberal to the most conservative candidate on the political spectrum, we want all members to first make those donations via the Builders Direct Fund Conduit, which gives the WBA more "credit" for the contribution and helps your local HBA get closer to their political fundraising goal of \$20 per member in 2016.

The quickest and easiest way to use the Builders Direct Fund Conduit is by going to www.buildersdirectfund.com to make those donations. You can use either a personal credit card, or, if you are a single member LLC you can use that credit card as well.

After you enter the amount of your contribution and personal information, just indicate in the "Special Instructions" section the candidate you want the contribution to go to and press the "Submit Donation" button. We take care of the rest!

Your contribution is then sent to your candidate of choice, your local HBA gets credit towards your 2016 political fundraising goal, and WBA also gets recognition for the contribution coming from a member of the association.

Again, bookmark www.buildersdirectfund.com to make all of your contributions to those running for state assembly and state senate this fall!

2 Races Rise Above the Rest in the State Senate

Half of the seats in the Wisconsin State Senate are up for election this fall. If you happen to live in a district with an even number, you will have an opportunity to vote for a member of the state senate come November and in some cases choose a primary candidate in August.

As we move into the fall, the number of races that are competitive will likely grow but right now there are two races

that rise about the rest, the 18th Senate District (Oshkosh-Fond du Lac) and the 12th Senate District (Northeastern Wisconsin).

The 18th Senate District has been held by a republican since 1939, outside of the 18 months that democrat Jessica King held the seat after her successful recall election of former State Senator Randy Hopper. This seat is open due to the unexpected retirement of State Senator Rick Gudex (R-Fond du Lac).

The 18th Senate District is in the "lean GOP" category in presidential years when the seat is up for election with a 52.6% GOP number.

The democrats are running current Winnebago County Executive Mark Harris for this seat this fall. Harris is well known after serving many years in his capacity as county executive, and for his unsuccessful run for the congressional seat in the area now held by Glenn Grothman.

The GOP must first choose between two candidates running in the primary for the seat. The candidates running in the primary show the traditional split between the two largest cities in the district, Oshkosh and Fond du Lac. Mark Harris, who ran unsuccessfully for the 54th Assembly District, is now running for the 18th Senate District and is from Oshkosh. Dan Feyen has been the chair of the Fond du Lac County Party since 2007. The likely key to this primary will be who can get the most votes in the western part of the district outside of Fond du Lac and Oshkosh.

Finally, the 12th Senate District, which is held by freshman Tom Tiffany, has been rumored to be a top target for democrats and those in the trade unions after Tiffany's support of efforts to alter prevailing wage laws in support of Right to Work.

The playing field was recently clear for democrat Brian Van Stippen, who recently jumped from being a candidate in the 35th Assembly District to running in the 12th Senate District. After Van Stippen made the announcement of the switch, several construction trade unions announced their support of him and the candidate that was already in the race, Dave Polashek of Oconto Falls, dropped out.

Expect big money to be spent against Tiffany in this seat that sits at 52.8% GOP.

Johnson-Feingold Rematch Remains Close in Latest Marquette Law School Poll

The second consecutive Marquette Law School Poll recently revealed that the race for the U.S. Senate in Wisconsin is much closer than what had been reported in polls done in late 2015 and early 2016. The poll, released on Wednesday, June 15, indicated that the challenger Feingold leads the incumbent Johnson 45% to 41%. The last time this poll was conducted in March, Feingold lead Johnson 47% to 42%.

According to a press release announcing the results of the latest Marquette Law School Poll, "In Wisconsin's race for U.S. Senate, Feingold is viewed favorably by 40 percent of registered voters and unfavorably by 33 percent. Another 26

continued from page 9

percent say they haven't heard enough or don't know how they feel about him. In March, Feingold's ratings were 41 percent favorable, 35 percent unfavorable and 25 percent not able to rate him.

Johnson is seen favorably by 33 percent of registered voters and unfavorably by 31 percent, with 35 percent saying they have not heard enough or don't know how they feel. In March, Johnson's ratings were 32 percent favorable and 31 percent unfavorable, with another 36 percent unable to rate him."

With the numbers in the Johnson-Feingold race staying close, expect even more money to be spent in Wisconsin on this race this summer and fall, from the candidates themselves and even more from outside groups hoping to influence the race independently.

Walker Narrows List of Supreme Court Candidates to 5

Since current Wisconsin Supreme Court Justice David Prosser announced earlier this spring that he would be stepping down from his seat on the Wisconsin Supreme Court, all eyes have been on Governor Walker and his Judicial Selection Advisory Committee to begin the process to pick his successor.

The Judicial Selection Advisory Committee convened earlier this week to narrow the list of candidates and set up a process to move forward with the appointment.

The final five finalists are:

Hon. Mark Gundrum, Wisconsin Court of Appeals District II
Hon. Thomas Hruz, Wisconsin Court of Appeals District III
Hon. Randy Koschnick, Jefferson County Circuit Court
Hon. James Morrison, Marinette County Circuit Court
Attorney Daniel Kelly

The selection phase will now be conducting second interviews, and, after that, a narrowed list of finalists will be presented for Governor Walker to consider for his appointment.

Expect a decision on the appointment in mid to late July, as Justice Prosser's retirement is effective July 31.

Conventional wisdom is that Walker will ultimately select the Honorable Mark Gundrum of the Wisconsin Court of Appeals District II for the Prosser vacancy.

Brad Boycks

WBA Director of Government and Political Affairs
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May 10, 2016

Ms. Shirley Kruesel
Wausau Area Builders Association
801 S. 24th Avenue
Wausau, WI 54401

Dear Ms. Kruesel,

Thank you for your sponsorship of \$200.00 through the Northcentral Technical College Foundation for the third annual Golf Fore Scholarships event on Friday, June 17. Your support will help us provide assistance to new students in Wood Technology programs at the Antigo Campus.

Generous partners like you make the difference for students seeking to further their education. Your collaboration is essential to NTC's mission of providing innovative life-long learning that builds a globally competitive workforce.

Thank you for your commitment to the students of Northcentral Technical College. Your dedication is truly appreciated.

Sincerely,

Sheila Rossmiller
Resource Development Coordinator

The NTC Foundation develops relationships that enable individuals, businesses and the community to provide financial resources for scholarships, programs and services that advocate for and support Northcentral Technical College in accomplishing its mission.

"It is awesome to know that there are people and organizations out there that care about the students (who) are working hard to invest in their future. . ."
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scholarship recipient



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May 20, 2016

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Dear Friends,

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

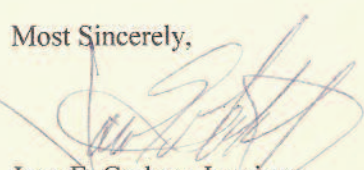
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The Women's Community is a vital part of our community, providing services to victims of domestic abuse and sexual assault. Just a few of the things we do are providing lifesaving shelter for women and children escaping abusive relationships; legal 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





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Jane Graham Jennings

April 29, 2016

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

Dear Friends,

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

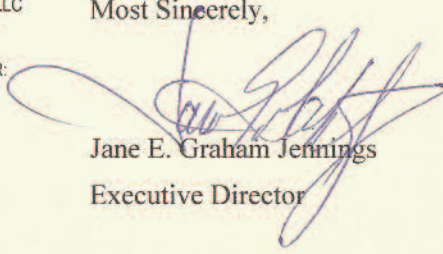
Your donation is greatly appreciated and very gratifying. Your continued support is invaluable.

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

Most Sincerely,


Jane E. Graham Jennings
Executive Director



it was a great day for the **GOLF OUTING**



What a beautiful day we had for our golf outing!! Couldn't have asked for a better turn-out. Great prizes, great food and lots of fun golfing! Thank you to all the golfers, sponsors, volunteers, and spectators for giving us a great event!!!!





All veterans who participate
will receive a special token
of appreciation



Ladies we would
be delighted to
have you join us



SPORTING CLAYS SHOOT

FRIDAY AUG. 19, 2016

WAUSAU SKEET & TRAP CLUB, BROKAW

Registration 8:00 am

Shotgun Start 9:00 am (Rain or Shine)

\$75 per shooter - \$350/5 person - \$425/6 person

Single entries accepted - teams will be assembled

REGISTRATION FEE INCLUDES:

16 Sporting Clay Shooting Stations • Lunch and Refreshments

Raffles will be available for an additional cost.

Five or Six Shooters per Team / 100 Rounds per Shooter

Side Events Available: Fur & Feather, Flurry - \$5 each

Bring your own shells – 5 or 6 boxes of shot size 7-1/2, 8 or 9 only

Personal Four-wheeler transportation is allowed.

EYE AND EAR PROTECTION REQUIRED - NO EXCEPTIONS!

Business Name: _____ Phone: _____

Shooter #1 _____ Phone: _____

Shooter #2 _____ Phone: _____

Shooter #3 _____ Phone: _____

Shooter #4 _____ Phone: _____

Shooter #5 _____ Phone: _____

NO RESERVATION IS SECURE WITHOUT FULL PAYMENT

96 SHOOTERS MAXIMUM

Mail Registration with payment to:

PO Box 1241, Wausau, WI 54402

Call Larry Meyer with questions at 715-848-0518

or email larry@larrymeyerconstruction.com



ALL PROCEEDS WILL GO TO THE NEVER FORGOTTEN HONOR FLIGHT!

For Online Registration Go To www.wausauareabuilders.com



THE PARADE OF HOMES WAS A SUCCESS!

Our 2016 Parade of Homes was once again a success. We had over 2,800 people tour the 17 beautifully

decorated homes. Thank you to all who were involved. Whether it be on the committee, a parade home builder, a sponsor, taking an ad in the booklet or by touring the homes. We appreciate all the dedication to our association. Without you, we would have not a parade.



OVERREGULATION IS PREVENTING A FULL RECOVERY FOR HOUSING

For the housing industry, regulatory costs are a major concern. - by Ed Brady

We are all incredibly relieved that the darkest days for housing triggered by the Great Recession are over. In the past few years, our industry has gradually picked up speed. Recent government data show that single-family production has increased 120% from the market low in 2009.

But as far as we've come, there's still a long way to go. Housing production, while improving, remains at only 58% of normal. Several obstacles are preventing a complete recovery, including overregulation of the housing industry.

Overly burdensome regulations complicate our businesses while providing little of their intended benefits. But even more important, they add to the cost of the house—making it more difficult or even impossible for many deserving families to achieve the American dream of homeownership.

A recently published NAHB study shows that government regulations account for 24.3% of the final price of a new single-family home. Three-fifths of this total—or 14.6% of the final house price—is due to regulations imposed during the lot's development. The other two-fifths—or 9.7% of the home price—are regulatory costs incurred by the builder after purchasing the finished lot.

In this study, our economists also report that regulatory costs imposed on an average single-family home increased almost 30% in the past five years, rising from \$65,224 in 2011 to \$84,671 in 2016. This trend is likely to continue, as there are a number of regulations in the pipeline. These include OSHA's new rules on reducing silica exposure, fire sprinkler mandates, and the Department of Labor's recently finalized regulation on overtime pay.



Equally troubling, the cost of regulations in the price of a new home is rising more than twice as fast as our buyers' ability to pay for it. Disposable income per capita increased by only 14.4% in this same five-year time span. NAHB economists estimate that 14 million American households are "priced out" of the market for a typical newly built home by government regulations.

Regulations come in many forms and can be imposed by local, state, or federal governments. For instance, local jurisdictions may charge permit, hook-up, and impact fees and establish development and construction standards. State

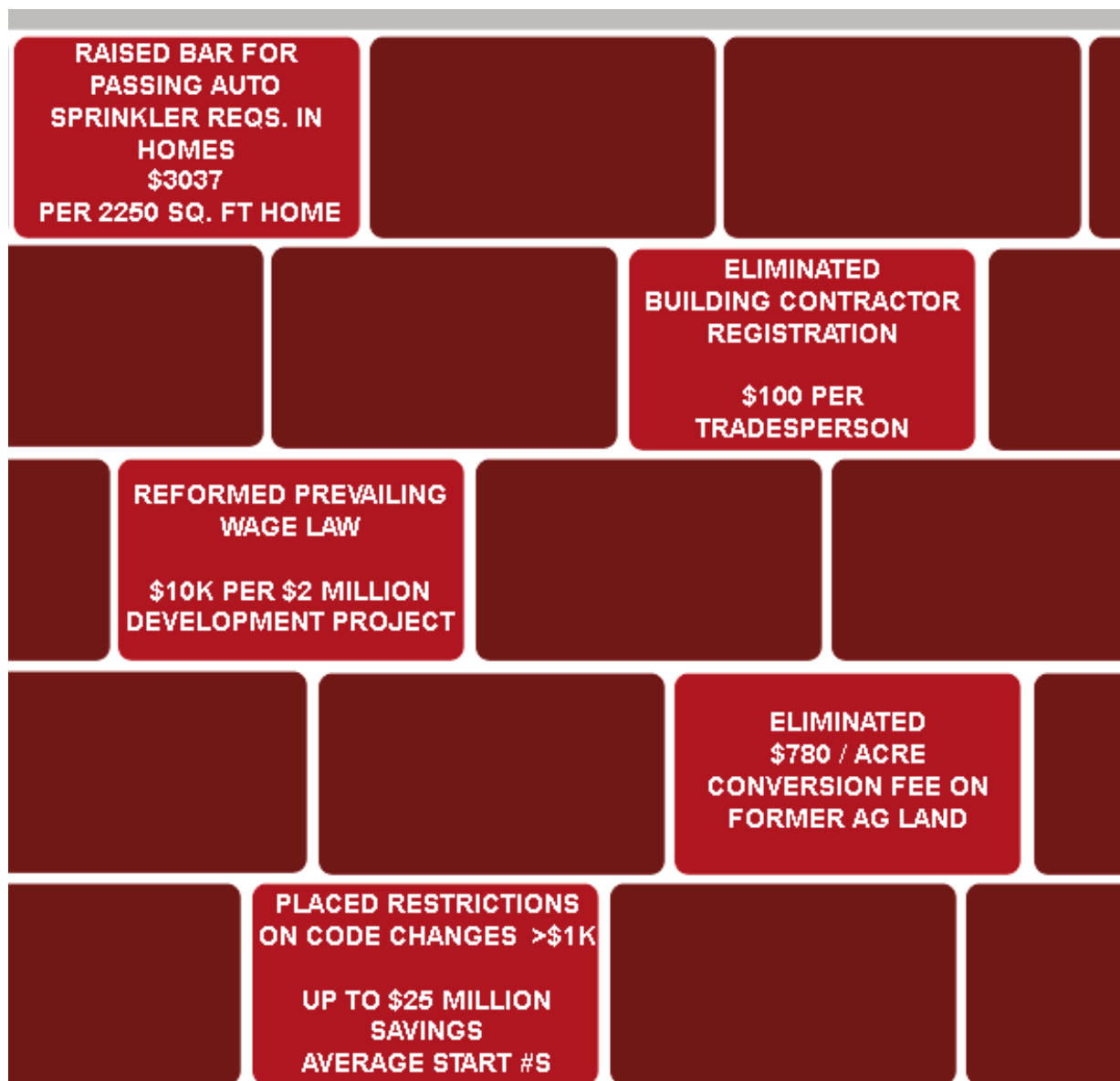
governments may be involved in these processes directly or indirectly. Meanwhile, the federal government can require certain permits for land development, among other measures.

There is a need for sensible regulations in our industry, but we must put a stop to excessive mandates that do little else besides increase the cost of housing. That is why the NAHB devotes a great deal of time and effort to fighting regulatory overreach on behalf of its members. NAHB battles overregulation head-on, engaging with legislators and regulators and using legal measures when necessary.

We are not alone. More and more people are waking up to the fact that housing affordability has become a real problem, with lasting effects on consumers and the overall economy. Our government should be part of the solution to make homeownership accessible to hardworking Americans.

Q: WHAT DO OUR ADVOCACY EFFORTS LOOK LIKE?

A: They look like affordable & accessible housing for all Wisconsinites!
In the past five years, the Wisconsin Builders Association has...



And that's just to name a few.

With the help of our members, we are able to shape policies at the Capitol that ensure safe, affordable, and accessible housing.

Take a trip down memory lane in our brand-new Successes section for a review of the strides we've taken to improve the housing industry in Wisconsin over the past three legislative sessions. As always, we thank all of our members for their dedication in both time and dollars to make housing better for all.

We're currently shaping the next legislative agenda, and are open to your suggestions for public policy improvements. Feel free to email Brad Boycks at bboycks@wisbuild.org, and please consider attending the next WBA Advocacy Group meeting during WBA Member Meeting Day on July 28th, 2016 in Wisconsin Dells!