

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association

SEPTEMBER 2016 - VOLUME 35 - ISSUE 9

MEMBERSHIP DINNER MEETING

**THURSDAY, SEPTEMBER 15
AT THE ELKS CLUB**

414 Scott Street, Wausau, WI

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

Beer is Complimentary • Cash Bar for wine, cocktails, etc.

RESERVATIONS ARE MANDATORY. DEADLINE IS SEPTEMBER 9

Call 715-842-9510 or watch for an email with an RSVP link.

One meal per membership is free, additional meals are \$15.00 (No-Shows will be billed)





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

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Vice-President Cory Sillars
Secretary-Treasurer Theresa Woellner
Past President Sid Sorensen
Business Manager Carolyn Wilde

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Through 2016: John Joseph,
Matt Keeney, Russell Wilde; Through 2017:
Gloria Fenhaus, Kyle VanOrder, Amber Gober;
Through 2018: Roger Lang, Keith Koenig,
Travis Hoffman

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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
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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



For the last two weeks I have been hearing that annual lament that summer is all but over. But for those of us still in the working world, it just means a change in temperature. Except for those of you with kids in school, your summer really is OVER! Yes, it was too short, as usual, but it also means your association is getting back to business with our monthly membership meetings, starting with going

to the Historic Elks Lodge in downtown Wausau in September. Plan to join us for an informational evening and some fun after the meeting. I would challenge each of you to bring a guest, and let's share what this association can do for folks who have a business in the trades.

We had a great summer of activities with the last one being the clay shoot just a couple weeks ago where we had a fantastic turnout of over 100 shooters. Congratulations and thanks go out to Larry Meyer and Alex Forer for coordinating this event, as well as all of those folks that came out to help the day of the event. Proceeds will again be going to the Never Forgotten Honor Flight.

We started a new committee this year in conjunction with NTC in order to find a way to encourage more young people to take schooling in the trades. I would like to thank Roger Lang, Alex Forer, and the others on this committee for taking time to attend the planning meetings with the NTC representatives. This is a long term project that we believe fits closely with the goals of our association. If you are interested in participating to build this program throughout our association area, please contact Roger or Alex for opportunities.

Finally, 'tis election season" and I bet most of us have seen enough of that in the news already, but it is important for each of us to get out and vote. Our association annually elects three director positions, as well as our officers. Please consider sharing your time and knowledge for the good of the association and volunteer to run for one of these positions. Most notably, each year we need to find a Vice President as we traditionally move these people through the "chairs" as these are ONE year positions. On the director front, we have nine directors, of which 3 are up for election each year. Our bylaws state that we are to have a majority of our directors be BUILDERS, so I am reaching out to you BUILDERS to step up and take a leadership role in YOUR organization. Give Sid Sorensen a call to ask what is involved.

Russ Utech, WABA President

MEMBER INFORMATION

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Ralph's Hardwood Floor Co. Inc.
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RENEWING AFFILIATES

Larry Meyer

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September 2016 will mark 38 years for Dun-rite Exteriors, as a Associate Member in the Wausau Area Builders Association. In Memory of Gary Lee Fenhaus, who passed away September 1st, 2008..."We honor him and his legacy of the family owned business...and will continue to make him proud!"



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IT'S TIME TO START THINKING ABOUT JOINING A COMMITTEE THIS FALL

Below is a list of all there is to join.

Now is the time to participate in the activities of your Association. The key to making the most of your membership is not what the association gives to you, but what you invest in the Association through participation. Play an active role in making it happen! Don't burn out the people that are always there for the Association. They are volunteers because they believe in the Association and have experienced first-hand what the Local, State and National Associations can do with team work.

Meet your fellow members - they're nice people

Officers -	Committees -	Committees -	Committees -
President	Advertising	Governmental Affairs	Scholarship
Vice-President	Anniversary	Home Show	Silent Auction
Secretary	Bylaws	Legislative	Golf Outing
Treasurer	BLDR-Pac Trustee	Marketing	Sporting Clay
Past President	Budget	Nominations	Website
Business Manager	Events	Parade of Homes	Facebook
Directors	Finance	Personnel	

If you have any questions about a committee, please feel free to call the office at 715-842-9510. Not all committees have monthly meetings, rather meet when needed or when the chair schedules one. It's imperative to the growth of the Association that everyone does their part to help **their** industry grow.

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SEPTEMBER

2016

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



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OCTOBER

2016

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

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.



THE MONDAY MORNING REVIEW



Walker to Cabinet: No New Spending in State Budget

As Governor Walker and his cabinet begin the process of putting together their budget requests for the 2017-2019 state budget, one message was recently sent out to all state agency heads: no spending requests that exceed what was requested

in the 2013-2015 State Budget.

Governor Walker stated in a letter dated July 25, 2016, "Just as in the last biennial budget, I am directing most agencies to maintain their overall fiscal year 2017-2018 and 2018-19 GPR (general purpose revenue or tax dollars) budgets at the fiscal year 2016-17 adjusted base."

Walker also provided some guidance and direction on where he would like to see state agencies focus their dollars and policy goals for the upcoming state budget. "Agency requests should focus on providing new opportunities for our world-class workforce and continue to enhance our state's economy. Agencies are encouraged to take a fresh look at all programs and identify ways to realign resources in order to fund initiatives within their current base, rather than seek additional resources the taxpayers can't afford. Our common goal is to deliver an efficient and accountable government for the taxpayers."

By law state agencies are required to submit their budget requests to Governor Walker on September 15, 2016. Typically, a state budget is introduced in February/March of odd numbered years.

NAHB and WBA Alert Members on Paul Ryan Primary Support

Recently the National Association of Home Builders (NAHB) continued their effort to be more influential in the election process by working with WBA to contact members in the 1st Congressional District and urge them to vote for Speaker Paul Ryan in the primary election on Tuesday. Congressman Ryan was being challenged in the GOP primary by businessman Paul Nehlen. Nehlen is basically running a repeat of the

Donald Trump presidential primary campaign, which is odd considering Trump was rejected handily by GOP voters in the 1st Congressional District in the spring presidential primary in Wisconsin.

In the e-mail, members were urged to "Vote for Housing on August 9" and to "Reach out to your family, your friends, your business associates. Let them know you support Paul Ryan."

This joint NAHB/WBA effort is substantial because it is the first time that NAHB has directly contacted members in any part of the country asking them to specifically support a candidate who supports housing.

Look for additional efforts like this in other parts of the country as NAHB continues to expand their efforts on the political front in 2016 and beyond.

Speaker Ryan defeated Paul Nehlen 84% to 16% in the recent primary election.

Kelly Picked for Wisconsin Supreme Court Vacancy

Conventional wisdom is not always correct. For months, Wisconsin capitol observers (myself included) had been predicting that former state representative and current Judge Mark Gundrum would be appointed by Governor Walker to fill the open position on the Wisconsin Supreme Court being vacated by the retirement of Justice David Prosser, Jr.

Governor Walker went in a different direction with his appointment when he announced that attorney Daniel Kelly had been appointed to fill out Prosser's term on Wisconsin's high court.

As a founding member of the law firm Rogahn Kelly, Daniel Kelly is recognized as a leader in Wisconsin's legal community. Prior to beginning his own private practice, he was a partner at Reinhart Boerner Van Deuren in Milwaukee, one of Wisconsin's largest and most respected firms. Kelly also served as a law clerk and staff attorney for the United States Court of Federal Claims, Office of Special Masters, and as a law clerk for the Wisconsin Court of Appeals.

"I am deeply honored that the governor would appoint me to succeed Justice Prosser," Daniel Kelly said. "I look forward to working with my new colleagues in serving the people of this great state by faithfully applying the laws of our land."

Daniel Kelly's community involvement includes serving as the president of the Milwaukee Lawyer's Chapter of the Federalist Society and as a member of the State Advisory Board to the United States Commission on Civil Rights. Kelly earned a Bachelor of Science degree from Carroll University in Waukesha, Wisconsin, and a Juris Doctor from Regent University in Virginia. Kelly is married and has five children, and he and his family reside in North Prairie, Wisconsin.

Members Stand Out at Flood Insurance Hearing

From NAHB: Flood insurance rate increases hurt home owners, businesses and communities and will cripple the home building industry as it's just beginning to right itself.

It's a message that Congress needs to hear as it looks at how the National Flood Insurance Program (NFIP) is working in the real world – and today, NAHB delivered it not just once, but twice.

Recognizing the importance of this issue to home builders and NAHB's key role in the NFIP debate, we were presented with the unprecedented opportunity to have two members testify.

Randy Noel, a home builder in La Place, La., and NAHB 2nd Vice Chair, and home builder Kevin Robles, past president of the Tampa Bay Builders Association, each testified before the Senate Committee on Small Business & Entrepreneurship.

NAHB has a long history of supporting the National Flood Insurance Program (NFIP), but as Congress reauthorizes the program, it must ensure that it remains predictable, universally available and fiscally viable so home builders can continue to provide safe and affordable housing to consumers, these builders said.

Rate increases have the most direct impact on low-income home owners who could be stuck paying premiums they cannot afford, while trying to sell a property that others have difficulty qualifying to purchase.

"Home builders live and work in their communities. We see the effects of flood insurance rate increases in both our personal and professional lives," Noel told legislators.

He thanked them for their successful efforts to roll back the unintended consequences of the Biggert-Waters Flood Insurance Reform Act, which failed to foresee how costly rate increases from the sale or transfer of homes in the flood plain could decimate local economies.

Because of these fixes enacted in 2014, "NAHB has estimated that there was \$755 million more in new construction and \$361 million a year in additional remodeling," a boon to these small businesses still reeling from the recession, Noel said.

The builders also spoke about the problems associated with inaccurate Flood Insurance Rate Maps (FIRMs). They can inflate home prices, hike premiums for home owners and create havoc for small businesses, particularly the home builders, remodelers and other contractors working on residential construction projects in the nation's floodplains.

In Florida, Robles said, it's almost a given that homes will be built in or near a floodplain, so as FEMA continues its FIRM updates, precision is key.

"There have been reported cases of FEMA neglecting to factor in privately funded flood-control structures, or drawing in rivers or streams where none exist," Robles testified. "Home owners are being incorrectly mapped into floodplains and forced to purchase unneeded flood insurance. It typically takes years for these mistakes to be fixed, often requiring a lengthy and costly process for the community, builder and home owner."

The NFIP also guides future development – but this federal program must continue to allow local communities to control their own growth and development options, NAHB said in its testimony.

Sen. David Vitter (R-La.), who chairs the committee, thanked the speakers, adding that new construction is the solution to NFIP solvency and paying premiums, not the problem.

The NFIP must be reauthorized by Sept. 30, 2017.

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

WHERE WE LIVE

The Washington Post by Kathy Orton

Mortgage rates down slightly, remain stalled near yearly lows



Like the rest of us suffering through August's oppressive heat, mortgage rates have been disinclined to move much.

There just hasn't been enough positive or negative economic data recently to have an effect on rates. Even the Federal Reserve minutes, which were released Wednesday, provided no clear signal. They showed the central bank remains divided on when to raise interest rates again.

Without much guidance, home loan rates have been listless. Since late June, the 30-year fixed-rate average — the most popular mortgage product — has been stuck between a high of 3.48 percent and a low of 3.41 percent.

In its most recent monthly outlook, which was released earlier this week, Freddie Mac projected mortgage rates

would remain below 4 percent not only for the rest of this year but also next year. The government-backed mortgage-backer revised its 2017 forecast for the 30-year fixed rate to 3.7 percent.

[Don't assume you are frozen out of the mortgage market]

Bankrate.com, which puts out a weekly mortgage rates trend index, found that three-quarters of the experts it surveyed believe rates will remain relatively unchanged in the next week, moving no more than plus or minus two basis points (a basis point is 0.01 percentage point) in the next week.

According to the latest data released Thursday by Freddie Mac, the 30-year fixed-rate average slipped to 3.43 percent with an average 0.5 point. (Points are fees paid to a lender equal to 1 percent of the loan amount.) It was 3.45 percent a week ago and 3.93 percent a year ago. The 30-year fixed rate has remained below 3.5 percent the past two months.

The 15-year fixed-rate average fell to 2.74 percent with an average 0.5 point. It was 2.76 percent a week ago and 3.15 percent a year ago.

The five-year adjustable rate average crept up to 2.76 percent with an average 0.4 point. It was 2.74 percent a week ago and 2.94 percent a year ago.

"For eight consecutive weeks mortgage rates have ranged between 3.41 and 3.48 percent," Sean Beckett, Freddie Mac chief economist, said in a statement. "Inflation is not adding any upward pressure on interest rates as the Bureau of Labor Statistics reported that the Consumer Price Index was unchanged in July."

Meanwhile, mortgage applications were lower this week, according to the latest data from the Mortgage Bankers Association.

The market composite index — a measure of total loan application volume — fell 4 percent from the previous week. The refinance index decreased 4 percent, while the purchase index dropped 4 percent.

The refinance share of mortgage activity accounted for 62.6 percent of all applications.

"Application volume dropped across the board for both refinance and purchase loans last week, despite little change in rates," said Mike Fratantoni, MBA chief economist. "Refinance volume continues to tail off its recent highs as markets return to normal post Brexit. As for home purchases, the strong job market and still very low rates continue to support volume almost 10 percent higher than this time last year, despite last week's dip."

JOKE OF THE MONTH

A group of women were at a seminar on how to live in a loving relationship with their husbands.

The women were asked, "How many of you love your husband?" All the women raised their hands.

Then they were asked, "When was the last time you told your husband you loved him?" Some women answered today, a few yesterday, and some couldn't remember.

The women were then told to take out their cell phones and text their husband: "I love you, sweetheart."

Next the women were instructed to exchange phones with one another and read aloud the text message they received in response to their message. Below are 11 hilarious replies. If you have been married for quite a while, you understand that these replies are a sign of true love. Who else would reply in such a succinct and honest way?

1. Who the hell is this?
2. Eh, mother of my children, are you sick or what?
3. Yeah, and I love you too. What's wrong?
4. What now? Did you wreck the car again?
5. I don't understand what you mean?
6. What the hell did you do now?
7. Don't beat about the bush, just tell me how much you need?
8. Am I dreaming?
9. If you don't tell me who this message is actually for, someone will die.
10. I thought we agreed you wouldn't drink during the day.
11. Your mother is coming to stay with us, isn't she?

NAHB MEMBER DISCOUNTS. YOURS FOR THE TAKING.



Your Wausau Area Builders Association membership automatically makes you a member of the Wisconsin Builders Association and the National Association of Home Builders. Make sure you take advantage of all the ways to save with NAHB member discounts.

You may not know, but you can get discounts on fuel for your vehicles with Associated Petroleum Products (APP), flowers from FTD, and orders from Omaha Steaks. Members also benefit from substantial discounts on products and services that directly impact your business.

For example, TransFirst, provides credit card processing and complete electronic payment solutions for our members. They have saved the average member approximately \$1,300 per year. Lowe's ProServices, is offering members 2% off their monthly bill, plus free shipping to the job site on purchases made with your Lowe's Accounts Receivable when you enroll online. You can also save on your UPS services, office supplies from Office Depot, up to 30% discounts on computers and electronic equipment from Dell or Hewlett Packard and many more.

General Motors, has a \$500 private offer exclusively to NAHB members on its trucks, vans, and cars.

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Any questions? Give us a call at (715) 842-9510 or contact us at carolyn@wausauareabuilders.com.

UPCOMING EVENTS

PLEASE SAVE THESE DATES (watch your inbox for online registration)

SEPTEMBER 15, 2016: Dinner Meeting, Elks Club, Wausau

Get Ready Members for a Beautiful Event! "Our Membership Dinner Meetings" will kick off for September 2016!! Mark your calendar for Thursday, the 15th of September @ "The Elk's"...located @ 414 Scott Street Wausau. Cocktail hour starts off @ 6 PM and I will have "Complimentary Beer" setup, from our local brewery for you! (Cash Bar / Cocktails) Then we will sit down @ 7 PM to start a "VERY TASTY" plated sit down salad, dinner, along with dessert..."Just for You!!" Here's what "The Elk's" is preparing for us!! Stuffed Pork Chops & Baked Chicken, Mashed Potatoes & Gravy, Scandinavian Blend Veggies, Tossed Salad w / French & Ranch Dressing, Rolls w / Butter, Coffee, Milk, Ice Water Offered, and Dessert "Ice Cream w / Chocolate Sauce!" Yummy!! Watch for your email invite & get your reservation in...You don't want to miss it!!

OCTOBER 20, 2016: Dinner Meeting, Great Dane, Wausau

Also mark your calendar for "The WABA Parade of Homes 2016 Kick Off and Table Top!!" Held @ the beautiful "Great Dane" on October 20th @ 2305 Sherman Street Wausau Starting@ 6 PM (I will have the Complimentary Beer Setup / different flavors, made @ The Great Dane!) / Cocktails / Cash Bar. Then @ 7 PM "Walk Around Dinner" including the popular "Potato Bar!" Rumor also has it...that Gloria has arranged for NOT 1, but 2 "Special Desserts!" YUM! All Builders MUST be there...so this is the perfect time to showcase YOUR business Associates!!! Get your Table Top reserved and get your reservation in, when posted...You don't want to miss this GREAT opportunity!! More info. later...

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Sporting Clay Shoot

Despite the threat of rain, this year's Sporting Clays Shoot for Never Forgotten Honor Flight was again a huge success. Almost reaching maximum capacity of 96, we had 88 shooters come out to take on the course in an attempt to break as many clays as possible. A great time was had by all, both on the course and competing in the clubhouse to see who would take home the top raffle and live auction prizes. Although the final numbers are still being calculated we expect to surpass the amount that was raised at last year's shoot and again send some very deserving Veterans to Washington. A very big thank you goes out to everyone that helped out either volunteering during the event or by contributing with a donation. Your efforts for this event every year are vital to making it a continued success.



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2017 Show Schedule

Dates, times and locations are all subject to change.

Saturday, January 7

8:00 am-5:00 pm Pre-Show Courses
12:00 pm-5:00 pm Exhibitor Registration Open

Sunday, January 8

7:00 am-5:00 pm Attendee/Exhibitor Registration
8:00 am-5:00 pm Pre-Show Courses

Monday, January 9

7:00 am-5:00 pm Attendee/Exhibitor Registration
7:00 am-8:00 pm Exhibitor Registration
8:00 am-5:00 pm Pre-Show Courses

Tuesday, January 10

6:30 am-6:00 pm Hotel Shuttle Service
7:00 am-5:00 pm Attendee/Exhibitor Registration
7:00 am-8:00 pm Exhibitor Registration
7:30 am-5:00 pm IBS Centrals
8:00 am-9:15 am Opening Ceremonies
8:00 am-5:00 pm The Bookstore at Design & Construction Week
9:00 am-5:00 pm IBS Exhibits
9:30 am-4:30 pm IBS Education Sessions*
6:00 pm-8:00 pm IBS House Party**

Wednesday, January 11

6:30 am-6:00 pm Hotel Shuttle Service
7:00 am-5:00 pm Attendee/Exhibitor Registration
7:30 am-5:00 pm IBS Centrals
8:00 am-9:30 am NAHB Member Summit
8:00 am-4:30 pm IBS Education Sessions*
8:00 am-5:00 pm The Bookstore at Design & Construction Week
9:00 am-5:00 pm IBS Exhibits
9:30 am-12:00 pm Sales Rally*
4:00 pm-6:00 pm Beer Garden at Show Village
6:30 pm-9:00 pm Best in American Living Awards (BALA)**
8:00 pm-11:00 pm Young Professionals After Hours Party**

Thursday, January 12

6:30 am-8:15 pm Hotel Shuttle Service
7:00 am-5:00 pm Attendee/Exhibitor Registration
7:30 am-2:00 pm IBS Centrals
8:00 am-5:00 pm The Bookstore at Design & Construction Week
9:00 am-5:00 pm IBS Exhibits
TBD Best of IBS Awards
5:00 pm-7:30 pm IBS Spike Concert**

*IBS Full Registration Required **Ticketed Event

Registration & Housing Details opens August 1, 2016

Early Registration is Sept. 1 - Nov. 11, 2016

Online Registration is Jan. 8, 2017 - Jan. 12, 2017

Housing Deadline: Dec. 9, 2016

For more information go to www.buildersshow.com



The Home Show committee will again be producing a show book. Included in the book is a floor plan of the show, various advertisements, several articles covering different topics pertaining to our industry and will have our membership directory which will gain you, our advertising supporter, additional exposure. It will be available two weeks prior to the Home Show.

Cindy from Color Creations will be doing the book layout, so any ads should be sent via email to cindy@colorcreationsllc.com as a pdf, jpg or eps file. If you have any questions please call Cindy at 715-443-3032.

SIZES AND PRICES ARE ON THE FORM TO THE RIGHT

(A 10% discount will be provided if you also have a booth!)

Both ad copy and payment are due by January 1, 2016. Ad should be emailed to Cindy at the address above and the payment should be made out and sent to WABA, 801 South 24th Ave., Wausau, WI 54401.

We are also offering a "special opportunity". With the purchase of a 1/2 page ad you may also purchase a full page "article page" for an additional \$100. This is a page that would allow you to write the article and include your own picture and logo. It is an information article or advice to the public. If you have interest and could supply information in one of these categories please call Cindy at 715-443-3032 before January 1st.

Sincerely,
The Home Show Committee

AVAILABLE ADVERTISING FOR THE HOME SHOW

The 2017 Home Show will be held February 24-26.

If you are interested in advertising in the Home Show book please check your choice at the bottom of this page and send the signed form below with a check made out to WABA to 801 South 24th Ave., Wausau, WI 54401

If you have any questions please call Cindy at 715-443-3032 or you may email her at cindy@colorcreationsllc.com
Ad copy in a pdf, eps or jpg format should be send here as well.

Please Reserve Ad Space For:

Company _____

Contact's Signature _____

Address _____

City _____ State _____ Zip _____

Please check ad size(s)

Black & White

- ☐ Full Page (B/W) - \$300.00
- ☐ 1/2 Page (B/W) - \$220.00
- ☐ 1/4 Page (B/W) - \$165.00

Color

- ☐ Full Page (Color) - \$500.00
- ☐ 1/2 Page (Color) - \$340.00
- ☐ 1/4 Page (Color) - \$240.00

HOME SHOW

FEBRUARY 24 -26, 2017

There is no better way to utilize your sponsorship dollars than by reaching a targeted group of consumers! All sponsorship and advertising packages can be customized to fit your needs. Additional sponsorship opportunities may also be added throughout the year. Please contact Russ Utech at 715-571-9332 or russu@wausauareabuilders.com today to begin reaping the benefits of your sponsorship! We look forward to working with you – simply choose a sponsorship option, then sign and return the form to 801 S.

PLATINUM

- Up To Four 10x10 Booths in 2017 Show
- Full Page Color Ad in Home Show Book
- Sponsor in all Media Advertising
- Ad / Logo on Large Postcard Mailer
- Ad Banner On Home Show Website w/ Your Company Link For 6 Months
- A Live Radio Remote at The 2017 Show
- 10 - Radio Ad Spots on WDEZ & WIFC
- 14 – Home Show Tickets

TOTAL: \$3,000

GOLD

- Up To Two 10x10 Booths in 2017 Show
- Half Page Color Ad in Home Show Book
- Sponsor in all Media Advertising
- Ad / Logo on Large Postcard Mailer
- Ad Banner On Home Show Website w/ Your Company Link For 3 Months
- 10 - Radio Ad Spots on WDEZ & WIFC
- 10 – Home Show Tickets

TOTAL: \$2,000

SILVER

- A Booth in The 2017 Show
- Quarter Page Color Ad in Home Show Book
- Ad Banner On Home Show Website With Your Company Link For 2 Months
- Recognition at the Show
- 6 – Home Show Tickets

TOTAL: \$1,000

BRONZE

- Recognition in Home Show Book
- Quarter Page Ad in Home Show Book
- Ad Banner on Home Show Website With your Logo for 1 Month
- Recognition at the Show
- 4 – Home Show Tickets

TOTAL: \$500

2017 COMMITMENT FORM – HOME SHOW

☐ Platinum.....\$3,000
☐ Gold.....\$2,000



☐ Silver.....\$1,000
☐ Bronze.....\$500

CONTACT INFORMATION:

Name _____ Company _____
 Email _____ Phone _____
 Signature _____ Date _____

WAUSAU AREA BUILDERS ASSOCIATION SPONSORSHIP OPPORTUNITIES



HOME SHOW

FEBRUARY 24-26, 2017

There is no better way to utilize your sponsorship dollars than by reaching a targeted group of consumers! All sponsorship and advertising packages can be customized to fit your needs. Additional sponsorship opportunities may also be added throughout the year. Please contact Russ Utech at 715-571-9332 or russu@wausauareabuilders.com today to begin reaping the benefits of your sponsorship! We look forward to working with you – simply choose a sponsorship option, then sign and return the form to 801 S. 24th Ave. Wausau WI 54401.

- ☐ Seminar Area..... \$250
- Recognition at Home Show Event
 - Recognition in Home Show Book

- ☐ Kitchen Area.....\$250
- Recognition at Home Show Event
 - Recognition in Home Show Book

- ☐ Ice Breaker Event.....\$ 500
- Recognition at Home Show Event
 - Recognition in Home Show Book

- ☐ Saturday Night \$500
- Recognition at Home Show Event
 - Recognition in Home Show Book

- ☐ Grand Prize Giveaway.....\$500
- Recognition at Home Show Event
 - Recognition in Home Show Book

- ☐ Coffee and Donuts.....\$200
- Or in kind
- Recognition at Home Show Event
 - Recognition in Home Show Book
 - 1 - Sponsorship Available

- ☐ Water.....\$200
- Or in kind
- Recognition at Home Show Event
 - Recognition in Home Show Book
 - 1 - Sponsorship Available

- ☐ Pizza and Cookie.....\$250
- Recognition at Home Show Event
 - Recognition in Home Show Book

- ☐ Bag.....\$500
- Recognition at Home Show Event
 - Recognition in Home Show Book

****Note: Only 1 sponsor allowed in each category unless otherwise noted***

CONTACT INFORMATION:

Name_____ Company_____

Email_____ Phone_____

Signature_____ Date_____