

# LET'S

*the Official Publication of the Wausau Area Builders Association*

**MARCH 2012  
VOLUME 31 - ISSUE 3**

**SEE INSIDE FOR  
MORE PICTURES!**

## REMEMBER *when?*



### Home Show attendance 8,100

Pleasant weather, a comprehensive show and three other shows in the Marathon Park area contributed to record attendance at this year's Home Show this past weekend at Marathon Park's Multi-Purpose Building.

More than 8,100 people attended the show, which was sponsored by the Wausau Area Builders Association. That represents a 3,000-person increase over last year's show, according to Diane Dalnodar, the executive official of the association.

"It was a fantastic show with no complaints," she said today. "Both the exhibitors and the public seemed happy with it."

The show, which opened at 6 p.m. Friday and ran to 5 p.m. Sunday, offered more than 80 exhibitions relating to homes.

Information and displays covered such things as insulation, home financing, site selection, stick building, factory built homes, carpeting, vinyl, upholstery, heating, air conditioning, appliances, lighting, pumps, wells, water conditioning, hardware, fireplaces, masonry, furniture, interior decorating, paneling, painting, interior decorating, building supplies, furniture and tiles.

Between 400 and 500 people worked on the show. Most provided information on products and services displayed. Others worked behind the scenes in organizing, setting up, running and cleaning up the show.

"Everyone put in a tremendous effort," said Mrs. Dalnodar.

Fred Anderson of FDA Architects handled the floor plans; Mrs. Dalnodar and Jay Klieber of Diversified Home Builders Inc. handled most of the planning; and Evy Wegner of D & D Residential Contractors handled the food services.

Joe Figlmiller of North Cen-

tral Technical Institute and his residential design class students helped in set-up, ticket sales, sign making and clean-up. The students also had a display of model homes they built.

Three other shows, open to the public in the Marathon Park area, helped attract visitors to the Home Show. Those shows were the Festival of Arts, Art in

the Park, and the Antique Show and Sale.

With the clean-up hardly finished from this year's show, the association is already planning for next year's.

"There will be another next year and it will be bigger and better," said Mrs. Dalnodar.

### 1977 Home Show

### 1987 Halloween Party





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Golf Outing ..... Gary Zarda  
Sporting Clay ..... Larry Meyer

# LET'S LEVEL

March 2012  
Volume 31, Issue 3

## In this Issue ...

4

### A Note from Your Executive Officer

*Chris Briquelet*

6

### President's Message

*Bob Marcell*

7

### Calendar of Events

9

### Feb. Dinner Meeting Pictures

10

### Picture Collage from 45 Years

11

### Silent Auction

12

### Dinner Meeting Registration

14

### Home Show Pictures

16

### WABA Scholarship Application

18

### Monday Morning Review

*Brad Boycks*

#### MISSION STATEMENT:

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

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



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# Joke of the month

*While carpenters were working outside the old house she had just bought, a lady busied herself with indoor cleaning.*

*She had just finished washing the floor when one of the workmen asked to use the bathroom.*

*With dismay, the lady looked from his muddy boots to her newly scrubbed floors.*

*"Just a minute," she said, thinking of a quick solution. "I'll put down newspapers."*

*"That's all right, lady," said the carpenter. "I'm already housetrained."*

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# A Note from your Executive Officer



I thought that "Jimmy the Groundhog" said that we were going to have an early spring!?! As I'm typing this we're expecting nearly a foot of snow! The good news is, this time of year the sun has enough power to make it all go away in short order.

A lot of things have transpired since the February newsletter came out. First, we started our Dinner Meetings again at the Great Dane. It was an excellent night of Association updates from the various committee chairs. President Bob Marcell has very clearly issued the invitation to all our members to adopt the new Positive Attitude and Image of the Association. He has asked all of the members to "Be Part of the Solution" in 2012. You can do your part by getting involved on a committee, or just as a volunteer for one of the various upcoming events.

The Home Show was very popular with the exhibitors and the public alike. There were countless comments from the exhibitors how much they liked the new layout, especially the way that it brought numerous qualified customers to every booth in the show. Registration is already open for the 2013 Show with the same layout; the only difference is the Show will be one week later, running February 8-10. The

## MEMBERSHIP INFORMATION

### RENEWING MEMBERS

Abby Bank  
Bauer Builders  
Best-1 Plumbing & Heating  
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Intercity State Bank  
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Showcase Carpets  
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**SEEKING BOARD  
APPROVAL AT THE  
MARCH MEETING  
TO BE REINSTATED:**  
*Connexus Credit Union*

committee is also already working on a number of instructional seminars for the public to enjoy. If you have a connection to somebody who may want to participate, contact either Andy Clark or Russ Utech to get signed up.

Being the next event on the calendar, the Parade of Homes planning is in full swing. The initial deadline for first home contracts has passed and we already have an excellent Parade for 2012. On the first home contract deadline the Parade is already exceeding the 2011 Parade, and there are known second homes so the committee is looking forward to a great showing. One difference this year is the committee has formed various sponsorship levels, if you are interested in gaining your company additional exposure, contact Tony Sorensen, Jeremy Voigt or the WABA office to get the details. There are several levels, but a number of them have already been claimed so if you have interest let us know asap!

As a reminder, there are a number of committees that are looking for additional help! The one's coming up first are the Parade of Homes and the Golf Outing. Kristin Flamang is always looking for people to help with the Membership Committee. If you are interested in getting involved in making your Association stronger, contact either the Chair or your desired committee, or the WABA office.

Lastly, the WBA Builders Conference has now passed and was a good success. The WBA committee tried a number of new things this year and kudos go out to them for thinking outside the box. There were a number of WBA By-Law changes put to vote, and subsequently a number of amendments voted upon. WBA changed a great deal about their governance structure and By-Laws, there are a number of things that they are finalizing, but as soon as we have a copy of the changes they will be shared with you.

I hope to see all of you at the Dinner Meeting at the Great Dane on the 15th!!

— Chris Briquet



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# President's Message



Well March is here and Spring is just around the corner. Just got back from the Wisconsin Builders Conference. There were two days of good education class for continuing education credits, and the Vendor Showcase booths got to check out the latest innovative products and all the Networking with others, it was well worth the time.

Friday morning was the state Board Meeting and yes it did take a lot of time to get the new Bylaws changed. Now to get them all sorted out and then to get our own Bylaws changed to follow WBA's. We will keep you posted on that.

At our last Dinner Meeting I had asked for help on some of our Committee's, well I did get some new recruits but we are still looking for more. Please step up and help out, it doesn't have to take a lot of time and effort if we get more people to help out. The Silent Auction that's coming in April is one that could use more help. Find out how much fun it can be and how many more people you will meet. Be part of the Solution, make WABA the Association everyone wants to be part of. I want to give a Big Thank You to every Board Member, Committee Chairs and everyone helping on a committee. With out you this Association would not be here.

Looks like we will have a really good Parade of Homes this year, the final count are not all in yet but looks like around 14 homes. If you want to get an ad in the Parade Book (Home Inspiration) call the office and let Chris know, it's a great way to get your name out to people in a Four County area.

Please donate something to the Silent Auction, any item big or small, gift baskets, gift certificates, flowers-plants, cookies, (I like cookies) any thing you may have we could use. It's a great fund riser for Build-Pac.

Hope to see you all at our March 15th Dinner Meeting. I want everyone to have a wonderful St. Patrick's Day and don't drink to much green beer. Any questions or concerns please contact me, remember the 2012 Positive Attitude! Be part of the Solution.

— Bob Marcell



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# MARCH

## 2012

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6 MEETINGS AT WABA OFFICE POH - 12 PM HOME SHOW - 3 PM Board Agenda Items Due	7	8	9	10
11 Daylight Savings	12	13 BOARD MEETING	14	15 DINNER MEETING	16 PARADE OF HOMES CONTRACT FOR 2ND HOME DUE	17 St. Patrick's Day
18	19	20 ITEMS FOR NEWSLETTER DUE	21	22	23	24
25	26	27	28	29	30	31

# APRIL

## 2012

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 POH Meeting with Marketing Committee	3 POH Meeting - 12 pm Home Show Meeting - 3 pm	4	5	6	7
8 Easter	9	10 Board Agenda Items due by 5 pm	11	12	13	14
15	16 All Parade of Homes Ads Due	17 BOARD MEETING - 4 pm	18	19 Silent Auction Dinner Meeting - 6 pm	20 ITEMS FOR NEWSLETTER DUE April Member Renewals Due	21
22	23	24	25	26	27	28
29	30					

# MAY

# 2012

SUN	MON	TUE	WED	THU	FRI	SAT
		<b>1</b> POH 12 pm - Yard Signs Available - H.I. Books Available - Home Show - 3 pm - Marketing	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>6</b> Easter	<b>7</b> POH - Ticket Taker Schedules Sent	<b>8</b> Board Agenda Items due by 5 pm	<b>9</b>	<b>10</b> Board Packets Sent by 5 pm	<b>11</b>	<b>12</b>
<b>13</b>	<b>14</b>	<b>15</b> BOARD MEETING - 4 pm	<b>16</b>	<b>17</b> Dinner Meeting - 6 pm POH - Notification of Mandatory Builder Meeting	<b>18</b> ITEMS FOR NEWSLETTER DUE	<b>19</b>
<b>20</b> May Membership Renewals Due	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b> POH - Tickets available - reminder of bus tour and meeting	<b>26</b>
<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b> POH - Mandatory Builders Meeting to Receive Items		

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# February Member **DINNER MEETING**

The February Dinner Meeting at the Great Dane provided a glimpse of the new direction of the WABA. President Bob Marcell spoke about everyone working together to provide a fully positive outlook and image for the association, and invited everyone to "Be Part of the Solution" moving forward. Any of the committee chairs in attendance were asked to come forward and provide a short report on the current activities of their committee.



◀ *Bob Kulp – Governmental Affairs – Spoke about his experience meeting with our legislators during Business Day in Madison, and the importance of staying involved and in touch with our governmental leaders.*

*Gary Zarda – Golf Outing – Gary said that the planning for the 2012 Golf Outing has already begun. The event will be held again at the Indianhead Golf Course on Friday, June 15. He also mentioned that a second outing is being investigated for later this year.*



*Larry Meyer – Sporting Clay Shoot – Larry announced that the Sporting Clay Shoot will be Friday, Aug 24 at the Wausau Skeet and Trap Club again this year.*

*Russ Utech – Home Show – ▶ Russ talked about the Home Show and how pleased the exhibitors were with the quality of leads they received at the Show, and how well they thought the new layout worked. He also announced that the dates for next year will be moved back one week to Feb. 8-10 to no longer conflict with Super Bowl Weekend.*



*Jerry Jarosz – Scholarships - Jerry spoke about the value of the WABA Scholarship Program with the Community Foundation and how he looks forward to continuing to work with the program."*



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*Silent Auction ~ Year Unknown*



*Home Show ~ Year Unknown*



*2007 Bowling Outing*



*1976 Dinner Meeting*



*Jerry Jarosz receives 6d Spike Award  
from Membership Chairman, Dan Thomas*



*2006 WBA Convention*

# ✓ MARK YOUR CALENDAR

# ★ SILENT ★ ★ AUCTION ★

***Thursday, April 19, 2012***

We will be holding our silent auction for Build A Better Wisconsin at our Membership Dinner Meeting on April 19, 2012. Jonathon Smith will be chairing this event and would like some volunteers to help him make some phone calls and get items for the auction. If you would like to help or have something you would like to donate, give Jon a call.



*2005 Christmas Parade*



*1988 Brewer Outing*



*2003 Annual Picnic*

# DINNER MEETING

## THURSDAY, MARCH 15

### THE GREAT DANE

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

*Beverages Not Included - Cash Bar Available*

**RESERVATIONS ARE MANDATORY**

**MEALS WILL NOT BE  
GUARANTEED FOR NON-REGISTERED WALK-INS**



### ***BUFFET STYLE***

*Corned Beef and Cabbage, Red Potatoes, Baby Carrots, Irish Stout Stew, Lamb Shepherd's Pie, Colcannon, Mixed Green Salad, Potato Soup, Stout Dinner Rolls.*

Company Name: \_\_\_\_\_

Names of Attending: \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

***RESERVATION DEADLINE  
IS FRIDAY, MARCH 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)*

**Watch for the  
email with link to  
register online**

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# 2011 HOME show





# REGISTER YOUR BOOTH FOR 2013

*Book your  
reservation for  
next year! Go the  
the Home Show  
page of our  
website for the  
interactive  
floorplan link.*



# WAUSAU AREA BUILDERS ASSOCIATION SCHOLARSHIP APPLICATION FORM

***Any student within the top 50% of their class is eligible  
to receive the WABA Scholarship and is encouraged to apply.***

Applicant's Name \_\_\_\_\_

Address \_\_\_\_\_

Phone # \_\_\_\_\_

1. High School Attending \_\_\_\_\_

2. Name of Parents \_\_\_\_\_

3. Are they members of WABA? YES NO

4. If yes, name of the company \_\_\_\_\_

5. What school will you be attending? \_\_\_\_\_

6. What course of study are you planning to pursue? \_\_\_\_\_

7. How do you intend to finance your education? \_\_\_\_\_

8. What extra-curricular activities have you been involved in while in school?

Indicate any offices held, awards, or achievements. \_\_\_\_\_

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9. What community activities have you been involved that are not school related?

(Work activities, volunteer work, church, etc)\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

10. What are the major courses you have been studying while in High School?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

11. What is your grade point average? \_\_\_\_\_

12. What is your rank in your class? \_\_\_\_\_

Return Applications to:  
Wausau Area Builders Association  
141 W. Thomas Street  
Wausau, WI 54401

***APPLICATIONS MUST BE RECEIVED IN OUR OFFICE NO LATER THAN  
APRIL 1, 2012 TO BE CONSIDERED FOR A SCHOLARSHIP!***



## **Business Day 2012 brings 100+ to Madison**

Recently over 100 WBA members from across the state traveled to Madison for our annual lobby day, Business Day in Madison. This year makes the tenth year WBA has joined with other business groups, most notably the Wisconsin Manufacturers and Commerce (WMC), on this day-long event revolving around lobbying.

WBA members started the day with an issue briefing by WBA professional staff on topics to discuss with their elected officials. Those topics included:

- Support DNR Regulation Reform
- Support Wetland Reforms
- Support Department of Safety and Professional Services (DSPS) Clean Up Legislation
- Housing=Good Paying Wisconsin Jobs

Other speakers that addressed the group during the day included Elections: Frank Luntz "What is Really on the Mind of America?"; Energy: Robert Bryce - "Five Reasons to be Optimistic About Future Energy and Power Supplies"; Economy: Todd Buchholz - "The Economy in the Age of Obama"; and an address by Governor Scott Walker to conclude the day.

Thank you so much to all of those that took time to attend Business Day in Madison 2012 and helped us push the above items to hopefully conclude the 2011-2012 legislative session.

## **Donate to help Governor Walker fight back!**

With the announcement of signatures being turned in to recall Governor Walker recently it is clear that this election is going to happen at some point in the next 6-8 months and we must do whatever we can to help make sure Governor Walker continues to lead our state.

We have updated you often since January 2011 on the many improvements we have been able to achieve working with Governor Walker and all of that progress is on the line if those wishing to unseat him are successful.

As you know from past Friday Updates, in an effort to make giving personal contributions to Governor Scott Walker as easy as possible for members, WBA has set up an online giving center which will allow members to give personal contributions to Governor Walker.

Members may simply go to WBA's homepage, [www.wisbuild.org](http://www.wisbuild.org), enter in an amount under the title "Support Governor Walker" and click the "Donate" button. Members will then be taken to a page which will prompt them to enter a personal credit card and then simply press the "Submit Donation" button. Your personal contribution will be given through the WBA conduit, the Builders Direct Fund, to Governor Scott Walker.

Making this contribution through WBA will allow members to help their local association achieve their annual fundraising goal.

Please spread the word to fellow members, co-workers and business partners who support Governor Walker to make a contribution through WBA's new online giving page.

Any amount you are able to give, \$50, \$100 or \$1000 will help assure Governor Walker will continue to stay in office and work with WBA to improve our way of life in Wisconsin.

## **State of the State: We are headed in the right direction**

In late-January Governor Walker addressed a joint session of the legislature and the citizens of Wisconsin to update them on the State of the State. The message by

Governor Walker was clear: the policies passed in the last year are working and our state is headed in the right direction.

*"When I addressed you in this chamber last January, Wisconsin had suffered through three years of 150,000 of our fellow citizens losing their jobs," Governor Walker said, "The unemployment rate was 7.5%. And after years of tax increases and budget tricks, Wisconsin faced one of the largest budget deficits in the country. Now, our unemployment rate is down from a year ago. In fact, it's the lowest it's been since 2008. We are turning things around. We are heading in the right direction."*

*The lowlight of the speech was the fact that unruly protesters from the gallery of the State Assembly interrupted the speech on four separate occasions during the thirty minute speech.*

### **Walker looking good in polling**

*Recently Marquette University Law School announced the first in a series of polls testing Wisconsinites opinions on the recall election for governor, the U.S. Senate race, the hypothetical race for President, and the opinion of how people think the economy is doing.*

*The first round of polling looks good for Governor Walker in head to head match ups of all the major candidates mentioned as a democratic challenger. Walker leads Milwaukee Mayor Tom Barrett by a 50 percent to 44 percent margin. Walker leads the only announced Democratic candidate, former Dane County Executive Kathleen Falk, with a 49 percent to 42 percent margin. Walker leads former Congressman David Obey by 49 percent to 43 percent. Janesville Democratic State Senator Tim Cullen receives 40 percent to Walker's 50 percent.*

*The Marquette Law School Poll of 701 Wisconsin registered voters was conducted January 19-22 by both landline and cellular telephone. It is the first in a series of polls throughout the 2012 election year.*

*While Walker leads his possible democratic challengers President Obama leads Mitt Romney 48% to 40%.*

*Finally, the poll did an extensive set of questions to gauge the opinion of Wisconsinites on a number of issues. The summary those issues is follows and shows some of the items as very popular (voter identification) and others divide the state almost in half:*

- 74 percent favored and 22 percent opposed requiring state workers to pay more for pension and health benefits*
- 66 percent favored and 32 percent opposed the state's new voter ID law*
- 48 percent favored and 47 percent opposed limiting state employee unions' ability to bargain over benefits and non-wage issues*
- 46 percent favored and 51 percent opposed the new law legalizing the possession of concealed weapons*
- 38 percent favored and 55 percent opposed limiting the number of people eligible for the BadgerCare health assistance program*
- 29 percent favored and 65 percent opposed reductions in state aid to public school*

### **Senate Dems get their candidates of choice**

*It was learned recently that the State Senate Democratic Campaign Committee (SSDC) successfully recruited candidates that will challenge three of the four GOP state senators that are being recalled this spring/summer.*

*Lined up to run against Senator Van Wanggaard (R-Racine) is the man who Wanggaard bested for the job in 2010, former State Senator John Lehman (D-Racine). Senator Pam Galloway (R-Wausau) will face Representative Donna Seidel (D-Wausau). Finally, Senator Terry Moulton (R-Chippewa Falls) will face the woman who beat him for is state assembly seat in 2008, former state Representative Kristen Dexter (D-Eau Claire).*

*Most insiders seem to think Seidel and Dexter are pretty good recruits to run against Galloway and Moulton. Most believe that while John Lehman likely has good name i.d. in the Racine area but are very mixed on him as a top flight candidate running for his old state senate seat.*

*"The Monday Morning Review" can't ...*

### ***Lasee/Cullen Abort Bids for Higher Office***

*Two state senators who had been eyeing a move up to higher office both decided against making the leap to campaign for higher office.*

*State Senator Frank Lasee (R-Green Bay) had been toying with the idea of joining the gentlemen mentioned above in a run for U.S. Senate but ultimately decided to stay put in the state senate.*

*Lasee said of the race for U.S. Senate that, "It is important to send a real conservative to Washington to work for us, someone with the right ideas that will get our country working again. A conservative that understands that we must get the government out of the way, balance our budget without raising taxes and create an energy policy that increases supply and lowers costs."*

*Another State Senator, Tim Cullen (D-Janesville), has decided against a run for governor in the 2012 recall election of Governor Scott Walker. Cullen had been seen as the moderate alternative to more left leaning candidates like Kathleen Falk.*

*Sighting fundraising difficulties and the fact that even if he won the political atmosphere would still be impossible to effectively govern were the reasons Cullen stated for not running.*

*So far, Kathleen Falk and State Senator Kathleen Vinehout (D-Alma) are the only registered democrats who are running for governor in the recall election against Governor Walker with Cullen's departure from the race.*

### ***Save the date: May 3rd event for Governor Scott Walker***

*The announcement of two candidates who want his job, Governor Walker continues his efforts to talk with voters about the positive changes he has made to state government. In addition to telling that story, Governor Walker also continues to raise money for his campaign fund.*

*During and after the WBA Board of Directors meeting on Thursday, May 3rd at the Chula Vista Resort in Wisconsin Dells, Governor Walker will be updating the membership on his campaign to close the meeting.*

*Immediately following the WBA Board of Directors meeting, WBA members from across the state are invited to attend a fundraising reception to help Governor Walker in his recall election.*

*Final details of the event are still being worked out and we will report back to you once those are finalized, but we wanted to get you the date ASAP.*

*This may be the only WBA fundraiser for Governor Walker because of a tight time frame, so we encourage all members to attend this event on Thursday, May 3rd at the Chula Vista Resort in Wisconsin Dells!*

*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](http://www.wisbuild.org)*

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



*We would  
like to extend our  
deepest sympathy to Bob  
Marcell, on the loss of his  
sister-in-law, Will Keener on  
the loss of his wife, and the  
loss of Jim Knoeck.*

# SPORTING CLAY SHOOT

*SAVE THE DATE  
FRI., AUG. 24*

*Keep Watching for More Details*

# DON'T MISS OUT!

## THE ANNUAL GOLF OUTING

**will be held Friday, June 15  
Indianhead Golf Course**

*Watch for registration  
information coming soon.*





141 W. Thomas Street - Wausau, WI 54401  
Office: (715) 842-9510 - Fax (715) 845-5435 - [www.WausauAreaBuilders.com](http://www.WausauAreaBuilders.com)

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Two complimentary tickets to 2012 Parade of Homes

I, \_\_\_\_\_, as a representative of \_\_\_\_\_

Would like to commit to be a sponsor of the 2012 Wausau Area Builders Association Parade of Homes.

The level of sponsorship we choose is: \_\_\_\_\_

The invoice should be sent to: \_\_\_\_\_

Attn: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_