

MARCH 2013 VOLUME 32 - ISSUE 3

Look inside for more information on available sponsorships packages and advertising options.

PARADE OF HOMES

The days are getting longer which can mean only one thing...The Parade of Homes is fast approaching!

As you are aware, our association publishes a magazine every year that is handed out to all Parade attendees. Included is a map of the Parade route along with addresses



and directions, and each builder has an ad that shows their home along with the features and their subcontractors.

This publication will be available two weeks prior to the Parade to serve as an additional marketing piece. Included with the various advertisements and Home Descriptions, there will be several articles covering different topics pertaining to our industry. The



publication is going to also serve as our Membership Directory which will gain you, our advertising supporters, additional exposure. For distribution, Association Members with adequate display area are being asked to put these magazines out for the public. We also have numerous sponsorship packages available. All of the above mentioned is inside this newsletter.





801 South 24th Ave. Wausau, WI 54401 Phone (715) 842-9510 Fax (715) 845-5435 www.WausauAreaBuilders.com

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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.



JOKE OF THE MONTH

COMPUTER TERMS - TEXAS TRANSLATION:

LOG ON: Making a wood stove hotter. LOG OFF: Don't add no more wood. MONITOR: Keeping an eye on the wood stove. DOWNLOAD: Gettin' the farwood off the truck MEGA HERTZ: When yer not keerful gettin' the farwood FLOPPY DISC: Whatcha git from tryin to carry too much farwood RAM: That thing the splits the farwood HARD DRIVE: Gettin' home in the winter time PROMPT: What the mail ain't in the winter time WINDOWS: What to shut when it's cold outside SCREEN: What to shut when it's black fly season BYTE: What them dang flies do CHIP: Munchies fer the TV MICRO CHIP: What's in the bottom of the munchie bag MODEM: Whatcha did to the hay fields DOT MATRIX: Old Dan Matrix's wife LAP TOP: Where the kitty sleeps KEYBOARD: Where ya hang the dang truck keys SOFTWARE: Them dang plastic forks and knives MOUSE: What eats the grain in the barn MOUSE PAD: That's hippie talk fer the mouse hole MAIN FRAME: Holds up the barn roof ENTER: Northerner talk fer "c'mon in, y'all"



March 21st, 2013



6 p.m. at The Great Dane St. Patrick's Day-style buffet and Silent Auction



WE ARE CURRENTLY SEEKING DONATIONS

Donations can be dropped off at:

The Insurance Center 2003 Grand Ave. - Wausau



For questions or to arrange pick up of donation item: Jesse Maas 715-212-1402

jmaas@ticinsurance.com



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PRESIDENT'S MESSAGE



Well February is ending already, hard to believe March is here. With all the snow on the ground winter is still here, but spring is just around the corner. In fact at the end of March, Easter will be here, so Happy Easter to all! Hope all your family can be together and at home for Easter.

I would like to thank everyone who came to the February dinner meeting at the Elk's Club.

A great time was had by all, with great food, the swearing in of Directors and Officers by WBA President Craig Rakowski and WBA Executive Vice President Jerry Deschane. WABA members did vote and approve the By-Law changes, and thank you Elk's Club for inviting us back to your beautiful place.

Don't forget March 21st is our Annual Silent Auction Night, come to the Great Dane and network with old and new friends plus you can see who will out bid who on all of the really nice items that we'll have to auction off. So please remember to give something when someone contacts you or just bring something along that night. It all goes to help each and every one of us. So sign up to come and bring an item, then join in on all the fun. Remember only you can make it fun. Thank You Jesse Maas for putting the Silent Auction together.

Governor Scott Walker will declare April 2013 "New Homes Month" a significant branding and marketing opportunity for WBA and the local affiliates across Wisconsin. Gov. Walker to sign the original proclamation or appear to promote "New Homes Month" and the benefits the industry provide to state and local economies. Showing that nothing packs a bigger economic impact than home building. Constructing 100 new homes creates more than 300 full-time jobs, \$23.1 million in wages and business income and \$8.9 million in federal, state and local tax revenue. Help celebrate April New Homes Month in Wisconsin. If you want WBA has developed a "New Homes Month" logo and you can use it in your advertising, so contact me and I can email you a copy of it, then you can help doing your part on promoting the home building industry.

If any one has any concerns or questions about WABA, please feel free to contact me. I am here to help you and your association.

Wishing you all a great month!!!

Bob Marcell, WABA President 715-581-0980 or 715-581-0982 bob@marcells.net



Vistas at Greenwood Hills Showcase Carpets Pavemender Marathon Saving Bank Featherstone Manufacturing Company, Inc. Hanson Sanitation and Excavating, Inc. Peoples State Bank Per-Mar Security Services Inspect it Right Home Inspections



The Radon Man, Inc.



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SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
		Home Show Committee Meeting - 3:00 pm				
10 Daylight Savings Begins	11	12 POH Committee Meeting - 12:30 pm Board Agenda Items Due by 5 pm	13	14 Board Packets Sent - 5:00 pm	75 PARADE OF HOMES CONTRACT FOR 2ND HOME DUE	16
17 St. Patrick's Day	18	19 BOARD MEETING - 4 pm	20	21 Silent Auction at the Great Dane	22 ITEMS FOR NEWSLETTER DUE	23
24	25	26	27	28	29	30

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APRIL

2013

SAT	FRI	THU	WED	TUE	MON	SUN
6	5	4	3	2	1	
					All Parade of Homes Advertising Due	
13	12	11 Board Packets Sent - 5:00 pm	10	Board Agenda Items Due by 5 pm POH Committee Meeting - 12:00 pm Home Show Committee Meeting - 3:00 pm	8	7
20	19 ITEMS FOR NEWSLETTER DUE	18 Dinner Meeting	17	16 BOARD MEETING - 4 pm	15	14
27	26	25	24	23	22	21
				30	29	28

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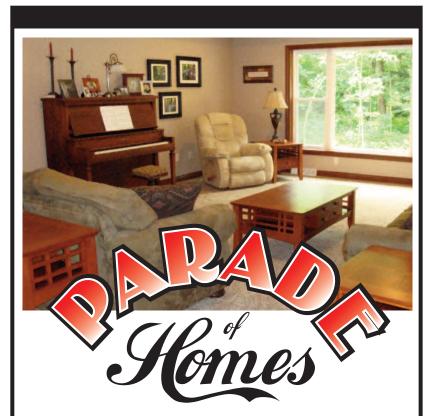


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Other restrictions apply. See store for details. Trademarks and tradenames are the property of their respective owners.



The 2013 Parade of Homes will be held June 3-9.

If you are interested in advertising in the parade 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 122 County Road A, Marathon, WI 54448

If you have any questions please call Cindy at 175-443-3032 or vou 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

MEMBER

Address _____

City____

_____ State _____ Zip _____

Please check ad size(s)

NON-MEMBER

Black & White		 Black & White	
Full Page (B/W) -	\$300.00	Full Page (B/W) -	\$450.00
1/2 Page (B/W) -	\$220.00	1/2 Page (B/W) -	\$330.00
1/4 Page (B/W) -	\$165.00	1/4 Page (B/W) -	\$250.00
<i>Color</i> Full Page (Color) - 1/2 Page (Color) - 1/4 Page (Color) -	\$500.00 \$340.00 \$240.00	<i>Color</i> Full Page (Color) - 1/2 Page (Color) - 1/4 Page (Color) -	\$750.00 \$510.00 \$360.00

AVAILABLE SPONSORSHIP

Take advantage of these Parade of Homes Sponsorship Options! These are available for WABA members only. The options will be available to associate members only until March 8th. After that time they will be open for all builders as well.

PRESENTING SPONSOR

(2 available) - \$2,500

- Company name/logo present on all media advertising (print radio, tv)
- Complimentary two page color ad in parade magazine.
- 10 Complimentary tickets to the WABA Parade of Homes
- Invitation for 2 to the annual parade builders appreciation banquet

EXCLUSIVE SPONSOR

(1 available) - \$4,000

If this option is taken the above two will not be available.

Be exclusive and receive all the above with your information only.

SIGN SPONSOR

(1 available) - \$1,000

- Company name/logo on all pre-parade and parade directional signage
- Complimentary full page color ad in parade magazine.
- 8 Complimentary tickets to the WABA Parade of Homes
- Invitation for 2 to the annual parade builders appreciation banquet



BUS TOUR SPONSOR

(1 available) - \$500

- Company name/logo displayed on bus for preparade builders tour
- Chairman acknowledgement and opportunity to address the participants
- 2 Complimentary tickets for pre-parade builders bus tour
- 2 Complimentary tickets to the WABA Parade of Homes
- Complimentary 1/4 page color ad in parade magazine.

BUS TOUR LUNCH SPONSOR

(1 available) - \$500

- Company name/logo displayed on lunches for pre-parade builders tour
- Chairman acknowledgement and opportunity to address the participants
- 2 Complimentary tickets for pre-parade builders bus tour
- 2 Complimentary tickets to the WABA Parade of Homes
- Complimentary 1/4 page color ad in parade magazine.

BUS TOUR BEVERAGE SPONSOR

(1 available) - \$500

- Company name/logo displayed on coolers for pre-parade builders tour
- Chairman acknowledgement and opportunity to address the participants
- 2 Complimentary tickets for pre-parade builders
 bus tour
- 2 Complimentary tickets to the WABA Parade of Homes
- Complimentary 1/4 page color ad in parade magazine.

APPRECIATION DINNER

(4 available) - \$250

- Company name/logo displayed at annual parade builders appreciation banquet
- Chairman acknowledgement and opportunity to address the participants
- Invitation for 2 to the annual parade builders
 appreciation banquet



THE MONDAY MORNING REVIEW



Steineke , Ribble join Advocacy Group

WBA members who attended the Advocacy Group meeting recently were treated to a presentation by two significant players in state and national politics, Assistant Majority Leader Representative Jim Steineke and Congressman Reid Ribble.

Representative Steineke gave the group an update on issues before the Wisconsin legislature and explained the effort to "Right the Rules" (more info below). Steineke encouraged members to suggest administrative rules that need to be eliminated or modernized for consideration this legislative session.

Congressman Ribble, a surprise and very welcome addition to the meeting, gave the group some background on the negotiations surrounding the "fiscal cliff" and touted the fact that the U.S. Senate had just signed off on his proposal to stop congressional pay unless a federal budget is passed.

We will continue to look for compelling speakers for members who attend the Advocacy Group meetings in the future. Please let me know if you have any ideas for future speakers.

"Right the Rules" announced by Assembly GOP

Assembly Speaker Robin Vos (R-Rochester) and the Co-Chair of the Joint Committee for Review of Administrative Rules Dan LeMahieu (R-Cascade) recently announced an effort to "Right the Rules".

This effort will fall largely to the standing committees of the state assembly, their chairs and staff, and will focus on reviewing the 11,764 pages of administrative code currently in place in Wisconsin.

"We intend to look at every rule, every chapter in the administrative code to see if it applies today. I think that we'll find that, in many cases, they don't apply at all," said Rep. Dan LeMahieu.

Some of the top issues currently covered in the administrative code include ATCP 110, wall bracing, and the Building Contractor Registration (BCR). If standing committees decide to take on any of the

above rules, WBA will then have multiple options to address these problematic rules since DATCP is already reviewing ACTP 110, the Department of Safety and Professional Services is getting ready to call the Uniform Dwelling Code Council together to consider suggested changes supported by WBA on wall bracing, and we believe we have a good change of addressing the BCR in the state budget.

Finally, the Joint Committee for Review of Administrative Rules is also seeking public input for particularly problematic rules and regulations to review. The public is encouraged to voice their concerns by clicking here.

If you end up using the above website to register on an administrative rule, please also send me a quick e-mail with the section of the administrative code you mentioned.

Business Day wrap up

Recently over 100 members and association staff professionals ascended upon Madison for the annual Business Day in Madison lobby day. With release of the state budget and the circulation of a number of bills during the past week, the timing of our annual legislative lobby day was a perfect way to start the legislative session.

Members were briefed on a number of key issues like moving to a six-year cycle for the review of the Uniform Dwelling Code (UDC), elimination of the Building Contractor Registration (BCR), and support for the modernization of the process for shoreland zoning after annexation. Upon conclusion of the issue briefing, Senator Neal Kedzie and Representative Jeff Mursau and their respective Chiefs of Staff, Dan Johnson and Tim Gary, were presented with awards of appreciation for the efforts on behalf of housing. Kedzie and Mursau were named the WBA Legislators of the Year and Johnson and Gary received the annual awards recognizing legislative staff members.

For those that attended the event, please remember to send any notes on your legislative meetings to me (bboycks@wisbuild.org) and also return the comment sheet so we can better plan for our lobby day in the future.

Polling: Walker Above 50%

A group that has "the goal of promoting sensible education reform and exposing those with a vested

interest in maintaining the status quo" released a poll showing strong support for Governor Walker and expansion of school choice in Wisconsin.

The poll done by the well-known polling firm, Public Opinion Strategies (POS), showed Governor Walker with a 55% approval rating. POS's polling also showed Walker seeing strong support from independents with 61% approving of his job.

On education issues, the poll found that 62% of those responding rated their local school with an A or B grade. Finally, 61% "supported expanding Wisconsin's school choice program to allow every Wisconsin child to attend the public or private, including religious schools, of their choice."

Wirtz and Degnan take over Advocacy Group Leadership

With the installation of new WBA leaders the WBA Advocacy leadership also changes with Mike Wirtz of Wirtz Brothers Construction, Malone WI taking over as the new chair and Abe Degnan of Degnan Design Builders, DeForest as the vice-chair.

With the recent state budget announcement and the legislature gearing up for another busy session WBA and Chair Wirtz and Vice-Chair Degnan have a great opportunity to advocate for a number of changes that will make doing business easier.

Congrats to Mike and Abe as they begin their time as leaders of the WBA Advocacy Group!

Finally, thank you to past Advocacy Chair Brad Ten Pas for your leadership of the new Advocacy Group the past year.

Reg Reform Report Mentions DATCP 110

During the Governor's annual State of the State he made mention of a Regulatory Review Report that was released earlier that day.

It was clear when reading the report that people in the building industry had taken the time to respond to the survey. One quote from a homebuilder/remodeler states "it is impossible to be in compliance with ATCP 110." Sounds like something we have heard many times in the past.

The new Department of Safety and Professional Services also gets high marks from someone identified as a home builder when they were quoted in the report as saying, "Model everything off DSPS. The folks at DSPS have been great. I love the willingness to work with small business."

The report lists concerns with DNR 216 relating to erosion control, ATCP 111 on basement waterproofing, and an entire section on ATCP 110 involving home improvement and remodeling. Abe Degnan of the WBA Remodeler's Council began working with staff members at the Department of Agriculture, Trade and Consumer Protection (DATCP) on rule changes relating to ATCP 110. You may remember this summer the DATCP board approving the department's request to move forward with modernizing that rule and we are happy to report that process is underway.

2013 Guide to the Wisconsin Supreme Court and Judicial Evaluation

The Wisconsin Civil Justice Council's 2013 Guide to the Wisconsin Supreme Court and Judicial Evaluation, which highlights the most important business decisions issued by the court over the past two years, is now available.

According to the report, Justice Patience Roggensack led the court the past two terms with a 74 percent rating in cases favoring businesses, followed by Justices David Prosser, Jr. (70 percent), Michael Gableman (70 percent), Annette Ziegler (68 percent), Patrick Crooks (55 percent), Ann Walsh Bradley (27 percent) and Chief Justice Shirley Abrahamson (17 percent).

The Judicial Evaluation provides information such as how the court decides which cases to take and how the justices voted in each case. The report's centerpiece is its in-depth summary and analysis of the cases decided by the court that directly affect Wisconsin's business community.

"The Wisconsin Supreme Court is often the least understood of the three branches of government. The purpose of this report is to educate the public and to highlight the impact the Wisconsin Supreme Court has on the state's economic climate," said Jerry Deschane, WCJC Vice President and Executive Vice President of the Wisconsin Builders Association.

Brad Boycks WBA Director of Government and Political Affairs Wisconsin Builders

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Subslab ventilation systems for moisture control February 14, 1–2:30 pm CT Learn more



SNAPSHOTS FROM THE 2013 HOME SHOW







Congrats to our Grand Prize winner, Nancy Currier of Stevens Point, on her new 50" TV! Many thanks to Furniture & Appliancemart for the prize donation!









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 If yes, name of the company _____ 4. What school will you be attending?_____ 5. What course of study are you planning to pursue?_____ 6. 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.

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?
	What is your grade point average? What is your rank in your class?
	Return Applications to: Wausau Area Builders Association 801 South 24th Ave. Wausau, WI 54401
A	PPLICATIONS MUST BE RECEIVED IN OUR OFFICE NO LATER THAN APRIL 1, 2013 TO BE CONSIDERED FOR A SCHOLARSHIP!