

# LET'S LEVEL

*the Official Publication of the Wausau Area Builders Association*

**MARCH 2014  
VOLUME 33 - 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  
[www.WausauAreaBuilders.com](http://www.WausauAreaBuilders.com)

#### OFFICERS

President ..... Larry Meyer  
Vice-President ..... Russ Utech  
Secretary-Treasurer ..... Becky Gering  
Past President ..... Bob Marcell  
Administrative Assistant ..... Carolyn Wilde

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Matt Kenney, Jedd Buchman, Kolbe Muscha,  
Howard Freeman, John Joseph, Lori Stevenson

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Sid Sorensen, Howard Freeman, Bob Marcell

#### NATIONAL DIRECTORS

Bob Marcell

#### WBA PAST PRESIDENT

Arden Emmerich

#### ALTERNATE NATIONAL DIRECTOR

Larry Meyer

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BLDR-PAC Trustee ..... Howard Freeman  
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Home Show ..... Russ Utech  
Membership ..... Kristin Flamang  
Parade of Homes ..... Tony Sorensen  
Scholarship ..... Jerry Jarosz  
Golf Outing ..... Gary Zarda  
Sporting Clay ..... Larry Meyer  
Website ..... Warren Pope  
Facebook ..... Kyle VanOrder

#### 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



Won't this winter ever end? I can honestly say I don't ever remember a winter as severe as this one and I hope the dear Lord doesn't bless us with another one like this for quite some time. But the good news is that spring is just around the corner. The snow will be starting to melt, the days are getting longer, the sun is warmer, and the first Robin will be showing up shortly. I feel better already. The impact of positive thinking is amazing. On that note I will buy 2 drinks for the first person to email me a picture of a Robin this spring.

On February 19 we presented the last of the information requested by the D.A. regarding the Chris Briquolet issue. Hopefully this will move forward with a positive result for our Association.

For our April meeting we will be having our silent auction. We could surely use some help securing donations for the auction so if you are willing to help out please contact either myself or Carolyn. If you are willing to donate something there is no need to wait until you receive a call. Contact us with what it is. If it is something that can be easily handled feel free to drop it off at the office. If it is something large that we only want to handle once please bring it the night of the event. It makes this event run a lot smoother if we know what will be donated ahead of time so please help us out by doing your part and making a phone call.

At our recent Board meeting we reviewed our budget for 2014. It is based on a membership of 185 people of which we are presently at 180. Please help us achieve our goal of 185. Talk to the people that you do business with about the Association and the benefits it offers. If you are a member there must be a reason so tell them. At our peak we were at 400 members. During the recession we were in the 140's. We are moving in the right direction so please do your part to help Kristin and her Membership Team surpass our goal for this year. Budgets are guidelines, let's blow this one out of the water and hit 200 members by the time my term is over. That means only 1 out of every 20 members needs to have someone join. Accept the challenge. Make a difference.

For all our Irish members we wish you a happy St. Paddy's day and remember, too much green beer mixed with corned beef and cabbage is not a pretty site.

See everyone on March 20th.

*Larry Meyer, WABA President*



## BOARD APPROVAL

*Habitat for Humanity  
NTC Foundation*

## NEW MEMBERS

*Grebe's  
Wierzba Insulation*

## RENEWING

*Vista's at Greenwood Hills  
Per Mar Security Services  
Marathon Savings Bank  
Sherwin-Williams  
Best 1 Plumbing & Heating  
REI Engineering Inc.  
Keener Inc.  
Showcase Carpets  
Ferguson Enterprises Inc.  
Wausau Supply Company  
Hrebik Drywall Inc.  
Hanson Sanitation & Excavating Inc.  
Mitch King and Sons Excavating*

## SORRY TO SEE YOU GO

*American Door  
Helke-Rakow LLP  
Ken Bauer Construction*



## BENEFITS OF MESSAGING APPS

Messaging apps specialize in short communication and can be an efficient solution to supplement email communication and upgrade from standard text messaging for your business. There are a wide variety of messaging apps available and a number of benefits to their use:

- More room – 160-character limit of standard messaging can be a great thing when you're trying to be brief, but sometimes you need a little more room to write. Most messaging apps give you unlimited characters to express your thoughts. The designs of messaging apps encourage brevity, since the formatting options are limited, but offer flexibility to say more.
- More people – group messaging via text or email can get complicated. With group messaging apps you can add the members that need to be in the conversation and the discussion appears in an easy-to-read thread. No need to remember to "reply all" or read from the bottom-up to catch-up on the conversation.
- More media - sending texts and pictures are still staples of most messaging apps, but there are even more media options available. Emojis or emoticons (icons used in place of words or to express emotions) are widely available, sending a video message is easier than ever and some apps let you embed YouTube videos or maps within the message thread.
- More flexibility – there are a number of apps on the market so you can choose the features that are most important to you. Search for messaging apps in your app markets and review the descriptions and ratings to find the one that meets your needs.

One thing to think about is data usage. Most of these apps use data in place of your plans text messaging component. Cellcom users can monitor data usage with the myCellcom app and you can preview the data use of many apps on [www.knowmyapp.org](http://www.knowmyapp.org).



# DINNER MEETING

## THURSDAY, MARCH 20

### THE HOFFMAN HOUSE

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**

*Chef Dan will be preparing a wonderful dinner buffet featuring all of your St. Patrick's Day Favorites! Flavorful Corned Beef & Cabbage served with Parsley Buttered Red Potatoes, Fresh Carrots, Dinner Rolls & Butter, with Fresh Tossed Four Leaf Salad with Accompaniments!*

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

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

\_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**RESERVATION DEADLINE  
IS FRIDAY, MARCH 14**

*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**





# SILENT AUCTION

***Thursday, April 17, 2014***

***The Great Dane***

*The committee is looking for donations for auction items.  
If you have items to donate please  
contact Carolyn at 715-842-9510 or send in the form below.*

## **WABA SILENT AUCTION DONATION FORM**

Member Name: \_\_\_\_\_

Occupation: \_\_\_\_\_

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

Description of Item: \_\_\_\_\_

Retail Value of Item: \_\_\_\_\_

*All items must be registered before the auction.*

\_\_\_\_\_ I will deliver the item to the Great Dane by 6:00 pm the evening of the auction.

\_\_\_\_\_ Please let this serve as my reservation for dinner

\_\_\_\_\_ Name: \_\_\_\_\_ Guest: \_\_\_\_\_


\_\_\_\_\_ I cannot attend and would like someone to pick the item up at my office.

Return by Friday, April 11 to: Wausau Area Builders Association, 801 South 24th Ave., Wausau, WI 54401  
or email to [www.wausauareabuilders.com](http://www.wausauareabuilders.com)

# 2014

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

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# APRIL

# 2014

SUN	MON	TUE	WED	THU	FRI	SAT
		Board Agenda Items Due <b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
		POH Committee Meeting - 12:30 pm		Board Packets Sent - 5:00 pm		
<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
		Home Show Committee Meeting - 2:00 pm				
<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>
		BOARD MEETING - 4 pm		Silent Auction		
<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>
	March Membership Renewals Due				ITEMS FOR NEWSLETTER DUE	
<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>			



Jaime Weyneth  
715.847.4027  
Wausau  
NMLS ID# 412975



Dan Mortensen  
715.847.4013  
Weston  
NMLS ID# 412966



Sarah Verber  
715.847.4037  
Wausau | Marathon  
NMLS ID# 412974



Sara Holtz  
715.847.4022  
Weston  
NMLS ID# 412958

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# SNAPSHOTS FROM THE 2014 HOME SHOW



*Congrats to our Grand Prize winner of the new 50" TV! Many thanks to Furniture & Appliance Mart for the prize donation!*







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starenv@earthlink.net

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# 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, 801 South 24th Ave., Wausau, WI 54401

**APPLICATIONS MUST BE RECEIVED IN OUR OFFICE NO LATER THAN  
APRIL 1, 2014 TO BE CONSIDERED FOR A SCHOLARSHIP!**

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The 2014 Parade of Homes will be held June 3-8.

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 715-443-3032 or you may email her at [cindy@colorcreationsllc.com](mailto: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)

#### MEMBER

##### 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

#### NON-MEMBER

##### Black & White

- ☐ Full Page (B/W) - \$450.00
- ☐ 1/2 Page (B/W) - \$330.00
- ☐ 1/4 Page (B/W) - \$250.00

##### Color

- ☐ Full Page (Color) - \$750.00
- ☐ 1/2 Page (Color) - \$510.00
- ☐ 1/4 Page (Color) - \$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 7th. After that time they will be open for all builders as well.

### PRESENTING SPONSOR

(2 available - 1 taken) - \$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

### 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 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 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



## BUILDERS IN THIS YEARS PARADE

*Dan Sillars General Contractor Inc*

*Jeremy Voigt Construction Co.*

*Kolbe Construction*

*Main Street Homes Inc.*

*NTC*

*Royalty Custom Homes*

*Sorensen Construction LLC*

*Timber River Custom Homes & Design*

*Wausau Homes Wausau*

*Trim Crafters LLC*



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## JOKE OF THE MONTH

You see a gorgeous girl at a party.  
You go up to her and say, "I am very rich. Marry me!"  
That's Direct Marketing.

You're at a party with a bunch of friends and see a gorgeous girl. One of your friends goes up to her and pointing at you and says, "He's very rich. Marry him."  
That's Advertising.

You see a gorgeous girl at a party.  
You go up to her and get her telephone number. The next day you call and say, "Hi, I'm very rich. Marry me."  
That's Telemarketing.

You're at a party and see a gorgeous girl.  
You get up and straighten your tie; you walk up to her and pour her a drink.  
You open the door for her; pick up her bag after she drops it, offer her a ride, and then say, "By the way, I'm very rich. Will you marry me?"  
That's Public Relations.

You're at a party and see a gorgeous girl. She walks up to you and says, "You are very rich."  
That's Brand Recognition.

You see a gorgeous girl at a party.  
You go up to her and say, "I'm rich. Marry me" She gives you a nice hard slap on your face.  
That's Customer Feedback!!!!

# MOTIVATE

## UNUSUAL EMPLOYEE PERKS TO KEEP YOUR SMALL BUSINESS STAFF ENGAGED

*Taken from the NFIB*

*Atypical employee benefits that cost little but reap big rewards...like an engaged and loyal workforce*

*While it might not be feasible to install a vegan food bar in the lobby or purchase a private company jet, don't lose heart. Small business doesn't have to mean small perks. As many owners, managers and staffers can attest, there are plenty of ways to get creative to offer incentives employees want most.*

### **1. Tap Their Interests**

*For Scott Kuethen, CEO of Amtec, a staffing company based out of Chino Hills, California and an NFIB member, a company's perks often are reflective of the employee type and the industry it serves. For example, one of Kuethen's clients, a bike manufacturer, centers its perks around fitness, giving employees 1.5-hour lunch breaks on Fridays for exercise, and gift cards and free equipment for achieving exercise goals.*

*Another of his clients, an outdoor clothing and gear company, allows employees to "self-police" their working hours in order to take advantage of surfing and other outdoor activities in the area as long as their work gets done. The company also provides free onsite child care, which allows employees even more freedom to get out and explore.*

### **2. Encourage Their Productivity**

*And while supporting employees' lifestyles outside of the office, it's important to ensure strong work habits in the office. Many companies have made the switch to allow pets—most commonly, dogs—in the office, making staffers more calm and comfortable—and maybe even more productive. Based on the findings of a team of researchers at Central Michigan University, the presence of a dog in the office can make people more calm and collaborative. Participants in the study "who had had a dog to slobber and pounce on them ranked their teammates more highly on measures of trust, team cohesion, and intimacy than those who had not," according to "Manager's Best Friend," *The Economist*.*

*Other companies offer up seemingly small conveniences, like an onsite massage therapist, dry cleaning services, a community vegetable garden, and coffee and snack bars, that actually go a long way to make life easier for employees in and out of the office.*

### **3. Reward Their Efforts**

*Even with those great perks, employees, especially the younger workforce of Gen X and GenY-ers, want more than just a job, says Kuethen. "They actually want to be a part of meaningful work. So in return for an environment that gives them a sense that they are valued for their uniqueness, they pour themselves into their work, they're more committed and more engaged."*

*Rewarding that commitment and loyalty is important for retaining staff. Richmond, Virginia-based Snagajob, a staffing company for hourly workers, offers an employee benefits package reflective of that idea. Along with a President's Club for top sales reps and monthly and quarterly rewards and acknowledgements, Snagajob employees receive a complimentary trip to the Homestead resort with one guest for their five-year anniversary with the company; for 10 years, they get a trip to the Atlantis resort in the Bahamas, according to Betsy Kersey, PHR, director of people. These rewards and others have paid off, too. "Snagajob reaps a healthy, focused and productive team," says Kersey, "which, therefore, can accomplish what we set out to do as an organization."*



# COMMITTEES UPDATES

## ADVERTISING / MARKETING

The Advertising/Marketing Committee is looking for someone to assist in PR for the association. Duties would include writing press releases and working with local media to gain additional exposure for the association. If you are interested in assisting, please contact Lori Stevenson at 715-581-6556.

## EVENTS

Don't forget to mark your calendar for the "SILENT AUCTION DINNER MEETING" to be held on Thursday, April 17, 2014 @ The Beautiful Great Dane Pub & Brewing Company! More details later on this wonderful event!

## GOVERNMENT AFFAIRS

No updates this month.

## HOME SHOW

See front page.

## SILENT AUCTION

April dinner meeting.

## SCHOLARSHIP

Application enclosed.

## FACEBOOK

I would like members to know that they can email me (kvanorder@woodstockflooring.com) events, specials, etc so they can be posted to the WABA Facebook Page. Also if anyone has any photos from recent WABA events feel free to forward them so they can be added as well. The more we post the more online exposure the WABA will receive.

## MEMBERSHIP

No updates this month.

## SPORTING CLAY

Save the date .. August 22, 2014.

## PARADE OF HOMES

Builder contracts are due!

## GOLF

We are looking for someone to chair this event.

## DIRECTOR NEWS UPDATE

Attention Members: Please watch for Sunday's papers of The Wausau Daily Herald, announcing The 2014 Officer's & Director's of The WABA and also The 2013 Builder & Associate of the Year! The WABA Board feels it's very important for our community to know this information, for our local association.



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**Nearly 3X Stronger than Concrete\***

**In One Step - Foundation Composite Walls incorporate R-15 Insulation, Vapor Barrier, Top Plate and Stud Framing within a 9' High, Durable Basement Wall Structure**

**Quick and Easy, Average Foundation Installed in 2 - 3 Hours**

\* A 9" tall x 4" wide concrete wall reinforced per code cracks at 13,000 lbs of soil load pressure, versus a 9" tall x 4" wide Foundation Composite Wall withstands 32,500 lbs of soil load pressure.

**COMPOSITE**  
PANEL SYSTEMS LLC



**ASHLAND**

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