

# LET'S LEVEL

*the Official Publication of the Wausau Area Builders Association*



*Celebrating 50 years*

**MAY 2017, VOLUME 36**

## CALENDAR OF EVENTS

May 18	Membership Dinner Meeting at The Elk's Lodge
June 6-11	Parade of Homes
June 23	Golf Outing
July 20	Woodchucks Game
Aug. 17	WABA Picnic at Marathon Park
Aug. 18	Sporting Clay Shoot
Sept. 16	Grand Celebration Banquet at The Hoffman House
Oct. 19	Parade of Homes Kick-off & Table Top at the Great Dane
Nov. 16	Election of Officers/Directors at Ferguson's

2017 SPRING

**parade**  
OF HOMES

**JUNE 6-11 • 12 HOMES**

## Membership DINNER MEETING

**Thursday, May 18 at the Elks Club**  
**Cocktails start at 6:00 pm - Dinner at 7:00 pm**

*Get Ready Members for a Beautiful Event! I will not only have "Complimentary Beer" but you will also receive 2 free drink tickets! 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, Coffee, Milk, Ice Water Offered, and Dessert "Ice Cream w / Chocolate Sauce!" We will also have a "Special Flavor 50th Anniversary Cake"! Then get ready to be entertained...with "Stand-Up Comedian-Scott Novotny!!" Scott Novotny recently celebrated his 30th anniversary of being a full-time professional stand-up comedian. Over that time, Scott has had people laughing from coast to coast with his clean, non-offensive, very funny observations and humor. Armed with only great comedy material, a wonderful sense of timing, and some physical comedy that is sure to make you laugh! Watch for your email invite & get your reservation in...You don't want to miss this one!! Let's have a packed house!! Gloria Fenhaus / Director & Chairman of Events*

### OUR MISSION:

*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 customer, building trades, industry suppliers, and all facets of the building industry.*



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

#### OFFICERS

President ..... Cory Sillars  
Vice-President ..... Cindy Zuleger  
Secretary ..... Shelly Talley-Nelsen  
Treasurer ..... Julie Rajek  
Past President ..... Russ Utech  
Business Manager ..... Carolyn Wilde

#### WABA DIRECTORS

Through 2017: Gloria Fenhaus, Kyle VanOrder,  
Amber Gober; Through 2018: Roger Lang, Keith  
Koenig, Travis Hoffman; Through 2019: Alex Forer,  
Travis Hoerman & Sid Sorensen

#### WABA STATE REPRESENTATIVES

Matt Keeney, Alex Forer, Cory Sillars

#### NATIONAL DIRECTOR

Cory Sillars

#### WBA PAST PRESIDENT

Arden Emmerich

#### COMMITTEE CHAIRPERSONS

Advertising ..... Lori Stevenson  
Anniversary ..... Dan Sillars  
Bylaws ..... Sid Sorensen  
Budget/Audit ..... Dan Sillars & Arden Emmerich  
Events ..... Gloria Fenhaus  
Finance ..... Julie Rajek  
Home Show ..... Russ Utech  
Legislative ..... Cory Sillars  
Marketing ..... Lana Mohs  
Membership ..... Alex Forer  
Nominations ..... Russ Utech  
Parade of Homes ..... Travis Hoerman/Sam McLellan  
Personnel ..... James Wanserski  
Scholarship ..... Cory Sillars  
Silent Auction ..... Amber Gober  
Golf Outing ..... Phil Pesanka  
Sporting Clay ..... Alex Forer & Larry Meyer  
Website ..... Warren Pope  
Facebook ..... Kyle VanOrder & Sara Gast



# PRESIDENT'S MESSAGE



Hello Everyone,

WABA just had our Silent Auction night on April 27th. Thank you for everyone that participated and made this event a great success again this year. I'd like to say a big thank you to everyone who donated an item and had a super fun time bidding and competing with our fellow members during our live auction portion.

Our Auction Night event has new meaning for us as an Association and an industry. President

Trump just last week suggested raising the tariff on Canadian Lumber imports by 3% to 24% depending on the wood product type. The funds raised during the Auction can have an instant effect on promoting our core idea of affordability in housing by reaching out to our Legislators and reminding them of the importance housing plays in a strong economy. These funds can be used and directed by you the members to our Congressmen and women in Washington to help NAHB convince President Trump's Cabinet members and Advisors to remove restrictions from the building industry as a whole.

May Dinner meeting will be held at The Elk's Lodge in Downtown Wausau. Gloria is planning extra entertainment for us that evening, so please sign up to attend today! WABA will also be inviting our scholarship recipients from both the local high schools and NTC Residential Design program. Again, please try to make time to attend and help recognize these students' hard work. It is a great opportunity for our members to see how our volunteer efforts can promote and have a positive impact on the future of our industry.

Anniversary Committee will have another special Anniversary year raffle and of course yummy cake for dessert. Please try to attend to get to know the other members and have a great time socializing and networking while we support the Building Industry.

Let's hope for dryer and warmer weather during May for our Parade of Homes Builders so that they are able to get some grass to grow! (Ha ha. We can hope.)

May the Love of Jesus' sacrifice on the cross and the promise of everlasting life with his resurrection on Easter morning, bring the power of the Holy Spirit into each of our homes this year to guide and lift up our hearts when we feel down.

*Cory Sillars, 2017 WABA President*

*With Sympathy ...*

We would like to extend our deepest sympathy to the families of Bob Gaffney of Gaffney Construction, who passed away in early April.

# MEMBER INFORMATION

## NEW MEMBERS

*BMO Harris Bank  
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## RENEWING MEMBERS

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# JOKE OF THE MONTH

**Either Which Way**

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# CONGRATS!

Congratulations to Dan Detert for his 25 years of service at REI!

# MAY

# 2017

SUN	MON	TUE	WED	THU	FRI	SAT
	<b>1</b>	<b>2</b> Home Show Committee Meeting - 4:00 pm	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>
<b>7</b>	<b>8</b>	<b>9</b> POH Committee Meeting - 4:30 pm	<b>10</b> BY into B Committee Meeting at 4:30 pm	<b>11</b>	<b>12</b>	<b>13</b>
<b>14</b>	<b>15</b> Night Out in Marshfield 5-7 at Furniture & ApplianceMart	<b>16</b> BOARD MEETING - 4 pm	<b>17</b>	<b>18</b> Dinner Meeting	<b>19</b> ITEMS FOR NEWSLETTER DUE	<b>20</b>
<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b> Membership Committee Meeting at 4:30 pm	<b>25</b>	<b>26</b>	<b>27</b>
<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>			

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# JUNE

# 2017

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

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# HOMEOWNERSHIP

Reprinted from NAHB website

## ADD VALUE, PLEASURE TO YOUR HOME WITH A WELL-TENDED YARD

Do you and your family have fun in your yard — or is it just unused space that means you have a long list of chores every weekend?

A well-planned yard gives you extra room to enjoy without adding a tremendous amount of upkeep. If your yard could use a little love, it's time to make a master plan to add enjoyment and value to your home.

### Step 1: Take Inventory

First, walk around your property. Note how your house sits on the lot, where your garage, tool shed, deck, pool or other structure is and what plants you have now.

Think about what you would like to have a year from now. Is it more trees for shade, more grass to play in, a flower or herb garden for cutting, or just reworking an area that takes too much time to maintain?

Once you know what you want, it's time to start thinking about the plants you will need.

### Step 2: Select the Right Plants

A healthy, lush and vibrant lawn or garden starts with your choice of plants. Choose trees, flowers, shrubs and other plants that grow well in your area. This may sound limiting, but by choosing plants that are native or tested to be tolerant of the weather in your area, your yard will require less work and give you better results.

Visit your local garden center, arboretum or botanical garden for advice and ideas. Look for sections that are like your yard, and choose plants that grow well there whether you want brilliant flowers, ground cover, shrubbery or herbs.



### Step 3: Get to Know Your Yard

It is very important to monitor the cycles of light and moisture in your yard. Late summer is a good time to note where the sun is at different times of the day and to record how much water is available naturally. Watch for areas of day-long shade, and do not put sun-loving plants in those spots.

Likewise, don't put shade plants where they get full sun all day. In addition, take a sample of the dirt in your yard to a county extension agent or garden center, and ask them to determine the pH and chemical composition of your soil. Your soil's characteristics will have a significant impact on what you will be able to grow successfully.

While you are at the garden center or arboretum, listen for tips such as planting a low water-demand plant at higher elevation. Excess moisture from rain or watering will trickle down from the low water-demand plant to the thirstier plant nearby. In general, selecting disease-resistant, drought-tolerant plants makes sense no matter what you plan to do in your yard.

### Step 4: Add Shape and Texture

Two key elements of a beautiful garden are shape and texture. Think of your landscape as a photograph or painting framed by plants. Larger trees and plants belong in the back of your yard, medium-sized shrubs and flowers go in the middle of the visual field and short, smaller plants go in the front.

To give shape to your garden, select a variety of plants with different shapes and sizes.

Texture comes from plants with a variety of leaves — shiny hosta, fuzzy herbs, dull azalea, prickly yucca or aloe. Also, keep architectural details in mind when you choose plants. Rough, textured plants will highlight stucco walls, but a picket fence will look better with soft flowers and gentle vines.

Don't forget to look at your yard from all angles, including noticing what you'll see when you look through the windows from inside your home.

By taking the time to think through what you want your yard to look like, and noting what your limitations are, you'll have greater success with your efforts. In addition, you'll spend more time enjoying your yard instead of working in it, and you'll see an added benefit when you sell your home: A well-planned landscape adds value to any piece of property.

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# ADVOCACY DIGEST



## Advocacy Day at the Capitol Follow-Up Survey Shows Positive Feedback

On Thursday, March 16th, sixty members from across the state traveled to Madison for WBA's new version of our state lobby day, the WBA Advocacy Day at the Capitol. This year's event was hosted at the Madison Club in downtown Madison which

provided a central location for members to then travel to the state capitol to lobby on behalf of public policy items ensuring more affordable housing options for Wisconsin families.

Those who attended the event were sent a follow-up survey via email to get their opinion of the day's events to help plan for 2018. We are happy to report that, on a scale of 1 to 5 (with 5 being "very satisfied"), the vast majority of the responses to various aspects of the day were rated at a level of 4.71 or higher.

When asked "Please rate your level of satisfaction with the overall formatting of the day (the basic itinerary of having speakers, a briefing, and private meetings) to structure the day," 21 members were "very satisfied" while 3 members were "somewhat satisfied."

When asked about the most enjoyable speaker, Governor Walker rated the highest with State Senator Roger Roth and John Nichols and Christian Schneider close behind.

Some suggestions we are strongly considering for next year include merging the last panel discussion/speaker with the cocktail hour to conserve time for members who have a longer drive home, and looking for day where members can catch more legislators in their offices.

The trickiest part for any association planning an event like this is the unpredictability of legislator's calendar. When looking at the session calendar for 2018, we may be able to increase the likelihood of legislators being available if we hold the event during a week that they are in session and move the event to a Wednesday versus a Thursday.

That being said, we are looking at Wednesday, February 21, 2018 as a possible date to hold the event next. This date would be about a month after our Member Meeting Day, Annual Meeting, and Installation Dinner, as well as being past the NAHB International Builders' Show.

Finally, we'd like to thank those that attended this year! As you may recall, this change to a stand-alone event was one of the items contained in the WBA Strategic Plan, and it appears to have been a positive change. We look forward to improving the event and increasing member participation in

2018 and beyond.

## Former Two-Time State Senator Tim Cullen Decides Against Run for Governor

The one candidate who seemed to be most ready to formally announce a campaign challenging Governor Scott Walker decided against a run last week.

Former two-time State Senator Tim Cullen announced his decision not to launch a run for governor in the Capitol Press Room on March 29th. Cullen had indicated earlier this year that he was moving towards a run to challenge Walker, and that he would likely file the paperwork necessary to start raising money for a run.

In his statement, Cullen said, "Several people who have run statewide campaigns have all told me the same thing: I need to commit to spending three to four hours every day on the phone calling potential donors. After calling friends in the past few weeks, I decided I would not go the next step: calling strangers, which I would consider a demeaning part of politics today. This is a very sad commentary on the state of democracy and elections in Wisconsin."

Press reports from the impromptu press conference indicated the main reason that Cullen decided against a run was the huge time commitment he would need to make to raise big money, not only for a likely primary but also in the run against Walker.

With the election for governor in Wisconsin still 19 months away, there is still plenty of time for others to make a run for the seat. Most political observers seem to agree that candidates should be up and running sometime this summer to make a serious challenge for the primary in August 2018 and then for the General Election on November 6, 2018.

While Governor Walker has not formally announced his reelection plans, every single indicator is pointing to a likely announcement of his intention to seek a third term, most likely after the state budget is signed into law this summer.

## Want To Know Everything & More About the Wisconsin State Budget?

One of the first steps to better understand all of the provisions of any state budget is the release of summary papers on each state agency prepared by the non-partisan Legislative Fiscal Bureau.

These papers are used by legislators, interest groups, and the public to learn more about the budget without any "spin" on the provisions either for or against the policy items.

The link to the papers on the Department of Safety and Provisional Services was mentioned above and another important area for WBA members are papers specific to the Department of Natural Resources which can be found here.

For information on all the agency summaries compiled by the Legislative Fiscal Bureau click [here](#).

### Trump Budget Proposes \$6 Billion Cut to HUD

From NAHB: President Trump unveiled his fiscal 2018 budget plan today that proposes sharp increases to defense spending along with corresponding cuts to scores of non-defense discretionary programs.

Notably, the administration puts HUD's funding at \$40.7 billion, down \$6.2 billion or 13.2% from the \$46.9 billion in 2017.

It is important to note that this is the first step in the budget process. The president's budget is meant to serve as a marker, but it is up to the Congress to write and submit a federal budget. Lawmakers are expected to take several months to go through the appropriations process, and the final budget approved by Congress is likely to be significantly different than the White House draft.

Nevertheless, the administration's budget will be debated by lawmakers. The White House budget would eliminate the Community Development Block Grant (CDBG) program, which provides communities with resources to address a wide range of urban renewal projects. The CDBG program received \$3 billion in funding for 2017.

The budget would also eliminate the HOME Investment Partnership and Choice Neighborhoods programs. HOME received \$950 million in funding for 2017. The program is the largest federal block grant to state and local governments designed exclusively to create affordable housing for low-income households. Many multifamily builders often use the HOME program to fund developments in conjunction with the Low Income Housing Tax Credit. The proposed budget would provide \$130 million, an increase of \$20 million, for the mitigation of lead-based paint and other hazards.

The HUD budget lacked specific figures regarding Project Based Section 8 housing.

The budget also includes significant cuts to the Environmental Protection Agency, U.S. Army Corps of Engineers and the departments of Labor and Agriculture.

Again, this is the first salvo in what will be a long, drawn-out process. As lawmakers focus on budget deliberations in the coming weeks and months, NAHB will work aggressively to remove any provisions that will harm housing and push for elements that will help small businesses and the housing community.

For more information, contact Jessica Hall at 800-368-5242 x8253.

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)



## BEWARE FORECLOSURE RESCUE SCAMS

*Reprinted from NAHB website*

Scammers are targeting people having trouble paying their mortgages. These so-called foreclosure rescue companies promise to stop foreclosure. But they're out to make a quick buck, and can turn a home owner's distress into disaster.

The Federal Trade Commission (FTC), the nation's consumer protection agency, has resources in English and Spanish to help home owners learn the signs of a foreclosure rescue scam and where to get FREE help.

Access the FTC's "Money Matters" website at: [ftc.gov/moneymatters](http://ftc.gov/moneymatters)

Home owners can find out where to get FREE foreclosure help at [HopeNow.com](http://HopeNow.com) or by calling 888-995-HOPE (4673).

### Tell Your Community

The FTC also encourages home owners, business owners, home builders' associations and others to share these resources with their communities by downloading and putting on websites the English and Spanish-language video and Web banners.

Download "A Note to Homeowners," the FTC's flyer about foreclosure rescue scams, in English or Spanish at [www.consumer.ftc.gov](http://www.consumer.ftc.gov).





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**JUNE 6-11** 2017

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12pm - 9pm  
11am - 5pm

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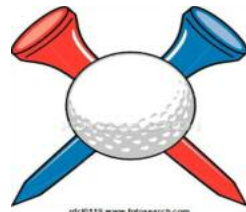


# WABA Golf Scramble

Friday, June 23, 2017

10:30 Lunch/Registration

11:30 Shotgun Start



## Pine Valley Golf Course

- Cash Prizes for Scratch and Peoria
- 18 Holes with Cart
- Beverage Tickets
- Subs for lunch and Steaks for Dinner
- Goody Bags-Door prizes- Raffle Prizes

## All Are Welcome

**\$55 Per Golfer**

**Dinner only \$20**

We will pair you up and put you on a Team  
Singles / Twosomes / Threesomes  
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Team/Company Name \_\_\_\_\_ Primary Contact \_\_\_\_\_  
E-Mail \_\_\_\_\_ Phone Number \_\_\_\_\_

Player 1:

\_\_\_\_\_

Player 2:

\_\_\_\_\_

Player 3:

\_\_\_\_\_

Player 4:

\_\_\_\_\_

## Sponsorships-X your sponsorship level

\*\*\*Sign Included for all sponsors\*\*\*

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Lunch Sponsor -**\$150** \_\_\_\_\_

Dinner Sponsor -**\$150** \_\_\_\_\_

Beer Hole -**\$150**(includes ¼ barrel- unavailable) \_\_\_\_\_

Beverage Cart Sponsor-**\$75** (Unavailable) \_\_\_\_\_

Hole in One-4 (\$500 value prize by sponsor) \_\_\_\_\_

Putting Contest -**\$75** (\$100 prize -unavailable) \_\_\_\_\_

**Total Enclosed \$** \_\_\_\_\_

Please send registration and payment to the above address before June 15, 2017 to secure your spot. To ensure a sign for your sponsorship please have in by June 9<sup>th</sup>.

Philip J Pesanka \*\*\*\*\* 715-298-4186 \*\*\*\*\* [ppesanka@abbybank.com](mailto:ppesanka@abbybank.com)  
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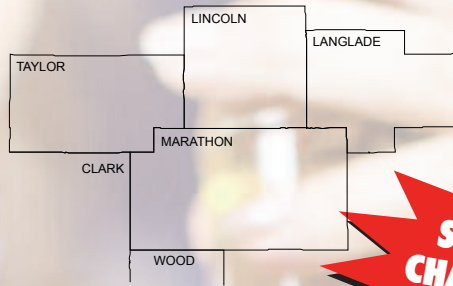
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**ENJOY COMPLIMENTARY  
REFRESHMENTS & APPETIZERS  
MONDAY, MAY 15  
5:00-7:00 PM**

**PLEASE RSVP BY  
MAY 12TH TO  
715-842-9510**



**503 E. IVES STREET, MARSHFIELD, WI  
715-842-9510 • [www.wausauareabuilders.com](http://www.wausauareabuilders.com)**

# Get *Unlimited Data* for all your business needs



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## Cellcom's Business Unlimited Plan



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**Business Unlimited Data Plan:** After 22GB per line per billing cycle for smart and basic phones and 10GB per line per billing cycle for mobile broadband, tablets and connected devices, data will be slowed to approximately 3G speeds. The expected speeds will be between 200 Kbps to 500 Kbps (while speeds are slowed you may experience reduced battery life). LTE-only devices will be suspended after the threshold has been exceeded. Visit [cellcom.com](http://cellcom.com) for complete plan offerings and details. Universal Service Fund (USF) and regulatory and other recovery fees charged on all service lines. An E911 fee or Police & Fire Protection Fee is charged on all service lines. Taxes, fees and surcharges vary and are subject to change without notice. See retail location or [www.cellcom.com/fees](http://www.cellcom.com/fees) for details. **15 Day Guarantee:** If within 15 days you are not completely satisfied with Cellcom's wireless service, pay for the services you have used and return the equipment in acceptable condition. Trademarks and trade names are the property of their respective owners.

## 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.



Andy Bauer    [ABauer@pellawi.com](mailto:ABauer@pellawi.com)    Office: 800.242.1008    Cell: 920.461.0372



WISCONSIN  
BUILDERS  
FOUNDATION

## 2017 GOLF OUTING

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Following the WBA Member Meeting Day on Wednesday, July 12th, please join us for a day of golfing for a good cause Thursday, July 13th! Your attendance will assist the WB Foundation's efforts to promote and support future builders in the state of Wisconsin by raising funds for trades student scholarships. With your help, we can ensure that Wisconsin students receive the opportunities they need!



**WHEN:** Thursday, July 13th, 2017

**WHERE:** SentryWorld Golf Course, Stevens Point

Sponsorships Available

Registration Details To Be Announced

Stay Tuned at [www.wisbuild.org](http://www.wisbuild.org)

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3200 Hilltop Ave., Wausau, WI 54401-4026  
Telephone: 715/842-5663 Fax: 715/842-7051  
[www.womenscommunity.org](http://www.womenscommunity.org)  
[facebook.com/womenscommunity](https://facebook.com/womenscommunity)

Striving To End the Cycle of Domestic Violence, Sexual Assault and Trafficking

## *We Listen, We Support, We Transform Lives*

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Jane Graham Jennings

February 25, 2017

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

Dear Friends,

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

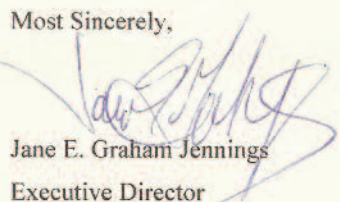
Your donation is greatly appreciated and very gratifying. Your continued support is invaluable.

Your donation is tax deductible and this letter serves as your official receipt of your donation. No goods or services have been provided on behalf of The Women's Community, Inc. in consideration for this contribution.

The Women's Community is a vital part of our community, providing services to victims of domestic abuse and sexual assault. Just a few of the things we do are providing lifesaving shelter for women and children escaping abusive relationships; legal advocacy through the court systems, 24 hour crisis intervention, community education in schools, businesses and churches, advocating for victims of domestic violence in later life, and our Healing Through Art Program.

Your gifts help us to continue to offer services to anyone in our community who needs them. On behalf of our Clients, The Board of Directors and The Women's Community staff, we THANK YOU from the bottom of our hearts for your support.

Most Sincerely,

  
Jane E. Graham Jennings  
Executive Director

