

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association

NOVEMBER 2011

VOLUME 30 - ISSUE 11



LET'S LEVEL

November 2011
Volume 30, Issue 11



4

Upcoming Events

4

A Note from Your Executive Officer

Chris Briquelet

5

President's Message

Garry Volm, Volm Builders LLC

6

Home Inspiration Magazine News

9

Bob Kulp Interview

10

Member Spotlight

12

WABA Annual Party Information

14

Dinner Meeting Registration

15

Rebate Program

16

Monday Morning Review

Brad Boycks

18

Discussion with Governor Walker

20

WBA Conference Information

22

WBA Governance Task Report



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.

MEMBERSHIP INFORMATION

THANK YOU FOR RENEWING

*Dun Rite Exteriors
Lang Well Drilling
The Pool People
Max Flow Seamless Gutters
Rock & Tait Exteriors*

NEW MEMBER

Woita & Associates



New Member Tracy Reiersen and his colleague David Hopkins spoke at the October Dinner Meeting about different ways to maximize your social security benefits. David also interjected some personal opinions on the various benefits of being a WABA member.





Denfeld
Concrete
Construction Inc.

COMPLETE CONCRETE SERVICE

OVER 30 YEARS OF QUALITY SERVICE

715-359-7869
715-359-3944

RESIDENTIAL
COMMERCIAL

6702 Clover Rd. Wausau



Poured Walls • Foundations • Holding Tanks • Floors



*The Area's Oldest
and Most Trusted
Name in Concrete
Construction.*

www.denfeldconcrete.com



New Wells
The latest equipment for fast, professional service

Hydro-Fracturing
A proven procedure designed to increase the amount of water in dry and low-yield water wells, old and new

Well Abandonment
Permanent sealing of unused wells to prevent contamination of clean ground water

**The Right Depth
at the Right Price**



CALL US NOW
24 Hour Answering Service
848-1234

FAX 842-8439 • 1710 W GARFIELD AVE, WAUSAU



UPCOMING EVENTS

TUESDAY, NOVEMBER 15
Board Meeting - WABA Office

THURSDAY, DECEMBER 15
WABA Annual Party

TUESDAY, DECEMBER 20
Board Meeting - WABA Office

TUESDAY, JANUARY 17, 2012
Board Meeting - WABA Office

FRI.-SUN., FEB. 3-5, 2012
Home Show

FEB. 8-11, 2012
International Builders Show
Orlando, Florida

TUESDAY, FEBRUARY 21, 2012
Board Meeting - WABA Office

A NOTE FROM YOUR EXECUTIVE OFFICER



Happy Fall Everyone!

As I'm writing this, there are literally snowflakes falling from the sky. It's inevitable I know, but painful none the less. Although it serves as a wonderful segue, we're looking for a group of people to join the Holiday Parade Committee to put together a float for the Wausau Christmas Parade on Friday, December 2. There is further information later in this newsletter, if you're interested call me asap!

The November Dinner Meeting at the Great Dane will again serve as the kick off to the 2012 Parade of Homes. There is more information in this newsletter, but put simply if you would like an eight foot wide display area at that meeting contact the office asap as there are only 30 spaces available! If you are a builder, attending this meeting will give you a \$500 discount on the entry fee of the 2012 Parade of Homes so even if you're thinking you might have a home it's worth attending. Not to mention the attending builders will be entered into a drawing for cash prizes furnished by the associate entry fees. The Dinner Meeting Committee is looking for a beverage sponsor for the evening, if you're interested in having your company represented throughout the evening at that capacity, the cost is \$150. This has to be a first come reservation so if you're interested, call the office right away. Also, anyone registering by the end of business on the 11th will be entered into a separate drawing that night.

Finally, as has been talked about quite a bit now, the WBA is looking to make some significant governance changes on their level. Jerry Deschane came to our October Board Meeting to discuss the changes and to field questions that the Board Members might have had. I have included the WBA Task Force Proposal in this newsletter. Now I must say that there are some minor changes, or "tweaks", that will be made before it's voted on at the February WBA Board Meeting, but at the October meeting it was met with overwhelming support. I include this not only for your review, but also because as you see it will change the complexion of our local Board in a couple minor ways. Because we are holding our elections in November, our Board has decided to hold the elections as normal, and then if any adjustments need to be made after February, there will be a full membership notification made at that time with the proper procedure.

For the election, you will receive an email with an electronic ballot to cast your vote. Only one representative from each company is eligible to cast that ballot so even though we have gone through the listings, if you see a double up in your company, please notify the office immediately to make the necessary correction. The results of the election will be announced at the November Dinner Meeting, except the Associate and Builder of the Year, those will be announced at the Annual Party in December.

What a minute...did I say Annual Party in December?? Yes I did! After a great deal of member feedback given to the Dinner Meeting Committee, they have decided to change the date of the Annual Party to December 15. The final details are being prepared, but I can tell you it will be at Greenwood Hills that Thursday night. Watch for an online registration

form to come out shortly after our November meeting.

Lastly, make sure to go to WisBuild.org to register for the Builder Conference in February! As you'll see from their website, there are countless opportunities and changes at the Conference this year.

Good luck and be safe hunters! Be sure to share your trophy photos to go on the "Brag Board" in the December Newsletter. I look forward to seeing you at the Parade of Homes Kickoff on the 17th!

— Chris Briquelet

PRESIDENT'S MESSAGE



Hello Everyone,

Fall has come and with that brings fall elections. Electronic ballots will be going out soon to all who do not make it to the November Dinner Meeting. There will be nominations from the floor and a paper ballot at the meeting for those in attendance. This meeting is also the Parade of Homes Kickoff. If you are thinking of having a home in the parade, you MUST attend this meeting. A \$500.00 fine will be imposed if you have a home in the parade

but have not attended the meeting.

The governance changes will mean we will have to make some changes to our bylaws. I hope to see all of you for the elections.

Sincerely, — Garry Volm, Volm Builders LLC



*Local People Making
Good Things
Happen For
Local People*



Wausau
845-7331
Rib Mountain
355-2133
Mosinee
693-6002
Rothschild
359-0579



141 W. Thomas Street
Wausau, WI 54401
Phone (715) 842-9510
Fax (715) 845-5435
www.WausauAreaBuilders.com

OFFICERS

President Garry Volm
Vice-President Bob Marcell
Secretary-Treasurer Sara Holtz
Past President Larry Meyer
Executive Officer Chris Briquelet

STATE DIRECTORS

Bob Marcell Andy Radant Sid Sorensen
Garry Volm Larry Meyer

LOCAL DIRECTORS

Kolby Muscha Chad Sickler
Jerry Jarosz Jonathon Smith
Russ Utech Jason Brettingen

LIFE DIRECTORS

Dave Kautza Dan Sillars Jim Woller John Joseph

NATIONAL DIRECTORS

Bob Marcell Garry Volm

WBA PAST PRESIDENT

Arden Emmerich

WBA NORTH AREA VP (Associate)

Mike Richie

ALTERNATE NATIONAL DIRECTOR

Larry Meyer Sid Sorensen

COMMITTEE CHAIRPERSONS

Marketing Jim Weimerskirch
Associates Advisory Ray Bodenheimer
Jason Brettingen
Kristin Flamang
BLDR-PAC Andy Radant
Education Committee James Wanserski
Events Committee Andrea Reede
Building A Better Wisconsin Trustee Jonathon Smith
Governmental Affairs Jonathon Smith
Home Show Russ Utech
Membership Kristin Flamang
Parade of Homes Jeremy Voigt
Planning Committee Mike Richie
Public Relations Bob Marcell
Scholarship Jerry Jarosz
Golf Outing Jerry Jarosz
Sporting Clay Larry Meyer

The Wausau Area Builders Association magazine concept has become a reality! After a great deal of planning, it is my pleasure to introduce you to *Home Inspiration*. Some of you may have already been contacted directly by me about this project, and if you haven't you will be soon. I'd like to highlight just a few of the countless benefits this publication will offer you and your company as a marketing tool in the four counties covered by our Association. It will also serve as an additional marketing tool to help promote our signature events in the community, and provide additional recognition for our association.

Please take a moment to review the information and if you have any questions, comments or contributions contact me at the office, I look forward to hearing your thoughts and ideas. ~ Chris Briquetelet – Executive Officer

HOME *inspiration*

Free - Take One

January 2012



HOME *inspiration*

Central Wisconsin now has a home magazine offering its readers a source for design concepts, need-to-know features and photographs, and fresh resources that will inspire anyone. *Home Inspiration* targets your customer as no other media available in Central Wisconsin as it will be released prior to the WABA Home Show, the WABA Parade of Homes as well as an issue being released entering the fall season. The publications released before the events will showcase the event offering must sees, sneak peeks, maps and additional information about the event. Home Inspiration allows you to focus your message on the consumers most interested in your products and services. All of the issues include a full listing of names and contact information for all the current WABA members.

The featured articles & pictures are member contributed

Home Inspiration is available 24/7 on the WABA website

Use *Home Inspiration* as a marketing tool for your company. Copies of the publication can be available at your location besides numerous distribution locations throughout the four counties in Central Wisconsin covered by the Wausau Area Builders Association to be distributed FREE

Home Inspiration is distributed FREE to attendees of the WABA Home Show and the WABA Parade of Homes; don't miss this tremendous opportunity to maximize your advertising value.

Home Inspiration Member Rates

Size	1x	2x	3x
Back Cover	\$1,500	\$1,275	\$1,083
Inside Cover	\$900	\$765	\$650
Inside Back	\$750	\$637	\$542
Full Page	\$500	\$425	\$361
Half Page	\$300	\$255	\$217
Quarter Page	\$220	\$187	\$159
Eighth Page	\$150	\$128	\$109

(prices are for each issue)

Please Note: The advertising rates quoted above are for camera ready ads. Contact the office if graphic design assistance is needed.

2012 HOME SHOW



Join the 2012
WABA Home Show
February 3-5
at the
Patriot Center

Go to www.WausauAreaBuilders.com
and click on the live interactive link to
register your booth today!

The Early-Bird Deadline is Monday,
December 1st so don't hesitate!!



BUILD GREEN WITH KOLBE®

- ENVIRONMENTAL COMMITMENT
- ENERGY EFFICIENT TECHNOLOGY
- ENDLESS CHOICES

1330 S. 11th Ave. ▪ Wausau, WI 54401
715.847.0638 ▪ www.kolbegallery.com

KOLBE
Gallery®
▪ WINDOWS & DOORS ▪

WABA Member
Bob Kulp of
Kulp's of
Stratford was
interviewed by
the WDH in
an article
regarding
regulatory
issues affecting
businesses in
Wisconsin

Some central Wisconsin business owners say regulations on everything from paperwork to safety harnesses often are unnecessary and hold them back from expanding and adding jobs.

The burden of regulations goes well beyond streamlining the processes that state lawmakers are trying to improve with changes to the Department of Natural Resources and Department of Revenue, owners said.

Instead, regulations hindering their businesses are industry specific, very costly, and potentially restricting expansion opportunities, they said.

Bob Kulp, co-owner of Kulp's of Stratford, said one regulation in particular has the potential to cost his business thousands of dollars. After a repeal and then a delay, the Occupational Safety and Health Administration recently enacted a rule that requires roofers to wear safety harnesses on all roofs, rather than just the steepest and highest ones.

It might sound like such a rule would make the industry safer, but Kulp said the regulation makes the job more dangerous at low levels, because the harness wires increase "trip-and-fall" risks. Also, it will add costs to the business and consumers, he said.

Kulp said he'll have to buy additional equipment, but what will drive up costs for consumers is that his workers will have to move slower, meaning a job will take longer to complete. For instance, a \$6,000 roofing job could end up costing \$1,000 more because of the additional time needed.

"Now, rather than a \$50 repair on a vent stack for a poor family, it turns into a \$300 to \$400 deal because of OSHA regulations," said Kulp, who added that he supports the use of harnesses on steeper, more dangerous roofs.

Currently, the paper industry is staring down a federal regulation that if not delayed by lawmakers could cost the Wisconsin paper industry a half-billion dollars to install new equipment, said Jeffrey Landin, president of the Wisconsin Paper Council.

The new rule would put tighter controls on coal-fired boilers, but Landin said the cost to paper companies needs to be weighed against the environmental gain. With papermaking already in a fragile state, Landin said the increased expenses could cost Wisconsin 7,500 jobs in the industry.

"It's an incredible cost with no benefit, and it will only cost jobs," Landin said.

One argument made by proponents of more regulation is that business owners are against protecting the environment. But local business owners argue the opposite is true. They care about the environment but want to protect it in a cost-effective way and through regulations that make sense.

"The concept that we want to dirty the water and pollute the air is insane, because we have to live in the environment we create," Kulp said.

Still, some regulations make sense, said Bill Mullins, co-owner of Mullins Cheese in Knowlton. For instance, cheesemakers must check their milk for antibiotics before they use it in the cheese. It cost Mullins about \$10,000 a year, and at first, the industry fought it.

Today, though, the testing is considered a benefit to cheese producers because it has led to better quality and safer products, Mullins said.

Mullins did identify some regulations that inhibit expansion. One is the restrictions on building on wetlands -- a regulation that could be eased at the state level. Even if Mullins wants to build on just a half-acre of wetlands he already owns, it could end up costing him a half-million dollars, he said.

"That becomes a real painful one, especially for us out in the rural area, where you're sitting on this property you can't use, and if you do, it costs you an arm and a leg," he said.

In the highly regulated fuel industry, having to complete similar tests from multiple state and federal agencies is redundant and costly, said Bruce Hurtis, co-owner of Hurtis Oil Co. in Marathon.

Hurtis said his company pays similar fees and submits forms to the Department of Transportation, Homeland Security and the state Department of Agriculture, Trade & Consumer Protection all because he transports fuel.

"Every year, there's something else added," Hurtis said. "Another fee for this, and another fee for that."

Moving forward, what scares some business leaders is the unknown. How will the federal health care reform law affect their finances? Will new regulations continue to be added each year?

"The reason businesses are sitting on the sidelines -- I know this for a fact -- is we just don't know what's coming down the pike," Kulp said.



Sid Sorensen
Sorensen Builders

*Thanks for
Being a Member!*

Member Spotlight **BUILDER**

- 1) How long have you been a member? *Somewhere around 90*
- 2) What's the most valuable thing you've gotten from being a member? *Friendships*
- 3) What is your favorite beverage? *Leaded Pepsi*
- 4) What is your favorite vacation?
Cycle ride to Rapid City, SD. The return trip in rain all the way across South Dakota was probably the worst
- 5) What was your favorite childhood toy? *My water ski & 75HP boat*
- 6) What is the oddest thing a customer has ever asked for??
A 20' high water waterfall in the back yard
- 7) What is one thing people would be surprised to know about you?
I water ski and bare foot
- 8) Are you a morning or nighttime person? *Part of both*
- 9) What is the last movie you watched? *August Rush*
- 10) What would be the hardest thing for you to give up? *Pepsi*
- 11) Who long have you been in business? *1976*
- 12) What made you choose your career?
Built a couple of homes for myself to live in. Then the economy in the early 70's eliminated my job at NCR
- 13) What's your favorite thing about going to work?
Making the people happy they chose me to build their home
- 14) What CD is currently in your car stereo? *None*

Visit One of America's Premier Natural Stone Showrooms



**Krukowski
STONE CO., INC.**

Quarrier & Manufacturer of Natural Architectural & Landscaping Stone since 1978

800-628-0314 • 715-693-6300 | krukowskistone.com | 5781 COUNTY RD. C • MOSINEE, WI 54455



Dan Mortensen
Peoples State Bank

*Thanks for
Being a Member!*

Member Spotlight **ASSOCIATE**

- 1) How long have you been a member? *15 Years*
- 2) What's the most valuable thing you've gotten from being a member?
Networking and meeting great builders
- 3) What is your favorite beverage? *Good beer*
- 4) If you could be a super hero who would it be? *Superman-helping others*
- 5) What is your favorite vacation? *Canada - fishing*
- 6) What was your favorite childhood toy? *Estes Flying Rockets*
- 7) What is the oddest thing a customer has ever asked for?? *A horse (purchase)*
- 8) What is one thing people would be surprised to know about you?
Graduated college from UW-LaCrosse
- 9) Are you a morning or nighttime person? *Morning*
- 10) What is the last movie you watched? *Disney - spooky buddies*
- 11) What would be the hardest thing for you to give up? *Home Ownership*
- 12) How long have you been in business? *In the banking business for 30 yrs.*
- 13) What made you choose your career?
I like to work with people and make their dreams come true
- 14) What's your favorite thing about going to work?
Working with great people and helping customers reach their goals
- 15) What CD is currently in your car stereo? *The Beach Boys*

Built For You™

Nationwide Coverage, Devices & Plans Personalized for the Way You Live.

1.800.236.0055
www.cellcom.com
facebook.com/cellcom
Any Retail Location

Visit cellcom.com for a complete listing of all retail and agent locations.

Motorola Milestone X™ / HTC Merge™

Offer valid while supplies last. See Cellcom.com for details. Android is a trademark of Google, Inc. Trademarks and tradenames are the property of their respective owners.



BREAKING NEWS

THE ANNUAL WABA PARTY HAS A NEW DATE!

This year it will be on Thursday, December 15 at Greenwood Hills. The evening details are being finalized and when complete, an online registration form will be sent out. We are very much looking forward to this new venue and date! This evening will also serve as the installation of the new WABA officers, as well as the announcement of the Builder and Associate of the year.

**We are looking for people to help organize and construct
the WABA Christmas Parade Float for the Wausau
Christmas Parade on Friday, Dec. 2.**

The requirement is simply a willingness to have a good time whether it's planning the float, constructing the float, riding in the parade, or all of the above! It's an excellent opportunity to enjoy the camaraderie of your fellow members! Call the office asap if you're interested in joining!



Join the
Christmas Parade
Committee!

THE POWER OF YELLOW.™



Faithful and true — no matter what. Every day, Pella will be right beside you — providing window and door solutions with a level of service and integrity that will make a positive difference to your bottom line. Learn more about why **The Power Of Yellow** is a builder's best friend.



VIEWED TO BE THE BEST.®

Pella Windows & Doors Green Bay • 800-242-1008 Appleton • 800-458-4880 Brookfield • 800-242-6212 pella.com/pro



Helping Build Dreams for Over 45 Years.

Peoples State Bank has been serving builders and contractors in Central and Northern Wisconsin for over 45 years. Peoples provides you with the flexibility you need and your customers with the responsiveness they deserve for their mortgage needs. Call us today to learn more about the advantages of working with a hometown financial partner.

Peoples
STATE BANK



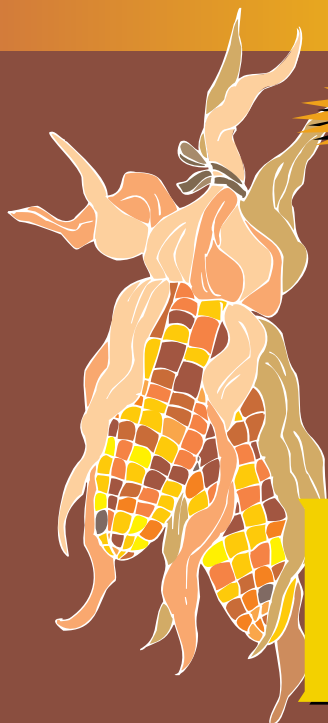
Member FDIC

www.psbwi.com • 1.888.929.9902

PARADE OF HOMES KICKOFF NIGHT

Come see what your fellow members have to offer!

Online Reservations
will be coming soon



NOVEMBER DINNER MEETING

**THURSDAY, NOVEMBER 17
AT THE GREAT DANE**

Cocktail start at 6 pm - Heavy Hors de Oeuvres starting at 7 pm

The Dinner Meeting Committee is looking for a beverage sponsor for the evening – Have your company recognized at the meeting that night, the cost is \$150

Company Name: _____

Names of Attending: _____

Phone _____ Email _____

☐ Yes ... I would like to reserve a table top

RESERVATIONS ARE REQUIRED

RSVP prior to 5pm on Friday the 11th to be eligible for an exclusive special drawing!

Call 715-842-9510, fax 715-845-5435 or email chris@wausauareabuilders.com
One meal per membership is free, additional meals are \$15.00 (No-Shows will be billed)



PARADE OF HOMES TABLE TOP NIGHT AT THE NOVEMBER DINNER MEETING

The November 17 Dinner Meeting at the Great Dane is your opportunity to display your products and specials to the Builders.

The Builders are required to attend this meeting and talk to all Associates displaying if even considering a Parade Home for 2012.

The entry fee is \$25 which allows you a 8 foot wide display area. The tables being used will be 8 foot buffet tables so there will be two display areas per table.

The \$25 entry fee will be paid back 100% in drawings for the Builders at the end of the evening.

Only 30 displays areas are available and will be on a first come basis. You can email or fax your registration.

Watch for the online reservation coming soon.

Company: _____

Contact Person: _____

Product to Display: _____

Phone: _____

Email: _____

Rebate Program is a New Member Benefit

We are pleased to announce an exciting new initiative, the WBA Member Rebate Program, through which the country's leading Manufacturers **pay rebates** as their way of thanking our members for being loyal to their products. You may already be using many of these products, so why not get paid a rebate for something you're already doing? This program is just another example of how being a WBA member helps your company be more profitable.

Nobody likes paperwork, so we've worked hard to keep paperwork to a minimum and keep the process simple. When you register, you simply indicate which of the eligible manufacturers you already use. Then, on a quarterly basis, as you report the number of homes or products that were completed, our program administrator does the work of notifying the manufacturers, collecting your money, and mailing your quarterly rebate check.

Now, here's the important information on why you have to act now. If you register and claim before November 23rd, you will be eligible for rebates on the products you installed in all the homes or remodeling projects completed from April 1st – September 30th! But you have to act now. Don't wait, you must register and fill out the rebate claim forms by November 23rd or you will jeopardize your rebate check.

The program registration form and rebate claim forms are available online. Please help us spread the word on this outstanding free WBA member benefit. We want to get as many members registered and collecting ASAP.

Your consistent support of WBA through your association membership makes this program possible. It's just another one of the many benefits of belonging to WBA, the voice of the housing industry in Wisconsin.

Thank You,

Jerry Deschane, CAE
Executive Officer

WBA Member Rebate Program
www.HBArebates.com



Wetlands reforms proposed in Special Session

In the call for the special session of the legislature were details concerning wetland and habitat restoration by Senator Neil Kedzie and Representative Jeff Mursau.

Exact details of the bill draft are still being worked on and the key to this plan will be getting the drafting correct. DNR officials continue to work with Senator Kedzie and Representative Mursau on the final details of the plan.

The details of the plan are the same concepts that WBA has supported for years including:

- *Makes it easier to do business in Wisconsin and maintains wetland protections through clear simple regulatory process.*
- *Improved and simplified wetland permitting process with clear application requirements and predictable review.*
- *Achieve an overall increase in wetland acreage through restoration fees, banking and mitigation.*
- *Improve the overall quality of wetlands in Wisconsin.*
- *Increase access to lands for outdoor recreational activities by requiring they be open to hunting, fishing, and trapping.*
- *Provide more consistency with the Army Corp of Engineers by mirroring federal guidelines and regulations.*

Meeting on Commercial Code Uniformity

WBA staff recently sat down with Senator Terry Moulton (author of bill to make Wisconsin's commercial code uniform), Senator Glen Grothman, representatives from fire service, and the Associated Builders and Contractors (ABC) to continue the discussion of how a compromise can be crafted on this important issue.

WBA has supported making Wisconsin's commercial code uniform for a number of sessions and we see this session as the best time in decades to get this accomplished.

A number of different concepts were discussed at the recent meeting, including grandfathering certain sections of the code in local municipalities to the creation of a council to review local variations from the statewide code.

WBA and ABC are hopeful that a compromise on this important issue can take place. If not, we hope to move on to an alternate version of this bill very soon.

WBA leaders meet with Walker COS

Recently WBA President Don Esposito, WBA GA chair Chad Wuebben, WBA EVP Jerry Deschane and I were able to meet with Governor Walker's new Chief of Staff Eric Schutt.

Schutt had served as the deputy chief of staff prior to moving into the chief of staff role after Keith Gilke moved out of state service to manage the possible recall election. Before taking the position with Walker, Schutt had served in various roles in state government and was the recipient of the WBA Friend of Housing award while he was the Chief of Staff for Representative Kitty Rhoades.

We were able to touch base on a number of issues we hope to get passed before the end of the legislative session and spent a great deal of time talking about what we would like to accomplish in a comprehensive wetland reform package during the current special session on job creation.

A \$44 million issue that needs to be fixed?

Recently final estimates were released on the dollars spent on the nine recall elections this summer. The final from candidates and independent groups came in at \$44 million. Local units for government are estimated to have spent in the neighborhood of \$2.1

million to staff and administer recall elections in July and August.

State Representative Robin Vos (R-Burlington) has introduced a constitutional amendment to “recall the recalls.” Vos recently said of the recalls “in general recalls should be used very rarely and they should be when someone commits a malfeasance in office.”

Any constitutional amendment would require passage in two consecutive sessions of the legislature and approved in a statewide referendum.

Fitzgerald officially in for U.S. Senate

Recently Assembly Speaker Jeff Fitzgerald (R-Horicon) officially announced he was making a run for the GOP nomination for U.S. Senate. Fitzgerald joins Mark Neumann who has also made the official announcement of candidacy as well.

Fitzgerald is trying to position himself as a next generation conservative who has delivered noticeable results with both the budget repair bill and the recently passed state budget.

“Common sense reforms combined with unwavering leadership create results that are as desperately needed as they are rare,” said Fitzgerald. “In Wisconsin I led the Assembly to a balanced budget in face of fierce opposition from the status quo. I would be honored to lead a new reform movement in Washington.”

According to Fitzgerald, he is running to advance an alternative to President Obama’s agenda, which Fitzgerald says spends too much, reforms too little, and has failed to address a growing unemployment crisis. Fitzgerald says he stands out as a candidate because of his recent policy and political successes as Assembly republican leader.

Tommy Thompson forms fundraising committee for U.S. Senate bid

Former Governor Tommy G. Thompson recently filed incorporation papers to begin organizing a campaign and raising contributions for a US Senate race.

Darrin Schmitz, a consultant for Thompson, said a formal announcement will be held in the future but the filing will allow the campaign to immediately start building the infrastructure to capture the Senate seat currently held by Senator Herb Kohl.

“Governor Thompson filed incorporation papers for a campaign today, and he’ll begin raising funds and building a strong statewide organization for a US Senate race. A formal announcement will take place in the future,” Schmitz said. “We’re taking the necessary steps to properly launch a successful Senate bid.”

Neumann exceeded U.S. Senate Fundraising goal

Those running for federal office (Congress or U.S. Senate) were required to file a campaign finance report recently with the Federal Election Commission (FEC), and U.S. Senate candidate Mark Neumann announced he had exceeded his fundraising goal for this quarter.

Neumann had set a goal to raise \$250,000 for the period and actually was able to raise \$300,000 during the period with no personal contributions from Mr. and Mrs. Neumann as part of that total. The FEC report turned in by Neumann contained over 1400 donors to his campaign for U.S. Senate.

“This phenomenal number shows that our conservative message is resonating,” Neumann stated. “America faces a debt crisis of historic proportions. We will not get the private sector creating jobs until we cut spending and balance the budget. This is what I have been saying across Wisconsin and people are clearly responding.”

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

(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.)

**Representatives
of the Wausau
Area Builders
Association
were given the
opportunity to
participate in
the round
table discussion
with Governor
Scott Walker
in Wausau
on Monday.**



**WABA Board
Members Sid
Sorensen and Chad
Sickler spoke with
the Governor about
topics including
regulatory issues
and avenues for
job growth in
Central Wisconsin.**

Article and photo courtesy
of the Wausau Daily Herald

Business leaders told Gov. Scott Walker on Monday that things from cumbersome regulatory processes to increasing health care costs are affecting their ability to create more jobs in the state.

During a forum at Northcentral Technical College, a mostly supportive group of central Wisconsin executives reiterated what the business community has said for years: Do away with redundant regulations, increase access to capital, and make it cheaper to do business in Wisconsin if you want the economy to recover.

"We're working on building affordable housing, and they create more regulations," said Sid Sorensen, owner of Sorensen Construction, a homebuilder in Wausau, lamenting what he sees as government roadblocks to business.

The forum included leaders from a variety of sectors, including manufacturing, agriculture, real estate, construction and health care.

Ken Heiman, president of Nasonville Dairy, has 100 workers and buys milk from 184 farmers. For him, a top priority should be making it easier for farmers to expand in Wisconsin, because the need for milk is increasing.

He said he recently spoke to a farmer from the state of Texas who wanted to open a 4,000-cow dairy farm in Wisconsin, but was hesitant because of the regulatory climate.

"The most important thing you can do is make sure we have the ability to be able to continue to build farms," Heiman told Walker.

While creating new jobs was the primary issue, some executives said their biggest concern is the need to expand Wisconsin's trained workforce.

Kevin Kraft, chief operating officer and chief financial officer of Jarp Industries in Schofield, said his company has 215 workers and could expand. But he will increasingly need access to more well-trained workers, including machinists who can build the hydraulic cylinders Jarp makes.

"For our business, there is probably no single bigger threat long-term than the availability of workers," Kraft said.

Walker, a Republican, said Wisconsin needs more workers to be trained in areas where jobs are likely to be added, such as advanced manufacturing. He said the state needs to find a way to close that gap, ideally by giving people access to training.

In terms of other regulations, Todd Nagel, president of Wausau-based River Valley Bank, said federal rules, more than a company's health, impede lending. Without loans, businesses struggle to expand, he said.

"Every business is probably not having the best relationship with their bank, and it's because of the regulatory burden," Nagel said.

Outside of the regulatory environment, business leaders overwhelmingly said increasing health care costs are a concern as they look to expand. Nagel said it will be River Valley Bank's largest expense.

Jim McIntyre, president and CEO of Schofield-based Greenheck Fan Corp., said health care is one of the company's top financial concerns moving forward.

While it won't prevent Greenheck, which has 2,500 workers, from hiring in the short-term if needed, it could affect the company if the trend continues.

"We aren't sure how to plan for it," McIntyre said about health care costs.

Walker said he has heard similar concerns from business leaders about industry-specific regulations and the gap between available jobs and trained workers during other forums throughout the state.

Addressing those concerns would ideally put him closer to meeting his hope of creating 250,000 jobs by 2015. That goal recently took a hit when a state Department of Revenue report predicted the state will likely fall short of that total.

"To me, it's just all the more proof with this report that if we don't change things, we won't hit that goal," he said.

200 education sessions +
1,000 industry suppliers +
400,000+ net square feet
of exhibit space



IBS TIME



2012 NAHB International Builders' Show®

Get a year's worth of value in just 96 hours!

FEBRUARY 8-11 • ORLANDO • BUILDERSSHOW.COM



A ForDOMEable Event!



***Act now to reserve your space as an exhibitor
at the new and expanded Vendor Showcase
February 22 & 23, 2012
at the Wisconsin Builders Conference.***

The Wisconsin Dells Center 90,000 sq. foot climate-controlled facility at Chula Vista Resort will be the site of all our classes, breaks, lunches, the Vendor Showcase and the Wednesday night Welcome Reception. Imagine the visibility and access your business will have from 7:00 a.m. to 7:00 p.m. on Wednesday, and 7:00 a.m. to 4:00 p.m. on Thursday, as everyone will essentially be in one room, all day, for all events.

- *360 degree visibility as attendees will be moving throughout the facility*
- *Unprecedented access to the hundreds of building industry professionals attending*
- *Multiple scheduled breaks to ensure time to visit your booth*
- *Generate quality leads with decision-makers*
- *Strengthen relationships with current customers and meet future ones*
- *Display your innovative products*
- *Demonstrate your expertise*
- *Event open to all building professionals, both member and non-member*
- *10' x 10' booth, with 70 foot ceiling height at an affordable price*
- *Welcome reception Wednesday night will encourage attendees to stay*

If you want to get in front of builders and decision-makers, act now to reserve your space. The sooner you commit, the sooner you will get your name on our website and take advantage of the broad, multi-channel marketing we are utilizing statewide to drum up registrations for this exciting event.

We are going big this year, with an explosion of quality classes for credits and professional development, a welcome reception for networking and our famous hospitality suites. With this major expansion there are plenty of good reasons you should be a part of the Wisconsin Builders Conference as a sponsor or exhibitor at the Vendor Showcase.

Contact Kim Fay, WBA Event Coordinator at (608) 242-5151 for more information or a contract.

Thanksgiving

*The year has turned its circle,
The seasons come and go.
The harvest all is gathered in
And chilly north winds blow.*

*Orchards have shared their treasures,
The fields, their yellow grain,
So open wide the doorway ---
Thanksgiving comes again!*



**GOOD LUCK
HUNTERS
STAY SAFE!**





**WISCONSIN BUILDERS
CONFERENCE**
Education | Networking | Recognition
February 22-24, 2012 Onondaga, WI Dells

**A ForDOMEable
Event**
*Will your company be
seen there?*



MENARDS  **Axley**  **PRCBuild**

www.wisbuild.org



Wisconsin Builders Association®

Preserving and Promoting the American Dream

www.wisbuild.org

WBA Governance Task Force Report

October 6, 2011

Value Statement:

Why do members belong to WBA?

1. WBA members want WBA to advocate for the housing industry with state legislators, regulators, and the Supreme Court.
2. WBA members want WBA to provide information on state laws, regulations and court precedents that members can apply to their business.

WBA should focus on delivering this value to our members.

WBA Board of Directors

Board Responsibilities

WBA is governed by its board of directors, consistent with applicable laws. This means that WBA will hold an annual meeting of the members, will elect directors consistent with bylaws, and the board will establish the guiding plans, budgets, and bylaws of the association.

Under this proposal, the Board retains sole authority to approve the following:

1. WBA Bylaws and any amendments.
2. WBA Budgets, including establishing the level of dues.
3. An association strategic plan or other planning document.
4. The biennial Legislative Agenda.
5. Appointment of the Audit Committee.
6. The election of officers.

Board Selection

WBA Board members are selected according to procedures established in its bylaws. Under this proposal, WBA Directors will:

1. Be nominated by WBA Local associations in whatever manner each local feels is appropriate.
2. Serve one-year terms.
3. Any individual director may serve up to six consecutive one-year terms. After serving six consecutive terms, a member may not serve as a director for a minimum of one year, after which he or she may be elected to serve again.
4. In addition to directors nominated by local associations, the board will include:
 - A. All members of the executive committee
 - B. Wisconsin's duly-appointed NAHB BUILD PAC Trustees
 - C. Wisconsin's duly-appointed NAHB State Representative
 - D. WBA Life Directors (including Past Presidents) approved prior to January 1, 2012, except that Life Directors do not vote unless they are selected by their local association to fill one of that local's directorships allocated under the formula established below. Each year going forward, the only additional Life Directors will be the immediate Past President and the immediate past Associate Vice-President.

Board membership formula

Annually, each local association may nominate up to the following number of voting WBA Directors:

1. Each local association, regardless of size, may nominate two directors, at least one of whom must be a builder.
2. Each local association having between 151-250 members may nominate one additional director.
3. Each local association having between 251-350 members may nominate two additional directors, for a total of four directors.
4. Each local association having 351-550 members may nominate an additional director, and may nominate another director at 551, 751, 951, 1151, et al members.
5. A majority of the local's directors must be builders.
6. Affiliate members are not counted in determining the number of directorships.

Board attendance

The current attendance and alternate director policy will be eliminated. Attendance of voting directors will be reported to each local association when WBA solicits nominations for the following year. It is up to the local association to determine whether a director with absences should be reappointed.

Executive Committee

The executive committee is responsible for overseeing the operations of WBA. Executive committee meetings shall be scheduled at least quarterly, and more often if needed. All EC meetings will be noticed to WBA Board members, and minutes will be maintained.

Executive Committee Responsibilities:

1. Exercise oversight to assure that policies, bylaws and budgets established by the board are implemented.
2. Appoint the Finance Committee.
3. When necessary, act on behalf of the board, with any such actions to be reported to the next board meeting (this is not a change from current bylaws).
4. Employ the executive vice president.
5. Approve BLAR and BBW expenditures.
6. Work in coordination with the Building Industry Council to approve BIC legal expenditures.
7. Assume all other duties not reserved by the Board.

Executive committee membership

The Executive Committee will be elected by the WBA Board of Directors. Executive committee members will be elected annually from a slate of candidates recommended by the Nominating Committee (see below). All executive committee members vote, except for the EVP. The membership of the executive committee includes:

1. The WBA President
2. The WBA President-elect
3. The WBA Treasurer
4. The WBA Secretary
5. The Associate Vice-President (currently the Associate Senior Officer)
6. The Associate Vice-President-Elect (currently the WBA Associate Advisor).
7. The immediate past-president
8. A past senior officer chosen by WBA past senior officers
9. WBA's duly-appointed State Representative to NAHB
10. The Executive Vice-President (non-voting)

WBA Nominating Committee

The WBA bylaws will establish a nominating committee. The nominating committee's role is to nominate officers and NAHB representatives as required.

The nominating committee will be chaired by the President. Its membership:

1. Will be appointed by the Immediate Past-President and Immediate Past Associate Vice-President. Each will appoint 3 members.
2. Must be drawn from current members of the board.
3. Must be geographically diverse.
4. Must be an equal number of builders and associates.
5. The President will chair the meeting and will vote only when needed to break a tie.

The nominating committee will nominate the following officers:

1. The Secretary
2. The Treasurer
3. The President-elect
4. The Associate Vice-President Elect
5. The NAHB State Representative, WBA Directors serving on the NAHB board, and any other NAHB officers or director positions to which Wisconsin is entitled to nominate a member.

WBA Finance Committee

The Finance Committee is responsible for providing recommendations to the executive committee and WBA Board of Directors for action on the fiscal matters of the association. Working with the WBA Executive Vice President, the Finance Committee will:

1. Be chaired by a member appointed by the President for a one-year term.
2. Have a Vice-Chair who is member appointed by the President-elect for a one-year term.
3. Prepare a draft budget for adoption by the executive committee and board.
4. Oversee WBA investments and recommend revisions to the investment policy as needed.
5. Investigate and pursue opportunities for non-dues revenues, and make recommendations to the Executive Committee for policies in this area, if needed.

The Finance Committee will be comprised of the Chair, Vice-Chair, Treasurer, one past senior officer, and 5 current or former board members appointed by the executive committee (these members may not be current Executive Committee members).

WBA Audit Committee

The WBA Audit Committee is responsible for ensuring WBA complies with appropriate laws and accounting standards. Specifically, the Audit committee will:

1. Be appointed by the board according to procedures outlined in its board-approved charter.
2. Interview and hire the WBA Auditor
3. Meet with the auditor to review findings and recommend adjustments to policies and procedures as needed.
4. Report to the WBA Board

Membership and Local Association Group

The Membership and Local Association Group is a discussion group that will meet on WBA general membership meeting days. The Chair of the Group will be appointed by the President, with the Vice-Chair appointed by the President-Elect. Participation in the Group will be open to all members of the association. This Group will have staff support.

The Group is responsible for issues relating to the following areas of member interest:

1. Membership.
2. Information exchange (between members and among members of local associations)
3. Associate member issues.
4. Awards (anticipated that this will be referred to an ad hoc committee)
5. The Group will be expected to maintain an active liaison with the Executive Officers Council.

Advocacy Group

The Advocacy Group is a discussion group that will meet on WBA general membership meeting days. The Chair of the group will be appointed by the President and the Vice-Chair will be appointed by the President-Elect. Participation in the group will be open to all members of the Association. The group will have staff support.

The group is responsible for issues relating to the following areas of member interest:

1. Working with WBA lobbyists to develop a two-year legislative agenda for approval by the board.
2. Provide a venue for members to identify emerging issues of concern, whether the issues relate to laws, court precedents, building codes, or other regulations.
3. Provide a venue for members to meet with, question, and learn from experts in areas of concerns (DNR water regulatory specialists, tax experts, etc.)
4. Set Building a Better Wisconsin PAC Goals, oversee member success in meeting those goals, and share ideas for reaching or exceeding goals.
5. Meet with and discuss candidates for statewide office, discuss opportunities to increase member involvement in elections at the grassroots level and provide general feedback to WBA staff and leadership on elections.

Networks

WBA will develop “networks,” to facilitate communication and information sharing among members, between members and WBA experts, and between members and private- or public-sector experts. Networks will be developed as interest groups emerge within the association, although it is anticipated that groups will immediately be formed surrounding core industry interests, including construction, remodeling and land development. Networks will share the following common features:

1. Informal; no minutes or agendas will be maintained.
2. membership is open to all members.
3. Non-staffed. WBA will not provide day-to-day staff oversight of networks, except where a network provides vital feedback to WBA (for example, an ad hoc network providing feedback on revisions to the Uniform Dwelling Code). WBA will promote networks and facilitate the technical infrastructure.
4. Primarily internet-based. Networks may be email groups, or may use other social media. If there is sufficient demand, WBA may organize an in-person network event.
5. May be ongoing or ad hoc.
6. It is anticipated that WBA Advocacy will make extensive use of networks to inform legislative lobbying strategies.

WBA General Membership Days

With these governance revisions, the events that are currently referred to as "Board days," will become in effect general membership meetings. The purposes of these meetings are to provide information of value to WBA members, and to provide an opportunity for members from across the state to network and share ideas, and to provide feedback to the association.

The format and content of these state general membership meetings will vary based on the time of year and current state events of interest to the industry. The format will also evolve as the Association experiments with different topics and meeting arrangements. The WBA President-Elect will appoint an ad hoc state "program committee." This group will be made up of interested members from around the state and will work with the President and EVP to plan general membership meetings.

The following is an example of what a state general membership meeting day could look like:

- | | |
|----------------|---|
| 9:00 a.m. | Two hours of state-accredited continuing education, organized by the WBA Foundation |
| 11:00 a.m. | Meeting time for networks or other ad hoc advisory bodies, if needed. |
| 1:00 p.m. | Concurrent sessions of the Advocacy and Membership/Local Groups
* State agency leaders, topic experts, member panel on timely subjects |
| 3:00 p.m. | Brief WBA Board of Directors meeting |
| 3:30-4:00 p.m. | Adjourn |