

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association

NOVEMBER 2012
VOLUME 31 - ISSUE 11

**SEE INSIDE FOR
MORE PICTURES!**

REMEMBER *when?*



1987 Appreciation Party



2006 Golf Outing

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

We are looking for a
person who can fill
the position of

Event COORDINATOR

If you are interested
please call
715-842-9510.

Joke of the month

THANKSGIVING

*I ate too much Turkey, I ate too much corn,
I ate too much pudding and pie.
I'm stuffed up with muffins and too much stuffin'
I'm probably going to die.*

*I piled up my plate and I ate and I ate.
But I wish I had known when to stop,
For I'm so crammed with yams, sauces, gravies, and jams
That my buttons are starting to pop!*

*I'm full of tomatoes and french fried potatoes
My stomach is swollen and sore,
But there's still some dessert so I guess it won't hurt if
I eat just a little bit more!*

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Nobody's ever built a window like this before.

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Before your next bid, ask us about new H3 windows from Hurd. The price is as remarkable as the technology.

President's Message



Hello Everyone,

Well November is here and the Election is only days away. Please get out and VOTE! We need to have some changes made and if each one of us goes out and votes we can make those changes happen. We need to make the USA the country it once was. With the changes, we can help get the building industry built back up to where it once was, and that will help each and every one of us. Please VOTE November 6th; together we will make a difference.

Well this month our Dinner Meeting will be a little different. It will be at Ferguson showroom (behind Fleet Farm) at 6:00 pm. They will have food prepared by Chef's and an open bar. There will be a short meeting with guest speaker, Secretary Dave Ross with the Department of Safety and Professional Services (formerly Commerce and Regulation & Licensing). They will be discussing changes and initiatives the department is taking and how they will impact builders. We will also be having WABA Election of Directors and Committee Chairs. So keep the date open; Nov. 15th at 6:00pm, a good time will be had, see ya there.

WABA has not moved from the Thomas Street Location yet. We are working out a few items in our new lease and that should be done here very shortly. Don't forget we will be needing your help to move, there will be an email going out when we have a date set for the move. Please offer to help; this is your Association.

Mark your calendar for the WABA Christmas Party December 13th, details to follow.

I want to wish all the deer hunters good luck on getting that 30 point buck, and hope all hunters have a safe and successful hunt. Wishing all a Happy Thanksgiving and remember don't eat to much, have a great time with your family; that's what Thanksgiving is all about.

Until next month; Be Safe!

Bob Marcell, WABA President

715-581-0980 or 715-581-0982

bob@marcells.net

THANK YOU FOR RENEWING

*Ken Bauer Construction, LLC
Sorensen Construction, LLC
Reedy Builders, LLC
Reif Construction, Inc.
Maximum Flow Seamless Gutters
County Land & Title, LLC
Woodcraft Renew a Kitchen, Inc.
Monkey Bars
American Door Co. of Wausau, Inc.
Coldwell Banker – Deb Manley
Hoppa Builders*

*Seeking Board Approval at the November Meeting:
T.L.D. Construction LLC – Dwight Dorpat*



GOOD LUCK HUNTERS STAY SAFE!

DOMINATE YOUR ENTIRE DAY

An advertisement for 4G LTE service. It features two smartphones: an HTC Desire 4G LTE on the left and a Motorola RAZR MAXX 4G LTE on the right. The HTC phone displays a clock and weather widget. The Motorola phone displays the Evernote app. Above the phones is a large '4G LTE' logo. To the right of the phones is the text 'Life in the FAST Lane'. Below the phones are logos for '4G LTE DESIRE 4G LTE by HTC' and '4G LTE RAZR MAXX by Motorola'. The background is blue with a green hill at the bottom.

Cellcom Retail Locations

Wausau Center Mall, Wausau	(715) 848-0625
3804 Rib Mountain Dr., Wausau	(715) 241-7997
2106 Schofield Ave., Weston	(715) 355-8090

Cellcom
Clearly The Best

Built For You

4G LTE service available in select markets. Compatible device and data plan required. Average download speeds while on the 4G LTE network are 5-12 mbps. Other restrictions may apply. See store for details. LTE is a trademark of ETSI.

NOVEMBER

2012

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

DECEMBER

2012

SUN	MON	TUE	WED	THU	FRI	SAT
						<i>1</i>
<i>2</i>	<i>3</i>	<i>4</i> POH Committee Meeting - 12:00 pm Home Show Committee Meeting - 3:00 pm	<i>5</i>	<i>6</i>	<i>7</i>	<i>8</i>
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<i>30</i>	<i>31</i>					

JANUARY

2013

SUN	MON	TUE	WED	THU	FRI	SAT
		1 New Year's Day	2	3	4	5
6	7 Board Agenda Items Due by 5 pm	8 POH Committee Meeting - 12:00 pm Home Show Committee Meeting - 3:00 pm	9	10 Board Packets Sent - 5:00 pm	11	12
13	14	15 BOARD MEETING - 4 pm	16	17	18	19
20	21 Martin Luther King Jr.	22 NAHB IBS Show	23 NAHB IBS Show	24 ITEMS FOR NEWSLETTER DUE NAHB IBS Show	25	26
27	28	29	30	31 WBA Conference	Feb. 1 WBA Conference	Feb. 2 WBA Conference



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The event will function like a chamber business PM hosted by our member, Ferguson Enterprises, beginning at 6:00 pm with food starting to come out around 6:30.

The menu will be focused around a pasta bar with entrée's cooked to order by professional chefs. There will also be appetizers and a "sweet" dessert. **David Lorio of the Red Eye is the lead chef.**

Builders may enter to win gift certificates offered by Ferguson Enterprises.

There will be an open bar provided by Ferguson with soda, beer and liquor.

Elections will be held.

Dave Ross, Secretary for the Department of Safety and Professional Services will be our guest speaker. He will be discussing changes and initiatives the department is taking and how those changes will impact builders.

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

MEMBERSHIP DINNER MEETING

NEW FORMAT

**THURSDAY,
NOVEMBER 15**

**FERGUSON ENTERPRISES SHOWROOM
BEGINNING AT 6 PM**

**RESERVATIONS
ARE MANDATORY**

Company Name: _____

Names of Attending: _____

Phone _____

Email _____

**RESERVATION DEADLINE
IS FRIDAY, NOV. 9**

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



Join the 2013
WABA Home Show
February 8-10

at the
Patriot Center

Show Hours:
Friday 3-8, Sat 10-5, Sun 10-3.

There is a \$200 preferential
booth price for members.

The web address to reserve a booth is
[https://boothboss.com/floorplan/
index.php?showID=306](https://boothboss.com/floorplan/index.php?showID=306)

Informational consumer
presentations are scheduled to take
place every hour during the show.

For more information contact:
Russ.utech@murphyinsurance.com
or call him at 715-536-9577

BELIEVE IT OR NOT!

Yes, the Wausau Area Builders Association Home Show is just around the corner. Coming again in February to The Patriot Center. But, this year we will be the second weekend of the month, February 8-10.

New this year will be informational seminars held each hour of the show, by various professionals from our community. They are all original, no repeats!

We also have new show hours opening earlier each of the days for our exhibitors to have more exposure time to the public.

If you are interested, get your reservations in early by going to our website, and under Home Show select the link for the booth registration process. You will see our new exciting layout, exhibitors that are registered, and be able to select your own booth. www.wausauareabuilders.com.

The 2013 show promises to be another exciting year for the show which is one of THE major fundraisers for YOUR association, and your participation will show your support as well as help you grow your business.

We will also have advertising opportunities available for those who are interested in promoting their business to the many consumers who will see our marketing materials as well as those who attend the show.

And finally, please get in touch with me to help the show operate. We will need ticket takers during the show each day as well as some volunteers to help get exhibitors checked in.

Please contact me directly if you have any questions.

Russ Utech, Chairman
Russ.utech@murphyinsurance.com

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GENERAL UPDATES

Have you completed a project with us in 2012? Like us and tell us about it on our Facebook wall and win the chance to be highlighted on the front page of focusonenergy.com in November!

RESIDENTIAL PROGRAMS UPDATES

Home Performance with ENERGY STAR Trade Allies now have the opportunity to get an additional \$100 Cash-Reward for completing projects in 2012. Read the Completion Cash-Reward Program checklist for more information.

Focus on Energy's Assisted Home Performance with ENERGY STAR and Home Heating Assistance Programs have teamed up with the Me2 program to offer income-eligible homeowners in the City of Milwaukee up to \$7,850 in enhanced rewards.

WABA DIRECTORS AND COMMITTEE 2012-2013 SIGN-UP FORM

Now is the time to participate in the activities of your Association. The key to making the most of your membership is not what the association gives to you, but what you invest in the Association through participation. Play an active role in making it happen! Don't burn out the people that are always there for the Association. They are volunteers because they believe in the Association and have experienced first-hand what the Local, State and National Associations can do with team work.

Meet your fellow members - they're nice people

Indicate your interests below and return the sign-up sheet today!

President-Elect _____

Secretary-Treasurer _____

Local Director _____

Golf Outing _____

Home Show _____

Membership _____

Parade of Homes _____

Clay Shoot _____

Marketing _____

MEMBERSHIP INFORMATION

Name _____

Company _____

City _____ State _____ Zip Code _____

Business Phone _____ Email _____

If you have any questions about a committee, please feel free to call the office at 715-842-9510. Not all committees have monthly meetings, rather meet when needed or when the chair schedules one. It's imperative to the growth of the Association that everyone does their part to help **their** industry grow.

Mail to the office at: 141 W. Thomas St., Wausau, WI 54401 or fax the form to 715-845-5435

BUSINESS PROGRAMS UPDATES

Did you get a project done by November 1? Don't forget about your Early Completion Bonus. Don't worry if you didn't, finish before December 1 and still get a 10% bonus.

The Retrocommissioning Program will officially launch on November 1. See the list of RSP's for the program.

There is only one more month to apply for the Large Energy Users Program's Competitive Energy Efficiency Incentive or 2013 Staffing Grant.

Focus on Energy invites industrial process Trade Allies to submit their qualifications to the Large Energy Users Program to be considered for the Process Energy Bounty pilot.

PARTICIPATION UPDATES

In order to receive direct payment of incentives, you need to submit your W-9 form to Focus on Energy. A blank W-9 form and instructions for completion are now available at focusonenergy.com/tradeally.

TRAINING UPDATES

Register now for the Rooftop Unit Optimization Trainings on Nov. 12 in Eau Claire or Nov. 13 in Appleton.

PROGRAM HIGHLIGHT

With Focus on Energy's support, Blain Supply and Gander Mountain conducted whole-building performance assessments, developed energy management action plans and implemented numerous energy projects at select facilities to earn recognition in the Retail Energy Management Challenge.

HELPING BUILD DREAMS FOR OVER 50 YEARS

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Market

YOUR COMPANY IN THE WABA NEWSLETTER!

Our newsletter is distributed to over 500 different individuals which means this is an opportunity for your company advertisement to be viewed!

Don't miss out on this tremendous opportunity to maximize your Company's exposure in the Wausau Area Builders Association, contact Cindy today!

Pricing for 12 Issues is as follows:

MEMBER FEES

Full Page	\$500.00
1/2 Page	\$300.00
1/4 Page	\$200.00

NON-MEMBER FEES

Full Page	\$1000.00
1/2 Page	\$600.00
1/4 Page	\$400.00

You may send your advertisement
as a jpg, pdf or eps to
cindy@colorcreationsllc.com



Full Page
7 1/2 x 10

1/2 Page
7 1/2 x 4 1/2

1/4 Page
3 3/4 x 4 3/4

celebrating
45
YEARS
of Building
our communities
together



2007 Home Show



1986 Brewing Outing



2003 Annual Picnic



WBA Endorses Tommy Thompson for U.S. Senate and Romney/Ryan for President/Vice President

Recently the WBA Board of Directors met for their fall meeting and one of the motions under consideration was the endorsement of both Tommy G. Thompson for U.S. Senate and the Romney/Ryan ticket.

You may remember that a process for candidate endorsements was approved by the WBA Board of Directors in 2010, which required a member to make a request to the WBA President to make an endorsement and that endorsement request must first be considered by the WBA Endorsement Sub-Committee.

In compliance with the board-approved process, the WBA Endorsement Sub-Committee met in September and unanimously recommended that the WBA Board of Directors endorse both Tommy Thompson and the Romney/Ryan ticket.

After some discussion on the issue, the WBA Board of Directors agreed and voted to formally endorse Thompson and the Romney/Ryan ticket.

During the discussion on both endorsements, an excellent point was made -- now that these endorsements have been made, it is now time to work for these candidates to make sure they are elected in November. Volunteering at a phone bank, talking to your employees about the issues, or going door to door for candidates you support are all good ways to make sure the right candidates get elected in November.

WI Senate and race for President: Too close to call

Election 2012 is looking more and more like 2000 and 2004 as opposed to 2008. In 2008 Wisconsin voters gave President Obama a decisive 14-point win after taking all but 13 of 72 counties. This time around expect the Wisconsin to show much closer numbers regardless of who ends up on top in the race for president.

The latest Rasmussen Report shows the president leading Governor Romney 51% to 49%. Romney received a bump after his debate performance, shaving a point from the margin that was reported by the same polling firm in September. Both Rasmussen polls are within the margin of error and a statistical tie.

Also tightening up in the latest round of polls is the race for Wisconsin's open U.S. Senate seat. Congresswoman Baldwin's campaign did a great job of filling the vacuum of advertising in this race after Governor Thompson's victory in the GOP primary in March. Those unchecked ads had an effect and some polls showed her with as much as an 8-point lead in mid-September before the Thompson campaign got back on the air.

Now with Thompson's campaign announcing it has \$2 million to spend during the final month – and third party groups on both sides spending heavily in Wisconsin – this race has again tightened up.

The latest Quinnipiac University polls show another statistical dead heat with Congresswoman Baldwin leading Governor Thompson 48% to 46%.

Walker COS talks themes for 2013-2014

Recently during an annual government affairs/political conference, Governor Walker's Chief of Staff, Eric Schutt, talked about some broad themes that the administration will be concentrating on next session.

These five themes include:

- Growing the economy and job creation
- Developing Wisconsin's workforce
- Government reform (including the continuation of items in the Waste, Fraud and Abuse report)
- Transforming education
- Investing in Wisconsin's infrastructure (a challenge due to a \$4 billion hole to fund projects that are currently on the table to be completed during the next ten years)

More specific policy items that are holdovers from last session include a mining bill (Wisconsin cannot walk away from 3000-4000 new jobs) and some type of venture capital bill (likely a smaller amount, somewhere in the \$20-30 million range).

Finally, the topic of income tax reform was again mentioned in addition to property tax reforms. It appears that the administration is considering an actual property tax cut, going further than last session's property tax freeze. Might they be looking to change the way technical colleges are funded in Wisconsin, something that was suggested in the WBA Tax Sub-Committee study? We will likely find out when the governor's budget bill is introduced in February of 2013.

WBA talks taxes with Secretary Chandler

WBA staff professionals recently had a chance to sit down with Department of Revenue Secretary Rick Chandler and Deputy Secretary Jack Jablonski to talk about taxes. WBA has a longtime relationship with both Chandler and Jablonski, working with both on public policy items when they were in the lobbying world and capitol staffers respectively.

Our message to both gentlemen was that while we support looking at reducing income taxes in Wisconsin, we can't forget about the importance of keeping property taxes down as well.

As has been reported in past editions of the Friday Update, it looks very likely that some type of income tax cut is coming in the next state budget. The big question, and what is likely being debated right now by Governor Walker and Secretary Chandler, is how big and what brackets to cut.

Also needed, electrical inspector for DSPS's Electrical Code Council

It appears that the Department of Safety and Professional Services (DSPS) will begin to look at a comprehensive review of the state's electrical code in addition to moving forward with a code package that will move Wisconsin to a more uniform system of electrical inspections.

DSPS will be reaching out to current members of the electrical code council, like WBA member Charles Johansen, to see if they are still willing to serve on the council.

In addition to past members, DSPS is also looking for a new electrical inspector to serve on the electrical code council. Do you have a local inspector that you have worked well with in the past? If so, please let me know his or her name for consideration as a member of DSPS's electrical code council.

Free radio air time for Wausau democrat

There are not that many races in the state assembly where the GOP is going on offense in an attempt to pick up a seat held by a democrat in the previous session. The main reason is with 59 seats to defend, they have a big task in trying to return all of their incumbents this fall.

One seat that the GOP has targeted for takeover is the 85th Assembly District which covers the City of Wausau and some towns and villages to the south. This seat is currently held by Representative Donna Seidel (D-Wausau) who is not running for re-election to the state assembly after she was defeated by Jerry Petrowski for the recall election for state senate on June 5.

The GOP recruited radio talk show host Pat Snyder to run in the seat and he now faces first-time candidate and current middle school teacher Mandy Wright this fall.

The "Monday Morning" Review

Because Snyder remained on the air after Wright won her primary on August 14, federal equal airtime will allow Wright the opportunity to run radio commercials free of charge to make up for the time Snyder was on the air. According to the Wausau Daily Herald, WSAU Radio will allow Wright to broadcast one-minute political ads 18 times a day on weekdays and 12 times a day on weekends until the general election in November.

The free airtime is being downplayed by the Snyder campaign, but getting that much free airtime on Wausau's biggest radio station is certainly a good thing for a first-time candidate looking to build name identification a month and half before the election.

WBA campaign contributions made easy - online!

No more sticky envelopes and cocktail weenies! The Wisconsin Builders Association (WBA) has launched a new online member service that allows you to easily make a personal contribution to any candidate you choose running for the state assembly and state senate this fall.

You may remember that WBA set up a page for members to give personal contributions during the recall election. We will be using a similar format for the general election. All you need to do is go to www.wisbuild.org to get started. Once you read the instructions and click the secured access link, you will be promoted to enter your personal credit card information and then type in the candidates of your choice. With that, you're set!

Once you have completed the online transaction, WBA staff professionals will send a check from you, via the Builders Direct Fund Conduit, to the candidate of your choice. We also will take the appropriate steps to see that your local association gets credit toward their annual political fundraising goal.

Please spread the word among your colleagues about this fabulous online service, and make a contribution today to candidates who will help move our economy forward!

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



*Wednesday, November 21
through Sunday, November 25
Stoney Creek Inn, Rothschild*

*This year's Festival of Trees is celebrating
16 years of making Christmas dreams
come true! Be dazzled by beautifully
decorated Christmas trees, wreaths, and
mantels while you enjoy seasonal
entertainment and refreshments.*

*All proceeds from the Festival
benefit Aspirus Comfort Care and
Hospice Services. Visit us online at
www.wausaufestivaloftrees.org or call
715-847-2470 for a complete listing of general
admission times & for more information.*



What WBA has done for you.

We deliver value. We save members' money. We fight for sensible regulations. In the end, WBA is one of the most effective business groups in the country. Just thought you should know.

In just the last two years, WBA lobbying has saved the industry more than **\$400 million.**



WBA put an end to a **\$780-per acre "farmland conversion fee"** paid by developers.

WBA prohibited the state from imposing building code changes that add up to **\$1,000 or more** to the cost of a home.

WBA has **delayed requirements** that townhouses need fire sprinklers.

WBA will put more builders and industry representatives on the state building code committee so the industry has **a stronger voice against expensive code changes.**



Builders, associates, and affiliates can get a **\$500 rebate** on the purchase of a GM vehicle.

Rebate Program: **70% of the builders and remodelers** get back more in rebates than they pay in annual dues.



All members have **access to a free legal hot line** to get answers to questions about contracts, lien laws, and issues that impact your business.

Housing is a huge part of Wisconsin's economy. **Every 1,000 new homes creates 3,000 full-time, permanent jobs, \$117 million in income and over \$15 million in state and local taxes.**



All members have access to a **free building code hot line** regarding building regulations and inspections.