

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association

**NOVEMBER 2013
VOLUME 32 - ISSUE 11**

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at the
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One meal per membership is free, additional meals are \$15
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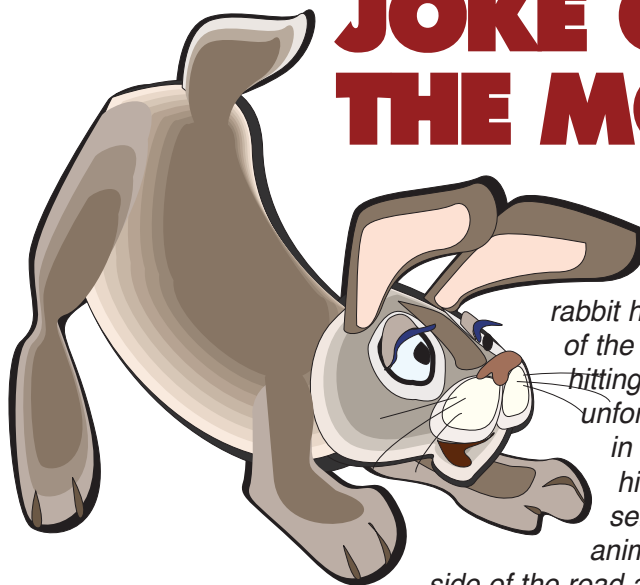
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MISSION STATEMENT:

The Wausau Area Builders Association, chartered in 1967 and affiliated with the Wisconsin Builders Association and National Association of Home Builders, is a professional non-profit trade association. Serving the community we represent the interests and concerns of the consumer, building trades, industry suppliers and all facets of the building industry.

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

JOKE OF THE MONTH



Rabbit resuscitation... A man was driving along the highway, and saw a rabbit hopping across the middle of the road. He swerved to avoid hitting the rabbit, but unfortunately the rabbit jumped in front of the car and was hit. The driver, being a sensitive man as well as an animal lover, pulled over to the side of the road and got out to see what

had become of the rabbit. Much to his dismay, the rabbit was dead. The driver felt so awful he began to cry. A woman driving down the highway saw the man crying on the side of the road and pulled over. She stepped out of her car and asked the man what was wrong. "I feel terrible," he explained. "I accidentally hit this rabbit and killed it." The woman told the man not to worry. She knew what to do. She went to the car trunk and pulled out a spray can. She walked over to the limp, dead rabbit, and sprayed the contents of the can onto the rabbit. Miraculously, the rabbit came to life, jumped up, waved its paw at the two humans and hopped down the road. 50 meters away the rabbit stopped, turned around, waved at the two again, hopped down the road another 50

meters, turned, waved, and hopped another 50 meters. The man was astonished. He couldn't figure out what substance could be in the woman's spray can! He ran over to the woman and demanded, "What was in your spray can? What did you spray onto that rabbit?" The woman turned the can around so that the man could read the label. It said: "'Hare Spray' Restores Life to Dead Hare. Ads Permanent Wave."



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JAN. 30 - FEB. 1, 2014

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SCHEDULE AT A GLANCE

THURSDAY, JANUARY 30

7:30 a.m.

On-site registration/check-in opens

7:30 - 8:30 a.m.

Light breakfast available

8:30 - 10:00 a.m.

Education sessions #1

10:30 a.m. - 12:00 p.m.

Education sessions #2

12:00 p.m. - 1:30 p.m.

Vendor Showcase open until 7:00 p.m.

Lunch in exhibit hall

1:30 - 3:00 p.m.

Education sessions #3

3:30 - 5:00 p.m.

Education sessions #4

5:00 - 7:00 p.m.

Reception in exhibit hall

7:00 - 9:00 p.m.

B.A.S.H. (Builders & Associates Supporting Housing) -- themed party

FRIDAY, JANUARY 31

8:00 a.m. - 1:30 p.m.

Vendor Showcase open until 1:00 p.m. / breakfast in exhibit hall

9:30 - 11:00 a.m.

Education sessions #5

11:00 a.m. - 1:00 p.m.

Lunch served in exhibit hall

12:00 - 1:00 p.m.

WBA Meeting

1:00 - 2:30 p.m.

Education sessions #6 and WBA meeting

3:00 - 4:30 p.m.

Education sessions #7 and WBA meeting

5:30 - 6:30 p.m.

Celebration of WI Housing Leaders Reception

6:30 - 8:30 p.m.

Celebration of WI Housing Leaders Dinner
(includes WBA cornerstone awards & officer installation)

8:30 - 11:30 p.m.

Hospitality Suites

SATURDAY, FEBRUARY 1

7:30 - 9:30 a.m.

Send-off breakfast

9:30 a.m.

Conference concludes

IBS & KBIS FEB. 4-6, 2014 LAS VEGAS

In case you haven't heard, the National Association of Home Builders (NAHB) and the National Kitchen & Bath Association (NKBA) are co-locating the International Builders' Show® (IBS) and the Kitchen & Bath Industry Show (KBIS)! This first annual Design & Construction Week™ takes place February 4-6, 2014 in Las Vegas!

- Two floors, one badge! By co-locating the two events, you can see and talk with exhibitors from every aspect of the industry during the same week, all for one low price. Plus, you'll cut down on the cost of hotel and travel and you'll only be away from your business for a few days. As an added bonus, you will also have access to the show floor of a third show, the International Window Coverings Expo .
- 1,500+ Exhibitors with Innovative Products. Design & Construction Week is expected to draw more than 75,000 builders, remodelers, developers, architects and other industry professionals from over 100 countries. It will be the one place the entire building industry comes together in North America next year.
- Networking with Peers. Between IBS and KBIS, the anticipated number of exhibiting companies is expected to top 1,500. You'll see hundreds of new and improved products, and also have access to company representatives to ask questions and help you solve problems.

Go to www.buildersshow.com for more details!

PRESIDENT'S MESSAGE



Well November is here and time has been flying by. Did all those little ghost and goblins have a good Halloween, with lots of treats. I suppose the moms and dads had just as much fun as the kids, that's the way it should be.

It looks like we should have a good Parade of Homes this coming year, looking at everyone that came to the POH Kick Off Dinner

October 17th. We had over 100 people attend and about 20 Table tops that night. A big thanks to both Gloria Fenhaus for setting up the Great Dane and Tony Sorensen and his Parade of Homes Committee for coming up with all the different drawings and the table tops for the Associates to display their goods for the Builders to check out for there parade home. Sounds like the Housing Market might finally be on a steady rise, so let us do our part to make sure WABA has a huge success with more homes then we had last year. Builders call Tony Sorensen and offer to help out with the POH committee; they do need your help and input to make it a real success. Maybe you can step up and help chair this committee next year.

November's dinner meeting will be at Ferguson again with some local chef's cooking up a storm of great food for you and there will be plenty to drink. You will need to be there so you can vote on your next year's Officers and Directors, that's right November is Election night so be there. It is your duty to vote and also volunteer to help, which is how you get the max from your membership.

Good luck to all the deer hunters, hope you all get your big bucks. Please remember to be safe and watch out for the other guy, but have a lot of fun. If you have extra venison you can drop it off at my house.

I want to wish everyone a Happy Thanksgiving, enjoy the day and try not to eat too much. For those of you that like to shop on Black Friday go for it I will not be out there. Enjoy the holiday and I hope you get to spend lots of time with your families.

Bob Marcell, WABA President
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AVOIDING SCAMS

The first step to keeping your personal information safe is being aware that there are a lot of types of scams out there. You may have heard of phishing scams before, but you should also add vishing and smishing to your vocabulary list. Each of these is a type of scam that attempts to acquire your personal information for potential misuse.

- Phishing is the act of trying to acquire personal information by impersonating a trustworthy source in an email or instant message.
- Vishing is the telephone version of phishing (or voice phishing) where scammers attempt to acquire personal information through an often computer-generated phone call.
- Smishing is the text message version of phishing (or SMS phishing) when a text, often containing a fraudulent URL or phone number, is sent in an attempt to acquire personal information.

To protect yourself and your personal information there are a few simple tips that you can follow.

- Do not give out information such as your social security number, credit card account number, passwords or bank account information to any incoming caller. Most companies will not request this information unless you initiate the call.
- If you receive an "urgent" voicemail, text or call about an account, defer to the phone number on your credit card, statement, or the company website to call and check your account status.
- Do not click on suspicious links, open attachments that you were not expecting or visit links from unknown sources in an email or text message.

NOVEMBER

2013

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

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DECEMBER

2013

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

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October 18, 2013

Tony Sorensen
Wausau Area Builders Association

Dear Tony,

Thank you so much for your recent gift of prepared food valued at \$200 for the clients at The Women's Community.

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

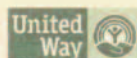
Your donation is tax deductible and this letter serves as your official receipt of your donation. No goods or services have been provided on behalf of The Women's Community, Inc. in consideration for this contribution.

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





The Parade of Homes Committee
would like to extend a

Thank You!

To the **22** Builders,
And the **84** Associates and guests
For attending the
2014 POH Kickoff Night @ The Great Dane

The builders winning \$50 gift cards were:

1. Trim Crafters LLC
2. Johnson Brothers Construction
3. Timber River Custom Homes & Design
4. T.L.D. Construction LLC

THE MONDAY MORNING REVIEW



UDC Council meets on wall bracing/UDC review

In September the new look Uniform Dwelling Code Council (UDC Council) met for the first time in several months to take up two big tasks, a code change regarding wall bracing and a complete review of the Uniform Dwelling Code.

A law change supported by WBA that passed last session streamlined the council to 11

members and changed the terms of service from 3 years to 2 years. This was the first time the council met since those legislative changes took place in 2012.

WBA was able to present to the UDC Council our plan to simplify the UDC language pertaining to wall bracing. This was the product of the WBA Wall Bracing Subcommittee chaired by Brad TenPas that has been deliberating and studying this issue for over a year.

Members of the UDC passed two motions and asked DSPS staff to work with WBA staff professionals and members to make slight revisions and present a revised package either in October or November, depending on when those revisions can be made. I would describe these changes as minor in scope. For instance, one table needed to be changed to make it clear it accounted for three-story homes.

To move this process forward, a conference call was held with DSPS staff to start the process of drafting these provisions.

Finally, the council also determined that they would take a twofold approach to reviewing the UDC between now and July 2014. During each UDC Council meeting, which plans on meeting each month, they will review changes to the IRC and compare those to the current UDC and have a section where they review problems with the current UDC and talk about those changes.

The UDC Council got off to a great start with the selection of two new leaders, more on that below.

Coello and Schroeder named UDC Council chair and vice-chair

Before adjourning the UDC Council meeting, members voted on a chair and vice chair to lead their discussions moving forward. The council made very wise choices when they named WBA members Mike Coello UDC Council Chair and Mary Schroeder Vice-Chair.

Having strong leaders like Mike and Mary steering the ship for the UDC Council as they get consensus on wall bracing changes and reviewing the UDC will go a long way to making needed improvements moving forward.

Congratulations to Mike and Mary! We look forward to working with you to achieve further clarifications and modernizations of the UDC Code and the wall bracing code.

Freshman representative introduces vested rights bill

Recently, freshman State Representative Dave Murphy (R-Greenville) circulated a bill for co-sponsorship dealing with vested rights.

The Wisconsin Realtors Association® got the ball rolling on this effort by working with Representative Murphy on the draft. Representative Murphy is a former real estate broker.

Some parts of the state statutes were changed on the topic of vested rights during the 2009-2010 session when WBA was able to pass a bill dealing with vested rights and platting reforms that the former WBA Development Council worked on.

Under this bill, if a person has submitted an application for a permit or authorization for building, zoning, driveway, stormwater, or other activity related to residential, commercial, or industrial development (approval), the political subdivision must approve, deny, or conditionally approve the application based on regulations, ordinances, rules, or other properly adopted requirements in effect at the time the application for an approval is submitted to the political subdivision (existing requirements).

In addition, if a project requires more than one approval or approvals from more than one political subdivision, the existing requirements applicable in each political subdivision at the time of filing the application for the first approval required for the project are applicable to all subsequent approvals required for the project.

Passage of this bill will provide great assurance to builders and developers moving forward of the playing field that they must navigate through to get from point A to point B.

Support of this effort appears to be a no-brainer but please click here to review and click here to provide any comments.

Assembly Democrat attacks "builders and realtors"

Starting last session both Governor Walker and Democrat members of the state senate and assembly have started doing weekly radio addresses to touch on important issues they are focusing on during the legislative session. This week Governor Walker focused his radio address on the topic of "growing our economy by partnering with small businesses."

Recently Wisconsin Democrats selected State Representative Nick Milroy (D-South Range) to deliver their weekly radio address, "protect Wisconsin's outdoor

heritage.” During the radio address, Representative Milroy criticized the wetland legislation passed last session that WBA supported by saying, “for example, they {the republican majority and Governor Walker} rewrote the wetlands preservation laws to pave the way for the development of our rapidly vanishing waterfowl habitat.”

The next line of the radio address is where Representative Milroy attacked both WBA and the Wisconsin Realtors® Association (WRA) when he added, “they {the republican majority and Governor Walker} are currently rewriting our shoreline zoning laws to cater to builders and realtors with little regard for the fish and wildlife populations that depend on these important habitats.”

Everyone reading this has been around politics long enough to know that different groups and members of different political parties approach public policy in a different way and have different opinions, that is a given. The disappointing thing about the statements by Representative Milroy is that he infers that the GOP and WBA/WRA support the wetlands bill and revisions to NR 115 and have no regard for the environment. Those statements are not only false but do very little to continue the dialog between parties that disagree on public policy items in an attempt to find common ground in the future.

Van Hollen's surprise announcement

Two-term Wisconsin Attorney General J.B. Van Hollen announced that he would not be seeking reelection to the office he was first elected to in 2006. Van Hollen bested Kathleen Falk in a close election in 2006, one of the few statewide GOP candidates to win in an election year where the GOP was trounced across the country.

Normally when an announcement like this comes out there have been rumblings and rumors leading up to it, but this time around it was truly a surprise with no prior warning of Van Hollen's decision.

WBA supported Van Hollen in his first race in 2006 and again in 2010 when he defeated former DNR Secretary Scott Hassett. Since becoming attorney general, Van Hollen has joined the WBA Board of Directors several times, twice serving at the master of ceremonies for the installation of WBA Officers.

Less than a week after the announcement, names on both sides of the aisle have already started to be discussed to replace Van Hollen. Waukesha County District Attorney Brad Schimel has already announced his intentions to run and has lined up the support of a number of county district attorneys throughout the state.

Current Deputy Wisconsin Attorney General Kevin St. John would be a logical candidate to also seek the GOP nomination.

Democrat State Representative Jon Richards of Milwaukee recently announced his intention to run for the open seat. Two current district attorneys are rumored to be looking at the post as well, Dane County District Attorney Ismael Ozanne and Milwaukee County District Attorney John Chisholm.

One possible candidate for the Democrats, and in my

opinion their best option, would be freshman State Representative Rob Kahl of Monona. Kahl has established himself as the go-to member of the Assembly Democrat Caucus on construction and most business issues and is a moderate voice that would be a strong candidate for A.G.

Burke announces run for governor

Even before A.G. Van Hollen's announcement recently there was the YouTube video announcement by Madison School Board member Mary Burke that she was officially throwing her hat into the ring to run for Wisconsin Governor.

The YouTube video touts her Wisconsin roots and business experience working for the company her father started, Trek Bicycles in Waterloo.

Burke's announcement to enter the race was not a big surprise and was rumored to be in the works for months. It does appear that party leaders have made efforts to “clear the field” for Burke and it remains unclear if she will have a legitimate challenger in the Democrat primary for governor. State Senator Kathleen Vinehout of Alma is the candidate most mentioned as someone who may step up to also run but she would have to give up her state senate seat in 2014 to do so.

The Republican Party of Wisconsin was quick to respond to the Burke announcement when they launched a website to draw attention to the less flattering side of Mary Burke: <http://www.maryburke.com/>.

Brad Boycks

WBA Director of Government and Political Affairs
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Comments made by Arden Emmerich at 10/18/13 WBA Directors

This was a sad week for Wausau Home builders and Associates members. Our long term EO Shirley Kruesel died Monday October 14, at age 68, after a long battle with cancer. For 24 years Shirley was executive officer for Wausau Area Builders Association. She was hired in 1984 and provided excellent leadership until retirement in 2008. Shirley had a contagious smile and was a friend of every member and everyone liked her.

Shirley was the first and only Executive Officer awarded the Lifetime Honorary Membership of the WBA. The Wausau association thrived during her leadership and won many State awards. Wausau Builders enjoyed many years of WBA recognition for membership growth; good member attendance at conventions; a high percent of Director attendance at WBA Directors meeting; super financial results at political fund raisers. Wausau Builders provided all-around strong support for the WBA. Shirley was good for the WBA!

Shirley was a quiet leader whose heart was in the Association. She gathered a lot of follower and members who volunteered to provide local leadership and committee support. Builder and Associates members happily cooperated with Shirley's leadership. She made most of us proud to represent the WABA. Shirley was the glue that made us strong!

Comments from Gloria Fenhaus

We are so deeply sadden to know...we have lost the most wonderful lady, "in our family" of The Wausau Area Builders Association. Shirley Kruesel was the Executive Officer of our association from 1984 until 2008, and was the first and only Executive Officer...awarded the Lifetime Honorary Membership. On behalf of the entire association...our sincere prayers and loving thoughts, are with her dear husband Erv, her children Scott & Kristin, and the entire family...during this very difficult time. "Please watch over us Dear Shirley...like you always have...for you are now..."our angel" among us, who we dearly loved".

DEAR WABA MEMBERS

THANKS FOR THE GIFT OF MONEY
TOWARDS SHIRLEY'S MEMORIAL AND A
FLOWERS. THIS ORGANIZATION WAS
A LARGE PART OF HER LIFE AND
HOLD MANY SPECIAL MEMORIES
I LOST MY BRIDE AND BEST FRIEND
AND OUR FAMILY LOST A WONDERFUL
MOTHER AND GRANDMOTHER. SHE
WILL BE MISSED BUT IS AT PEACE

EW

Your kind expression
of sympathy and friendship
will always remain
in our memories.
Thank you
for your
thoughtfulness.

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Shirley J. Kruesel



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WABA DIRECTORS AND COMMITTEE BALLOT

*Meet your fellow members - they're nice people
Listed below are the members who will be on the ballot at the dinner meeting.*

DIRECTORS

Ryan DeCaluwe - Sherwin Williams
Jedd Buchman - Hallman Paint
Matt Keeney - Trim Crafters LLC
John Joesph - Featherstone Manufacturing
Sid Sorensen - Sorensen Construction

TREASURER

Becky Gering - Timber River Builders

PRESIDENT

Larry Meyer - Larry Meyer Construction

VICE-PRESIDENT

Russ Utech - Radant Insurance



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
Business Card	\$60.00

NON-MEMBER FEES

Full Page	\$1000.00
1/2 Page	\$600.00
1/4 Page	\$400.00
Business Card	\$120.00

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

**ALL ADS
WILL BE IN
COLOR**

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

COMMITTEES UPDATES

ADVERTISING / MARKETING

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

EVENTS

Been working on a few things for the WABA Members! First up, is the November Dinner Meeting which will be held on November 21st, starting @ 6:00PM @ The Beautiful "Ferguson Bath Kitchen & Lighting Gallery!" If you were lucky enough to experience the last time we were @ Ferguson's for our dinner meeting...it was mind boggling! Been working with Ted on the final touches...and he promises it to be another wonderful experience! Pulling all the punches on this one...including 3 chef's to cater to all your needs! A little bonus for all of you?? Cocktails will ALSO be included, during the entire evening...so what's not to LOVE! Don't miss this one...you will be sorry.

Second...Our WABA Christmas Party will be held on December 19th starting @ 6:00PM @ "The Hoffman House Restaurant" @ 2901 Hummingbird Road Wausau We will have a private room with a full bar setup and I'm working on some beautiful dinner choices for you all to enjoy, but at the same time...keeping in mind, a reasonable cost for you all...being this dinner is not included in your membership, according to bylaws. I promise you...this will be a nice evening...to enjoy mingling with your fellow members! Would like to ask you ALL a favor, to bring a "door prize" to this event...and to reward you for doing this...there will be 2 free drink tickets for you to enjoy! Let's have a full table, for everyone to smile at!! (You know you LOVE winning gifts) :) More info. later...but, in the meantime, mark down these dates and lineup those sitters...you don't want to miss it!! Gloria

GOVERNMENT AFFAIRS

No updates this month.

HOME SHOW

No updates this month.

SILENT AUCTION

No updates this month.

SCHOLARSHIP

No updates this month.

FACEBOOK

No updates this month.

MEMBERSHIP

No updates this month.

SPORTING CLAY

No updates this month.

PARADE OF HOMES

No updates this month.

GOLF

No updates this month.

PERSONNEL

No updates this month.



DO BUSINESS
WITH A MEMBER



GOOD LUCK
HUNTERS
STAY SAFE!