

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association

**NOVEMBER 2014
VOLUME 33 - ISSUE 11**

**MARK YOUR
CALENDARS!**



IBS 2015

**Jan. 20-22
in Las Vegas!**

Registration is now open.

Once again IBS and the Kitchen & Bath Industry Show (KBIS) will co-locate to create Design and Construction Week - expected to draw more than 75,000 specifiers, builders, dealers, and suppliers and 2,000 exhibiting brands.

For more information go to:
www.buildershow.com

MEMBERSHIP DINNER MEETING

**THURSDAY,
NOVEMBER 20, 2014**

**AT FERGUSON BATH, KITCHEN
& LIGHT GALLERY**

AT 6:00 PM

**WE WILL HAVE 3 CHEF'S
TO CATER TO ALL YOUR NEEDS!**

A little bonus for all of you?? Wine and beer will ALSO be included, during the entire evening...so what's not to LOVE!

Call 715-842-9510 to register.



A time to remember ...

Thanksgiving is a time to spend with family and be thankful for what we have. A time to reflect and remember those who are dear to us and those who we miss.

It has been a year since Shirley left us. We were honored to have her as our Executive Officer for all those years. She is thought of often and greatly missed!



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

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Vice-President Russ Utech
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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.

PRESIDENT'S MESSAGE



For those who didn't make it to the October meeting, you missed a great evening and a great turn out. I want to thank all the vendors and suppliers and subcontractors who had table tops that evening. Your participation is what made the evening a success.

This month we have elections and we will be sending out the ballot via email so you will be able to vote electronically or at the November meeting. Just remember that you can only vote once. On that note we are still looking for

people to fill some board vacancies as well as positions on committees so please contact Sid Sorensen if you are interested.

Congratulations goes out to Becky Gehring on her recent wedding. Try as we did, we could not talk her out of it at the last finance meeting. (just kidding).

November means deer hunting and Thanksgiving. For all of our deer hunters I want to wish you a successful, safe hunt. There are two free drinks for the first person who sends me a picture of their deer hunting trophy. There is another two free drinks for the picture of the biggest buck. Thanksgiving is an opportunity to spend time with family and friends but more important, it is a time to give thanks. Please take the time to count your blessings. At times we may not think our lives are blessed, but let me assure you, they are. Happy Thanksgiving!

Larry Meyer, WABA President

JOKE OF THE MONTH

An old county doctor went way out to the boondocks to deliver a baby. It was so far out that there was no electricity. When the doctor arrived, no one was home except for the laboring mother and her 5 year old child. The doctor instructed the child to hold a lantern high so he could see while he helped the woman deliver the baby.

The child did so, the mother pushed, and after a little while, the doctor lifted the new born baby by the feet and spanked him on the bottom to get him to take his first breath.

"Hit him again," the child said. "He shouldn't have crawled up there in the first place!!"

MEMBER INFORMATION

RENEWING

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 Brickners of Wausau, Inc.
 T.L.D. Construction, LLC
 Hoppa Builders Inc.
 Monkey Bars of North Central WI
 Woodcraft Renew a Kitchen
 Reedy Builders, LLC
 Lang Well Drilling Co. Inc.

SORRY TO SEE YOU GO

Landscape Solutions
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Thank you for choosing me for the Wausau Area Builders Association Scholarship. I have decided to start my education at UW-Marathon County, and will be using the award to offset some of the associated costs. It is very much appreciated.

Sincerely,
 Drew Detert

MARATHON COUNTY

BUYERS' *guide*

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Currents

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Market

YOUR COMPANY IN THE WABA NEWSLETTER!

Our newsletter is distributed to over 400 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





2014

MEMBERSHIP DRIVE

**STARTING TODAY THRU
DEC 31ST, 2014**

Each member will receive \$20.00 for each member they recruit.

*Must be a new member who has been expired from
the national database for at least 90 days*

*Application, proof of insurance and dues check
must be at the WABA office by the last day of the drive*

*Applications available at the WABA Office, in this newsletter and Online at
www.wausauareabuilders.com*

NOVEMBER

2014

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

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* Calculated based on average projected energy savings in a computer simulation using Lawrence Berkeley National Laboratory Resfen 5.0 standard criteria for a 2,000-square-foot home when comparing a Pella 350 Series Advanced Low-E with argon triple-pane vinyl window to a single-pane vinyl window. © 2011 Pella Corporation

DECEMBER

2014

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

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Sara Holtz | Weston
715.847.4022
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Dan Mortensen | Weston
715.847.4013
NMLS ID# 412966

THE MONDAY MORNING REVIEW



Keep builder and state senate candidate Roger Roth on the airwaves

We have a great opportunity to once again elect a WBA builder member to the Wisconsin State Senate. As you likely know member Roger Roth is running for the state senate in the Appleton/northern Winnebago County area to replace long time State Senator Mike Ellis. This is a critical race for the

state senate that will be very competitive.

To learn more about Roger Roth's state senate campaign click [here](#).

Roger is working hard going door to door to meet as many voters as possible and he recently went up with his first television ad titled "Jumpstart" that can be viewed [here](#).

That is where you can help today. In order to keep this ad up and running and produce and air additional ads your contribution to Roger Roth is needed today. Whether you are from the 19th State Senate District or anywhere in Wisconsin electing a builder to the state senate is important for the entire building industry.

Please click [here](#) to make a personal individual credit card contribution to the Builders Direct Fund Conduit and add "Roger Roth" in the "special instructions" section.

Time is running short and we need to rally to send \$500, \$250, \$100, \$50 or \$25 today to help Roger Roth and send a builder to the State Senate in 2014.

Again, click [here](#) to make a personal individual credit card contribution to the Builders Direct Fund Conduit and add "Roger Roth" in the "special instructions" section.

Gov's race back to a tie

With less than three weeks before the critical November 4 election and we are backed to having a tied race for Wisconsin governor according to the latest Marquette Law School Poll that was released on Wednesday, October 15.

The latest poll, which increased the sample size to 1004 registered voters and 803 likely voters, had Walker and Burke both receiving 47% of the vote with 4% undecided and 1% saying they would be voting for a third party candidate. The previous Marquette Law School Poll that was in the field between October 9 and 12 had Walker up on Burke by 50% to 45%.

What is explanation for the tightening of the race in the latest poll? It appears the main two factors are a big swing in how independents now view the race and how likely

they are to vote in the November 4 election.

In the early October poll Walker lead Burke with independents 53% to 40%. The latest polling shows that big advantage has disappeared and actually has Burke leading with independents 45% to 44%.

The likelihood that independents will actually vote in November has also increased dramatically in the latest poll as well with 80% of independents saying they are certain they are going to vote up from 67% just two weeks ago.

So, the best explanation of why things have tighten up in the race for governor can be mostly contributed to the fact that independents seem to have strongly broken for Burke and they are more likely to vote on November 4.

Walker supporters were hoping for another poll showing the governor ahead by 5 or more points. Burke supporters this week believe that their candidate has survived the bad press on the plagiarized jobs plan and believe she now has the momentum going into the home stretch of the campaign.

The last two weeks of the campaign will have supporters on both sides doubling their effort to try to get their chosen candidate to 50% plus one vote on Election Day.

DSPS cutting fees for plan reviews

Recently it was learned that the Department of Safety and Professional Services (DSPS) is moving forward with a rule to make cuts to the fees paid when submitting a plan to DSPS.

According to the scope statement recently submitted "the objective of the proposed rule is to eliminate the \$100 plan entry fee that is required for each separate submission of plans in addition to the plan review and inspection fee for the submittal and review of building and structure plans; heating, ventilating, and air conditioning (HVAC) plans; and fire protection system plans."

This is the second time the Walker administration has moved forward with a plan to cut or eliminate a fee for the building industry. You may remember the elimination of the "Building Contractor Registration" in 2011-2012 which required suppliers to pay \$100 for a meaningless four year credential.

This is another good example of the way DSPS and state government work with Scott Walker as governor as opposed to the way it functioned under the Doyle/Burke years.

Walker political staff talks 2014 race

Recently at a campaign and political conference key Friend of Scott Walker political consultant Keith Gilkes gave attendees an update on the race and shared some

interesting facts and figures on polling and voter turnout.

When looking at the head to head polling that has been made available to the public (mostly the Marquette Law School Poll) it was pointed out to attendees that Mary Burke received 45% of the vote in the October 2013 poll and 46% in the most recent polling this month. The point was with all of the talk about the race being tight it is interesting to see that the Burke number has only increased by 1% and time seems to be running out for her to close the gap on Governor Walker.

Gilkes also attributed the recent positive movement in right track/wrong track and the Walker head to head numbers with Burke as a result of the recent ads that have the governor speaking directly to the camera explaining his public policy decisions. It was also pointed out that GOP voter intensity appears to be increasing as well with the latest Marquette Law School poll showing more GOP voters as "likely voters" in November than democrat voters for the first time in recent polls.

Finally, voter turnout is estimated to be between 2.1 to 2.3 million in 2014. That number would be down from the 2.5 million voters in the 2012 recall election (of which 200,000 were estimated to be "presidential election voters only") and the almost 3.1 million voters who turned out in Wisconsin for the 2012 presidential general election.

Sometimes it's not what you say it's how you say it

Over the past few weeks the Walker campaign and outside groups, most notably the Republican Governors Association (RGA) have done everything they can to keep the story of the copied passages in Mary Burke's jobs plan alive. The RGA went first when then went up on the air with an ad not surprisingly entitled "Plagiarism".

Recently two additional ads on the topic were released; the first from RGA entitled "Integrity." Governor Walker's campaign followed up with an ad called "Plagiarized" that relies only on recent news clips featuring Mary Burke and her cut and paste gaff regarding her jobs plan.




The new Walker ad centers on Mary Burke's reaction to a reporter's question to define the term "plagiarism". This ad really is more about how she answered the question and brings to mind the question "do you really think Mary Burke is ready to lead Wisconsin as our next governor?" The ad is especially powerful because there is no commentary and the only spoken words are those of reporters and Burke herself answering the question. To close is a screen that simply says "Mary Burke plagiarized her jobs plan. Wisconsin deserves better."

Typically as a candidate when you face an attack like this you hope it goes away quickly and in order to do that you try to change the conversation to a different issue. For instance, you are attacked on issue A but then you transition to another issue that is a weak point for your opponent. Mary Burke attempts to try to do both in an ad she released this week called "September" where she talks about lagging job numbers but also continues the narrative of calling attention to her jobs plan and saying that "of course" it takes "the best ideas wherever I can find them."

continued on page 10

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Paul Ryan hopes not to get audited

Recently Congressman Paul Ryan released his first television ad for the 2014 election cycle titled "Audit." The ad brings up the recent controversy at the Internal Revenue Service (IRS) where six months of employee e-mails were eliminated and contradicts the IRS policy requiring taxpayers to hold on to records for seven years.

Congressman Ryan also goes to say it is "time to clean house at the IRS" and "turn the tax code mess into a fair and simple system."

When doing the required "I approved this message line" to close the ad, Congressman Ryan has some fun with the requirement when he closes with the line "I'm Paul Ryan and I may get audited for approving this message but it would be worth it!"

Democrats in State Senate and Assembly races running without cover?

Mary Burke's campaign for governor has received a great deal of help from third party groups that have either said nice things about her campaign or have taken shots at Governor Walker (the emphasis has been on the later strategy). When checking ad buys for the last few months one thing that has been missing is any effort from the left in state assembly and senate races.

Traditionally groups like the Greater Wisconsin Committee and the Wisconsin Education Association Council (WEAC) have been heavily engaged in key races in the state assembly and state senate by this time. So far those groups have been silent in those races while efforts from the right have been up and running for more than a month.

Why is this? No one knows for sure but there are a few theories out there. One is that the above mentioned groups do not have as many funds as in the past and what they do have they are spending on the race for governor. The theory goes you have a better chance to win one race that appears close (the race for governor) than you have to win multiple races in the senate and many more in the state assembly to get the majority back for the democrats.

Will the silence from the left continue in key legislative races? My guess is no. I would guess that in key state senate races, most notably the 17th Senate District, currently held by Senator Schultz and the 19th Senate District, currently held by Senator Ellis will see an increase in advertising in the next two weeks leading up to the election.

Brad Boycks

WBA Director of Government and Political Affairs
Wisconsin Builders Association@bboycks@wisbuild.org
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9/23/2014

Wausau Area Builders Association
801 S. 24th Ave
Wausau WI 54401

Dear Friends of the Never Forgotten Honor Flight,

We are writing to thank you for your generous support of the Never Forgotten Honor Flight efforts. Your contribution of \$ 1000 will help us continue the Never Forgotten Honor Flight operations to honor our veterans within the 12 central and northern Wisconsin counties that we serve.

We can tell you that dozens of volunteers along with great financial support like yours have helped make possible sixteen flights since our beginning in 2009 with continued flights already in process for the Fall of 2014. The flights to date have been great successes giving 1487 WWII, Korean and Viet Nam veterans the opportunities to see "their memorials" in Washington D.C. at no cost to the veterans. Without your generous support, this could not happen!

This letter is also to confirm to you that no goods or services were provided to you in return for your contribution.

We offer our deepest thanks to you for helping us in this wonderful cause. For more information, visit www.neverforgottenhonorflight.org.

Yours Very Truly,

Richard A. Jarvis
Treasurer
Never Forgotten Honor Flight

WHAT'S A GOOD REASON TO BUILD A NEW HOME?

Article courtesy of Wisconsin Builders Association

Social Entertaining

Newly built homes feature many creative design options. One of the most popular is an open concept floor plan that allows for easy entertaining and socializing with your guests. Current entertaining trends also include creative outdoor living spaces, decks, and patios.

Today's professionally built new homes have:

- Modern, open concept floor plans,
- Larger more functional kitchens and new state-of-the art appliances,
- Creative outdoor entertaining spaces,
- Less upkeep allowing more time for having fun at home.



FLOOR PLANS BUILT FOR ENTERTAINING

Throwing a party in an older home can be a challenge. Smaller, closed off rooms can make it difficult to entertain. New homes feature floor plans with more open spaces that flow into each other that can take the stress out of entertaining. Higher ceilings, ample storage, and larger windows also add to the comfort and spaciousness of a new home. All of this makes the idea and the reality of hosting a party more appealing and even fun. savings.

STATE-OF-THE ART KITCHENS

Beautiful kitchens with new state-of-the-art appliances and more functional food preparation and serving spaces make entertaining in a new home fun and easy. Upgrades such as granite counter tops and second sinks add luxury and convenience. And while you are preparing a meal, you can interact with guests and still enjoy the conversation without feeling closed off from the party.

CREATIVE OUTDOOR LIVING SPACES

Current entertainment trends are moving the party outdoors. With high end grills, easy maintenance decks, comfortable outdoor furniture, integrated sound systems, and creative landscaping, entertaining outdoors adds even more space and features to host a party.



LESS UPKEEP = MORE FREE TIME

A newly built home will have less upkeep freeing up your time to entertain friends and family. And who doesn't need more time? New siding, windows, cabinets, lighting, and flooring will keep your home "party ready" without much effort.

Personal Achievement

You only live once so you should love where you live. You've accomplished so much and building a new home that reflects your lifestyle and personality can be a dream come true.

YOU DESERVE IT

Building a new home is within your reach and affordable with a wide variety of price ranges and personalized options to fit your budget. From choosing the size of your walk-in closets, to the color of your kitchen countertops, to the features in your master bedroom spa, a new home reflects your personality. It says "You" around every turn which makes it comfortable to live in for a very long time.

Remember, newly built homes:

- Are Healthy for you and your Family,
- Offer Safety Features & Peace of Mind,
- Make Entertaining Fun and Easy,
- Save you Money and are a Wise Investment.

So what are you waiting for? Find a qualified member builder who can answer your questions and walk you step-by-step through the process.

Start your Dream Home Adventure today!

In the News

ENVIRONMENTAL CONSULTANT ATTENDS SPILL RESPONSE TRAINING



La Crosse – Ken Lassa, Environmental Scientist and team member of the REI Engineering, Inc. Environmental team of Wausau recently attended “Hazardous Spills Response Training Exercise” presented by the Upper Mississippi River Basin Association.

The training brought together over 100 emergency responders from federal, state, and local agencies and private sector partners. Training focused on communication and coordination between all agencies and private partners in response to a large scale oil spill that could result from something such as a train derailment. Topics included planning, incident command, communications, operations, wildlife protection, shoreline clean-up, booming strategies, and rail response.

REI Engineering provides dynamic solutions to meet the Civil/Survey and Environmental/Safety needs of our business partners. Recognized as a team of innovative and inspired professionals, REI is committed to exceeding client expectations through quick responsiveness and exceptional customer service. Our goal is to be our clients’ choice, first... and always! Visit our updated website at REIengineering.com.



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WABA DIRECTORS AND COMMITTEE 2014-2015 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!

Vice-President	_____	Home Show	_____
Secretary-Treasurer	_____	Membership	_____
Local Director	_____	Parade of Homes	_____
Golf Outing	_____	Clay Shoot	_____
Events	_____	Marketing	_____
BLDR-PAC Trustee	_____	Scholarship	_____

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

COMMITTEES UPDATES

EVENTS

Mark your calendar for the November Dinner Meeting, which will be held on November 20th, starting @ 6:00 PM @ The Beautiful "Ferguson Bath Kitchen & Lighting Gallery, located @ 2425 N. 14th Avenue Wausau!" If you were lucky enough to experience the last few times we were @ Ferguson's for our dinner meeting...it was mind boggling! Been working with Ted...and he promises it to be another wonderful experience! Pulling all the punches as always...including 3 chef's to cater to all your needs! A

little bonus for all of you?? Wine & Beer will ALSO be included, during the entire evening...so what's not to LOVE! Don't miss this one...you will be sorry! Also...that time of year again...ELECTIONS will be held this evening, for Officers & Directors! Watch for your reservation announcement by email & on Facebook!

HOME SHOW

2015 Home Show to be held at the Central Wisconsin Convention and Expo Center on February 6-8, 2015.



Snapshots from our **OCTOBER DINNER MEETING**

