

# LET'S LEVEL

*the Official Publication of the Wausau Area Builders Association*

**NOVEMBER 2015  
VOLUME 34 - ISSUE 11**

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## **MEMBERSHIP DINNER MEETING**



*We will have elections of officers. Please come to vote  
on president, vice president, treasurer and 3 directors.*

**THURSDAY,  
NOVEMBER 19, 2015**

**AT FERGUSON BATH, KITCHEN  
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**AT 6:00 PM**

***Call 715-842-9510 to register.***



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Phone (715) 842-9510  
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Vice-President ..... Russ Utech  
Secretary-Treasurer ..... Becky Hoerman  
Past President ..... Larry Meyer  
Administrative Assistant ..... Carolyn Wilde

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Scholarship ..... Jerry Jarosz  
Golf Outing ..... Phil Pesanka  
Sporting Clay ..... Larry Meyer  
Website ..... Warren Pope  
Facebook ..... Kyle VanOrder

#### 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



The parade kick off meeting had a great turn out. I'm hoping all the builders that attended put in at least one home in 2016 and that some may do two.

We are interested in finding more people that can help in shaping the direction of the builder association.

If you have interest in being on the board of directors, vice president or treasurer I would be very interested in talking with you. We need people with fresh ideas and a desire to

improve the future direction of the Association. If you are that person or you know anyone that may be a good candidate please let us know who they are.

The Membership committee came up with a promotion that will give \$100.00 to the person that sponsors a new builder member between November and the May board meeting. Applications are online on our website.

The November dinner meeting will be at Ferguson. It's always a fun time with some of the best food in town. See you there!!!!

Have a Happy Thanksgiving and a safe and productive hunting season.

*Sid Sorensen, WABA President*

## JOKE OF THE MONTH



Being airborne approximately thirty minutes on an outbound evening Air Lingus flight from Dublin, the lead flight attendant nervously made the following painful announcement in her lovely Irish brogue:

"Ladies and gentlemen, I'm so very sorry, but it appears that there has been a terrible mix-up... one minute prior to take-off, by our catering service..., I don't know how this has happened, but we have 103 passengers on board, and..., unfortunately, we received only 40 dinner meals... I truly apologize for this mistake and inconvenience."

When passengers' muttering had died down, she continued..., "Anyone who is kind enough to give up their meal so that someone else can eat, will receive free, unlimited drinks for the duration of our 4 hour flight."

Her next announcement came about 2 hours later... "If anyone would like to change their minds, we still have 40 dinners available."





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## MEMBER INFORMATION

### RENEWING

*Robert Ross Construction LLC  
 Sound World of Wausau  
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### NEW AFFILIATE MEMBERS

*Mike Trembath (Kolbe & Kolbe Millwork Co.)*

## EVENT UPDATES

Mark your calendar for the November Dinner Meeting, which will be held Thursday, November 19th, 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 meetings...it was mind boggling! Been working with Ted...and he promises it to be another wonderful experience! Pulling all the punches as always...including 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...it's that time of year again...ELECTIONS will be held this evening, for Officers, Directors, and your vote for...Builder & Associate of the year!! Watch for your reservation announcement by email & on Facebook!

Also there will be NO Christmas party held on the 3rd Thursday of December...for I have chosen to go back to "how it used to be"...on a Saturday, in January...for many years...The January Awards & Holiday Party!! Please mark your calendar for Saturday, January 16th, 2016...held @ The Wausau Elk's Club #248 414 Scott Street Wausau. More info later! ~ Mrs. Gloria Fenhaus / Director & Chair of Events

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Shana - (715)-432-0955  
rebecksswingforms@gmail.com

Hello,

We want to start off by saying Thank You for coming and/or donating to the First Annual Rebeck's Swing for MS golf outing. We could not have had a better day and could not have asked for better people to join us.

We are proud to say \$5,474.32 was raised for the National Multiple Sclerosis Foundation - Wisconsin Chapter. 100% of the money raised will go directly to the MS Foundation.

Thanks' to all of the Volunteers. It's because of you everything went as smoothly as it did!

Kerry (Golf Pro) did a great job. He donated his time for our event. Thank You Kerry, for the great work and your help throughout this whole thing. We know you were busy.

To the sponsors, donors, golfers and non-golfers, thank you for your generosity. Every raffle prize, sponsorship and dollar was appreciated.

Team Captains, Thank You for finding players to participate. Please share this letter and our gratitude with your team. It's because of you, we had such a successful event.

Multiple sclerosis is a hard disease to live with. If we help raise even the smallest amount to find a cure, it works for us!

We had fun putting this event together and hope you enjoyed it.

We would like your input on how we could improve next year. Please e-mail me with any suggestions or comments. [rebecksswingforms@gmail.com](mailto:rebecksswingforms@gmail.com)

We look forward to seeing all of you next year.

Thanks Again,

Shana & Trent Rebeck

# NOVEMBER

# 2015

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



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# DECEMBER

# 2015

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

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# THE MONDAY MORNING REVIEW



## **Justice Bradley to Join WBA Advocacy Group on 10/22**

Recently, Governor Scott Walker announced the appointment of Judge Rebecca Bradley to fill out the term on the Wisconsin Supreme Court, replacing Justice N. Patrick Crooks who passed away on September 21, 2015.

"It is an honor to have the opportunity to appoint Rebecca Bradley to our state's highest court," said Governor Walker. "Judge Bradley has truly lived up to her promise to be a judge that demonstrates unwavering commitment to the Constitution and the rule of law in every case that comes before her."

We are honored to have newly appointed Justice Bradley join us to kick off the WBA Advocacy Group meeting which is scheduled to start at 9 AM at the Glacier Canyon Conference Center in Wisconsin Dells.

## **Speaker Vos Says Session End by February 18**

Assembly Speaker Robin Vos announced that he was hoping that the state assembly would complete their work for the session no later than Tuesday, February 18, 2016.

If this date holds true, it would continue the recent trend of the legislature ending earlier and earlier since the date of the primary was moved from September to August. With the month push-back of partisan primaries for assembly and senate, the legislature has started to shrink the number of days they are in session during even numbered years to allow more time to campaign each year.

In 2014 the legislature worked until late March to pass Governor Walker's "Blueprint for Prosperity," which included a large property tax cut and an additional income tax cut. If the assembly—and possibly the senate—conclude their floor period in mid to late February 2016, that would again reduce the time they are on the floor by one month.

The bottom line: any group like the WBA looking to pass legislation in 2016 has to have things pretty well lined up in late 2015 going into January 2016.

## **Electrical Code Council Looking to Move to 2017 Code**

The Electrical Code Advisory Committee at the Department of Safety and Professional Services (DSPS) recently began meeting to discuss updates to the State of Wisconsin's electrical code. Returning to the council again is WBA member Chuck Johansen, who stated at the meeting that he has been on the council since the last few years of Governor Thompson's administration.

DSPS staff members announced that it was their intention to work off of the 2017 National Electrical Code (NEC) which is still in draft form. The plan moving forward is to work off of the draft 2017 document, take a break until the 2017 NEC is completed, and then get back together to further discuss any changes or additions.

This process is likely to take the rest of 2015 and likely most or all of 2016 because the council and department would need to have the rule package completed before April, per state statutes, to be sent to the legislature for consideration. That is not likely to happen, so it is more likely that the code package would not be ready to be sent to the legislature until they come back in January 2017.

The key to all of this is that the committee be selective of what they decide to include and not include in the code update. It is very typical for the council to start looking at an NEC update, but many times they choose not to include some provisions in the Wisconsin code. This process is very similar to the process that just took place when the Uniform Dwelling Code Council reviewed the one- and two-family building and energy code by looking first at national standards.

The Electrical Code Advisory Committee will be meeting again on October 19, 2015, where they will begin the heavy lifting of updating the code.

## **Bill to Require Inspections of "Major Renovations" Passes State Senate**

The Wisconsin State Senate signed off on a bill supported by WBA that would require the inspection of "major renovations" which are defined in the bill as any renovation that exceeds 20% of the assessed value of a one or two family home.



Senate Bill 87 (SB 87) passed the State Senate on Wednesday, September 16 on a voice vote after receiving a bipartisan vote in committee of 5-0.

Next up will be getting a vote in the State Assembly to sign off on the senate version of this bill. The companion bill to SB 87, Assembly Bill 111, had an amendment added in committee that made significant changes from what is now contained in SB 87.

WBA is now advocating for passage of SB 87 and is not working to advance AB 111 after hearing concerns from legislators and other interest groups that the changes contained in AB 111 went too far.

The State Assembly is not taking up SB 87 in September, so we will be working to determine the best course of action to get SB 87 approved in the State Assembly before the close of session in early 2016.

### **Please Take 2 Minutes to help WBA's Future Advocacy Agenda**

When WBA is working on an issue, we oftentimes send out notice via e-mail asking members to contact their respective member of the Wisconsin Legislature to support legislation, or occasionally oppose legislative initiatives. WBA members contacting their elected members of the legislature have been key to legislative

successes this session.

Next time you receive an "advocacy call to action" from the WBA Advocacy Action Network, please take two minutes to use the system to send a quick e-mail to your elected official.

Your voice needs to be heard and this simple system allows each WBA member to quickly send a message to the legislature to help advocate for strong housing policies.

### **Who is Benefiting Most from Walker Dropping Out of Race for President?**

With Walker out of the race for president, who has picked up those voters in Wisconsin? The evidence is starting to indicate the answer to that question may be Senator Marco Rubio of Florida.

Rubio is now a close third to Donald Trump in the above mentioned Marquette Law School Poll, and recent media reports indicate several high profile endorsements in Wisconsin are likely coming soon.

Speaker Robin Vos this week announced that Senator Rubio will be a special guest at a fundraiser for his campaign and that of the Republican Assembly Campaign Committee on November 9. Vos also formally endorsed the Florida Senator for president as well.

*cont. on page 10*



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# UPCOMING EVENTS

## **PLEASE SAVE THESE DATES**

(watch your inbox for online registration)

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HOLIDAY & AWARDS BANQUET  
The Elks Club

**FEBRUARY 26-28, 2016**

HOME SHOW  
Convention & Expo Center

**JUNE 7-12, 2016**

PARADE OF HOMES

Finally, recently a number of high ranking leaders in the Republican Assembly Caucus also recently endorsed Rubio for president.

### **Jagler and Olsen to Introduce WBA-Supported Bill**

An item in the WBA Advocacy Agenda is set to be circulated to members of the legislature for co-authorship. Representative John Jagler and Senator Luther Olsen have agreed to co-author a bill that would make sure that the credentials of contactors pulling a building permit are being verified before the permit is issued.

Members of the legislature will be asked to lend their name in support of this effort by coauthoring the bill offered by Representative Jagler and Senator Olsen.

#### The bill draft supported by WBA will require:

- The building permit form must include a space in which the municipal authority issuing the permit must insert the name of the person to whom the building permit is issued and the number and expiration date of the certificate of financial responsibility issued by DSPS to that person (requirements in 101.654)
- Municipalities to provide an annual report to DSPS that contains the name of each person to whom the

political subdivision issued a building permit for the construction of a one-family or two-family dwelling and the number and expiration date of each current credential issued by DSPS to that person

If a report specified above on yearly building permits is not issued, a political subdivision that does not provide the report must refund to each person to whom a building permit was issued an amount equal to the difference between the amount paid by that person to the political subdivision for that permit and the portion of the permit fee remitted by the political subdivision to the DSPS.

To account for the fact that a municipality may overlook sending the report to DSPS, a provision in the bill allows for a 30 business day "right to cure" if the municipality sends the report to DSPS within 30 business days of being notified by the department that they had not issued the report.

Brad Boycks  
WBA Director of Government and Political Affairs  
Wisconsin Builders Association@bboycks@wisbuild.org  
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## **THE GRAND LODGE**

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*Applications available at the WABA Office or Online at [www.wausauareabuilders.com](http://www.wausauareabuilders.com)*





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Mike Thompson  
Jan Wendtland  
Jeff Zriny

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Kirk Howard  
Sara Johnson  
Richard La Certe  
Ken Moberg  
Bill Nietert, MD  
John Pellegrino  
David Phelps  
Pamela Schindler



*Proud member of the  
Honor Flight Network*

10/3/2015

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 \$ 4800 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 twenty flights since our beginning in 2009 with one more flight already in process for 2015! The flights to date have been great successes giving 1909 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](http://www.neverforgottenhonorflight.org).

Yours Very Truly,

Richard A. Jarvis  
Treasurer  
Never Forgotten Honor Flight



September 3, 2015

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

On behalf of the Board of Directors of The Community Foundation of North Central Wisconsin, we gratefully acknowledge your contribution of \$1,669.21 to the **Wausau Area Builders Association Fund**.

We thank you for your generosity and for your contribution to making this a more vibrant and livable community!

*Thank you!*

Sincerely,

Jean Tehan  
Executive Director

*The Community Foundation has not provided you with any goods or services in exchange for your gift and has exclusive legal control over the contributed assets. Please retain this letter for tax purposes.*

#### BOARD OF DIRECTORS

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# HOUSING RECOVERY TO PICK UP STEAM IN 2016

NAHB Filed in Construction Industry, Economics, Multifamily, Remodelers on October 22, 2015



Steady employment and economic growth, pent-up demand, affordable home prices and attractive mortgage rates will keep the housing market on a gradual upward trend in 2016. However, persistent headwinds related to shortages and availability of lots and labor, along with rising materials prices are impeding a more robust recovery, according to economists who participated in the NAHB Fall Construction Forecast Webinar on Oct. 21.

“This recovery is all about jobs,” said NAHB Chief Economist David Crowe. “If people can get good jobs

that pay decent incomes, the housing market will continue to move forward.”

The good news, Crowe added, is that total U.S. employment of 142 million is now well above the previous peak of 138 million that occurred in 2008.

The one caveat is that job growth has been concentrated heavily in the service sector, which tends to pay lower wages than goods producing jobs. Meanwhile, home equity has nearly doubled since 2011 and now stands at \$12.5 trillion.

“The single biggest asset in most people’s portfolio is the home they own,” said Crowe. “That’s important because the primary purchasers of new homes are the sellers of existing homes. The more equity they have, the more comfortable they feel about purchasing a new home.”

And while mortgage interest rates are expected to rise over the near-term, averaging 4.5% in 2016 and 5.5% in 2017, Crowe said this is not expected to have an impact on the housing recovery. “As the economy gets better, job and wage growth should keep pace. So even though mortgage rates will rise, they will still be low by historical standards and very affordable.”

## Supply Headwinds

Crowe noted several factors that are hindering a more robust recovery. Citing an NAHB survey of its members, 13% of builders reported the cost and availability of labor was a significant problem in 2011 and that concern jumped to 61% in 2014.

About one-fifth of builders shared the same concerns regarding lots in 2011 and that ratio shot up to 58% in 2014. Concerns over building materials stood at 58% among builders in 2014, up from 33% in 2011.

## Single-Family Continues to Post Gains

Turning to the forecast, NAHB is projecting 719,000 single-family starts in 2015, up 11% from the 647,000 units produced last year. Single-family production is projected to increase an additional 27% in 2016 to 914,000 units.

On the multifamily side, production ran at 354,000 units last year, slightly above the 331,000 level that is considered a normal level of production. Multifamily starts are expected to rise 9% to 387,000 units this year and post a modest 3% decline to 378,000 units in 2016.

Residential remodeling activity is forecasted to increase 6.8% in 2015 over last year and rise an additional 6.1% in 2016.



# PRODUCT NEWS

Article courtesy of NAHB Housing Headlines

## **FreshBrix** Mobile Platform For Homebuilders Revolutionizes the Home Buying Experience

The Freshbrix mobile app, launched in March 2015 creates the opportunity for builders to have centralized, ongoing communication with their buyers. Areas include document communication, home product info, warranty service, & much more.

### Before the Build

- Share guided virtual tours on a mobile device to prospects during a sales visit.
- Access photos of previously built homes to show real home variations and contents (not artist renderings).
- Demonstrate your investment in improving the home buying experience by leveraging innovative mobile technology.

### During the Build

- Real-time updates to keep homebuyers informed during the construction process.
- Supervisors and salespeople can send pictures, updates, and reminders directly to the homebuyer from their mobile devices.
- Gives homebuyers an easy way to communicate and share progress with friends and family.
- Eliminates the need for extra portal logins or lengthy, disorganized email threads.

### After the Build

- Deliver a personalized database of home contents using FreshBrix's extensive home-product library and Digital Home Record (DHR)™.
- Home contents at the SKU level including photos, specifications, owner's manuals, and product warranty details, eliminating your need to keep up with the latest product documents.
- The FreshBrix DHR™ can track product specifics like serial number, repair history, product maintenance reminders, date of purchase, where purchased, and more!

For more information go to [www.freshbrix.com](http://www.freshbrix.com).



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# *Snapshots* from our **OCTOBER DINNER MEETING**





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