

# LET'S LEVEL

*the Official Publication of the Wausau Area Builders Association*

**OCTOBER 2013  
VOLUME 32 - ISSUE 10**

## 2014 HOME SHOW



Join the 2014  
WABA Home Show  
**February 7-9**  
at the  
**Patriot Center**

The web address to reserve a booth is  
[https://boothboss.com/floorplan/  
index.php?showID=373](https://boothboss.com/floorplan/index.php?showID=373)

For more information contact:  
[Russ.utech@murphyinsurance.com](mailto:Russ.utech@murphyinsurance.com)  
or call him at 715-536-9577

## PARADE *of Homes*

## TABLE TOP NIGHT

**AT THE  
OCTOBER DINNER MEETING**

The October Dinner Meeting is your opportunity to display your products and specials to the Builders.

The Builders are required to attend this meeting and talk to all Associates displaying if even considering a Parade Home for 2014.

The entry fee is \$25 per table top. Please call Tony at 715-551-8720 or fax this form to 715-443-3032.

**Company:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Product to Display:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**Email:** \_\_\_\_\_

*More information inside this newsletter*



801 South 24th Ave.  
Wausau, WI 54401  
Phone (715) 842-9510  
Fax (715) 845-5435  
www.WausauAreaBuilders.com

#### OFFICERS

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Vice-President .....  
Secretary-Treasurer ..... Chad Sickler  
Past President ..... Garry Volm  
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Sporting Clay ..... Larry Meyer  
Website ..... Warren Pope  
Facebook ..... Kyle VanOrder & Jesse Maas

#### 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.



*She rides through the night by the light of the moon, the Halloween Witch, on her magical broom!*

*And always beside her the black cat will stay, to help with the mischief and tricks she will play.*

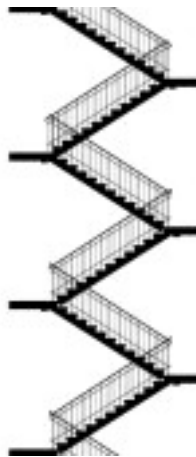
*They're partners in mischief who fly through the night, causing much trouble and causing much fright!*

*If you're out on this night, I warn you-Beware! They're sure to be waiting to give you a scare!*

*Watch out for those two! They are sure to be see, out, making their mischief on this Halloween!*



## JOKE OF THE MONTH



Bill, Jim, and Scott were at a convention together and were sharing a large suite on the top of a 75-story skyscraper. After a long day of meetings they were shocked to hear that the elevators in their hotel were broken and they would have to climb 75 flights of stairs to get to their room. Bill said to Jim and Scott, let's break the monotony of this unpleasant task by concentrating on something interesting. I'll tell jokes for 25 flights, and Jim can sing songs for 25 flights, and Scott can tell sad stories the rest of the way. At the 26th floor Bill stopped telling jokes and Jim began to sing. At the 51st floor Jim stopped singing and Scott began to tell sad stories. "I will tell my saddest story first," he said. "I left the room key in the car!"



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# **MEMBERSHIP DINNER MEETING**

**THURSDAY,  
OCTOBER 17, 2013**

**AT THE GREAT DANE  
AT 6:00 PM  
COCKTAILS & HORS D' OEUVRES**

**RESERVATIONS  
ARE MANDATORY**

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

**Company Name:** \_\_\_\_\_

**Names of Attending:** \_\_\_\_\_

**Phone** \_\_\_\_\_

**Email** \_\_\_\_\_

**RESERVATION DEADLINE IS  
TUESDAY, OCT. 15**

**Call 715-842-9510 OR fax 715-845-5435**

**One meal per membership is free,  
additional meals are \$15.00  
(No-Shows will be billed)**

*Important Message to all  
Builder/Associate Members*

*The Parade of Homes committee would  
like to remind all builder and associate  
members about the upcoming*

**PARADE OF HOMES  
KICK-OFF MEETING  
THURSDAY, OCTOBER 17TH  
AT 6:00 PM  
AT THE GREAT DANE  
RESTAURANT IN WAUSAU**

*This meeting will be a great opportunity to  
network and socialize with fellow members  
over cocktails and hors d' oeuvres.*

#### **BUILDERS:**

- Attendance qualifies builder for \$500 credit on Parade of Homes contract
- All builders qualify for special "Builders Drawing" - must be present to win

#### **ASSOCIATES:**

- Table Top display space available (\$25.00 per table) one 6' table space/with skirt provided – space available on a first come basis to be paid in full that evening (setup begins at 4:30 pm)
- Showcase your companies "Parade Specials" to the Builders in attendance
- All exhibitors qualify for a special "Exhibitor Drawing" -must be present to win

*Builders/Exhibitors must still sign up for  
the dinner meeting with the association to  
ensure our food order is accurate.*

For more information, or to sign up  
for a table top, please contact Tony  
Sorensen (POH chair) 715-551-8720,  
or email him at  
tsorensen1971@yahoo.com.

If you are emailing please  
include the same information that  
is on the form to the right.



# PRESIDENT'S MESSAGE



Hello Everyone,

Hope everyone has had a great summer! Now that it is fall and the kids are back in school maybe there will be time to get things done around the house before the snow flies. If you get a chance in the next few weeks get out and go for a drive and check out all the fall colors, they are pretty.

I want to thank everyone that came to our August dinner meeting, it was a full house at Iozzo's and the food was great as usual. We had a couple guest speakers, Deb and Jeremy talking about The Robert Monk Garden Foundation what it is and what the plans are for the gardens. They talked about the need to build a restroom / rest area for events that they will be having there or just for people walking through the gardens. I would like to get a little feed back from the membership on your thoughts on this next spring helping out at the Robert Monk Gardens and building this building for them. WABA would have a plaque on the building that the Wausau Area Builders Association donated the labor to build the building. I believe it is time for our membership to start giving back to our community and what a good way to start, Robert Monk was an active member of the Wausau Area Builders for years and has left our community something we can all be proud of. Let me know your thoughts on this project, should we continue looking into doing this or not.

At this month's dinner meeting is the kick off for the 2014 Parade of Homes, any builder that may put a home in the parade must attend this dinner meeting it is part of the contract. Associates buy your table top for this night the builders will be there and they will be going around to each table top, it's a great time to introduce yourself and your company to the builders. Call the office and reserve your table. Building permits are up by about 50% in the Wausau area so builders



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continued from page 4

now is a good time to get a home in the Parade and reap the benefits. Hope to see everyone the October 17th dinner meeting.

Don't forget about the Home Show in February, if you don't have your booth reserved now is the time, prices will be going up soon. If any one can help with the Home Show please call me, the office, or Russ Utech, we need help with the planning and set up. Let us know if you can help out on this committee, it is one of the biggest fundraisers for the Wausau Area Builders.

We are looking for people to step up and get a little involved. It's nomination time and we need you to help out and keep WABA going in the right direction, so sign up to be on a committee or chair a committee, get on the board of directors, or be an officer for the Wausau Area Builders. Without your involvement WABA has no direction to go, so please sign up and help out.

*Bob Marcell, WABA President*

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*County Land & Title, LLC*  
*Dan Sillars General Contractor, Inc.*  
*JAT Masonry, LLC*  
*Mulder Improvements, LLC (Monkey Bars)*  
*Reif Construction, Inc.*  
*Robert Ross Construction, LLC*  
*Sound World of Wausau*  
*Stone Innovations, Inc.*  
*The Pool People*  
*Verhasselt Home Repair, LLC*

## SORRY TO SEE YOU GO

*Connexus Credit Union*  
*Dave Framke, Inc.*  
*Excell-Tec Computer Services*  
*John Ohrmundt Construction*  
*Olson Carpet One*  
*Tim Koch Builders, LLC*



# 2013

SUN	MON	TUE	WED	THU	FRI	SAT
		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>6</b>	<b>7</b>	<b>8</b> Board Agenda Items Due POH Committee Meeting - 12:30 pm Home Show Committee Meeting - 3:00 pm	<b>9</b>	<b>10</b>  Board Packets Sent - 5:00 pm	<b>11</b>	<b>12</b>
<b>13</b>	<b>14</b>	<b>15</b>  BOARD MEETING - 4 pm	<b>16</b>	<b>17</b>  WBA Membership Meeting in DeForest, WI Dinner Meeting	<b>18</b>  ITEMS FOR NEWSLETTER DUE	<b>19</b>
<b>20</b>	<b>21</b>  Oct. Membership Renewals Due	<b>22</b>	<b>23</b>	<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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\* Calculated based on average product energy ratings in comparable window category. Data courtesy of National Fenestration Rating Council (NFRC).  
 Single-paned vinyl window vs. double-paned vinyl window. © 2011 Pella Corporation



# NOVEMBER

# 2013

SUN	MON	TUE	WED	THU	FRI	SAT
					1	2
3	4	5 POH Committee Meeting - 12:30 pm Home Show Committee Meeting - 3:00 pm	6	7	8	9
10	11	12 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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# KOLBE® WINS 3 CRYSTAL ACHIEVEMENT AWARDS

Wausau, Wis. -- Kolbe is honored as a winner of three 2013 Crystal Achievement Awards from Window & Door magazine. These awards are given annually for outstanding achievements in window and door product technology, manufacturing and marketing.

Acknowledging three awards earned by a single company, John Swanson, editor and associate publisher of Window & Door, said, "This may be a first. The judges clearly liked the 'We're for the visionaries' program."

Reviewed amongst other large window and door manufacturers with annual sales in excess of \$100 million, the awards' jury of industry leaders recognized Kolbe for:

- \* Best Industry Website for KolbeWindows.com
- \* Best Product Literature for "We're for the visionaries" consumer brochure
- \* Most Innovative Marketing Program for "We're for the visionaries" consumer campaign

"At Kolbe, we pride ourselves on the numerous initiatives we undertake to continually improve all aspects of our business," says Mike Salsieder, Kolbe's president. "The consumer marketing campaign is an important part of our strategy to build brand awareness among discerning and design-savvy homeowners."

All of the 2013 Crystal Achievement Awards winners are featured in Window & Door magazine's September issue, on its website and in WDweekly newsletter.

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# **2013 OCTOBER MEMBERSHIP DRIVE**

# **"PUMP YOU UP"**

**OCT. 1ST - OCT. 31ST**

## **FOR OCTOBER ONLY!!**

\*\$25.00 cash to the first member who brings in a new member  
(sponsored by Blenker Building Systems)

\*25.00 Chamber Gift Card to all New Members Recruited

\*\$100.00 Chamber Gift Card to Top Recruiter

\*Triple Spikes

\*\$500, \$300, and \$100 Cash Awards for Top 3 Recruiters Statewide

\*\$500 and \$200 Cash Awards for the Top 2 Recruiters for the 2013 Year

\*Applications Available At WABA Office, in this newsletter and Online

\*[www.wausauareabuilders.com](http://www.wausauareabuilders.com)

*Membership is the lifeblood of any organization -  
we need your help in growing our membership!*

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# THE MONDAY MORNING REVIEW



## DOA SECRETARY JOINS WBA EXECUTIVE COMMITTEE

On September 5 Department of Administration (DOA) Secretary Mike Huebsch joined the WBA Executive Committee meeting to talk about recently passed budget wins and what the

administration is working on in 2013-2014.

Huebsch talked about the \$650 million income tax cut, property tax freeze and regulatory reforms that were contained in the state budget signed into law earlier this summer.

Looking forward to the remainder of the legislative session, Secretary Huebsch said workforce development and continuing to improve the legislative climate in Wisconsin were both at the top of the agenda for the Walker administration.

To close the discussion Secretary Huebsch was asked about the DOA study on the possible consolidation of the Department of Safety and Professional Services (DSPS) and the Department of Agriculture, Trade and Consumer Protection (DATCP). Huebsch stated that DOA was going to be reaching out to interested stakeholders like WBA in an effort to get further input and guidance on this study. One issue brought out was the artificial separation of the regulation of new homes by DSPS and the regulation of remodeling by DATCP.

Secretary Huebsch stated a desire to continue to work with our association on issues related to DSPS/DATCP consolidation and other important issues moving forward.

## AN INTERESTING RACE FOR ASSEMBLY MAJORITY LEADER

Recently members of the Assembly Republican Caucus came together for the first time in weeks to elect a new majority leader. The election was necessary due to the recent resignation of Scott Suder who has moved on to a new position with the

Public Service Commission (PSC).

The contested race for majority leader featured Representative Bill Kramer (R-Waukesha) and Representative Dean Knudson (R-Hudson). The election was not closed to the public and media and featured speeches from other representatives on behalf of each candidate. Typically these speeches center on the positive things that a candidate can bring to the table if elected and say nothing about the other candidate or candidates.

The speech by Representative Chris Kepenga (R-Delafield) in support of Representative Knudson was supportive of Knudson but also took sharp aim at Representative Kramer.

As reported by Wispolitics.com, Kepenga charged that Kramer has displayed “a pattern of inappropriate behavior that made him unfit to hold the No. 2 spot in the chamber.” Strong words about a colleague in your party made in an open public forum.

All parties put a positive spin on the discussion after the election but one cannot think that those comments may result in some frayed relationships in the future.

In an uncontested leadership race, Representative Tyler August (R-Lake Geneva) was elected Assembly Speaker Pro-Tempe, replacing Representative Kramer who held that position before giving it up to run for majority leader.

## DATCP 110 HEARINGS SET

The Department of Agriculture, Trade and Consumer Protection (DATCP) recently announced four public hearings to take input from the public on revisions to the remodeling rule, DATCP 110. The hearings start on September 24 and conclude on October 2.

We have confirmed with DATCP staff that electronic comments will be accepted on the rule and will hold the same weight as those comments received during the public hearings.

We believe that DATCP is on the right track with their proposed rule changes to modernize DATCP 110 but we would still like to push them to go further

in certain areas.

In late September we will once again be using the WBA Advocacy Action Network and asking members to send an e-mail to DATCP thanking them for their work on DATCP 110 but also asking them for additional changes.

### **BUSINESS DAY 2014 DATE SET**

A very early save-the-date reminder that the 2014 Business Day in Madison event (WBA's annual advocacy day in Madison) is set for Thursday, February 6, 2014 at the Monona Terrace in Madison.

This was the only day that worked for the upcoming event because of the close of session in March/April and with the Monona Terrace shutting down for a period of time for renovations.

The tentative speaker lineup includes:

Opening Speaker (on leadership)

"Never Quit, A Story on Leadership"

Robert O'Neil - Team Leader, Naval Special Warfare Development Group

Mid-morning Speaker (on politics)

"Politics and the Media"

A.B. Stoddard - Associate Editor and Columnist for The Hill

Keynote Address (on the economy)

"It Can Still be Morning in America"

Charles Payne - Founder, CEO & Chief Analyst of Wall Street Strategies

Afternoon Speaker (on international affairs)

"A Tour of A Challenged World"

Daniel Christman - Sr. Counselor to U.S. Chamber President

Closing: Governor Walker

### **SENATOR CULLEN ANNOUNCES RETIREMENT IN 2014**

State Senator Tim Cullen (D-Janesville) announced he would be retiring from the Wisconsin State Senate in 2014. Cullen had been a member of the state senate in the 1990s and returned again when the seat was open in 2014.

Cullen briefly left the senate democrat caucus last summer after then-Majority Leader Mark Miller decided against giving the senior member Cullen any committee assignments during the democrat's brief time in the majority.

Cullen stated in his retirement press conference that legislative leadership in today's politics has too much control over rank and file members of the

legislature and that he felt at this stage of his life he could do more as private citizen than as an elected state senator.

All eyes now turn to 2 of the 3 state representatives that have districts within Cullen's current state senate seat. Freshman Representative Deb Kolste (D-Janesville) announced she was not interested in the seat but Representative Andy Jorgenson (D-Fort Atkinson) and Representative Janis Ringhand (D-Evansville) appear to be looking at a run.

Republicans are likely to field a candidate for the open seat but it will be tough sled. This district is 59% composite democrat district, not even really close to being competitive for a GOP candidate.

Brad Boycks

WBA Director of Government and Political Affairs  
Wisconsin Builders

Association@bboycks@wisbuild.org

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## APPLICATION FOR MEMBERSHIP

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Name \_\_\_\_\_ Date \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: Office \_\_\_\_\_ Home \_\_\_\_\_ Cell \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Web Site \_\_\_\_\_

Is this company a ☐ Corporation ☐ Partnership ☐ Sole Proprietorship ☐ LLC

List of Officers, Directors, or Partners \_\_\_\_\_

Name of representative(s) who will attend meetings \_\_\_\_\_

List of spouse(s) (optional) \_\_\_\_\_

Address of representative if different than above \_\_\_\_\_

Number of years in business \_\_\_\_\_ Nature of Business \_\_\_\_\_

*Along with this application for membership, certificate of insurance must be submitted for not less than \$500,000 Liability, \$300,000 Auto Insurance and Worker's Compensation, unless exempt.*

### REFERENCES:

Bank \_\_\_\_\_

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Name \_\_\_\_\_ Address \_\_\_\_\_ Phone \_\_\_\_\_

Name \_\_\_\_\_ Address \_\_\_\_\_ Phone \_\_\_\_\_

Federal ID# \_\_\_\_\_ Building Trade # \_\_\_\_\_

### MEMBERSHIP CLASSIFICATION:

Basic membership dues are \$460.00\* per year. Please check your membership categories:

- ☐ **Builder:** Any self-employed person, firm or corporation whose primary source of income is from the construction industry, land development or remodeling and has been in business for at least 12 months immediately prior to date of application. Applicant must present a copy of a valid contractor's license.

Certificate Number \_\_\_\_\_

- ☐ **Associate:** Any person, firm or corporation, that provides service and/or products to the construction industry and has been in business for at least 12 months immediately prior to date of application

\* A \$25.00 late fee will be charged if account is over 31 days overdue and if more than 61 days it will be a \$50 re-instatement charge.

By signing this application you are authorizing the Membership Review Committee to contact the above references for additional information. This application is subject to the Board of Director's approval within 60 days of this application date. If this application is denied, a check for the application fee will be returned to the applicant. This Association does not discriminate in membership on the basis of race, color, religious creed, national origin, sex, ancestry, age or against qualified handicapped persons or qualified disabled veterans. No question on this application is intended to secure information to be used for such discrimination. This application will be given every consideration, but its receipt does not imply that the applicant will be accepted.

I agree to abide by the Constitution and the Bylaws of the Local Association to which this membership application is directed and the Wisconsin Builders Association and the National Association of Home Builders of the United States with which it is affiliated. A remittance of \$460.00 representing my annual membership dues in the affiliated Associations accompanies this application. Of the amount remitted, a portion shall be used as subscription dues for one year to all national, state and local newsletters.

Sponsor \_\_\_\_\_

Applicants Signature \_\_\_\_\_ Date \_\_\_\_\_

Dues payments to WABA are NOT deductible as charitable contributions for federal tax purposes.

However, dues payments may be deductible as an "ordinary and necessary" business expense.

Make checks payable to WABA & return this application to: WABA, 801 South 24th Ave., Wausau, WI 54401

## NAHB MEMBER IDENTIFICATION (ID) CODING INSTRUCTIONS

The NAHB Member Identification (ID) Code is made up of eleven data blocks which are explained below. It is separate from the six-digit NAHB Membership Number assigned to each member. The ID Code designed for use by NAHB and its affiliated state and local associations to provide services which respond to the changing needs of our membership. Please note as in the examples below. If the requested data for a particular block is not applicable, enter a dash (-). Also, if you don't know the exact answer for a particular block, please give your best estimate. In order for an associate member to receive the Builder Magazine they must be classified with an occupation code ranging from (A-Z). A "Z" or "other" classification code must be further defined by writing the members specific occupation in the space provided. Any associate member not classified as outlined will not receive a copy of the Builder Magazine.

### Membership Classification:

#### 1ST BLOCK

enter a code (1) for all Builder Members  
enter a code (2) for all Associate Members

#### 2ND BLOCK

enter the primary business activity code (a-z) from the following selection including any subcodes:

#### BUILDER MEMBER CLASSIFICATION

CODE DESCRIPTION  
A - Single Family Builder, Speculative (Detached and Attached)  
B - Single Family Builder, Custom  
C - Multifamily Builder - Sale Units  
D - Multifamily Builder/Owner - Rental Units (own account)  
E - Multifamily Contractor - Rental or Sale Units (other investors)  
F - Remodeler - Residential  
G - Remodeler - Commercial  
H - Commercial Builders (own account)  
I - Commercial Contractor (other investors)  
J - Land Developer  
K - Home and Building Manufacturer

#### ASSOCIATE MEMBER CLASSIFICATION

L - Accounting  
M - Architects, Planners, Designers, Engineers  
N - Attorneys  
O - Computer Products and Services  
P - Financial Services  
Q - Insurance and Title Companies  
R - Marketing, Advertising and Public Relations  
S - Product Manufacturers and Representatives  
T - Property Management  
U - Real Estate Brokers and Agents  
Retail Dealers / Distributors  
V1 - Appliances  
V2 - Building Materials/Lumber  
V3 - Floor Coverings  
V4 - Paint/Wall Coverings  
V5 - All Other Retail Dealers

#### SUB-CONTRACTORS AND SPECIALTY TRADE CONTRACTORS

W1 - Carpentry  
W2 - Electrical  
W3 - Flooring  
W4 - Landscaping  
W5 - Plumbing, Heating and Air Conditioning  
W6 - Roofing and Siding  
W7 - All Other Subcontractors  
Wholesale Dealers/Distributors  
X1 - Appliances  
X2 - Building Materials  
X3 - Floor Coverings  
X4 - Paint/Wall Coverings  
X5 - All Other Wholesale Dealers  
Y - Utilities  
Z - All Other \_\_\_\_\_

#### 3RD & 4TH BLOCKS



using the above Business Activity Codes, code the second and third business activity, including sub-codes if applicable.

#### 5TH BLOCK

enter the members annual dollar volume of all construction/development. Choose from the following list of codes:  
1 - Under \$1 million 2 - \$1 million to \$5 million 3 - \$5 million to \$10 million 4 - Over \$10 million

#### 6TH BLOCK

enter the members annual number of residential dwelling units. Choose from the following list of codes:  
1 - 0 units 2 - 1 to 10 units 3 - 11 to 25 units 4 - 25 to 100 units 5 - 101 to 500 units 6 - over 500 units

#### 7TH & 10TH BLOCKS





enter the total number of paid employees, including the member.

#### 11TH BLOCK

using the following list of Title Codes, enter the member's business title:

A - President/CEO/Owner/Principal/Partner F - Financial Manager  
B - VP/General Manager G - Other Management Personnel  
C - Construction Superintendent H - Non Managerial Personnel  
D - Sales and Marketing Manager I - Other (please specify) \_\_\_\_\_

Example #1: Bill Adams is a home builder and land developer. He is also the owner of a real estate company. Adams has a total of 19 employees in both his companies. Last year he built 11 homes with a total sales value of \$900,000, and he developed 17 building lots for himself and other builders for a total value of \$500,000. Bill Adams NAHB Membership ID Code would be:

1	B	J	U	2	3	-	-	2	0	A
---	---	---	---	---	---	---	---	---	---	---

Example #2: Adelle Boyd is the owner of an architectural/design firm with 8 employees on her payroll. Last year her firm also converted an old school building into 8 apartments with a total market value of \$475,000. Adelle Boyd's NAHB Membership ID Code would be:

2	M	1	-	1	2	-	-	-	9	A
1	2	3	4	5	6	7	8	9	10	11

# COMMITTEES UPDATES

## ADVERTISING / MARKETING

No updates this month.

## GOLF

No updates this month.

## PERSONNEL

No updates this month.

## EVENTS

No updates this month.

## 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

WBA and all 24 Local Associations are doing a PUMP YOU UP membership drive for October. We need Builders and Associates to help in growing the membership! Stay tuned to constant contact for details and information. Membership is nearing 200 and we would like to reach that goal by end of October.

## SPORTING CLAY

No updates this month.

## PARADE OF HOMES

No updates this month.



DO BUSINESS  
WITH A MEMBER

# WISCONSIN BUILDERS CONFERENCE

**JAN. 30 - FEB. 1, 2014**

**OLYMPIA RESORT, OCONOMOWOC, WI**

## 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



# WABA DIRECTORS AND COMMITTEE 2013-2014 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	_____	Home Show	_____
Secretary-Treasurer	_____	Membership	_____
Local Director	_____	Parade of Homes	_____
Golf Outing	_____	Clay Shoot	_____
Events	_____	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: 801 South 24th Ave., Wausau, WI 54401 or fax the form to 715-845-5435

## IBS & KBIS TO CO-LOCATE BEGINNING IN 2014!

A big thanks to all of the building industry professionals who attended NAHB's 2013 International Builders' Show (IBS) in Las Vegas, Nevada. It was a fantastic show with over 900 exhibitors and more than 100 education sessions. Check out IBS TV to see what happened throughout the week.

We are pleased to announce that IBS and the Kitchen & Bath Industry Show (KBIS) will co-locate beginning in 2014! That's right, Design and Construction Week will take over Las Vegas! The two events will remain separate and distinct shows held simultaneously at the Las Vegas Convention Center through 2016.

You will get more bang for the buck during Design and Construction Week. Make plans now to join us in Las Vegas, February 4-6, 2014. Stay tuned for updates throughout the year. Registration opens September 3. Sign up to receive email updates.

# 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](mailto: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

# Featured Apps



## Cellcom® Visual Voicemail

New-Cell, Inc. dba Cellcom

Cellcom Visual Voicemail allows you to view and manage your voicemail messages directly from your Android™ smartphone. You will be able to see a list of the messages on your phone, and select, in any order you choose, which ones you wish to play, call back, forward or delete. You can quickly get to the most important messages first, or delete unwanted messages without even listening to them.



## Clueful Privacy Advisor

Bitdefender

Clueful for Android™ is a FREE product that shows you how installed apps use, and possibly abuse, your personal information and treat your PRIVACY. Clueful is like your own personal "Privacy Consultant" giving you detailed info as to what your installed apps are doing in the background without your knowledge.



## PrivacyStar Caller ID and Block

PrivacyStar

PrivacyStar lets you know who is calling and texting, while giving you the power to report and block anyone abusing your phone number. PrivacyStar is the only service that provides all of this functionality in one, easy-to-use application.

PrivacyStar is the application you can trust to protect you and give you control over who is able to contact you.



Cellcom does not endorse, publish, or support the troubleshooting of these applications. All application support is the responsibility of the developer. Developer contact information can be found within the application market or developer's website(s). Application availability subject to change without notice. Not all applications are available on all devices. By downloading these applications you accept the terms stated by the developer(s). Please review the Information & Content section of Cellcom's Terms and Conditions located at [www.cellcom.com/AUP](http://www.cellcom.com/AUP) for additional information, restrictions, and disclaimers applicable to these applications. Trademarks and Tradenames are property of their respective owners. Standard data charges apply.





# Pump you up!

## Membership Drive October 1-31, 2013

**"WBA's Membership Task Force has a goal to increase each local's membership by 10%. Business is picking up and it's time for us to ask the folks that we work with to join the association. Our work is too important not to."**

*- Mark Brehmer, 2013 Membership Chairman*

## WBA's Membership Task Force supports this state wide drive by:

### Offering Incentives to participate

- › \$500, \$300 and \$100 cash awards for the top 3 individual statewide recruiters during the month of October
- › \$500 and \$200 cash awards for the top 2 individual statewide recruiters during the 2013 calendar year
- › Recognition to the local association that grows by the most new members at the end of the year
- › Recognition to the local association that grows by the greatest percentage at the end of the year

### Hosting a webpage on [wisbuild.org](http://wisbuild.org) dedicated to the Membership drive providing:

- › Member video testimonials for your use
- › Template letter directed to Builder prospects
- › Template letter directed to Associate prospects
- › Tips to run an effective drive
- › Tracking local recruitment numbers for friendly competition
- › Shared ideas from successful local association drives

### NAHB Incentives

- › Double and Triple Spike Points during the month of October
- › Earn up to \$2,500 for your HBA for the top five finishers in each size category. For more details, visit the WBA Membership webpage.

### Bonus Incentive:

**\$25.00 cash prize** to the first recruiter from each local in October, thanks to our sponsor  
Blenker Building Systems, Inc.





3200 Hilltop Ave., Wausau, WI 54401-4026  
Telephone 715/842-5663 Fax 715/842-7051  
[www.womenscommunity.org](http://www.womenscommunity.org)  
[facebook.com/womenscommunity](https://facebook.com/womenscommunity)

*We Listen, We Support, We Transform Lives*

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Mid-State Truck Service, Inc.  
PRESIDENT

Anita A. Seating  
Ruder Ware, L.L.S.C.  
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Integrity First Bank  
TREASURER

Noel Sonnek, MD  
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Aspirus, Inc.  
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Marathon Co. Sheriff's Department

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Geoffrey Huys  
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Amy Libertaski  
Wipfl LLP

Carolyn Nash, MD  
Marshfield Clinic- Wausau Center

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Abby Bank

Patricia Theo  
Northcentral Technical College

Brenda Davis  
Davis Project Solutions LLC  
Board Member Emeritus

EXECUTIVE DIRECTOR:  
Jana Graham Jennings

August 26, 2013

Larry Meyer  
Wausau Area Builders Association  
801 S. 24<sup>th</sup> Avenue  
Wausau, WI 54401

Dear Larry,

Thank you so much for your recent gift of prepared food from the Sporting Clay Shoot 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,

Jake Keneen  
Director of Administration

