

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association

**OCTOBER 2014
VOLUME 33 - ISSUE 10**

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More information on page 17

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OCTOBER DINNER MEETING
TABLE TOP
NIGHT**

**AT THE GREAT DANE
OCTOBER 16 STARTING AT 6**

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 2015.

The entry fee is \$25 per table top. These are filling up fast, so please call Carolyn today at 715-842-9510.

More information on page 5



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Phone (715) 842-9510
www.WausauAreaBuilders.com

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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



Good news for some and bad news for others but I made it back. Let me be the first one to tell you that 24 miles on a horse is more than a bit too long.

It was amazing how many leaves had turned colors in just two short weeks. That of course means that winter is right around the corner and that is not a welcome thought. It also means that we are starting to think about the 2015 Parade of Homes. October is our kickoff month and for any builder thinking about

possibly being in the Parade I would suggest that you make sure to attend our October meeting. You will be saving yourself \$500 simply by attending. Fastest money you will ever make.

My time as President is winding down quite quickly and that means that we are once again looking at elections. Sid and his team are working on filling all of our voids. Please consider being a "void filler" and volunteer to hold a position. It isn't near as bad as you think it is.

We recently presented a check to the Never Forgotten Honor Flight for \$1,000.00. This was the result of the money that was made from our Sporting Clay Shoot. In fact the Board voted that all profits from future Sporting Clay events be donated to the Honor Flight program which I was ecstatic about. Knowing that our future profits will be targeted for Honor Flight, I am hoping that next year that fact will spur more member participation. Please keep that in mind because there is not a more worthwhile cause.

Our ongoing Chris Briquolet saga continues with a Pre Trial Conference scheduled for November 14th. Just what that means I am not sure. Hopefully that can be translated into being one step closer to completion, to getting our money back and to a jail sentence. Time will tell.

My offer still stands for 2 free drinks to the first person who sends me a picture of a recognizable WABA member playing in the leaves with their child, grandchild, or whoever. The leaves will be falling shortly so this

shouldn't be a hard picture to get.

Enjoy the fall. Sadly, it doesn't stay around near long enough.

Larry Meyer,
WABA President

MARATHON COUNTY

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Bauer Builders
Master Z's Dart and Pool Supply*

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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Market

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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:

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Full Page	\$500.00
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1/4 Page.....	\$200.00
Business Card.....	\$60.00

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1/4 Page.....	\$400.00
Business Card.....	\$120.00

You may send your advertisement
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*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 16TH
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 savings 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 4' or 6' table space/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
Carolyn at 715-842-9510,
or email her at
carolyn@wausauareabuilders.com.

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



**Cellcom to Offer iPhone 6 &
iPhone 6 Plus on September 26**

Submitted by Cellcom

Cellcom announced it will offer iPhone 6 and iPhone 6 Plus, the biggest advancements in iPhone history, beginning on Friday, September 26 at its retail locations throughout Wisconsin and Upper Michigan. iPhone 6 will be available starting at \$199.95 for the 16GB model and iPhone 6 Plus will be available starting at \$299.95 for the 16GB model with a two-year agreement. Cellcom will allow iPhone 6 and iPhone 6 Plus customers to connect to its 4G LTE network which covers small cities and rural towns throughout Wisconsin and Upper Michigan.

iPhone 6 and iPhone 6 Plus are the biggest advancements in iPhone history, featuring two new models with stunning 4.7-inch and 5.5-inch Retina HD displays, and packed with innovative technologies in an all-new dramatically thin and seamless design that is still comfortable to hold and easy to use. Both models are better in every way and include: the Apple-designed A8 chip with second generation 64-bit desktop-class architecture for blazing fast performance and power efficiency; advanced iSight and FaceTime HD cameras; and ultrafast wireless technologies.

The new iPhones include iOS 8, the biggest release since the App Store, featuring a simpler, faster and more intuitive user experience with new Messages and Photos features, predictive typing for Apple's QuickType keyboard and Family Sharing. iOS 8 also includes the new Health app, giving you a clear overview of your health and fitness data and iCloud Drive, so you can store files and access them from anywhere.

"There is always great anticipation for the innovation that Apple brings with a new device," said Pat Riordan, president and CEO of Cellcom. "Paired with Cellcom's leading network, our customers in Wisconsin and Upper Michigan are going to love experiencing the new features of iPhone 6 and iPhone 6 Plus."

In addition, iPhone 5s will be available starting at \$99.95 and iPhone 5c will be available starting at \$0.95 with a two-year agreement.

For more information on iPhone and pricing please visit www.cellcom.com.

OCTOBER

2014

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

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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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THE MONDAY MORNING REVIEW



Latest Marquette Law School Polling released

Recently came yet another Marquette Law School Poll showing Wisconsin's race for governor one of the closest in the country and remains a "statistical dead heat." The race is tied 46%-46% with registered voters and with likely voters Walker leads Burke 49% to 46% which is within the margin of error of 3.5%. Since

earlier in the year when Walker led Burke in two consecutive polls by 7% this is now the fourth straight Marquette Law School Poll in a row that shows the race essentially tied.

According to a press release on the Marquette Law School Poll, "since the most recent Marquette Law School Poll, in August, Walker has gained ground among likely voters while Burke has improved among registered voters. Walker trailed Burke by 2 points among likely voters in August but now has a 3-point advantage. Among registered voters in August, Walker had a 3-point advantage, but registered voters now show a tie."

In conversations while addressing local associations and with one on one conversations with members I have mentioned the enthusiasm gap that seemed to be felt around the state showing up in polling. This simply meant that up until this most recent poll it appeared that democrats were more energized to vote in November than republicans and that was why Governor Walker's numbers were not improving. According to the latest set of numbers the GOP enthusiasm for the November elections is improving and has exceed that of democrats.

"In July and August, Democrats were more likely to vote than were Republicans, producing an advantage for Burke among likely voters," Franklin said. "But in the September poll, it is Republicans who have an advantage in enthusiasm. Eighty percent of Republicans said they are certain to vote in November, compared to 73 percent of Democrats and 69 percent of independents. In August, 82 percent of Democrats, 77 percent of Republicans and 68 percent of independents were certain to vote."

Works begins on determination of ordinary high water mark legislation

This time of the year most of the headlines are focused on the primary and general elections but work on public policy is always at the forefront as well. We have reported in the past on the time and effort that has gone into planning and reviewing public policy that will be part of the 2015-2016

WBA Advocacy Agenda which if things go as planned will be approved at the upcoming WBA Board of Directors meeting on Thursday, October 23, 2014.

One of the items that has been on the WBA advocacy agenda for the past number of years is being able to determine the ordinary high watermark for the purposes of building or remodeling in areas that have not had an official DNR determination. Last session we were hoping to get this issue addressed as part of a major overhaul of state statutes relating to surveying but ultimately we were unable to accomplish that goal. One thing we were able to accomplish is coming up with language that if it is finally enacted next session it will provide more flexibility to determine the ordinary high water mark for building and remodeling purposes.

We have been in contact with several legislators and those that are running for office regarding the possibility of working on this matter next session and we are hopeful that this issue can be addressed early in the upcoming session.

The majority of the bill would contain the following piece:

59.692 (1c) For purposes of measuring setbacks from an ordinary high water mark of a navigable water as is required by an ordinance enacted under this section, a person may rely on a map, plat, or survey that incorporates or approximates the ordinary high water mark in accordance with s. 236.025 if all of the following apply:

(a) The map, plat, or survey is prepared by a professional land surveyor after the effective date of this paragraph [revisor inserts date].

(b) The department has not identified the ordinary high water mark on its Internet site as is required under s. 30.102."

EPA carbon rule regulation briefing summary

Recently the Wisconsin Manufacturers and Commerce (WMC) hosted a discussion and briefing on the U.S. Environmental Protection Agency (EPA) proposed new rules on carbon regulation.

The briefing focused mostly on the rule's impact to the State of Wisconsin which overall would call for a 34% emission rate reduction by 2030 from 2012 levels. Estimated costs to Wisconsin utilities to make the 34% reduction are estimated to be between \$175 and \$350 from the rule's effective date to 2020 and an additional \$300-\$600 million by 2030.

Another problem with the proposed rule is that states that have worked hard to reduce emission rates in the past like Wisconsin receive no credit for their past work and are actually penalized for their efforts. Wisconsin was able to achieve additional emission reductions in the 1990's by

retiring a number of older less efficient power plants and replacing them with new, much more efficient plants. States like Kentucky, which is a coal state that has done little to reduce emissions, would have a much easier time achieving the goals laid out in the proposed rule.

There have been and will continue to be a number of legal challenges to this proposed rule, many of which state that EPA does not have the legal authority to move forward with. The rule is set up into four "blocks" and only one of the four blocks was considered legally safe according to one of the attorneys that spoke at the briefing.

Currently the Wisconsin DNR, along with the Public Service Commission (PSC) of Wisconsin, are studying the rule and will submit comments on improvement by October 16, 2014. Both DNR and PSC officials stated that submitting comments does not mean that they may not later legally challenge the rule if it moves forward without substantial changes.

Happ comes under fire for dealings with sex offender

In early September candidate for attorney general Susan Happ was criticized for giving a favorable plea agreement to a Jefferson County man whom she had previously worked with on a real estate deal.

Happ and her husband sold property to Daniel Reynolds in 2009 under a land contract that was paid off in 2013. In early 2014, while serving as the Jefferson County District Attorney, Happ's office gave a deferred prosecution agreement to Reynolds after being charged with felony counts of first-degree and second-degree sexual assaults of a child. Under the deal, Reynolds' offense would be reduced to a disorderly conduct violation if he stays out of trouble for 12 months and completes other requirements.

Will this issue be coming to a television screen near you soon? My guess is yes. Both candidates who are running to replace current Attorney General J.B. Van Hollen currently serve as county district attorneys and there are likely other "deals gone bad" that will come to light before November 4, 2014.

ADCC briefing highlights

Recently the Assembly Democratic Campaign Committee (ADCC) held a briefing to update the lobbying community on their incumbents seeking reelection and those either working to win an open seat or knock off a sitting GOP incumbent.

The briefing was conducted by Minority Leader Peter Barca (D-Kenosha), Representative Robb Kahl (D-Monona),


Representative Amy Sue Vruwink (D-Milladore) and campaign staff working for the ADCC. The ADCC is working hard to cast itself as the "moderate alternative" to the GOP, even though they did not say it to the Democrats in the state senate.

Representative Barca stated that Mary Burke's "trend lines" in recent polling is good news for Democrats running down the ballot for state assembly. Barca also stated the mood of voters in Wisconsin is also trending their way and if it is a neutral environment in 2014, that is a win for his candidates.

continued on page 10

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Representative Vruwink, who is a top target by the GOP herself in 2014, said that 2014 was the “year of the farmer” for the ADCC because the large number of farmers they have recruited to run in 2014.

Finally, Representative Kahl went on to level with the group by saying that the ADCC did not intent to retake the majority in 2014 but looked to pick up seats in an effort to turn the tide completely in 2016. Kahl went on to say that the ADCC had a much more targeted recruiting effort this year leaving some seats with no Democrat challenger and only focusing on winnable seats and looking for candidate who fit the district.

To close the briefing, campaign staff mentioned the open seats currently held by the GOP high on their list: AD 1 (Door/Kewaunee County), AD 51 (Dodgeville/Spring Green), and AD 88 (Brown County). Races where the ADCC likes their chances against a GOP incumbent include: AD 42 (currently held by Rep. Keith Ripp), AD 50 (currently held by Rep. Ed Brooks), AD 68 (currently held by Rep. Kathy Bernier), AD 72 (currently held by Rep. Scott Krug), and AD 96 (currently held by Rep. Lee Nerison).

I will say that several of the candidates that were mentioned in the briefing are top flight recruits and will make strong cases to be elected in 2014. Most notably Joe Majesk (AD 1), Dick Cates (AD 51), Dan Robinson (AD 88), Jeff Peck (AD 68) and Pete Flesch (AD 96) are all good fits for their district and will run competitive races this fall.

Regulatory alert: Permanent wall bracing rule now in effect, DSPS website updated with additional documents

As of September 1, 2014 the permanent rule on wall bracing went into effect that contains some minor but positive improvements to the emergency rule that had been in effect since April 1, 2014.

In order to provide more information to the permanent rule on wall bracing, the Department of Safety and Professional Services (DSPS) has updated their website. Please check out that website for more information.

For members who work with a designer, architect or engineer on the design of your homes, please forward this information to them so they can get this up to date information as well.

While the new code is easier and less expensive to comply with than the old rule, WBA recognizes that there will be questions from members. Remember that you have free access to the WBA code hotline (1-888-947-2458). The hotline is ready and will be available for members that have questions on the wall bracing rule.

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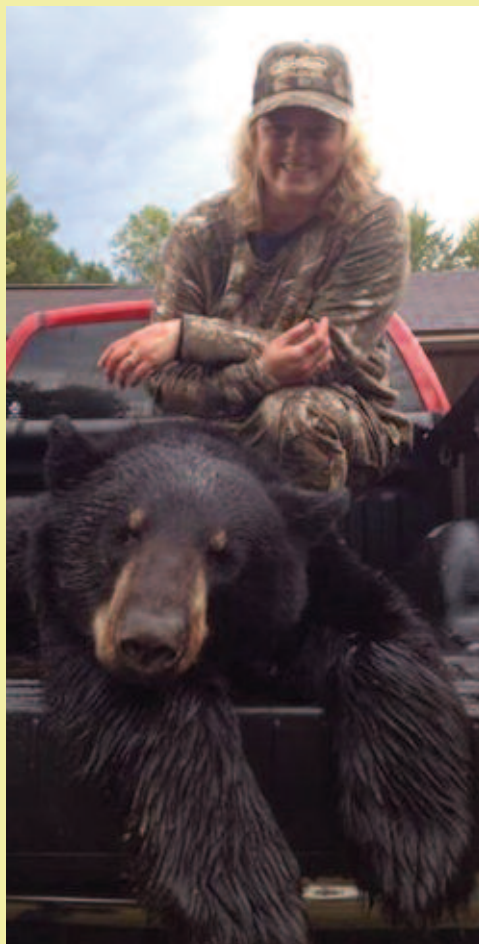
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outdoor adventures

▼ Congratulations to Cindy Zuleger from Color Creations LLC

► Congratulations to Sandy Witzeling, wife of Tim from Modern Builders.



▲ Larry Meyer (2nd on horse) riding into the Bob Marshall Wilderness in northern Montana

Send us your pictures. We'd like to see your successful hunt!

Good Luck to all Bow Hunters!

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

Article courtesy of Wisconsin Builders Association

A Wise Investment

A home is one of the most important purchases many people will make in their lifetime. Beyond providing basic shelter, a home is a place where new beginnings start and memories are made. But a new home is also a wise investment. Today's newly built homes can offer immediate savings as well as be a sound long-term investment for you and your family.

Today's professionally built new homes:

- Show immediate energy savings on monthly utility bills,
- Are less expensive to maintain than older homes,
- Add positive value to other's through the local and state economy,
- Are a sound long-term investment and generational asset.



ENERGY SAVINGS

Newly built homes are more energy efficient than older homes. With new energy efficient windows and doors, better insulation technology, ENERGY STAR appliances, and a modern heating & cooling system, your energy savings add up quickly saving you money on monthly utility bills. According to the National Association of Home Builders (NAHB), the average new home owner spent only 65 cents per square foot per year on electricity compared to 78 cents per square foot per year on an older home. And for homes with natural gas, new home owners spent only 38 cents per square foot per year compared to 53 cents per square foot per year for an older home.

That is a total annual savings of \$616 on a typical 2,200 square foot home. Over 30 years, that equals \$18,480 in savings. And with rising energy costs, that amount could grow over time.

These energy savings make new homes a better value in the short and long term. And now with the ability to build an Energy Star Certified Home, your savings can dramatically improve your monthly budget freeing up even more money for other things such as a college education fund, vacations, hobbies, and retirement savings.

LOWER MAINTENANCE COSTS

Analysis by the National Association of Home Builders (NAHB) shows that maintenance costs are lower for newer homes. According to the NAHB, 26% of all homeowners spent \$100 or more a month for routine maintenance expenses.

However, 73% of new homeowners spent less than \$25 a month on routine maintenance costs. And maintenance costs on average were 56 percent lower in new homes. In total, costs were \$547 a year for all single family homes versus \$241 for newer homes built after 2008. That is a savings of \$306 per year.

When renovating an older home, you need to pay cash or take out a second home improvement loan at a higher interest rate. Building a new home allows you to roll desired upgrades and features into your original low interest mortgage allowing you to pay over time.



POSITIVE COMMUNITY IMPACT

Building a new home helps others and the economy by adding and supporting good paying jobs. According to the NAHB, building just 100 average single-family homes generates more than 300 jobs and nearly \$9 million in taxes and revenue for state, local and federal governments that supports local schools and communities.

And many products used in new home construction are “Made in America” which provide family supporting manufacturing and construction jobs right here in the United States.

A SOUND INVESTMENT

A home continues to be one of the most sound long term investments you can make. And research shows that new homes often appreciate more than older homes. With mortgage interest rates still at record lows, now is a great time to finally build your dream home.

A home is often one of the most valuable assets passed on to the next generation in an estate making it a smart investment today and a generous gift for your families’ future.

Buying a home or building a home for the first time is exciting. Call a builder member from our local association to start your dream home adventure today.



Larry Meyer and Alex Forer, co-chairs of the Sporting Clays Shoot, are shown presenting a check on behalf of the WABA to Jim Campbell of the Never Forgotten Honor Flight.

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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

Get ready for The WABA Parade of Homes 2015 Kick Off and Table Top!! Held @ the beautiful "Great Dane" on October 16, starting @ 6 PM Cocktails-7 PM Dinner @ 2305 Sherman Street Wausau All Builders MUST be there...so this is the perfect time to showcase YOUR business, Associates!!! Get your Table Top reserved and get your reservation in...You don't want to miss this GREAT opportunity!! Also... 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.

HOME SHOW

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

DONT MISS OUT!

Interested in attending IBS Education sessions?

To attend IBS Education sessions, you must be registered for a full registration package or a 1-day education with expo pass package valid for the day of the session you wish to attend. If you have already registered for an expo-only pass, you can use your last name and confirmation ID to log back in and upgrade your registration at any time to one of the options that include education. Rooms fill up quickly, so plan on arriving early to ensure you get a seat!

Interested in attending a Master session?

Guarantee your Master session seat for \$25 per session!
Reserved seating can only be purchased online during IBS advance registration. Tickets purchased by December 19, 2014 will be mailed with your badge. Tickets purchased between December 20, 2014 and January 4, 2015 will be mailed to the address in your registration record prior to the show. Doors will open 30 minutes prior to the listed start time and reserved seating will be held until 30 minutes after. At that time, unclaimed, reserved seating will be released on a first-come, first-served basis. Fees for Master sessions are not refundable.
Got to www.buildersshow.com for more information.

Article courtesy of NAHB International Builder's Show

Education Highlights

ALL BUILDING KNOWLEDGE STARTS HERE



IBS education is in demand! The number of attendees getting full registrations (with access to all education sessions) has grown 40% over the last two years because builders and industry professionals know that IBS keeps you up to date

on the latest trends, the newest techniques and the most forward-thinking business strategies.

With over 100 education sessions in 10 tracks that cover the breadth of the entire building industry, you'll find the know-how you're looking for as well as insight you never expected.

New Education Track: Building Techniques, Systems & Materials

You asked, and we answered! Building on the success of the demos in the High Performance Building Zone at IBS 2014, we've added an entire track devoted to the "how-to's" of modern home building and remodeling.

Learn from the Top Minds in Building

Speaker ratings are at an all-time high! In 2015, you'll hear from the most-highly rated speakers from past shows and we've recruited 70 brand new voices to bring fresh perspectives.

The Tech Hub is Back

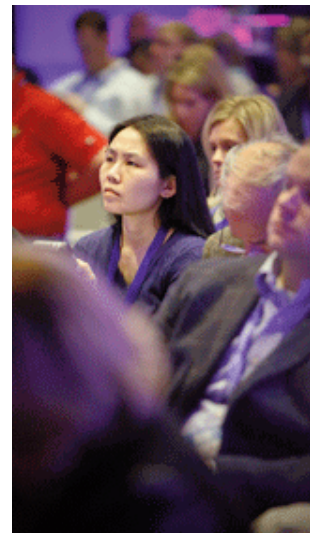
Expect an energetic and enthusiastic audience at the Tech Hub, an education session room set up to teach and make use of new technology and platforms, whether to run your business more effectively or market to customers.

Building Knowledge and Spotlight Sessions

We're offering over 100 spectacular one-hour sessions, based directly on your feedback. Get ready for trends and technique on design, sales, remodeling, high performance building, finance and more.

Master Sessions and Plan Reviews

In Master sessions, take time to fully explore a topic in a smaller sized class for an optimal experience. Consult with top designers and architects during the Plan Reviews – on your own building plans!





Snapshots from our **SEPTEMBER DINNER MEETING**

