

# LET'S LEVEL

*the Official Publication of the Wausau Area Builders Association*

**SEPTEMBER 2011**

**VOLUME 30 - ISSUE 9**



**SPORTING  
CLAY SHOOT**

**PICTURES INSIDE**

# LET'S LEVEL

September 2011  
Volume 30, Issue 9



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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.



## BELIEVE IT OR NOT!

Yes, the Wausau Area Builders Association Home Show is just around the corner. Coming again, the first week of February in 2012 to The Patriot Center.

September is the last month before the October 1 price increase for booths, so if you are interested, get your reservations in early by going to our website, and under Home Show select the link for the booth registration process. You will see our new exciting layout, exhibitors that are registered, and be able to select your own booth.

The 2012 show promises to be another exciting year for the show which is one of THE major fund raisers for your association, and your participation will show your support as well as help you grow your business.

We will also have advertising opportunities available for those who are interested in promoting their business to the many consumers who will see our marketing materials as well as those who attend the show.

Please contact me directly if you have any questions.

Russ Utech, Home Show Chairman  
Russ.utech@murphyinsurance.com

# PARADE *of Homes* 2012 KICK-OFF NIGHT

The November Dinner Meeting will again serve as the Parade Table Top Night. Builders are required to attend and visit each Associate member displaying that night. It's an excellent opportunity to communicate your specials with the Builders.

If you are interested in displaying that night contact me, there is limited display area and with the success of last year's night the space will go quickly!

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## UPCOMING EVENTS

### **TUESDAY, SEPTEMBER 7-10**

NAHB Fall Board Meetings  
Hilton Milwaukee City Center

### **TUESDAY, SEPTEMBER 20**

Board Meeting - WABA Office

### **THURSDAY, SEPTEMBER 22**

Membership Dinner Meeting  
The Great Dane

### **THURSDAY, OCTOBER 6**

WBA Board Day - Chula Vista

### **TUESDAY, OCTOBER 18**

Board Meeting - WABA Office

### **THURSDAY, OCTOBER 20**

Membership Dinner Meeting - TBD

### **TUESDAY, NOVEMBER 15**

Board Meeting - WABA Office

### **TUESDAY, DECEMBER 20**

Board Meeting - WABA Office

### **FRI.-SUN., FEB. 3-5, 2012**

Home Show

### **FEB. 8-11, 2012**

International Builders Show  
Orlando, Florida

## A NOTE FROM YOUR EXECUTIVE OFFICER



What a busy day in Wisconsin! The Brewers, the Badgers and the Packers are playing at home on September 1. What a way to start the month!

The WBA Task Force stopped in Wausau recently to hear any and all suggestions and/or comments from any of the Associations in our area. Representatives from WABA and the Central Wisconsin HBA were in attendance and numerous ideas were offered around the room ranging from WBA Board Days to the general structure of WBA. All in all it was a very positive

and productive morning.

The sporting clay shoot was again an excellent time at the Wausau Skeet and Trap Club. Thank you to Russ Utech, Scott Orlikowski and Kristin Flamang for helping out that day. Thanks also to Brent Kriewaldt and Larry Meyer for organizing the event. We couldn't have had a nicer day with weather or with camaraderie. The date and time for the 2012 Shoot will be released very soon.

As a reminder - The Home Show registration deadline before the booth price increases is the end of September so if you're considering a booth in the Show, go to the WABA website and you can secure your booth online. Any questions can be directed to the Home Show Chairman Russ Utech.

On the 22nd we start our monthly Dinner Meetings again. We'll Kick Off at the Great Dane with a tailgate party. Wear your favorite team attire to get free beer and enjoy the Tailgate Party out on the new patio. There is a registration form in this newsletter and you will also receive a separate email with the online registration link.

Enjoy the last warm days of the year and we'll see you at the Meeting on the 22nd.

— Chris Briquet

## PRESIDENT'S MESSAGE



Well summer is over and fall is here. Which brings the September membership dinner meeting on the 22nd at the Great Dane. Please join us for a fun tailgate party.

Fall elections will take place soon. We need nominations for President-Elect, Local Directors, Committee Chairs, etc.

Other events to watch for: the NAHB Fall Board Meeting on Sept. 7-10, the WBA Fall Board Meeting on Oct. 6th and the Wisconsin Builders Conference Feb. 22-24, 2012.

Sincerely, — Garry Volm, Volm Builders LLC

# MEMBERSHIP INFORMATION

## THANK YOU FOR RENEWING

County Land & Title  
Fred Mueller Automotive  
Larry Meyer Construction  
Marcell's Specialties

Perry Seamless Gutters  
Ralph's Hardwood Floor  
Reif Construction  
SJM Builders

## NEW MEMBER

Stone Innovations – Dean Tousignant



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Rib Mountain  
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Mosinee  
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Rothschild  
359-0579



141 W. Thomas Street  
Wausau, WI 54401  
Phone (715) 842-9510  
Fax (715) 845-5435  
[www.WausauAreaBuilders.com](http://www.WausauAreaBuilders.com)

### OFFICERS

President ..... Garry Volm  
Vice-President ..... Bob Marcell  
Secretary-Treasurer ..... Sara Holtz  
Past President ..... Larry Meyer  
Executive Officer ..... Chris Briquette

### STATE DIRECTORS

Bob Marcell Andy Radant Sid Sorensen  
Garry Volm Larry Meyer

### LOCAL DIRECTORS

Kolby Muscha Chad Sickler  
Jerry Jarosz Jonathon Smith  
Russ Utech Jason Brettingen

### LIFE DIRECTORS

Dave Kautza Dan Sillars Jim Woller John Joseph

### NATIONAL DIRECTORS

Bob Marcell Garry Volm

### WBA PAST PRESIDENT

Arden Emmerich

### WBA NORTH AREA VP (Associate)

Mike Richie

### ALTERNATE NATIONAL DIRECTOR

Larry Meyer Sid Sorensen

### COMMITTEE CHAIRPERSONS

Marketing ..... Jim Weimerskirch  
Associates Advisory ..... Ray Bodenheimer  
Jason Brettingen  
Kristin Flamang  
BLDR-PAC ..... Andy Radant  
Education Committee ..... James Wanserski  
Events Committee ..... Andrea Reede  
Building A Better Wisconsin Trustee ..... Jonathon Smith  
Governmental Affairs ..... Jonathon Smith  
Home Show ..... Russ Utech  
Membership ..... Kristin Flamang  
Parade of Homes ..... Jeremy Voigt  
Planning Committee ..... Mike Richie  
Public Relations ..... Bob Marcell  
Scholarship ..... Jerry Jarosz  
Golf Outing ..... Jerry Jarosz  
Sporting Clay ..... Larry Meyer

# **TOP TEN BENEFITS OF THE WISCONSIN BUILDERS ASSOCIATION**

## **3 IN 1**

*When you join your local association, you automatically become a full member at the state and national level. That's three memberships for the price of one.*

## **POLITICAL ADVOCACY**

*Government Affairs staff monitor legislative and legal issues that affect the building industry at the state capitol. They work to give members a unified, strong voice directly to state lawmakers in order to defeat excessive regulations and defend affordable housing initiatives.*

## **LEGAL & BUILDING CODE HOTLINE**

*As an exclusive WBA member benefit, WBA is now providing members a means to get legal information and education about building-related issues as well as answers to questions about building codes and ordinances.*

## **INSURANCE**

*WBA offers insurance services exclusively to members through WBA Insurance Services. Health, life, disability, and voluntary benefits insurance plans available to members, their employees and their families provide quality that responds to the needs of individual groups.*

## **BUSINESS FORMS AND INDUSTRY STANDARDS**

*New WBA Home Construction Contract is the latest industry standard available to members for no charge! Other business tools include Change Orders, Specification List, Warranty Document, Sub Contractor Agreement and more.*

## **MEMBER REFERRALS**

*Do Business with a member is always encouraged! Member-only referrals when the public or media calls the state office seeking builders, remodelers or other services.*

## **PUBLICATIONS**

*Stay on top of legislative calls to action, industry news and the activities of both the state and local associations through our monthly Wisconsin Building News e-newsletter, our bi-monthly magazine the Badger Builder and following us on Twitter, Facebook and Linked In.*

## **NETWORKING**

*From local networking and monthly membership meetings to regional trade shows, national, and special-interest Councils, WBA provides hundreds of opportunities for you to meet and learn from fellow professionals, potential customers, and vendors from leading industry suppliers.*

## **EVENTS**

*WBA's annual convention, and local consumer and industry-related events provide members the chance to target consumers and network with colleagues.*

## **INSTANT CREDIBILITY**

*Signal to the public your commitment to professional standards, continuing education, and fair business practices through your membership which includes the widely-recognized and well-established state, local and National Association of Home Builders.*



# MARKET YOUR COMPANY IN THE WABA NEWSLETTER!

*With the electronic format of the newsletter, you are able to include a link to your television commercial, your radio commercial, and/or a link to your company website and your email address.*

***All for no extra charge!***

*Our newsletter is distributed to over 500 different individuals which means this is an opportunity for your company advertisement to be viewed over 6000 times.*

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*Don't miss out on this tremendous opportunity to maximize your Company's exposure in the Wausau Area Builders Association, contact Chris today!*

## **Pricing for 12 Issues is as follows:**

---

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[chris@ausauareabuilders.com](mailto:chris@ausauareabuilders.com)  
or mail them to:

Wausau Area Builders Association  
141 W. Thomas Street, Wausau, WI 54401



**Full Page**  
8 1/2 x 11

**1/2 Page**  
8 1/2 x 5 1/2

**1/4 Page**  
4 1/4 x 5 1/2



# Wausau Area Builders Association **SPORTING CLAY SHOOT**

I would like to take this opportunity to thank everyone who volunteered, who shot or did both for helping to make the Sporting Clay Shoot a success. We had 45 shooters which was three less than last year. This was less than what we hoped for but there is a learning curve with every event so we will be tweaking our approach for next year. Everyone shot 108 times and the scores ranged from a 31 to a 92 and everywhere in between. Just like last year most of us got beat by 14 year old Ian Field who is Kristin Flamang's nephew.

Keep this event in mind for next year. You don't have to know how to shoot, you don't have to be any good, heck you don't even need to own a gun. Just come out and have some fun.









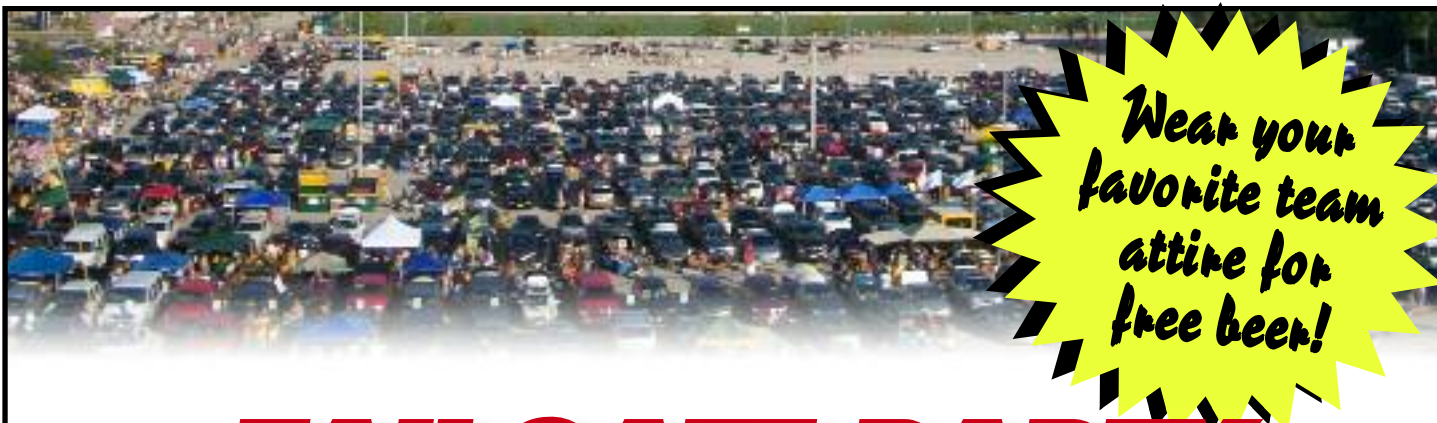
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# **TAILGATE PARTY AT THE GREAT DANE**

## **THURSDAY, SEPTEMBER 22**

6-7 pm Tailgate Party and Cocktails  
on the new outside patio (weather permitting)  
7 pm - Dinner with Presentation and Association updates to follow

### **DINNER CHOICES:**

- a. **Mad City Mama's BBQ Meatloaf:** U.S.D.A. CHOICE Angus chuck baked with tomato, garlic and herbs then grilled and basted with BBQ sauce. Topped with roasted red peppers and haystack onions. Served with garlic mashed potatoes and market fresh vegetables.
- b. **Lagered Sausage Platter:** Homemade chorizo, Italian herb, and chicken wild mushroom sausages slow simmered in our famous lager then grilled and served on a bed of mashed potatoes, smoked bacon, wild mushrooms, carrots, braised cabbage and our German Pilsner mustard.
- c. **Beer Can Chicken:** Hickory wood smoked chicken with a hint of hops and finished with roasted chili pepper butter. Served with garlic mashed potatoes and market fresh vegetables.

## **RESERVATIONS ARE MANDATORY**

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

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

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

Phone \_\_\_\_\_ Email \_\_\_\_\_

Meal Choices (how many for each: A \_\_\_\_\_ B \_\_\_\_\_ C \_\_\_\_\_)

**RESERVATION DEADLINE IS FRIDAY, SEPT, 16**

Call 715-842-9510, fax 715-845-5435 or email [chris@wausauareabuilders.com](mailto:chris@wausauareabuilders.com)  
One meal per membership is free, additional meals are \$15.00 (No-Shows will be billed)

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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 \_\_\_\_\_

Suppliers:

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

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

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

Customers:

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

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

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

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

### MEMBERSHIP CLASSIFICATION:

Basic membership dues are \$430.00\* 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 \$430.00 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, 141 W. Thomas St., 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:

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



## **Secretary Chandler visits with WBA GA Committee**

WBA GA Committee members were honored to have Wisconsin Department of Revenue (DOR) Secretary Rick Chandler as a special guest recently. Secretary Chandler gave the group a briefing about the recently passed state budget and how that will have a positive effect on the economy and Wisconsin's fiscal condition in the future.

You may remember that before becoming DOR Secretary Mr. Chandler worked as a consultant and helped WBA members on the WBA Tax Sub-Committee issue a report to help Wisconsin taxpayers reduce their property tax burden.

The highlights of that report were:

- Remove the technical colleges in the Wisconsin Technical College System from the property tax
- Remove the court system from the property tax
- Eliminate the taxation of personal property in Wisconsin
- Eliminate the forestry tax

Secretary Chandler was asked about the possibility of these suggestions being considered in the future and he affirmed by saying with the positive changes in the last state budget these could be under consideration for the next one.

## **WBA President Esposito urges support for federal lending bill**

WBA President Don Esposito recently sent a letter the Wisconsin congressional delegation asking them to sign on to the Home Construction Lending Regulatory Improvement Act of 2011. This is a major initiative being pushed by the National Association of Home Builders.

The Home Construction Lending Regulatory Improvement Act of 2011 will direct banking regulators to issue new guidance specifically addressing three key regulatory areas that have unnecessarily hampered the flow of credit to our nation's home builders. The Act removes barriers to lending while preserving the regulators' ability to assure the safety and soundness of the financial institutions they oversee.

A special thank you to Congressman Reid Ribble who signed onto the Act shortly after meeting with WBA members during the NAHB Legislative Conference in March.

In the letter to the Wisconsin congressional delegation WBA President Esposito stated, "As a longtime member of the home building industry as well as one of the 5,800 members of the Wisconsin Builders Association and its 2011 President, I am writing to bring to your attention one of the biggest challenges facing our industry today: the lack of availability and accessibility to land acquisition, land development and home construction (AD&C) loans. To remedy this situation, H.R. 1755, the Home Construction Lending Regulatory Improvement Act of 2011, has been introduced by Representatives Gary Miller (R-CA) and Brad Miller (D-NC). I urge you to cosponsor this legislation."

## **New Madison office location for S&B license and manufactured home services**

The state Safety and Buildings Division unit that provides counter service in Madison for licenses, certifications, and registrations is moving, changing office location as part of the formation of the new Department of Safety and Professional Services. This move also includes staff who provide counter service for manufactured (mobile) homes titles and sales.

The new location as of July 25, 2011, is at 1400 East Washington Avenue (53703) in Madison, at the corner with North Dickinson Street, just southwest of the Yahara River. Free parking is available in a lot on North Dickinson Street.

Mailing addresses for S&B forms and telephone numbers will remain the same. The telephone number for licenses, certifications, and registrations is 608-261-8467. The telephone number for manufactured homes services is 608-264-9596.

All other S&B services in Madison remain at 201 West Washington Avenue.

## **Krabbe appointed to Uniform Dwelling Code Council**

The council that reviews changes to the Uniform Dwelling Code, the aptly named Uniform Dwelling Code Council (UDC), met recently with a WBA member present as a recent addition.

Earlier this year longtime UDC Council member John VandeCastle retired from the council and opened up a position for a material supplier.

After positing the opening on their website Governor Scott Walker appointed Pete Krabbe of Seymour Lumber to the open supplier position on the UDC Council.

Mr. Krabbe reached out to WBA last fall with a request to become more involved on the state level and expressed an interest "in contributing to the organization in any capacity, especially on interaction with the branches of government that directly affect our industry."

Krabbe also added "I want to help grow our industry by working to lessen governmental influence in our day to day business."

WBA is confident that Pete Krabbe's worldview will be a welcome addition to the UDC Council!



## **Tommy Thompson looks all in for U.S. Senate**

Former Wisconsin Governor Tommy Thompson announced that Wisconsin Attorney General J.B. Van Hollen and former Secretary of the Department of Administration Jim Klauser would be serving as honorary chairs for his run for the open U.S. Senate seat.

Thompson has been rumored to be considering this run for some time and the announcement this week, in addition to a previous announcement naming key fundraising advisors, seems to indicate this time a Thompson run is very likely.

In a press release announcing the "first wave of strategic advisors" Thompson said, "I'm honored to have the support and commitment of Jim and J.B., we need to get America working again. We can do better, and it begins with getting government out the way of creating the jobs that make our families and communities stronger."

The GOP primary for the U.S. Senate seat currently held by Senator Herb Kohl will likely be a crowded field that features a number of well known GOP names. Rumored to be considering a run are former Congressman Mark Neumann, Assembly Speaker Jeff Fitzgerald, former State Senator Ted Kanavas and current state Senator Frank Lasee.

## **Feingold not running for anything in 2012**

All along, former state and U.S. Senator Russ Feingold (D-Middleton) had said he was considering a return to elected office in 2012 and that he would announce his intentions around Labor Day of this year. In somewhat of a surprise announcement recently Feingold released a statement saying he would not be seeking any elected office in 2012.

Feingold was rumored to be considering a run again for the U.S. Senate or mounting a challenge to Governor Scott Walker if enough signatures were collected to trigger a recall election sometime in 2012. If you walked around the capitol square during the winter and spring of this year you could see several protesters with t-shirts featuring the face of Feingold with the saying "this is what a governor looks like" and "Feingold for Governor 2012."

On his "Progressives United" website Feingold said, "I am grateful for the friendship and support of so many fellow Wisconsinites who suggested I consider running for statewide office in the coming months. While I may seek elective office again someday, I have decided not to run for public office during 2012. This was a difficult decision, as I thoroughly enjoyed my tenure in both the State Senate and the U.S. Senate, and I know that progressives are eager to reverse some of the outrageous policies being pursued by corporate interests at both the state and federal levels."

## **DNR announces Enterprise Agency**

The Department of Natural Resources (DNR) announced an agreement with the Department of Administration (DOA) to become Wisconsin's first "enterprise agency."

Under the Enterprise Agency agreement, DNR has committed to:

- Improve processes to reduce permit times by 5% for major air and water permits while upholding environmental standards;
- Improve communication and interaction with the regulated community to assure environmental permitting requirements are widely understandable and are issued in a timely way through creation of a new Office of Business Support and Sustainability;
- Develop Internet-based tools to streamline and more effectively transmit and track permit applications;
- Increase over-the-counter service at DNR facilities by 40%;
- Improve cost-effectiveness by prioritizing work and eliminating duplicative systems for fleet and facilities construction and repair; and,
- Reduce costs by 2.5% for basic operations, and organize itself into a line authority organization to assure DNR is making consistent decisions across the state.

In a statement of support WBA President Don Esposito commented that "the dedication and commitment to continuous improvement shown by the entire DNR staff from the field level on up to senior management is admirable. Builders and developers across the state interact with the DNR frequently, sometimes with regulatory processes that overlap and duplicate one another. The restructuring appears to us to be a long-overdue effort to make Wisconsin's largest regulatory agency function more efficiently. That will benefit the environment, the economy, and the citizens of Wisconsin."

Brad Boycks

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Visit our web site: [www.wisbuild.org](http://www.wisbuild.org)

(This is a monthly report from the Wisconsin Builders Association, our "political arm" at the state Capitol in Madison. Each month, the Monday Morning Review will highlight the going's on under the Capitol Dome with an eye toward what matters to the housing industry.)

# WHAT HAS WBA DONE FOR YOU LATELY?

## Government Affairs

Read "The Final Inspection" for full coverage of the 2009-2010 legislative session accomplishments of our Government Affairs team.

WBA defeated several proposals that would have cost you money, either directly in the form of needless higher standards, or indirectly in the form of more complicated red tape. Some of the misguided legislation that WBA stopped included:

- Requiring builders to withhold 1% of payments to independent contractors.
- Restoring "joint and several liability," which means you could pay 100% of the damages in a lawsuit, even if you were only 1% of the cause.
- Forcing landowners to pay higher taxes on land being used for farming, if that land is slated for eventual development.
- Imposing a variety of new licensing and certification requirements on construction work, ranging from licensing "iron workers" who install wrought iron, to licensing "crane operators" who operate forklifts.
- Requiring local builders associations and others from paying exorbitant fees just to register builder education classes.



Weekly updates are provided in The Friday Update which you can request to receive by e-mail, or check out the current and archived issues on the member side of [www.wisbuild.org](http://www.wisbuild.org) > Member Information > Government Affairs > Friday Update.

## Codes and Legal Issues

- BLAR dollars supported an effort to establish new rules by the Wisconsin Supreme Court. The rules suggested by WBA and other business groups were approved in their entirety by the Wisconsin Supreme Court. These new rules will assure that a personal or political action donation or endorsement or an independent ad campaign during election time are not reasons by themselves for justices to recuse themselves from court cases.
- WBA submitted comments to DHS in regards to Emergency Rule on Lead Safe renovations. Specifically disagreed with how the rule package goes beyond federal rule requirements both from a legal and policy standpoint.
- Citing inconsistencies, faulty data and regulatory overreach, NAHB and the Wisconsin Builders Association filed their principal brief supporting a lawsuit against the U.S. Environmental Protection Agency over the new effluent limitation guidelines (ELG) and new source performance standards (NSPS) that builders and developers now must follow under the Clean Water Act. The lawsuit charges the EPA with exceeding its authority under the act and relying on improperly vetted studies to arrive at its numeric limits for the ELG and NSPS.
- WBA successfully opposed a fee proposal from the Department of Commerce. According to DOC Safety and Buildings Administrator Greg Jones, DOC is not moving forward with a continuing education course approval fee of \$40, plus \$5 per half hour of approval requested.

One local association indicated this fee would have cost it \$3200, while Commerce estimated the fee would have generated \$54,000 annually.

- WBA testified at a DOC hearing on a rule relating to the use of REScheck software to demonstrate compliance with the UDC energy requirements. Among other items, we raised concerns regarding the costs associated with meeting some of the new energy requirements as they are reflected in REScheck.
- WBA continues involvement in litigation to help builders statewide, including litigation relating to Federal Effluent Limitation Guidelines for the Construction and Development industry, a challenge to an impact fee ordinance, and challenge to a decision that potentially greatly expands DNR's regulatory authority.
- WBA continues to represent builders on a variety of regulatory issues, including rule proposals from EPA, DNR and Commerce.

WBA, as well as NAHB, submitted comments opposing changes to EPA's lead renovation rule.

WBA and the Wisconsin Realtors Association recently filed a brief with the Wisconsin Supreme Court, asking the Court to review an important decision that may have significant ramifications regarding administrative agencies' regulatory authority. *Lake Beulah Management District v. Wisconsin Department of Natural Resources* involves a high capacity well that was to be used for a public water supply, and an allegation that the well would impact a lake.

- WBA Legal Counsel provided legal information to over 125 Legal and Building Code Hotline inquiries.



### **WBA Insurance Services**

- We provide discounted group health insurance for single employee companies all the way up to large companies. Health insurance, life insurance, executive benefits, business continuation planning, retirement plans, education planning and investment planning and analysis. WBA Insurance Services has made major changes to the builder exclusive plan to make the plan more competitive and a better value for the members.
- We are now licensed to sell health insurance plans through the following insurance carriers: Dean Health Plan, Group Health Cooperative of Southern Wisconsin(GHC), Unity Health Insurance, Humana Group, HumanaOne Individual and Anthem Blue Cross Blue Shield. WBA Insurance Services continues to offer the member only health plans through Arise Health Plan and WPS Health Insurance.
- We offer a benefit discount card to all members of the association and their employees free of charge. This discount card gives discounts on prescription drugs, vision care and dental care. Information on how to obtain this discount card will be placed on the WBA website and distributed to all the local EO's. For more information you may contact the WBA Insurance Services offices.

### **The WBA Remodelers Council**

The WBA Remodelers Council is a member's only council that provides industry information, education and certification.

- WBA Remodelers has a member's only group for discussions and information sharing on LinkedIn. Discussions, information sharing is available for members only. Keep informed about new lead regulations and learn how to protect your business against DATCP 110 and the fallout from the Wisconsin Supreme Court decision in *Stuart v. Weisflog*.



### **Communications**

- Advertising available on WBA website and e-newsletter and the Badger Builder Magazine
- WBA sites on Facebook, LinkedIn and Twitter to keep you updated and facilitate member networking
- WBA Logo wear is available-show your professional pride!

### **Wisconsin Builders Conference**

- The annual state convention is now the Wisconsin Builders Conference February 10-11-12, 2011 at Chula Vista Resort in Wisconsin Dells. Education offered all day Thursday & Friday, networking begins Friday evening through Saturday night. Besides all the great networking and recognition opportunities of past conventions we are offering more value with the addition of continuing education classes. Watch for sponsorship opportunities to partner with us and put your company in front of industry professionals from around the state.

### **Local Officers Council**

- The Local Officers Council is working with the Remodeler's Council to update the WBA Remodelers Contract. The final product will be present to the WBA board of directors at their October 7, 2010 meeting in WI Dells.

### **Building a Better Wisconsin**

- Twelve local association PAC auctions have been scheduled for 2010, with several other local associations planning to hold various PAC fundraisers throughout the year. Through the first and second quarters of 2010, members of WBA have already raised \$79,850 in BBW PAC, Builder Direct Conduit, and NAHB BUILD-PAC funds, while distributing over \$68,000 to support our friends in the local, state, and national political races who are running in elections this fall.

### **Associate Advisory Council**

- Established a WBA Associates group in LinkedIn for all associate members to connect and network.



# NAHB SPIKE CLUB

## NAHB STATUS CREDITS

*for month ending July 31, 2011*

### SUPER SPIKE

[250-499]

Dan Sillars (484)

### ROYAL SPIKE

[150-249]

Dave Framke (231.50)

Rod Werner (214.50)

Ken Bauer (201)

Jim Woller (191)

Guy Reedy (183.50)

Larry Voigt (163)

Doug Knight (160)

### RED SPIKE

[100-149]

Sid Sorensen (138.50)

Jim Voigt (121.50)

Dave Kautza (119.50)

Rick Kuharske (100.50)

### GREEN SPIKE

[50-99]

Larry Meyer (90)

Jerry Jarosz (89)

Dwight Dorpat (75)

Will Keener (71.50)

### LIFE SPIKE

[25-49]

James Koebe (48.50)

Cory Sillars (46.50)

Arden Emmerich (42.50)

Jeremy Voigt (39)

Bernie Wood (38)

Bob Sundell (35)

Kolby Muscha (30.50)

Dan Thomas (27)

### BLUE SPIKE

[6-24]

Ted Peotter (23)

Garry Volm (22.50)

Bob Kolbeck (21.50)

James Wanserski (20)

Rob Mork (19.50)

Ken Wanta, Jr. (19)

Brian Luedtke (18.50)

Ray Bodenheimer (18)

Shane Brzezinski (18.50)

Jason Brettingen (16)

Leroy Kazmierczak (15)

Bill Schnowske (11.50)

### SPIKE CANDIDATE

Tim Brown (3)

Mark Reede (3)

Don Marquardt (2.50)

Rick Wanta (2.50)

Gary Guerndt (2)

Robert Kulp (2)

John Proulx (2)

Andy Radant (2)

Sarah Ruffi (2)

Matthew Waldvogel (2)

David Zick (2)

James Coleman (1.50)

David Kempf (1.50)

Mike Polencheck (1.50)

Gary Rusch (1.50)

Jonathon Smith (1)

Michael Bolen (.50)

John Ohrmundt (.50)

Roger Zell (.50)

## SPIKES - WHAT ARE THEY?

*Spikes are very valuable to our association because they work to bring in new members and encourage current members to renew their membership. Their efforts are essential to the growth and well-being of our association. We are pleased to join with NAHB and its affiliates across the country in recognizing our "Spikes".*

*Created in 1953, the NAHB Spike Program is designed to recognize and reward those members who are actively involved in recruitment and retention of members. There are currently 15,164 Spikes in local associations across the country and almost an equal number of Spike Candidates, those individuals working to obtain Spike status. Through the NAHB Spike Club, these members receive awards of silver and gold lapel pins, plaques, blazers and sweaters for their efforts in membership development.*

*At local membership meetings and at the NAHB annual Convention, Spikes proudly wear their hard-earned blazers and sweaters, and on Spike Color Day at the Convention, thousands of Spikes are recognized on the board floor by the NAHB Board of Directors.*

*As additional recognition, all Spikes in good standing that have also recruited at least one new member during the Membership Year, are invited to attend the annual NAHB Spike Party held during the Convention in January.*

*To become a Spike, an individual must obtain 6 credits within two consecutive years. Spike members must then earn two credits until they reach Life Spike status with 25 credits.*

*If you are interested in learning more about how you can become a member of the Spike Club and enjoy its rewards, contact the Wausau Area Builders Association at 715-842-9510.*