

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association

SEPTEMBER 2012
VOLUME 31 - ISSUE 8

**SEE INSIDE FOR
MORE PICTURES!**

REMEMBER *when?*

2003 Toys for Tots





*Happiness is an attitude.
We either make ourselves
miserable, or happy and
strong. The amount of
work is the same.*

~ Francesca Reigler

Joke of the month

BEAR ALERT

The California State Department of Fish and Game is advising hikers, hunters, fishermen and golfers to take extra precautions and keep alert for bears while in the Yosemite and Mammoth areas.

They advise people to wear noise-producing devices such as little bells on their clothing to alert but not startle the bear unexpectedly. They also advise carrying pepper spray in case of an encounter with a bear.

It is also a good idea to watch for fresh signs of bear activity and know the difference between black bear and grizzly bear droppings.

Black bear droppings are smaller and contain berries and possibly squirrel fur. Grizzly bear droppings have little bells in them and smell like pepper spray.

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President's Message



Well can you believe that the summer is over and now the kids go back to school? The older you get, the faster time flies. I do want to wish everyone a safe and happy Labor Day. If it wouldn't be for all the hard working people, we would not have the lifestyles as we know them. Have fun but be safe.

As most of you know, the WABA Board of Directors sent out a letter letting you, the membership, know where we are with our past EO. This letter was intended to keep you informed what the board has been working on and to let you know that we were at the point of turning this matter over to the DA. The board felt the membership should get the correct information and know the facts before it went to the media. We want our members to know the WABA Board of Directors will be moving forward and making this association stronger and better. Please work with all of us as we keep putting all the pieces back together.

You will see in this newsletter, the 2012-2013 WABA Directors and Committee sign up form. I would like to ask everyone to look deep down inside and find the will to sign up and volunteer. The WABA board and committees work on your behalf; you don't reap all the benefits of membership if you just sit on the sidelines. One of the best benefits is networking and getting involved and its easy to just sign up, you will be glad you did.

We will be moving out of our present location on September 30th, we will be looking for people to help us move. The more people we have, the faster it will go, so please help.

Remember that September means Dinner Meetings starting back up, mark your calendar for September 20th. The dinner meeting is at the VFW; plan to attend.

The dinner meeting for October 18th will be the Parade of Homes Kick Off Night. That means reserve your table top so you can show your products and tell them what you have going on for the Parade. Remember the Builders have to attend that night if they are going to have a home in the Parade. Sign up right away; there are limited number of tables and at \$25 they won't last long.

Please think about customer loyalty. It is about the next time – every time. Every business, whether it's a builder or an associate, want customers to come back. What are you doing to make sure the customer comes back next time? Customer loyalty is great; a partnership is even better. How can you be your customer's partner? Maybe ask what does it take to be a partner? In times like this, doing everything you can to service your customers better and being a leader is one good way to show you really care for your customers. Please do business with a member!!!

Thank You,

Bob Marcell, WABA President

715-581-0980 or 715-581-0982

THANK YOU FOR RENEWING

*Blackline Asphalt, Inc.
Brian Letarski Construction
Brian Luedtke & Associates
County Materials Corp
Denfeld Concrete Construction
Gore Electric Inc.
John Ohrmundt Construction
Larry Meyer Construction Co LLC
Perry Seamless Gutters
Royal WL Heating and Cooling
SJM Builders
The Pool People
Trim Crafters
Verhasselt Home Repair LLC*

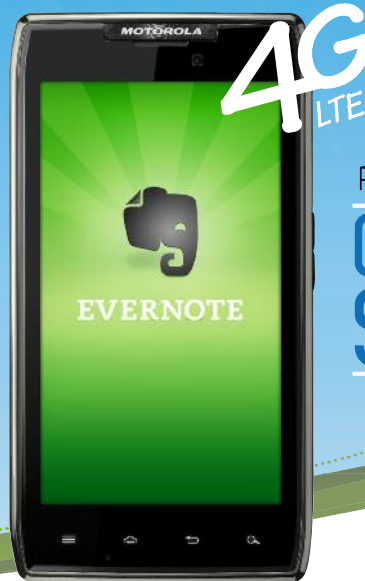
PARADE of Homes

2013 KICK-OFF NIGHT

The October 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 call 715-842-9510. There is limited display area and with each display only costing \$25, they will fill fast!

DOMINATE YOUR ENTIRE DAY



4G LTE

Life in the **FAST** Lane

RAZR MAXX by Motorola

COMING SOON

Cellcom Retail Locations

Wausau Center Mall, Wausau	(715) 848-0625
3804 Rib Mountain Dr., Wausau	(715) 241-7997
2106 Schofield Ave., Weston	(715) 355-8090

Cellcom[®]
Clearly The Best.[®]

Built For You

4G LTE service available in select markets. Compatible device and data plan required. Average download speeds while on the 4G LTE network are 5-12 mbps. Other restrictions may apply. See store for details. LTE is a trademark of ETSI.

SEPTEMBER

2012

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

OCTOBER

2012

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

NOVEMBER

2012

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



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DISCOUNTS EDUCATION
APPROVED WBA FOUNDATION
CE CREDIT RELIABLE MEM-
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RELIABLE WBA FOUNDATION
MEMBER DISCOUNTS

STATE APPROVED EDUCATION
WBA FOUNDATION CE CREDIT
RELIABLE MEMBER DISCOUNTS
AFFORDABLE RELIABLE WBA
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MEMBER DISCOUNTS STATE
APPROVED EDUCATION WBA
FOUNDATION CE CREDIT
RELIABLE MEMBER DISCOUNTS
AFFORDABLE RELIABLE WBA
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CONTINUING EDUCATION
CREDIT WHEN IT'S
CONVENIENT FOR YOU.
AT YOUR HOME OR OFFICE.

LOG ON TODAY,
BUILD SKILLS FOR TOMORROW



ONLINE EDUCATION NOW AVAILABLE

A reliable, affordable and timely education choice.

We've all done our fair share of procrastinating; sometimes it's impossible to avoid. For contractors who hold the Dwelling Contractor Qualifier Credential, achieving the twelve continuing education credits needed for renewal may fall victim to busy schedules and, frankly, procrastination.

I can't tell you the number of contractors I've spoken with who, at the last minute, need credit hours to renew their credential, but can't find a reliable, affordable class. Good thing there is finally a solution to this issue – online courses offered by the Wisconsin Builders Association Foundation (WBAF) and <LOCAL>.

You CAN learn online

A lot of individuals feel they learn best through live instruction classes, and there is undeniable value in a live presentation experience; however classes held on specific dates at specific locations can prove challenging to attend for today's busy professionals. The WBA Foundation and <LOCAL> have combined the best of both worlds – live-instruction courses recorded so you can learn from industry experts, from the comfort of your home or office, 24/7.

Currently seven classes are available; all approved by the WI Department of Safety & Professional Services for two continuing education credits for the Dwelling Contractor Qualifier Credential each:

- **Building Failures: Moisture Related Issues with Brick & Stone Veneers**

Instructor: Joe Nagan, Home Building Technology Services

This course covers customer reported failures on homes with brick and/or stone exterior veneer cladding. This session addresses these failures, the primary contributing factors and solutions for existing homes. New construction requirements are also covered.

- **UDC Basics and Beyond**

Instructor: Leroy Stublaski, Architecture Plus, LLC.

This class reviews UDC basics and the most common questions including wall bracing, energy ideas outside the basics, where the new federal energy standards will lead us, ResCheck, and what changes are proposed for 2012.

- **Contracts, Customers and Change Orders: The Business of Building Before/During the Construction Process**

Instructor: Robert Procter, J.D., attorney, Axley Brynerson, LLP.

This class covers new home construction and remodeling issues. It focuses on the WBA Home Construction and Remodeling contracts. Topics include types of contracts, scope of work, schedules and delays, payment, permits, change orders, differing site conditions, dispute resolution strategies and warranties.

- **Durable, Forgiving Wall Systems**

Instructor: Linda Heipp, Hallmark Building Supplies, Inc.

Learn the essential building science principles for air and moisture and how they affect your walls, how to select materials and tools and identify the key details that relate to the process of sealing the building envelope

- **How to Run a Home Building Business**

Instructor: Mark Etrheim, MasterCraft Homes, Inc.

Eliminate the trial and error of starting a business. This class includes information on legal considerations, accounting, complying with rules and regulations, and certifications required to be a contractor.

- **The Good, Bad, and Ugly of Home Construction**

Instructor: Leroy Stublaski, Architecture Plus, LLC

This class looks at photos of homes that have created problems for builders and building inspectors alike. Learn everything from how to effectively work with inspectors to the obligations of the builders, what permit fees are for and more. Focus will be on everyday mistakes that cause code violations, how to prevent them, and what to do when mistakes happen.

- **Dew Point for Dummies**

Instructor: Joe Nagan, Home Building Technology Services

Back by popular demand and updated for 2012, this course addresses the many ways moisture can be transported through a building assembly. Real world examples are shown and myths examined.

Log on today, build skills for tomorrow

Taking a class online is simple. Below is a step-by-step process to get you started:

1. Go to www.homebuildersuniversity.com
2. Click on "Class Listings"
3. Click "HBA members click here"
4. Enter your information as prompted
5. You may be asked to resign in
6. The class you purchased can be found in the left hand menu named "MyCourses"
7. Click on your purchased class and a new window will open for viewing
8. Complete the class and quiz for credit
9. You're done. Credits will be posted to your credential account by the WBA Foundation within 4 days of course completion.

If you have questions regarding taking these classes or how many credits you currently need, contact Megan Lindsey, WBA Foundation Education Director, at 920-419-4729 or mlindsey@wisbuild.org.

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WABA DIRECTORS AND COMMITTEE 2012-2013 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	_____
		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: 141 W. Thomas St., Wausau, WI 54401 or fax the form to 715-845-5435

SOMETHING TO THINK ABOUT

**INFORMATION WILL BE COMING SOON FOR
ADVERTISING IN THE NEWSLETTER FOR 2013!**

MEMBERSHIP DINNER MEETING

THURSDAY, SEPTEMBER 20

AT THE VFW • COCKTAILS - 6 PM ~ DINNER = 7 PM - BEEF AND HAM

RESERVATIONS ARE MANDATORY

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

Company Name: _____

Names of Attending: _____

Phone _____ Email _____

RESERVATION DEADLINE IS TUESDAY, SEPT. 18

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)

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CELLCOM CELEBRATES 25 YEARS IN BUSINESS

Cell phones no longer a "passing fad"

2012 marks Cellcom's 25th year in business. In that quarter of a century, cell phones have gone from being considered by many as nothing more than the latest craze and a luxury item to a device that the general population cannot live without.

"This is certainly an exciting achievement," said Pat Riordan, president and CEO of Cellcom. "When we entered the wireless business twenty-five years ago, there were a lot of questions about whether the technology would ever amount to anything and whether forming a cell phone company was a wise investment. Today there is no doubt that wireless technology is flourishing and we are proud to be a part of the continued growth."

Although cell phones were invented in the 1970's, it wasn't until the early 1980's that the government licensed cell phones for commercial use. Because the technology was just emerging and not widely adopted, banks were reluctant to lend money for the new venture. Cellcom overcame its first hurdle when looking for financing to launch the wireless business.

"Banks thought wireless was a passing fad and many banks turned us down with little conversation," said Riordan. "We did end up finding a bank that would lend us the money. We had to basically sign our lives away, but since we had the support of the family, board of directors and other partners, we went for it."

The company officially launched on August 5, 1987. To celebrate and demonstrate the relatively new technology, Cellcom held its launch party on a boat.

"We wanted to show the technology was truly wireless and decided what better way to do that than make a phone call from a boat," said Riordan. "So aboard a boat in the Fox River, we made our first phone call to Ireland. It demonstrated that the technology was mobile and that it worked around the world."

In the first years of business, Cellcom's focus was on car phone sales and installation. The bulky equipment had to be installed in the trunks of cars and initially cost upwards of \$3,000.

"When we launched, cell phones obviously weren't what they are today," said Riordan. "The car phones were expensive and could only make phone calls, but filled a gap for a number of people who were on the road a lot. As the cost of the phone went down, our sales went up and more people began to see the value in being connected while on the go."

The technology has continuously evolved over the last 25 years, going from car phones and "brick" phones that resembled and were as heavy as their namesake, to flip phones and the sleek touchscreen devices of today. As cell phones gradually decreased in size, the number of uses increased. Consumers were quick to adapt to relying on mobile phones for more than voice capabilities.

"It seemed crazy when text messaging launched in 2002 that you would push a button up to three times just to type one letter. Today, we process more text messages in a month than voice calls," said Dan Fabry, COO of Cellcom. "We've seen similar growth with the introduction of internet-based services. When these data services launched in 2004 it was comparable to dial-up speeds. With the introduction of 3G in 2008, 4G LTE in 2012, and smartphones to go with the technology, it is now much easier to consume data through apps, mobile websites and videos. Data use shows no signs of slowing down."

Since Cellcom launched data in 2008, its customers have consumed two petabytes of data. This is equivalent to 26 years of continuous HD video. On a daily basis, customers are using 10 times the amount of data in 2012 than an average day in 2009.

This data demand is the catalyst for Cellcom's latest technology evolution, the launch of 4G LTE. This high-speed data network was launched in portions of Cellcom's service area in April 2012. 4G LTE technology improves data speeds, which is a major advantage in data-intensive activities like streaming video and music, online gaming, and the rapidly growing number of activities with cloud-based applications. 4G LTE technology opens the door to give consumers what they want: faster data interactions.

"Our goal has always been to bring the same technology offered in metropolitan areas to our customers in rural northeast Wisconsin and Upper Michigan. We are committed to our customers and always work to provide extraordinary customer care," said Riordan. "Our belief is that if you're not working for your customers, you're letting your customers down. The launch of 4G in 2012 is another example of how we continue to work for our customers."

Cellcom's commitment to its customers and communities has allowed the company to not only survive the last 25 years, but thrive in the tough wireless landscape.

"If you took a look around the wireless industry in 1987 and today, you would find very few of the same faces. Cellcom is one of the few wireless companies that has the same name and same ownership as when it began 25 years ago," said Pat Riordan. "Today, the wireless industry is just scratching the surface of the technology, and it's exciting to be a part of the continued evolution."

celebrating
45
YEARS
of Building
our communities
together



1985 Halloween Party



1989 Brewer Outing



*Presentation of Gavel by Outgoing President,
 Jay Kleiber to Darold Wegner ~ 1978*



2004 Silent Auction



ADVOCACY GETS REDISTRICTING UPDATE, PLANS 2013-2014 AGENDA

Recently the WBA Advocacy Group met to get an update on the new state assembly and state senate seats now in place for the 2012 primary and general elections from Joe Handrick. Mr. Handrick has worked on redistricting issues in some capacity since 1990 and helped advise the GOP this go around.

The bottom lines on redistricting are: the GOP is in a great position to be the majority party in the assembly for the next 10 years; the state senate is likely to have a GOP majority for the next 10 years as well but the Democrats have a better chance to be there than the assembly; Eau Claire has a number of "toss-up" seats in the assembly and one in the

senate to watch in the future; the 30th Senate District (currently held by Dave Hansen (D-Green Bay) is the only truly 50/50 state senate left in Wisconsin and will be competitive regardless of who holds the seat.

To conclude the Advocacy Group meeting, members discussed and debated the draft 2013-2014 WBA Advocacy Agenda. Chair Brad TenPas gave the group a summary of the new "Advocacy Network" e-mails that went out to gauge people's opinions on a number of issues including moving to a 6-year UDC code review. Members also debated the pros and cons of having recall reform on the WBA agenda. Once members were given some insight that this would not be in the "top tier" of issues we would be pursuing next session but that we would be supportive of the concepts, they voted to include the item in the draft agenda.

Next up Chair TenPas will work with WBA staff professionals to revise the draft agenda with the input that was received at the recent Advocacy Group meeting and present the revised agenda to the WBA Board of Directors on Tuesday, October 2.

Please note the date change of the next WBA Board of Directors meeting from Thursday, October 4 to Tuesday, October 2!!! Also changing will be the venue and city, from Chula Vista in Wisconsin Dells to County Springs Hotel in Waukesha. This change was made so members can attend the WBA Board of Directors meeting and participate in the NAHB Rally for Homeownership.

TOMMY PULLS THROUGH

After a hard fought battle that really kicked in after the June 5 recall election, former Governor Tommy G. Thompson bested the G.O.P. field for the right to take on Congresswoman Tammy Baldwin in November. The rare open U.S. Senate seat in Wisconsin is being vacated by the retirement of current U.S. Senator Herb Kohl.

Most of the night the numbers were showing a close three-way race between Tommy, Eric Hovde, and Mark Neumann. Current Assembly Speaker Jeff Fitzgerald lagged far behind most of the night, most likely the results of not having sufficient campaign funds to go on the air with his message in the vast majority of the state's television markets.

In the end it was Tommy with 34%, Hovde with 31%, Neumann with 23%, and Fitzgerald with 12%.

In their concession speeches, all three candidates who came up short pledged their support for Tommy and all said they would do whatever they could (and encouraged their supporters to do the same) to help Thompson defeat Baldwin this fall.

MILWAUKEE GOES PROGRESSIVE

This summer, an effort led by a group called "We are Milwaukee" and freshman State Senator Chris Larson (D-Milwaukee) was actively recruiting and supporting candidates who were viewed as more "progressive" in the just-concluded primary election.

At the top of the list was a challenge to current State Representative Jason Fields (D-Milwaukee). Rep. Fields had been a longtime supporter of the Milwaukee School Choice program, was vilified for not signing the Walker recall, and was said to be too

friendly to the payday loan industry. Basically Fields was made out to be too moderate and a “Walker ally” by his opponent and We are Milwaukee.

WBA and the Metropolitan BA had a great working relationship with Fields in the past (the WBA PAC, Building a Better Wisconsin, gave Fields the maximum contribution and the Metropolitan BA formally endorsed him) but unfortunately the progressives won this battle with Fields being bested in his primary challenge on Tuesday.

Another big win for the progressive wing was in State Senate District 6 where current State Representative Elizabeth Coggs was defeated by Nikiya Harris. This was an open seat that was vacated when Spencer Coggs was elected Milwaukee City Treasurer this spring. WBA had built a solid relationship with Rep. Coggs this last session when she served on the Assembly Housing Committee.

In addition to a clean sweep in other open assembly seats, the City of Milwaukee also claimed one more win by taking out longtime State Representative Peggy Krusick in a primary. Krusick was defeated by newcomer Daniel Riemer. For those in the Milwaukee area, you may remember the name. Daniel is the son of longtime budget analyst and former opponent to then Milwaukee County Executive Scott Walker, David Riemer.

What does this all mean? The caucus of those elected to the state senate and assembly as Democrats in the City of Milwaukee just got much more liberal, or “progressive”, and State Senator Chris Larson likely feels like he has more power within the State Senate Democrat Caucus moving forward.

SUCCESSFUL BOAT CRUISE FOR BUILD PAC

The first ever Wisconsin boat cruise to raise funds for NAHB BUILD PAC was a success in spite of weather conditions that were not exactly ideal. The two-hour cruise was shortened by 15 minutes due to the weather and those brave members in attendance got a little wet and did have to spend some time “downstairs” as to not get hit by lightning.

All in all, the event was a success and we were able to raise in excess of \$3500 for the national political action committee. We will look to do more lower dollar fundraisers in the future to continue to raise dollars for not only BUILD PAC but also the state political action committee, Building a Better Wisconsin.

Thanks again to our sponsors, LeafGuard of Northeast Wisconsin (Josh Keeney) and WBA Insurance Services powered by Diversified (Don Miller).

ZIPPERER TO WALKER ADMINISTRATION

Recently State Senator Rich Zipperer (R-Brookfield) announced that he will be resigning from the state senate to become part of the Walker administration. Zipperer will serve Governor Walker as his deputy chief of staff and senior counsel.

We are happy for Senator Zipperer to be moving on to a key leadership position with Governor Walker but also sad to see a young, rising star in the state senate move on to bigger and better things.

WALKER APPROVAL RATING STEADY, ABOVE 50%

Marquette Law School has been tracking the job approval of Governor Scott Walker since the June 5th recall election. Walker continues to poll above 50% in the last two Marquette polls.

In July, Walker came in with a 51% approve, 44% disapprove. This time around the numbers remain essentially the same at 50% approve and 44% disapprove.

We have a primary and another November general election with a lot at stake before we start thinking about the 2014 election, but these polls are good news for Governor Walker after a bruising first 18 months in office and a recall election.

Always better to be above 50% than below when thinking about the next election.

Brad Boycks

WBA Director of Government and Political Affairs

Wisconsin Builders Association@bboycks@wisbuild.org

(608) 242-5151 ext.16

Visit our web site: www.wisbuild.org



Wausau Area Builders Association **SPORTING CLAY SHOOT**

The third annual WABA Sporting Clay Shoot took place on Friday August 24 and it went off without a hitch. The weather was phenomenal and we are happy to report that not even the bugs showed up to bug us. Participation was down slightly from last year with 35 shooters participating but we did manage to add a few dollars to the WABA checkbook.

We would like to thank the Wausau Skeet and Trap Club for hosting our event and for all their members who volunteered their time. I would like to thank Kristin Flamang, Bob Marcell, Scott Orlikowski and Carolyn Wilde for volunteering their time to support this event. And last I would like to express my appreciation to Brent Kriewaldt for helping co-chair the shoot and securing the door prizes.

Our hope is that we can increase the participation for next year especially from the membership. This event is about having fun and for many people trying something new. It is not about how many clay pigeons you bust. On that note hopefully you will give it a try next year. ~ Larry







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FOCUS ON TRADE ALLIES

Welcome to Focus on Energy's Trade Ally Newsletter! This monthly newsletter includes the most current information about the residential and business programs, general updates, trade ally participation, education and training, and upcoming events.

PARTICIPATION UPDATES

- You've asked and we've listened: Focus on Energy will be improving the Trade Ally search tool available at www.finditwithfocus.com! The improvements will make it easier for customers to find the right Trade Ally for their project and will ensure that the Trade Ally listing is up-to-date with companies that have registered since the new Trade Ally application was released in May 2012.
- In order to make these improvements, the Trade Ally search tool will not be operational starting this Monday, August 27th through September 24th. In its place, Focus on Energy will post temporary lists of active Trade Allies that have registered since May 2012. These lists will be posted at www.finditwithfocus.com and will be updated weekly.
- Make sure your company is listed in the upgraded tool, as well as the temporary search lists, by submitting your Trade Ally application today!
- While the Trade Ally search tool is being upgraded, customers will be referred to the lists of active Trade Allies on www.finditwithfocus.com or they can call 800.762.7077 for assistance in locating a Trade Ally near them. We appreciate your patience while we make these improvements.

FOCUS ON ENERGY UPDATES

- Social media is up and running, now with LinkedIn too! If you haven't already, please like our Facebook page at www.facebook.com/focusonenergy and follow us on Twitter at www.twitter.com/focusonenergy. Now you can also follow us on LinkedIn, just search companies for Focus on Energy. You'll get the most current updates and resources

faster with our facebook, twitter and LinkedIn feeds!

- The Environmental and Economic Research and Development Program (EERD) Request for Proposals (RFP) closed on August 20, at 3pm. We expect to announce the recipients in early October.
- The second Renewable Energy Competitive Incentive Program FAQ has been posted for questions asked prior to August 16, 2012.

RESIDENTIAL PROGRAM UPDATES

- Participating Trade Allies are now eligible for bonuses of up to \$500 per application when they submit a complete, error-free, multifamily project application on behalf of their customers. Take advantage of this simple way to earn more money on your projects.
- The Appliance Recycling Program gives you an edge with your customers by identifying additional ways they can save energy and money. If you notice an extra freezer or refrigerator in a customer's home, tell them Focus on Energy will pick it up and give them a \$30 Cash-Back Reward.
- The Home Heating Assistance Program offers enhanced rewards, up to \$850, for the installation of qualifying high efficiency heating systems in income qualified customers' homes. These generous rewards are targeted at households that have incomes in the range of 60% to 80% of the state median income (SMI).
- Renewable energy systems, including ground source heat pumps, solar electric (PV) and solar hot water systems are now eligible for rewards when installed on 1 to 3 unit existing homes or on newly constructed homes that are participating in the New Homes Program.
- In preparation for the 2013 program year, the Focus on Energy Retailer Lighting and Appliance Program is requesting proposals for Negotiated Cooperative Promotions (NCPs) with Lighting and Appliance Manufacturers and Retailers selling ENERGY STAR® certified lighting products and WaterSense labeled low flow showerheads. For more information, view the request for proposals go to the RFP page.

BUSINESS PROGRAM UPDATES

- New bonuses, bounties and special promotions are now available! These additional incentive offerings can make a big difference and help you close a sale.
- A Request for Qualifications (RFQ) for Retrocommissioning Service Providers (RSPs) to identify qualified providers is now available. RSPs will be provided training on the RCx Program, and will perform a vital role in delivering energy saving projects.

- Industrial customers can now receive project study assistance with the Performance Based Assessment Incentive. Process-related investigations on energy systems such as compressed air, energy recovery or energy-related controls could be eligible for this study incentive.
- If industrial customers complete the projects recommended by the study that fall within the pre-defined business investment criteria, Focus on Energy will pay 50% (up to \$7,500) of the cost for the assessment.
- Plus, the regular custom and prescriptive incentives will still be available for qualifying projects.
- Customers must first submit an application and receive pre-approval before starting the study. Once recommended projects are completed customers claim their incentive.

WISCONSIN PUBLIC SERVICE PROGRAM UPDATES

- A brand new program is now being offered to Focus on Energy Trade Allies completing projects in the WPS service territory. The Trade Ally WPS Bonus Bid Program provides awards to Trade Allies that competitively bid for energy efficiency awards through a "reverse auction," giving Trade Allies the opportunity to complete more projects that reduce energy costs and increase market competitiveness.
- Focus on Energy and WPS are offering 2 new enhanced incentive programs to schools and government and agricultural customers. The enhanced incentive can pay up to 60% of the project cost on projects that save more than \$500 annually in energy savings.
 - The maximum incentive allowed per project is \$25,000 for schools and government projects or \$10,000 for agricultural projects.
 - The customer must receive pre-approval for this incentive and complete some additional requirements prior to ordering and installing the equipment.
 - For additional information call us directly at 888-391-8702.

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 2013.

The entry fee is \$25 per table top. And at this rate, they'll fill up fast. Please call or fax to sign up today!

Company: _____

Contact Person: _____

Product to Display: _____

Phone: _____

Email: _____