

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association

**SEPTEMBER 2013
VOLUME 32 - ISSUE 9**

1ST EVER BRAT FRY COOKOUT



**Sat., Sept. 7
10 am - 6 pm
Quality Foods IGA
in Schofield**

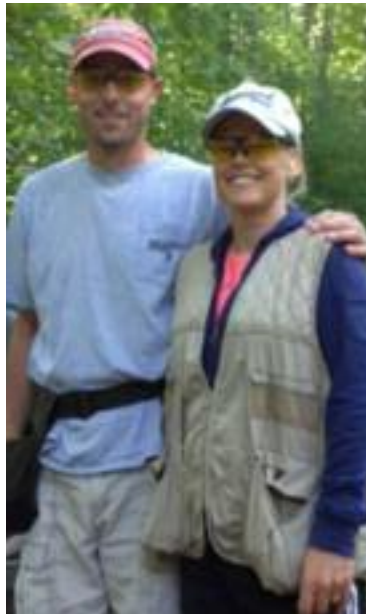
We are in need of volunteers
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Work Schedule:

9-12; 12-3; 3-6

We need 3 people
for each shift.

Please sign up by
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mrsjifenhaus@aol.com or
call Bob at 715-581-0982 or
email bob@marcells.net or
call the office 715-842-9510.



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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.

JOKE OF THE MONTH

A man goes on a 2-month business trip to Europe and leaves his cat with his brother. Three days before his return he calls his brother.

Brother 1: So how is my cat doing?

Brother 2: He's Dead

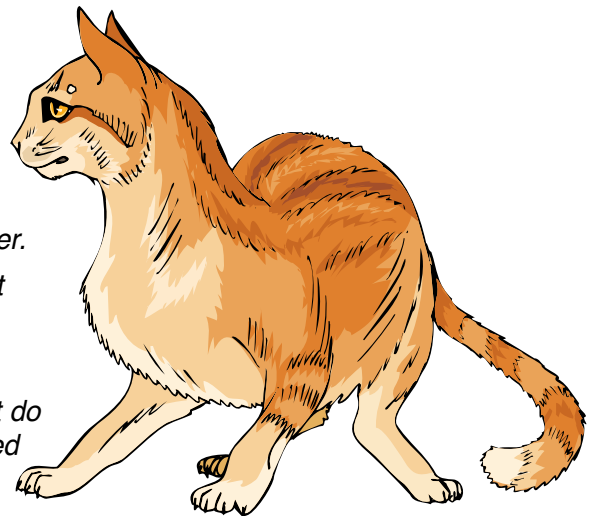
Brother 1: He's Dead! What do you mean He's Dead! I loved that cat. Couldn't you think of a nicer way to tell me!

I'm leaving in 3 days. You could of broke me to the news easier. You could of told me today that she got out of the house or something. Then when I called before I left you could of told me, Well, we found her but she is up on the roof and we're having trouble getting her down. Then when I call you from the airport you could of told me, The Fire Department was there and scared her off the roof and the cat died when it hit the ground.

Brother 2: I'm sorry...you're right...that was insensitive I won't let it happen again.

Brother 1: Alright, alright, forget about it. Anyway, how is Mom doing?

Brother 2: She's up on the roof and we're having trouble getting her down.



FOR SALE

A great corner lot in a very nice neighborhood in Rib Mountain. Sandy soil for easy building, city sewer and water, natural gas, close to I-39 interstate, great shopping and restaurants, great biking trails close by along with Granite Peak ski area. The lot is appoxoximately 119 x 150. Asking price is \$35,000 or best reasonable offer. If interested call Bob at 715-359-6400 or email blborn@charter.net. The address of property is 5905 Rose Ave.

*Come Enjoy an
Italian Meal*



DINNER MEETING

THURSDAY, SEPTEMBER 19

AT IOZZO'S

Cocktails at 6:00 pm | Dinner at 7:00 pm

Beverages Not Included - Cash Bar Available

RESERVATIONS ARE MANDATORY

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

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Speakers will be Deb from The Robert W. Monk Gardens. Dan Sillars will also talk about the importance of "Spikes". Come check out the tabletops and learn about the new members!

Company Name: _____

Names of Attending: _____

Phone _____

Email _____

RESERVATION DEADLINE IS FRIDAY, SEPTEMBER 13

Call 715-842-9510 or watch for an email.

ONE MEAL INCLUDED WITH MEMERSHIP • \$15.00 FOR GUESTS (NO-SHOWS WILL BE BILLED)

PRESIDENT'S MESSAGE



Hello Everyone,

Well summer is just about over and the kids are going back to school. What a summer, cold and wet spring, then a few weeks of nice warm weather then it turns cold, record cold and now it's in the 90's. That's why we live in Wisconsin, gotta love it. It looks like it will be nice for the Labor Day

Weekend a little cooler but still warm. I hope everyone can get out and enjoy the last big weekend of the summer. Try and spend some time with your family, have a cookout or something, but enjoy your family and friends. I just want to wish everyone a Happy Labor Day.

With the kids going back to school be sure and slow down around schools. Kids will be out and sometimes they don't look both ways when crossing the road so please slow down and watch for kids, lets keep them safe. They maybe our next builder or supplier.

In September WABA has its first Brat Fry Sept. 7th from 10:00 to 6:00pm at IGA Quality Foods in Schofield we need your help with cooking, taking orders or just keeping it clean around the area, so please help out your association and call to offer to work a few hours. Besides it is a lot of fun and the people you will meet will make it worth your time. I know we can count on you to help out.

September is the month we start our dinner meeting again so mark your calendar for the 19th we will be at lozzo and we will be having a lot going on so don't miss it. Keep in mind that October is Pump you up membership drive it will be a great time to get new members to join and you get Triple Spike Points for each new member, plus you can win up to \$500 cash for the top state wide recruiter, so ask everyone you know to join the WABA. Members are what keep us going and with your membership to WABA you have all the resources and benefits of NAHB and WBA. Put your membership to work for you now and start using the money saving discounts that benefit you.

Elections will be here soon so think about stepping up

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continued from page 4

to help both you and the association by running for a spot on the Board , an Officer, Committee Chair or helping out on a committee. You will get a lot more out of your membership by getting involved with your association, not to mention all the people (friends) you will meet. So with your help we can make this the best association and we can be proud to be part of it.

Bob Marcell, WABA President

715-581-0980, 715-581-0982 or bob@marcells.net



MEMBER INFORMATION

NEW MEMBERS

Central Wisconsin Stone, Inc.

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Baytherm Insulation
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Paradise Solutions, Inc.
Bauer Builders*

SORRY TO SEE YOU GO

Thanks for keeping this blank this month!



A-1

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Photo courtesy of Woodland Cabinetry.

SEPTEMBER

2013

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

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OCTOBER

2013

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

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WABA DIRECTORS AND COMMITTEE 2013-2014 SIGN-UP FORM

Now is the time to participate in the activities of your Association. The key to making the most of your membership is not what the association gives to you, but what you invest in the Association through participation. Play an active role in making it happen! Don't burn out the people that are always there for the Association. They are volunteers because they believe in the Association and have experienced first-hand what the Local, State and National Associations can do with team work.

Meet your fellow members - they're nice people

Indicate your interests below and return the sign-up sheet today!

President-Elect	_____	Home Show	_____
Secretary-Treasurer	_____	Membership	_____
Local Director	_____	Parade of Homes	_____
Golf Outing	_____	Clay Shoot	_____
Events	_____	Marketing	_____

MEMBERSHIP INFORMATION

Name _____

Company _____

City _____ State _____ Zip Code _____

Business Phone _____ Email _____

If you have any questions about a committee, please feel free to call the office at 715-842-9510. Not all committees have monthly meetings, rather meet when needed or when the chair schedules one. It's imperative to the growth of the Association that everyone does their part to help **their** industry grow.

Mail to the office at: 801 South 24th Ave., Wausau, WI 54401 or fax the form to 715-845-5435

IBS & KBIS TO CO-LOCATE BEGINNING IN 2014!

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

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

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

THE MONDAY MORNING REVIEW



Gov. Walker confirmed for WBA fundraiser following 10.17.13 BOD meeting

Recently Governor Walker was confirmed to attend a fundraising event for his reelection efforts with WBA members following the upcoming WBA Board of Directors on Thursday, October 17 at the Comfort

Inn and Suites in Deforest.

This early fundraising events will go a long way to help reelect Governor Walker in November 2014!

We are looking for members to join the host committee for the October 17 event. Any host individual/couple that gives \$1000 or more will be able to get their picture taken with Governor Walker in an exclusive pre-event.

Please click [here](#) to sign up today to host the Builders for Walker event on Thursday, October 17, 2013 immediately following the WBA Board of Directors meeting in Deforest.

Host levels for the Builders for Walker event:

- \$2500 per person/couple platinum host, includes photo with Governor Walker
- \$1000 per person/couple, gold host, includes photo with Governor Walker
- \$500 per person/couple, silver host
- \$250 per person/couple, bronze host

Paid for by Friends of Scott Walker, Kate Lind, Treasurer

Are Representatives Suder and Vruwink about to leave the Assembly?

The online news service wispolitics.com reported recently that both State Representatives Scott Suder (R-Abbotsford) and Amy Sue Vruwink (D-Milladore) were set to leave the state assembly for jobs outside of the legislature.

Suder has been rumored to be looking for a new job for awhile now but the mention of Representative

Vruwink was somewhat surprising. Vruwink's district changed considerably in redistricting and she became a top target for the GOP in 2012. GOP challenger Nancy VanderMeer came up just 144 votes shy of victory in 2012 and many expect her to try again for the seat either in a special election or in a November general election.

Rumor has it Suder is weighing an offer to join the Walker administration in some capacity along with some opportunities in the private sector. According to wispolitics.com Vruwink is considering a job within the Walker administration as well.

Time will tell but stay tuned for what would be two competitive special elections for the state assembly.

PBS vs. Senator Ellis

Needing to pick up two seats in 2014 to regain the majority, the senate Democrats recently announced their first candidate recruitment in a seat that has not had a significant challenge in years. Current State Representative Penny Bernard Schaber (D-Appleton) announced recently that she was going to give up her fairly safe state assembly seat to challenge long time incumbent Mike Ellis (R-Neenah).

Ellis has been a member of the Wisconsin legislature since before I was born, first being elected to the state assembly in 1970 and later to the state senate since 1982.

Ten years ago, challenges by Democrats to Republicans in the Fox River Valley would have been token attempts but demographics have changed with Democrats making inroads in the state assembly (Bernard Schaber and Hintz) and briefly in the state senate (Jessica King).

The current make up of the 19th Senate District that Senator Ellis currently holds is on average a 52.3% GOP district. Within the 19th Senate District you have two safe GOP seats (Kaufert and Murphy) and one lean/safe Democrat seat (Bernard Schaber).

Besides starting off with a number advantages on the current map of the 19th Senate District, Senator Ellis also starts with \$100,000 plus in the bank and

he will be running in a non-presidential year which is traditionally better for all GOP candidates as of late.

In the end I believe Ellis keeps his state senate but Representative Bernard Schaber works hard and it will require Ellis to attend a few chicken dinners in 2013 and 2014, something he has not really had to do over the past few years.

Walker dips a bit in latest Marquette Law School Poll

The poll that has been the most accurate when compared to final elections results, the Marquette Law School Poll, recently showed Governor Walker's approval numbers dropping below 50% to 48%. Those disapproving of the governor's job performance stood at 46%. Conventional wisdom states that a politician never wants to have his job approval rating dip below 50%.

Walker continues to do very well with those who self identify as "independents" winning their approval with 54%. Those who call themselves "moderates" do not have as favorable of an opinion of Walker, they only approve of his job as governor by a 40% approve and 50% disapprove.

It is also interesting to note that Governor Walker and President Obama continue to have very similar overall numbers in the badger state.

To view the Marquette law School Poll in its entirety click [here](#).

From NAHB: Builders' Sentiment Continues Rise

The NAHB/Wells Fargo Housing Market Index for August increased to 59, the highest in almost 8 years as builders continue to see a positive future for home building. The index ranges from 0 to 100 and 50 is the tipping point where more builders are experiencing a good market than those seeing a poor market. The overall index has been above 50 since June.

The component measuring current sales increased three points to 62 and the component measuring expected sales increased one point to 68, both the highest in almost 8 years. These levels are also the levels the index reached in 2002 as the market was rising but before the boom that raised the overall index to 72 in mid-2005.

Even with the recent rise in mortgage rates, builders see customers recovering from the fears of the early stages of the recovery when house price movements were uncertain and more comfortable

with the expected positive trends housing has exhibited in the past 6 months. Pent up demand is coming forward and the limited supply of new and existing homes has generated additional motivation to buy sooner rather than wait.

Regional indexes increased for three of the four regions by 6 points in the Midwest to 60, by 4 points in the South to 54 and by 6 points in the West to 57. The Northeast remained at 39 and has been lagging the rest of the country during the recovery. Job creation has not been as strong and population growth has been less than the country indicating out-migration in the Northeast.

Housing production is expected to continue to rise as builders attempt to meet the pent up demand while continuing to face supply constraints in labor and land especially.

Brad Boycks

WBA Director of Government and Political Affairs

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APPLICATION FOR MEMBERSHIP

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Name _____ Date _____

Company Name _____

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

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

Certificate Number _____

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

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

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

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

Sponsor _____

Applicants Signature _____ Date _____

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

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

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

NAHB MEMBER IDENTIFICATION (ID) CODING INSTRUCTIONS

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

Membership Classification:

1ST BLOCK

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

2ND BLOCK

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

BUILDER MEMBER CLASSIFICATION

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

ASSOCIATE MEMBER CLASSIFICATION

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

SUB-CONTRACTORS AND SPECIALTY TRADE CONTRACTORS

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

3RD & 4TH BLOCKS

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

5TH BLOCK

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

6TH BLOCK

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

7TH & 10TH BLOCKS

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

11TH BLOCK

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

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

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

1	B	J	U	2	3	-	-	2	0	A
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Example #2: Adelle Boyd is the owner of an architectural/design firm with 8 employees on her payroll. Last year her firm also converted an old school building into 8 apartments with a total market value of \$475,000. Adelle Boyd's NAHB Membership ID Code would be:

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

COMMITTEES UPDATES

ADVERTISING / MARKETING

No updates this month.

GOLF

No updates this month.

PERSONNEL

No updates this month.

EVENTS

No updates this month.

GOVERNMENT AFFAIRS

No updates this month.

HOME SHOW

No updates this month.

SILENT AUCTION

No updates this month.

SCHOLARSHIP

No updates this month.

FACEBOOK

No updates this month.

MEMBERSHIP

If you are interested in being the chairperson for our membership committee, please call today. Kristen will be stepping down in December.

SPORTING CLAY

No updates this month.

PARADE OF HOMES

No updates this month.



DO BUSINESS
WITH A MEMBER

WISCONSIN BUILDERS CONFERENCE

JAN. 30 - FEB. 1, 2014

OLYMPIA RESORT, OCONOMOWOC, WI

SCHEDULE AT A GLANCE

THURSDAY, JANUARY 30

7:30 a.m.

On-site registration/check-in opens

7:30 - 8:30 a.m.

Light breakfast available

8:30 - 10:00 a.m.

Education sessions #1

10:30 a.m. - 12:00 p.m.

Education sessions #2

12:00 p.m. - 1:30 p.m.

Vendor Showcase open until 7:00 p.m.

Lunch in exhibit hall

1:30 - 3:00 p.m.

Education sessions #3

3:30 - 5:00 p.m.

Education sessions #4

5:00 - 7:00 p.m.

Reception in exhibit hall

7:00 - 9:00 p.m.

B.A.S.H. (Builders & Associates Supporting Housing) -- themed party

FRIDAY, JANUARY 31

8:00 a.m. - 1:30 p.m.

Vendor Showcase open until 1:00 p.m. / breakfast in exhibit hall

9:30 - 11:00 a.m.

Education sessions #5

11:00 a.m. - 1:00 p.m.

Lunch served in exhibit hall

12:00 - 1:00 p.m.

WBA Meeting

1:00 - 2:30 p.m.

Education sessions #6 and WBA meeting

3:00 - 4:30 p.m.

Education sessions #7 and WBA meeting

5:30 - 6:30 p.m.

Celebration of WI Housing Leaders Reception

6:30 - 8:30 p.m.

Celebration of WI Housing Leaders Dinner

(includes WBA cornerstone awards & officer installation)

8:30 - 11:30 p.m.

Hospitality Suites

SATURDAY, FEBRUARY 1

7:30 - 9:30 a.m.

Send-off breakfast

9:30 a.m.

Conference concludes

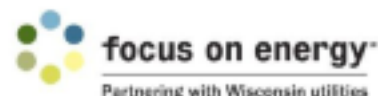
What are some common characteristics of homebuilders who participate in Focus on Energy's New Homes Program?

1. They believe in the importance of constructing a well-insulated, tight building shell that provides superior comfort, control of fresh air ventilation, reduced / vastly-reduced heating & cooling costs, and a quiet living environment day after day, year after year.
2. They understand the value of partnering with an independent Building Performance Consultant (BPC) who provides up-front energy modeling, allowing a variety of energy efficiency scenarios to be evaluated (i.e. insulation levels, air sealing targets, windows, and HVAC equipment). This approach enables annual energy costs to be estimated before the home is built.
3. They are committed to partnering with an independent BPC who conducts site visits during construction. Assessing insulation installation and framing for potential air bypasses during construction allows errors to be easily rectified while the home is still in a skeletal state.
4. They value the performance testing the independent BPC performs upon completion. This includes testing for building shell air tightness and the mechanical ventilation equipment to ensure the new home meets all Focus on Energy New Homes Program standards (requirements).
5. They adhere to all Focus on Energy New Homes Program standards including meeting energy efficiency requirements (they must exceed Wisconsin's Uniform Dwelling Code by a minimum of 10%) as well as specific insulation, mechanical ventilation, space heating, water heating, and fireplace requirements. It is the responsibility of the BPC to verify that all applicable program standards have been met.
6. They understand the value of being involved in a voluntary, state-wide, new residential construction program that has had more than 19,000 homes certified since the program's inception.

Participating builders recognize the value the New Homes Program brings to Wisconsin homeowners. Part of the value for homeowners is the peace of mind they have knowing their new home has met strict standards for energy efficiency, air tightness, insulation, ventilation, and combustion safety and has been verified and documented by an independent, 3rd party consultant. The value ultimately shows in the comfort homeowners enjoy because their new home is well-suited for Wisconsin's diverse climate.

And it's easy. There is no extra work for homebuilders or homebuyers. The BPC facilitates the entire process, from up-front computer modeling to completing the paperwork for certification and all steps in between.

For more information, call **800.762.7077** or visit **focusonenergy.com**.



We offer a free *Intermediate Building Science* Presentation in a classroom-style format. It is about 2½ hours in duration. By attending, participants can receive 2.5 hours of CEU credit – Dwelling Contractor Qualifier Certification. The information we cover includes the following:

- Brief description of how Focus on Energy's New Homes Certification Program operates in Wisconsin.
- Diagnostic tools, procedures, and their role in performance testing.
- How to recognize air sealing opportunities.
- The role air infiltration plays in determining comfort, energy efficiency, durability, and indoor air quality.
- The various types of air sealing products and insulation types.
- Advantages and disadvantages of various insulation types.
- The three heat flow transfer mechanisms.
- The National Fenestration Rating Council (NFRC) label on windows.
- How HVAC and water heating equipment affects whole house performance.
- Description of physical principles.
- How air movement takes place in homes.
- The consequences of uncontrolled air movement.
- How moisture movement takes place in homes.
- The relationship of water vapor to relative humidity and dew point.
- How to calculate dew points.
- The consequences of uncontrolled moisture movement.
- The four critical requirements for mold growth.
- How to calculate Heating Degree / Cooling Degree Days.
- The difference between pressure/air barriers and thermal boundaries.
- How night sky radiation affects roof decks.
- The need for mechanical ventilation and how to determine properly sized equipment

We offer a free *Beyond the Basics Building Science* Presentation in a classroom-style format. It is about 4½ hours in duration. By attending, participants can receive 4.0 hours of CEU credit – Dwelling Contractor Qualifier Certification. The information we cover includes the following:

- Brief description of Focus on Energy's New Homes Certification Program.
- Diagnostic tools, procedures, and their role in performance testing.
- How to recognize air sealing opportunities.
- The role air infiltration plays in determining comfort, energy efficiency, durability, and indoor air quality.
- The various types of air sealing products and insulation types.
- Advantages and disadvantages of various insulation types.
- Attributes of dense-packed insulation (cellulose / fiberglass).
- The three heat flow transfer mechanisms.
- The National Fenestration Rating Council (NFRC) label on windows.
- How HVAC and water heating equipment affects whole house performance.
- Description of physical principles.
- How air movement takes place in homes.
- The consequences of uncontrolled air movement.
- How moisture movement takes place in homes.
- The relationship of water vapor to relative humidity and dew point.
- How to calculate dew points.
- The consequences of uncontrolled moisture movement.
- The four critical requirements for mold growth.
- How to calculate Heating Degree / Cooling Degree Days.
- How to calculate conductive heat loss.
- The difference between pressure/air barriers and thermal boundaries.
- How night sky radiation affects roof decks.
- How to calculate insulation amounts/densities for open attics, wall cavities, & floor cavities.
- How to calculate weighted R values.
- What are Volatile Organic Compounds (VOC's).
- The need for mechanical ventilation and how to determine properly sized equipment

	COURSE OUTLINE ACCOMPANYING EDUCATIONAL COURSE APPLICATION
Course Provider:	Wisconsin Energy Conservation Corporation (WECC) – Madison Wisconsin
Course Name:	The Nuts and Bolts of Focus on Energy's New Homes Certification Program
Course Length:	1.0 to 1.5 hours (classroom) 1.5 CEU credit for dwelling contractors
Course Instructors:	Kevin Hogan, Andy Kuc, Joe Nagan
Course Content:	This course addresses the Focus on Energy New Homes Certification Program guidelines and the scientific rationale for each of the program standards. Also covered in this course will be information related to combustion safety, comfort, durability, and energy efficiency based on accepted building science principles for northern climates.
Specific Content Areas:	<ul style="list-style-type: none"> • Energy modeling using REM/Rate® software (to apply for building permits and provide reliable estimates of annual fuel consumption) • Site Visit 1 – Framing and Insulation Installation Review • Site Visit 2 – Performance Testing • Program Standards (verified by Building Performance Consultant): <ul style="list-style-type: none"> Energy Efficiency Requirement Air Tightness Requirement Sealed Sump Basin Sealed Plumbing Rough-In Full coverage Foundation Insulation Slab-on-Grade Thermal Isolation Whole-House Ventilation (ASHRAE 62.2 – 2010) Spot Ventilation for Bathrooms with a Tub or Shower Spot Ventilation for Gas and Electric Ranges Space Heating and Water Heating System Design Fireplace Design (Gas and/or solid fuel-burning fireplace or stove) Carbon Monoxide Detectors Insulated and Air Sealed Attic Access Hatch (in conditioned space) Duct testing per ASHRAE Standard 152-B • Technology Packages • Renewable Energy Options • Performance Incentives (eligibility requirements based on energy sources) • Cooperative Advertising Reimbursement Program • Affordable Housing Program
Learning Outcomes:	<ul style="list-style-type: none"> • Attendees will learn the value of partnering with a Residential Energy Services Network (RESNET) certified Building Performance Consultant. • Attendees will learn why/how homes are performance tested upon completion. • Attendees will learn the value of tightly constructed and well insulated building shells and how mechanical ventilation plays a major role in providing/enhancing indoor air quality and control of the fresh air ventilation rate for occupants. • Attendees will learn the value of installing space heating and water heating systems that are designed to reduce the possibility of backdrafting combustion gases into conditioned spaces.