

LET'S LEVEL

the Official Publication of the Wausau Area Builders Association



Dinner Meeting

Thurs Sept 20th - Willow Springs Garden

6:00pm Cocktails

7:00pm Dinner

SEPTEMBER 2018, VOLUME 37

OUR MISSION:

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 customer, building trades, industry suppliers, and all facets of the building industry.

CALENDAR OF — EVENTS —

*October 18th
Parade of
Home Table
Top Kick-Off*





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

OFFICERS

President Russ Utech
Vice-President Kyle VanOrder
Secretary Shelly Talley-Nelsen
Treasurer Becky Hoerman
Past President Cory Sillars
Business Manager Cara Spatz

WABA DIRECTORS

Through 2018: Roger Lang, Keith Koenig, Travis Hoffman; Through 2019: Alex Forer, Travis Hoerman & Sid Sorensen; Through 2020: Gloria Fenhaus, Mike Block and Amber Gober;

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Russ Utech, Alex Forer, Cory Sillars

NATIONAL DIRECTOR

Alex Forer

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Arden Emmerich

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Home Show Shelly Talley-Nelsen
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Marketing
Membership Cory Sillars
Nominations Russ Utech
Parade of Homes Travis Hoerman/Sam McLellan
Personnel Kyle VanOrder
Scholarship Cory Sillars
Silent Auction Amber Gober
Golf Outing Phil Pesanka
Sporting Clay Alex Forer & Larry Meyer
Website Warren Pope
Facebook Kyle VanOrder



PRESIDENT'S MESSAGE



Summer is winding down as we approach Labor Day.

We had two great outings this past month. Our summer picnic was again held at Marathon Park, and those who attended had an opportunity to enjoy the camaraderie of the evening as well as a selection of grilled goodies, and ice cream. The next morning we held our Sporting Clay

shoot in conjunction with the Never Forgotten Honor Flight.

In September, we will have our monthly meeting at Willow Springs, check the newsletter for times and special activities taking place with this.

Two quick reminders for you as fall approaches:

First, the 2019 Home Show reservations will be taken by Cara in our office, so if you have yet to confirm your booth for next year, please call her for more information and to reserve your booth.

Secondly, there are spots available on our Officers and Directors Ballot. Election is normally held in November, but we try our best to have a slate of candidates ready for publication in October. Please consider taking a turn on the board, contact me or Cara to submit your name.

We are also looking for a person to assist with the oversight of our association marketing and advertising. This would not need to be one person, in fact preferably it would be two and the committees could operate independently. If you, or someone in your organization has an expertise in self-marketing, or buying advertising, these are two committees that could use some fresh faces, and also offer your business additional networking opportunities both inside and outside our organization. Contact me or Cory Sillars for more information.

Russ Utech, 2018 WABA President

Joke of the Month

Labor Day celebrates the contribution of workers to our economy. We celebrate it by not working.

MANAGER'S MESSAGE

Hello-

With summer coming to a close our attention is turning to what's next. What's next for the Wausau Area Builders Association is putting together our board nominations for next year. We are looking for members that not only are willing to invest a small amount of time into the association but are willing to



invest into the strength of our industry. We are so encouraged to hear that many of our members have businesses that are running strong and we urge everyone to remember that it is important to keep up with the mission of the association. If you are inspired to place your name on the ballot for next year please contact myself or any of the current board members.

August was a busy month for the office, we had the Sporting Clay Shoot at the Brokaw Skeet and Trap Club and I traveled to California for a NAHB Association Managers Conference. A big thank you goes out to Larry Meyer and Alex Forer for their dedication to making the Sporting Clay Shoot not only a very enjoyable outing but also making it a successful one in raising money for the Never Forgotten Honor Flight. California was a whirlwind of knowledge just like any NAHB conference. I

was able to meet many other Association Managers from all over the county and attend many different educational sessions that will help me bring ideas for betterment and growth back to each of the committees.

In September we will be adding an educational talk before our Membership Meeting at Willow Springs on the 20th. The membership committee is working to offer more educational opportunities to our membership so please take advantage of these talks or let us know what topics you would like to see presented. The educational talk will be on the new silica rule and guidelines that should be followed on our jobsites. It will begin at 5pm and is offered as an additional perk of your membership.

Please look for more information on that talk to come out on your email invitation to the September Membership Meeting.

As always, if there is anything that I can assist you with please let me know.

With Gratitude,
~ Cara Spatz, Business Manager

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*Ralph's Hardwood Floor Co., Inc.
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Royal Heating & Cooling
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Do you have a topic you would like to learn more about at a future Monthly Membership Meeting? Contact Cara at the WABA office and let her know!

SEPTEMBER

2018

SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4 POH Committee Meeting - 12:00 pm	5	6	7	8
9	10	11	12 BYOB Committee Meeting - 4:30 pm Home Show Committee Meeting - 3:00 pm	13	14	15
16	17	18 Board of Directors Meeting - 4:00 pm	19	20 Dinner Meeting	21 ITEMS FOR NEWSLETTER DUE	22
23 30	24	25	26	27	28	29

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Virtual Member Meeting Day

Wednesday, October 11, 2018

8:30 AM 3:30 PM

Please join us for our Virtual Member Meeting Day! Come to the WABA Office and join the meeting. Lunch will be provided.

Call Cara now to register at 715-842-9510.

About Member Meeting Days: The WBA holds quarterly Member Meeting Days, with two being virtual. Advocacy and membership topics are covered.

September Monthly Meeting

Wausau Area Builders Association invite Members and their Guests to join them at the beautiful "**WILLOW SPRINGS GARDENS**" located 5480 Hillcrest Drive Wausau

Thursday - September 20, 2018

6 p.m. - Cocktails- Cash bar
(Complementary 1/2 Barrel Beer, soda water)

7 p.m. - Family Style Dinner includes:
Roast Beef, Chicken Cordon Bleu, Baked Fish,
Mashed potatoes and gravy, Twice baked
casserole, Asparagus, Spring mix salad with
dressings & rolls, Assorted Dessert bars-
cookies, coffee & milk

Watch for your reservation email soon...You
don't want to miss this one!

Mrs. Gloria J Fenhaus
Director & Chairman of Events

Thank you...

Wausau Area Builders,
Thank you so much for
selecting me for the Wausau Area
Builders Association Scholarship.
It will be put to great use as I
attend Colorado Mesa University this fall.
With Gratitude,
Hanna Mark

Attention

Please notify the Association Office if you have any information that could be shared in the newsletter regarding members of the Association. Such as births, deaths, surgeries and so on.

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Governor Walker Announces \$10 Million Available to Help Contractors Access Capital

Governor Scott Walker announced \$10 million is available to contractors through the Wisconsin Housing and Economic Development Authority's (WHEDA) Contractors Loan Guarantee (CLG) program. WHEDA will partner with local lenders to guarantee 50 percent or up to \$750,000 on new loans, helping contractors pay expenses for working on qualified contracts.

"We want every business, large and small, to have the opportunity to grow in Wisconsin's booming economy," said Governor Walker.

"Through the modified CLG program, small and disadvantaged businesses will have greater access to capital for tools, equipment, and payroll for construction projects across the state, including those in Wisconn Valley. This has the potential to help more businesses benefit from Foxconn's \$10 billion investment in Wisconsin. When matched by financial institutions, the impact of the CLG could result in \$20 million of capital available to contractors for bidding on construction projects in Wisconsin."



The CLG is designed to help address one of the biggest barriers for contractors bidding on construction projects – limited access to capital. WHEDA, along with its lending partners, will make access to capital quicker and more affordably through this program. The CLG helps reduce financial risk for the lender while ensuring that Wisconsin contractors have access to funding.

Program enhancements include:

Streamlined application – The loan approval process has been streamlined and simplified. WHEDA will be utilizing an eligibility checklist that will take approximately one week to approve.

Expanded eligibility – The CLG will now be open to general contractors and subcontractors who meet the eligibility criteria.

Reduced fees – The only fee will be 3% on the guaranteed amount of the loan at closing. There will no longer be an annual servicing fee.

"WHEDA is prepared to assist contractors and subcontractors looking to benefit from Foxconn's economic ripple effect with this financial tool which can ease the pathway to securing necessary loans for their businesses," said Governor Walker.

WHEDA and the Wisconsin Department of Workforce Development are hosting free Wisconn Valley Capacity Building Sessions to educate small and disadvantaged businesses, including those owned by women, minorities, and veterans looking to use the CLG and other state resources to compete for work with Foxconn and other statewide contract opportunities.

Lenders and contractors can find more information about WHEDA's CLG program at www.wheda.com or by calling WHEDA Business and Community Engagement at (414) 227-1852.

Walker vs. Evers Kicks into Gear

With the primary election in the rear view mirror, the race for governor is now in full gear. The huge increase in television ads centered around the race for governor, started just days after the primary, is the most visible sign of this big race that will likely not cease until Election Day.

State Superintendent Tony Evers came through his primary with a strong showing in a field that included eight candidates by taking 41.8% of the vote. Union Firefighter Mahlon Mitchell came in second with 16.4%, and former State Representative Kelda Roys took third with 12.8%. Evers won 67 of Wisconsin's 72 Counties with Kathleen Vinehout (4th place finisher) taking 4 counties that she currently represents as a member of the state senate (Pepin, Buffalo, Pierce, and Jackson). Mahlon Mitchell won Milwaukee County with 35.2% percentage of the vote.



Governor Walker actually had a relatively unknown candidate, Robert Meyer, challenging him in a GOP primary. Walker bested Meyer 91% to 8.4% to advance to the November general election.

Look for a piece in the next Badger Builder from WBA endorsed candidate Governor Scott Walker, which will highlight some of his accomplishments and issues to address in the future.

IT'S TIME TO START THINKING ABOUT JOINING A COMMITTEE THIS FALL

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

Vice-President
Treasurer
Local Director

Scholarship
Membership
BLDR-PAC Trustee

Clay Shoot
Advertising

Marketing
Events

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.

Sporting Clay Shoot



This years Sporting Clays Shoot was another great success. With help from our many participants and sponsors we were able to raise around \$3,000 to send very worthy veterans to see the memorials built in their honor. This is a fun event for all skill levels and we encourage everyone to try it out next year.



6 Advantages of Being a WBA Member

If you've ever wondered how you benefit from being a member of the Wisconsin Builders Association (WBA), you will have access to a wide range of advantages, including:

Advocacy privileges
Discounts and free benefits
Research and industry news
Credibility and visibility
Networking opportunities
3-in-1 membership

1. Advocacy privileges

The WBA provides opportunities for our members to use their voice to gain the attention of our legislators and shape policies that affect the Wisconsin housing industry. With your help, we actively support pro-housing and pro-business legislation at the local, state, and national level to help promote affordable housing, so your business can flourish.

2. Discounts and free benefits

Who doesn't appreciate free benefits? Home builders who join the WBA receive access to exclusive member-only programs such as continuing education discounts, travel benefits, small business coaching, business insurance services, and our recently added group health insurance plans. Our hassle-free rebate program also allows members to receive quarterly rebate checks just for remaining loyal to the manufacturers they use for their homes, remodels, or multi-family units. The average member earns around \$1,200 back per quarter! In addition, we provide new home and remodeling contract templates for your use, and a quick and easy hotline to answer your building and development questions, so you can build with confidence.

3. Research and industry news

The home buying industry is constantly changing, and staying-up-to-date is important for your business to thrive. The WBA provides research and industry resources to help you continue to grow and market your business in this fast-paced industry. We also have a home builders' news and resource blog with industry updates and tips for your company, including this post on digital marketing tips for home builders.

4. Credibility and visibility

Enhance your business' credibility and visibility with us. The WBA has a strong reputation as a pro-housing resource with a wide network of high-quality home builders across the state. Affiliate yourself with us, and you're already one step closer to landing your next job.

For added credibility, all our local associations participate in a vetting process of potential members to ensure they are licensed, insured, and in good standing. This means home buyers can trust our members and it provides you with an opportunity to grow your business even faster.

5. Networking opportunities

Another benefit of our builders' association in Wisconsin is our exclusive networking opportunities. Members can attend meetings, trade shows, and other professional and social events that will help connect you with fellow housing industry professionals and new business prospects. These opportunities can help you expand your business and reputation and become eligible to receive industry award recognition or earn additional continuing education credits at select conferences.

6. 3-in-1 membership

Our unique 3-in-1 membership structure gives you access to your local association, the state-wide WBA, and the National Association of Home Builders (NAHB). Along with all of the local and state membership perks mentioned above, this unique trifecta also includes deep discounts on vehicles, cell phone plans, computers, car rentals, office supplies, and more with your national membership. NAHB also comes complete with additional training and continuing education opportunities for members.

The WBA is here to help you grow and evolve with the changing industry, and provide you a space to network, advocate, and enhance your skills.WABA



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ADVOCACY DIGEST



Over \$20,000 Raised During July Event for Governor Walker

With the support of WBA members from across the state, we were able to raise over \$20,000 for Governor Walker's reelection during an event that was held after the WBA Board of Directors meeting on Wednesday, July 18th.

A very special thank you is in order to those that were on the host committee for the event, including Don Tierney as a platinum host, Brandon Bartow, David Belman, Ron Derrick, Kevin Dittmar, Mark Etrheim, Steve Gryboski, Mike Howe, Chad Lawler, Brian McKee, Matt Neumann, Craig Rakowski, and John Stoker as gold hosts, and Jason Blenker, Mike Check, John Siepmann, and Jack and Sue Sjoström as silver hosts.

This event will help provide the funds he needs to get out his message this summer and fall, ensuring four more years to work with the WBA on legislative efforts to keep down the cost of housing for Wisconsin families.

Bipartisan Pushback Against Trump Tariffs

During a time when relatively little seems to get done on a bipartisan basis, there was recent pushback against the Trump administration's "international tariff dispute with our trading partners and its potential negative impact on Wisconsin farmers, companies, and employees."

A letter was recently circulated for signatures by Democrat State Representative Peter Barca of Kenosha and Republican State Representative David Steffen of Green Bay.

This letter to Wisconsin's congressional delegation was signed by members of the republican and democrat caucuses in the state assembly and two members of the republican caucus in the state senate. A total of 30 members of the Wisconsin legislature signed the letter which stated, "As members of the Wisconsin Legislature, we call on you to take actions to protect our state's trade-based industries and employees by ensuring reciprocal tariff increase from foreign countries are mitigated and minimized. It is our shared belief that an approach that puts America first can be achieved without sacrificing critical Wisconsin industries and jobs in the process."

BOD Votes to Endorse Walker and Schimel

Just prior to the fundraising event for Governor Walker the WBA Board of Directors voted to formally endorse Governor Scott Walker and Attorney General Brad Schimel in their

reelection bids this fall.

In keeping with our endorsement policy, this request was first received from a member and considered by the WBA Executive Committee on June 7th. The WBA Executive Committee voted unanimously to forward both endorsement requests for consideration to the WBA Board of Directors on July 18th.

We will be reaching out repeatedly to the WBA membership over the next few months to spread the word on this endorsement.

WBA Advocacy Group Meeting Highlights

Recently, the WBA Advocacy Group met to discuss a number of emerging issues related to our legislative agenda for 2019-2020 and to get an update on the state political races for this fall.

Below is a summary of some of the highlights of the meeting:

- Vice Chair Andy Voeltner was introduced to the group
- Political consultant and adviser to Governor Walker Keith Gilkes addressed the group to kick off the meeting, highlights included: 200,000 swing voters in Wisconsin typically decide statewide elections; some of the likely priorities if Gov. Walker is elected to a third term will include tax reform and reform of entitlement programs; the state assembly appears safe to remain in GOP control and the races for majority control in the state senate appear much closer
- The group decided that DSPS communications stating that repairs to a home are not required to be built to the Uniform Dwelling Code and that no contractor credential is needed for those seeking a building permit for repairs is consistent with past practices, with no legislative change necessary
- Some additional items were offered to be added to the final Advocacy Agenda that will be presented in October, including clarification to change TRANS 233, possible changes to state statutes dealing with the use of bonds, and possible changes to state statutes on conditional use permits
- The group approved moving forward with setting up an online system to collect contributions to the Building a Better Wisconsin PAC using a personal credit card
- The group decided to more frequently identify members who are involved in state councils or are local elected officials and have those leaders posted on the WBA website

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

Thank you...

August 18th, 2018
Jerome Jarosz
Wausau Area Builders Association
1116 Gilbert St.
Wausau, WI, 54403

I am writing to you because I wish to thank you for the Wausau Area Builders Association Scholarship I received from you. I recognize how hard it was to choose who to receive the reward, and I am glad that I was someone who you deemed approving and fit to receive it.

I will be going to University of Wisconsin Milwaukee this fall for Architecture, and this scholarship will help me pay for my education at the school. The scholarship gives me more time to focus on my studies instead of my financial situation.

I wish to thank you one last time because the scholarship means so much to me. This exemplifies great generosity, and because of this I hope to only return this favor, in the future, any way I can.

Sincerely,

Dalton Zeinert

Congratulations on 40 Years!

On September 1, 2018, Dun-rite Exteriors celebrates 40 years as a member of the



Wausau Area Builders Association. It also marks the 10 year loss of this man, Gary Fenhaus. Always in our hearts. ♥ 9-1-2008

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