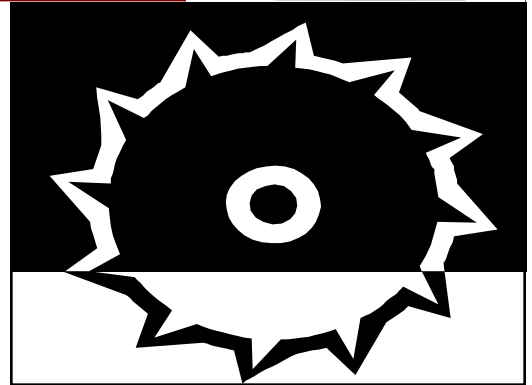


# the Cutting Edge



Volume 2, Issue 3  
March 2011

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## PRESIDENT'S MESSAGE

By David Charles, *Charles Carpentry, LLC*

Hi Everyone,  
How about that Home Expo! Great to see all who had a booth and the effort put into this successful show. Special thanks to all of the Sponsors and Committee members for their donations of time and resources.



Let's keep this energy going into our planning for 2011's Parade Homes to be showcased October 7-9.

*Thank you for helping make this event possible!*



Snow is leaving (cross your fingers), our industry has nowhere to go but up so let's get together to celebrate our progress at the next GM meeting.



See you there!  
**David Charles**

## CALENDAR OF EVENTS:

- March 8 BOD/GM Meeting  
Central House of Chilton  
5:30 pm BOD  
6:30 pm GM & Dinner
- April 12 BOD/GM Meeting  
5:30 pm BOD  
6:30 pm GM & Dinner

## MARCH MEETING

March 8, 2011  
Central House of Chilton  
321 East Main Street, Chilton  
5:30 pm Board of Directors  
6:00 pm Cocktails  
6:30 pm General Membership  
& Dinner is off the Menu



# MSHBA Membership



## 2011 MSHBA OFFICERS

- President** **David Charles**  
Charles Carpentry, LLC  
920-894-4351  
david@charlescarpentry.com
- President-Elect** **Jason Ruehl**  
JMR Builders, LLC • 920-756-9488  
jmr-builders@verizon.net
- Treasurer** **Julie Binversie**  
Premier Financial Credit Union  
920-898-4232  
julie.binversie@yourpfcu.com
- Secretary** **Pam Van Dera**  
Bank Mutual • 920-898-5737  
pam.vandera@bankmutual.com
- Past-President** **Steve Thielman**  
Kiel Building Supply • 920-894-2424  
stevet@furnishanddesign.com

## 2011 DIRECTORS

- Glenn Christel**  
Christel & Heiberger Builders, Inc.  
920-898-2820
- Sean Kelly**  
Accurate Housing Systems  
262-745-0900
- Rick Mueller**  
RAM Enterprises • 920-849-2450
- Dan Schneider**  
Schneider & Schneider Constr., LLC  
920-898-1300
- WBA Directors**  
**Dan Schneider**  
Schneider & Schneider Const., LLC  
**Gary Roehrig**  
Roehrig & Savola Builders, Inc.  
**Sean Kelly**  
Accurate Housing Systems
- NAHB Director**  
**Dan Schneider**  
Schneider & Schneider Const., LLC



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Executive Officer **Tena Hartwig**  
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New Holstein, WI 53061  
Phone/Fax (920) 898-5030  
thartwig@midshoreshomebuilders.com

**RENEWAL—3 PAY DUES PROGRAM:**  
Interior Woodworking LLC

**WELCOME NEW MEMBERS!:**

**BUILDER:**  
**Armor Shield Home Improvement Systems**  
Greg Dudzik  
1225 Lawrence Drive  
DePere WI 54115  
Home Improvements

**ASSOCIATE:**  
**Valley Cabinet Inc.**  
Dean Stoller  
845 Prosper Rd.  
DePere WI 54115  
Custom Cabinetry

**MEMBERSHIP PENDING:**

**ASSOCIATE:**  
**Badgerland Financial**  
Meryl Anderson  
23 E Chestnut Street  
Chilton WI 53014  
Finance

## MEMBERSHIPS DUE:

- Nov.: Schroeder Carpentry LLC  
Vande Hey Brantmeier  
Feb.: Charles Carpentry, LLC  
April: Roffers Concrete Construction  
Greenleaf Landscaping & Gardens

## THANKS FOR RENEWING YOUR MEMBERSHIP!

Builders Supply of NE Wisconsin  
Moehn Plumbing, Inc.  
Lakeshore Technical College  
Meyer Plumbing LLC  
Fuhrmann Heating & Cooling, Inc.

## Mid-Shores HBA now offers a 3-Pay Dues Payment Program...

MSHBA now offers an option to pay your dues in three consecutive monthly payments of \$135.00. Your membership will take into effect on your final payment. A 3-Pay Dues payment contract will be included with your renewal statement.



# MSHBA's Home & Garden Expo Summary

February 18-20, 2011

## EXHIBITORS:

- 48 Total Exhibitors
- 43 Paid Exhibitors
  - 4 Non-Profit Exhibitors/PFCU Children's Area
  - 1 MSHBA

## BOOTHS:

- 70 Total Booths
- 63 Paid Booths
  - 5 Non-Profit Exhibitors/PFCU Children's Area
  - 2 MSHBA

## ATTENDANCE:

**460 Total;** 414 adults & 46 children

- 100 Friday; 95 adults & 5 children
- 239 Saturday; 212 adults & 27 children
- 121 Sunday; 107 adults & 14 children

**ADMISSION COLLECTED:** \$1146.25

**NET INCOME:** Approximately \$7,000.00

**EXHIBITOR SURVEYS:** On Average, exhibitors rated their overall satisfaction of the expo a **4.33**, with 5 being the highest.



## A SPECIAL THANK YOU TO OUR SPONSORS...

Designs by Carol, Henning's Wisconsin Cheese, Vern's Cheese & Sargento Foods Inc.—Ladies Night Out Sponsors

Builders Supply of NE Wis., New Holstein Utilities, Vande Hey Brantmeier/Central Garage of Chilton & Village Inn Pizza -Hospitality Sponsor  
G&H Trucking & Excavating, Inc.—snow removal

Kiel Building Supply-Advertising Sponsor  
Mid-Shores Disposal-Disposal  
M&I Bank & Roffers Concrete Construction-Seminar Sponsors  
C&R Pumpers, Inc.—Restrooms

## Homeownership Can Bring Big Savings at Tax Time

As the April 18 federal income tax filing deadline approaches, millions of Americans are sitting down and sorting through dozens of forms to determine how much money they owe Uncle Sam – or, how much of a refund they will get this year. One of those forms, the Mortgage Interest Statement Form 1098, can mean big savings for home owners at tax time.

Form 1098, which home owners receive from their lenders, shows the total amount of home mortgage interest paid during the year. Home owners who itemize their federal income tax deductions can deduct 100 percent of their mortgage interest payments on a first or second home for up to \$1 million of mortgage debt. They can also deduct the interest paid on up to \$100,000 of home equity loans.

For most home owners, this means they can deduct ALL of the mortgage interest they've paid on their home each year.

The ability to deduct home mortgage and home equity loan interest isn't the only tax benefit for home owners.

The three most important sources of tax savings for home owners are:

- Deductions for mortgage interest

- Deductions for real estate taxes
- The capital gains exclusion for the sale of a principal residence

Home owners are also able to deduct the state and local real estate taxes they pay each year on an owner-occupied home.

When it is time to sell a home, in many cases home owners don't have to pay capital gains tax on the profit from the sale. Under present law, married couples who have owned and occupied their principal residence for at least two of the past five years do not have to pay any taxes on the first \$500,000 in profits from the sale of their home. Single filers earn up to \$250,000 tax free.

Another deduction home owners may be able to take is for mortgage insurance premiums. Generally, people who purchase a home without putting 20 percent down have to buy mortgage insurance, and those premiums can also be deducted from taxable income.

Even home owners who don't use the home as their principal residence and rent it out may be able to enjoy some tax benefits, including interest and depreciation deductions.

Buying a home offers tax savings that can add up to tens of thousands of dollars over several years. Home owners rely on the mortgage interest deduction each year to help offset the costs of homeownership and prospective buyers take the deduction into consideration when choosing homeownership over renting.

But the mortgage interest deduction, which has been included in the tax code for about 100 years, is in danger. A national deficit commission has proposed reducing or eliminating the deduction as part of a restructuring of the tax code.

Find out more about the threat to the mortgage interest deduction, and read "The Tax Benefits of Homeownership," a study from economists at the National Association of Home Builders that provides specific examples of savings for a variety of income levels and ownership situations, at [www.SaveMyMortgageInterestDeduction.com](http://www.SaveMyMortgageInterestDeduction.com).

## MSHBA Meetings and Events....

### SIGN UP FOR MSHBA'S MONTHLY MEMBER SPOTLIGHT...

Each month, several MSHBA members are featured at its General Membership meetings. This is a great opportunity to introduce your business and showcase your services to members. The Spotlight follows the General Membership meeting.

This year, we are asking members to sign up. The spotlight is open to all members... whether you are a charter member or new to the association. Your presentation should be approximately 3-5 minutes followed by a question session. You may bring handouts/give-aways, if desired. Let me know which month you would be interested in spotlighting your business.

#### Upcoming GM Meetings:

April 12, 2011: Location TBD

May 10, 2011: Location TBD

**Spring Fundraising Event** MSHBA's Board of Directors is looking for ideas for a spring fundraiser. Any ideas...let the board or myself know.



## MSHBA GOVERNMENT AFFAIRS

By Gary Roehrig, Government Affairs Chair

*Use the WBA Legal & Code Hotline...*

**(888)WIS-BILT**  
**(888) 947-2458**

*All WBA members have unlimited Legal and Building Code Hotline privileges. The Hotline is not open to nonmembers.*

### ALL THINGS POLITICAL...Wow!

I don't think anyone could have predicted one month ago that Wisconsin would be the center of the political universe right now. I don't think there is anyone in our State who does not have an opinion on the Budget Repair Bill now in the Legislature.

The simplest explanation of the debate is that the Governor is asking for public employees to pay more for their pension (5%) and towards their health insurance (12.8%) than they have in the past. All of the public employees unions have now agreed to those provisions. However, they did not do that immediately and many of the unions have rushed collective bargaining agreements through to passage, in anticipation of the new legislation, to ensure their benefits continue. The most controversial part of the Governor's proposal would take away the collective bargaining opportunities for the public employees other than for wages.

Even the President weighed in- though federal employees are forbidden by law to have any collective bargaining rights.

Public employees would still have job protection through civil service provisions that have been in place in Wisconsin for decades.

The Governor feels the collective bargaining provisions need to be restricted to allow local government bodies the means of dealing with the huge cuts that are going to be coming in his new budget which will be delivered in the next two weeks. The Budget Repair Bill now up for consideration only takes the state to the end of June and fixes this budget. The next budget is going to try to fix a \$3.2 billion dollar deficit. To give you an analogy-those of us who are builders-are asked by a customer to build them a house. They want it to be a complete package. They want it to be kept within their budget. They tell us to use all of opportunities to build the house as efficiently as possible-but, Oh, by the way, we have to use hand tools only.

If we are to ask our local units of government to prepare to greatly reduce their budgets with less state aid coming they need to have the tools to be able to do that. The provision to restrict collective bargaining privileges is just one of the tools these government bodies need to be able to balance their budgets.

On Wednesday, February 23, 7 members of

Mid-shores attended Business Day in Madison. I would like to sincerely thank Tom Heiberger, Glenn Christel, Ted Klapperich, Sean Kelly, Pam Van Dera and Joann Burris for taking a day out of their busy schedules to accompany me to the event. We had the opportunity to listen to Dr. Larry Sabato, University of Virginia, who spoke on the significance of the 2010 election and the prospects for the 2012 election. Dr. Sabato was one of the few prognosticators who correctly predicted the huge Republican gains last November.

Because of the demonstrations at the Capitol we were unable to visit with our elected representatives in their offices. Instead, we had Governor Walker deliver an address to us at our meeting. He stressed the need to continue our support for his positions with our employees, our families and our friends.

Stuart Varney, host of Varney & Company, of Fox Business News, was our keynote speaker. He addressed the issue of changing demographics in the world and its effect on world economies and the U.S. economy in particular. He also spoke of the effect of higher petroleum prices on the recovering economy and the repercussions for all of us.

The afternoon concluded with a speech by Congressman Paul Ryan, House Budget Committee Chairman. Congressman Ryan spoke for the need for very significant cuts in federal spending and an overhaul of the entitlement programs-especially Medicare/Medicaid and Social Security. He promised there will be significant reform coming in the next few months from his Budget committee.

I would hope that all of the participants from Mid-shores would take the opportunity to give us their observations from their day of attendance at the next membership meeting.

Finally, some editorial comments:

- The 14 Democrat Senators took an oath to represent their constituents and obey the laws of our State. They have chosen to hide out in Illinois to avoid having to take a vote. Elections have consequences, their party lost the elections in November-now get to work and do the job you are supposed to be doing.
- The Democrats state they want an opportunity to debate this issue. They had almost 60 hours in the Assembly. They proposed almost a hundred amend-

## All Things Political Cont...

ments-all of them voted down. They used the same arguments in almost all of the amendments. The vote was taken-they lost-live with it-elections have consequences!

- Two years ago the Democratic-controlled Legislature pushed through a \$1 Billion tax increase on Wisconsin businesses in one day with NO DEBATE! Ask Senator Leibham, Assemblyman Kestell and the other Republican representatives how much of an opportunity they had to debate that Budget Repair Bill in 2009-None-Zip-Zero.
- The people of Wisconsin spoke loud and clear in November on what direction they wanted our state government to take. They elected Scott Walker as Governor to take us in that direction. They elected a Republican Senate and a Republican Assembly to institute measures that would restore our state to fiscal responsibility.
- Now it is time for the opposition to accept the results of the November election and let this state begin the process of job creation and renewed prosperity with a limited state government.
- All of us in the private sector have had a

very difficult time in the last 5 years. We have all had to make some very difficult business decisions and have had to endure a very anti-business state government. We took our hits and survived. We mobilized and were energized and got our friends and neighbors to join us in an electoral process in which we reversed the direction of our state government. We should not have to endure the hypocrisy of a defeated party to realize the changes we worked so hard for in November. It is time for real change in Wisconsin NOW!

*Gary*

**Special Note:** MSHBA was recognized for exceeding its 2010 Building a Better Wisconsin Goal at the Wisconsin Builders Conference on February 10-12, 2011. Thank you for your contributions!

### 2011 MSHBA Calendar

March 8, BOD/GM Meeting, Central House of Chilton  
 April 12, BOD/GM Meeting  
 May 10, BOD/GM Meeting  
 June 14, BOD Meeting  
 July 12, BOD Meeting  
 August 9, BOD Meeting  
 August 24, Trap Shoot, Outdoors, Inc.  
 Sept. 13, BOD/GM Meeting  
 Oct. 7-9, **2011 Parade of Homes**  
 Oct. 11, BOD/GM Meeting  
 Nov. 8, BOD/GM Meeting  
 Dec. 2, Christmas Party & Installation Banquet, Millhome Supper Club

General Membership meetings are held the second Tuesday of the month from September through May at various locations within the area.

### 2011 WBA/NAHB Calendar

Jan 12-15, 2011 NAHB IBS  
 Feb. 10-12 WI Builders Conference  
 Feb 11 WBA Annual Board & Members Meeting  
 Feb 23 Business Day in Madison  
 March 16 NAHB Legislative Conference Day  
 March 24 WBA Executive Committee  
 April 21 WBA Board Day  
 May 18-21 NAHB Spring Board D.C.  
 June 9 WBA Executive Committee  
 July 20 WBA President's Golf Outing  
 July 21 WBA Board Day  
 Sept 8 WBA Executive Committee Meeting in Milwaukee  
 Sept. 7-10 NAHB Fall Board, Milwaukee



## Monday Morning Review

By Brad Boycks  
Director of Government Affairs, WBA

### MSHBA 2011 Committees

#### Community Projects –

Dan Schneider, Schneider & Schneider Construction, LLC

#### Governmental Affairs –

Gary Roehrig, Roehrig & Savola Builders, Inc.

#### Home & Garden Expo –

Pam Van Dera, Bank Mutual and Julie Schmitz, K & J construction and Design, LLC

#### Membership -

Tom Heiberger, Christel & Heiberger Builders, Inc.

#### Parade of Homes –

Vonda Heiberger, Christel & Heiberger Builders, Inc.

#### Public Relations –

Jeff Hedrich, Hedrich Construction Inc.

#### Scholarship –

Steve Thielman, Kiel Building Supply

#### Special Events:

##### Banquet & Auction –

Dan Schneider, Schneider & Schneider Construction, LLC

##### Cookout & Casino Night

Glenn Christel, Christel & Heiberger Builders, Inc. & Carol Wordell, Designs by Carol

##### Fundraising –

Gary Roehrig, Roehrig & Savola Builders, Inc.

##### Trap Shoot –

Pam Van Dera, Bank Mutual

##### Rummage Sale –

Sean Kelly, Accurate Housing Systems

##### Website –

Pam Van Dera, Bank Mutual

#### Rakowski named head of Commission on Fraud, Waste and Abuse

Recently Governor Scott Walker fulfilled one of his campaign promises by announcing the formation of the Commission on Fraud, Waste and Abuse. This is a bipartisan, public/private commission that is charged helping find ways to weed out fraud, waste and abuse in state government.

WBA Secretary Craig Rakowski has been tabbed by Governor Walker to lead this newly created commission. Craig worked as certified public accountant for nine year primarily dealing with housing and construction clients and is the CEO and President of James Craig Builders in Wauwatosa.

Other members of the commission include Ara Chechian who is part-owner of Northern Wire in Merrill, DOA Deputy Secretary Cindy Archer, Senator Frank Lasee (R-Green Bay), Senator Chris Larson (D-Milwaukee), Representative Samantha Kerkman (R-Burlington) and Representative Mark Pocan (D-Madison).

Governor Walker has charged the commission "to identify waste, fraud and abuse in state government programs and state appropriations and recommend solutions."

Congratulations to Craig on being tabbed for this important position in state government!

#### VoterVoice up and running

In an effort to greatly improve WBA's grassroots lobbying ability the GA Committee approved a budget in 2010 that called for the purchase of a new database and communication system called VoterVoice. VoterVoice allows WBA to communicate with members, asking them to respond with an e-mail to members of the legislature to drive our GA agenda.

In the past when we issued "WBA Call to Actions" we relied on an outdated system that required members to do a lot of cutting and pasting of e-mails and frankly was not efficient for members or staff. With the launch of the VoterVoice system members will be able to communicate with members of the legislature with just one click of the computer mouse.

Soon you will be receiving a "WBA Call to Action" as you have in the past. This e-mail will inform you of the request and give you a link to complete the call to action. Once you click the link your business information will be displayed and you will only need to fill in your home address to complete the call to action. After that, one click will allow you to send an e-mail to the targeted member of the legislature.

Why the need for the home address? We need to match members to legislators that represent them and for that to occur we need your home address. Once you enter that information the first time that information will be stored and you will not have to enter it again

when you receive future call to action alerts.

We very much look forward to using this new system because of it is easier for members to use and we hope that will allow us to expand our grassroots efforts this legislative session.

#### Governor Walker looking for people to serve

Recently we had the opportunity to meet with Governor Walker's appointment director to stress that WBA has a number of members who want to volunteer to serve on a number of boards throughout state government. In past conversations with members we know that a number of people are interested in serving on councils such as the Uniform Dwelling Code Council and the Building Commission.

In an effort to quickly fill a number of volunteer positions in state government a website has been created to accept applications to serve on these various boards and commissions. We strongly encourage WBA members to go online to apply for these positions and then let us know what areas you are interested in so we can help advocate for your placement as well.

Go to <http://www.wisgov.state.wi.us> and click "Apply to Serve Wisconsin" to learn what positions are currently open and to apply online to serve Wisconsin!

#### DNR Stewardship program being cut/restructured

Recently Kurt Thiede, the DNR Division of Land Administrator, sent word to DNR staff and members of the legislature that the department will be cutting back on Stewardship Fund purchase now and very likely during the next two years.

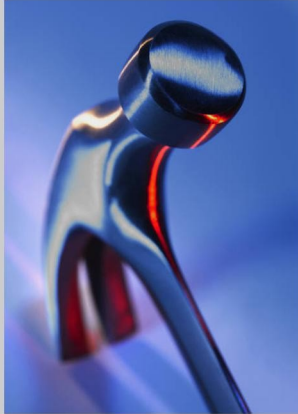
DNR Secretary Stepp and Deputy Secretary Moroney made mention of the fact that they were taking a look and recommending restricting of the Stewardship Fund when they met with the WBA GA Committee last Friday. In the letter to DNR staff and members of the legislature, Thiede commented, "We understand the importance of Stewardship to local units of government and non-profits in providing recreational opportunities and preserving ecologically rare tracts of land, but we ask for cooperation and will not make additional Stewardship grants this fiscal year."

#### Nardelli named division administrator for the Safety & Buildings Division

Recently Department of Commerce Secretary Paul Jadin announced that Tom G. Nardelli has been named the new Commerce division administrator of the Safety and Building Division. Nardelli replaces Doyle appointee Greg X. Jones in this position at commerce. "Tom Nardelli has a proven record of leadership and accomplishment," said Secretary Jadin. "He will be a tremendous asset to my management team as we move to continue to promote public safety across Wisconsin."

From August 2007-present, Nardelli served as Chief of Staff for then-County Executive Scott Walker. During that time he oversaw operations of the county execu-

## Home Remodeling Contract



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**MEMBERSHIP MATTERS**



tive's cabinet and staff, assigned duties, monitored legislation, and assisted with the development and review of the county executive's proposed annual budget.

Prior to joining Walker's staff, Nardelli was a member of the Milwaukee Common Council from 1986 to 2004. He served and chaired a number of committees, including Finance and Personnel.

He also chaired the city's Public Safety and Economic Development Committees from 2000 -2004.

### From NAHB: AD&C Crisis Tops NAHB Agenda in New Congress

As is the tradition for NAHB's top senior officer, Chairman Bob Nielsen attended the President's State of the Union address in person on Jan. 25. While the President did not mention housing specifically in his speech, several of the items he talked about will impact our industry, assuming they move forward and are implemented — for example, the President's references to immigration reform, changes to the tax code, and regulatory streamlining. While one portion of the speech focused on the general topic of construction, that was primarily in regard to road-building and railroads. The State of the Union address is typically viewed as the kick-off to a new session of Congress, and it will be quickly followed by the White House's submission of the Fiscal Year 2012 Budget Request to Congress on Feb. 14. The White House budget request is almost guaranteed to spark renewed discussion and debate in Washington over deficit reduction plans. Nielsen's presence at the speech signified the importance that the home building industry has in our nation's economy and the credibility that NAHB holds among lawmakers. Currently, NAHB's Senior Officers and staff are in the process of personally visiting each of the 535 House and Senate offices to convey the association's legislative priorities and emphasize that there can be no long-term economic recovery until the housing industry gets back on its feet.

Of course, NAHB's top priority is to loosen the stranglehold on acquisition, development and construction (AD&C) financing. For some time now, NAHB has been urging regulators to issue more flexible guidelines that will encourage banks to maintain funding for AD&C loans in good standing that fall below their underlying value. We have also been calling to the attention of regulators and Congress the fact that, without credit to build viable new projects, our industry can neither revive, nor can it provide the engine of job growth that this economy so desperately needs.

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