

Celebrating 28 Years! 1998-2026

# The Cutting Edge

**BADGER CRAFTSMAN  
AWARDS**

ENTER  
NOW!



Volume 17, Issue 4

April 2026

## Inside this issue:

Membership Updates	2
Area 10 Conference	3-4
Badger Craftsman Awards	5
WBA Advocacy	6
Trends in Housing Conf.	7
WB Foundation Event	8
Membership/Savings	9

## CALENDAR OF EVENTS:

- April 27 Badger Craftsman Award Application Deadline
- May 7 MSHBA BOD Meeting Optimist Chalet, NH 5:30 pm BOD Meeting
- May 7 Spring Bust-up Cookout & GMM Optimist Chalet, New Holstein
- August 13—Jerry Arenz Memorial Trap Shoot, Winnebago Eastshore Conservation Club
- December 10—MSHBA Holiday Party, PAC Auction & Installation, Altona Supper Club, New Holstein

## PRESIDENT'S MESSAGE

By Kevin Schmitz, K & J Construction and Design LLC

MSHBA Members,  
Another month has passed and it is time to think Spring.  
With Spring coming, so does the graduation of this years Senior class at our area schools. Do you know anyone who is interested in trades and wants to attend college or Tech School? MSHBA offers a \$500 Scholarship to an area student going for higher education in the construction industry trades. The deadline to

apply is April 30th. Contact Tena or the schools guidance department for applications.

Thank you to all of the members that renewed this past month and year. We have a very high retention rating for our Association.

With summer coming and our busy season, our last General Membership Meeting until Fall will be held May 7th at the Optimist Chalet in New Holstein. Brats, Burgers and

refreshments will be offered. Bring a dish to pass and bring a guest.

Until next month,  
Kevin Schmitz  
MSHBA President



SHOP TALK 2026

Mid-Shores Home Builders Association, Inc.

Invites you & a guest to Join us for our last GMM until Fall

# Spring Bust-up Cookout

May 7 at the Optimist Chalet

2200 Mason Street, New Holstein

5:30 p.m. Board of Director's Meeting

6:00 p.m. Join us for Cocktails

6:30 p.m. Cookout & General Membership Meeting

Guests: HS TECH ED Instructors. Partner with local tech ed instructors to align curriculum and skills with workforce needs and build a reliable pipeline of skilled employees.

Brats, hamburgers & refreshments are compliments of MSHBA

Please bring a dish to pass!



# MSHBA Membership



**2026 MSHBA OFFICERS**

**President: Kevin Schmitz**  
K & J Construction and Design LLC  
920-849-8811

**President-Elect: Matt Lefeber**  
Wrightway Home Improvements  
920-923-0721

**Treasurer: Julie Schmitz**  
K & J Construction and Design LLC  
920-849-8811

**Secretary: Open Position**

**Past-President: Derek Fritsch**  
Green Hammer Construction LLC  
920-905-3513

**2026 DIRECTORS**

**Jerry Mallmann**  
Chilton Furniture  
920-849-9023

**Dave Amel**  
Premier Properties Realty, LLC  
920-980-4477

**Nick Zurn**  
Precision Floors & Decor  
920-400-1123

**WBA Directors**  
Dan Schneider  
Derek Fritsch

**NAHB Delegate**  
Kevin Schmitz  
**NAHB Alternate Delegate**  
Open Position

## MEMBERSHIP... the Ultimate Building Resource

### THANK YOU FOR RENEWING YOUR MEMBERSHIP!

State Bank of Chilton – 25 years  
Jannette Trucking & Excavating Inc – Charter Member of 28 years!

City Wide Insulation – 3 years  
Alpine Insulation Co. – Charter Member of 28 years!

Precision Floors & Décor – 4 years  
Chilton Furniture – 27 years  
Christel & Heiberger Builders—Charter Member of 28 years!  
K & J Construction and Design Inc.—22 years

### PENDING MEMBERSHIP:

Focus on Energy  
Kenadi Mayo  
1 S Pickney Street, Suite 340  
Madison WI 53703  
Phone 920-610-0129  
Email Kenadi.Mayo@focusonenergy.com

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

MSHBA offers an option to pay your dues in three consecutive monthly payments of \$150.00. Your membership will take into effect on your final payment. A 3-Pay Dues payment contract will be included with your renewal statement.

## MAY BOD MEETING

May 7 at 5:30 pm

Optimist Chalet, New Holstein

## WBA Member Benefits...

- Kwik Trip Rewards
- Contracts/Forms
- Member Hotline
- Insurance
- Rebate Form
- Continuing Education
- Coaching & Consulting



Even More Benefits are available at [www.wisbuild.org/member-benefits](http://www.wisbuild.org/member-benefits)



## Volunteer to Serve in a Leadership Position in 2026

**MSHBA Directors:** MSHBA’s Board is looking for a member to fill an open Secretary. Terms are for 1 year. Let me know if you would be interested in this leadership opportunity. **WBA Directors:** We are looking for an Associate Member to represent MSHBA on WBA’s Board of Directors. Director’s will be expected to attend 3 annual meetings of which one is held virtually.

**Officers & Directors Advocate for MSHBA:** They save member’s money. They fight for sensible regulations. In the end, MSHBA along with WBA & NAHB is one of the most effective business groups in the country. Interested in representing MSHBA and your industry, let Kevin or Tena know.

## SAVE THE DATES:

May 7 — Spring Cookout, Optimist Chalet, New Holstein

August 13—Jerry Arenz Memorial Trap Shoot, Winnebago Eastshore Conservation Club

December 10—MSHBA Holiday Party, PAC Auction & Installation, Altona Supper Club, New Holstein

## Mid-Shores HBA Scholarship Opportunity

Mid-Shores Home Builders Association, Inc. (MSHBA) would like to invite graduating students to apply for our annual MSHBA scholarship award. We will again be offering a \$500 scholarship to area high school students in the Calumet area continuing their education in the trades. Contact Tena or your high school guidance department for an application.

The deadline to apply is April 30.



PO Box 125  
New Holstein, WI 53061  
[www.midshoreshomebuilders.com](http://www.midshoreshomebuilders.com)

**Executive Officer Tena Hartwig**  
2104 Mary Ave.  
New Holstein, WI 53061  
Phone (920) 539-9014  
[hartwigs1@charter.net](mailto:hartwigs1@charter.net)

# AREA 10 LEADERSHIP CONFERENCE



**APRIL 23-24**  
Monona Terrace | Madison, WI  
Full Agenda on Reverse

Connect with the National Association of Home Builders and Home Builders Association members and industry professionals from five states for two days of development, networking, and collaboration.

**THURSDAY - 12 PM - 8 PM**  
**FRIDAY - 8 AM - 12:15 PM**

**REGISTER NOW**

### REGISTRATION

**\$175 Early Registration** (ends March 31)

**\$195 Late Registration** (after March 31)

#### Registration includes:

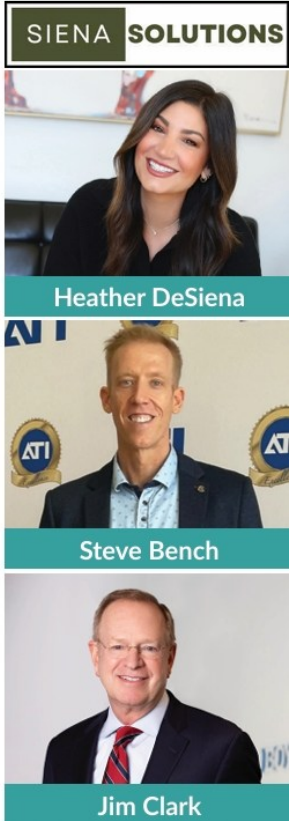
**Day One:** Lunch, Networking Reception with beverages and heavy appetizers

**Day Two:** Breakfast, Box Lunch (to-go, or to stay)



## April 23, 2026 (Day One)

- 12 PM - 12:15 PM:** NAHB Welcome with Bill Owens, 2026 NAHB Chairman
- 12:15 PM - 12:45 PM:** Networking Lunch
- 12:45 PM - 1:45 PM:** **Opening Keynote Luncheon** with Heather DeSiena  
"People and Profit: Building Businesses That Last"
- 2 PM - 3 PM:** **Leadership Session** by Steve Bench  
"Attracting Tomorrow's Talent with Today's Leaders"
- 3:15 PM - 4:15 PM:** **Breakout Session (two options)**  
"Strategic Communication: Lessons Learned From a News Anchor Turned Negotiator" by Heather DeSiena  
"Crafting Mutually Beneficial Volunteer Opportunities" by Donna Franza, NAHB
- 4:30 PM - 5 PM:** NAHB Update by Bill Owens, 2026 NAHB Chairman
- 5 PM - 8 PM:** Hop on the bus!  
**Networking Reception & Tour** at the McKenzie Regional Workforce Center, sponsored by Drexel Building Supply



## April 24, 2026 (Day Two)

- 8 AM - 9 AM:** Leadership Breakfast
- 9:15 AM - 10 AM:** **Breakout Session (two options)**  
"Lightning Decision Jam" Roundtable Discussions  
"Identifying & Engaging the Next Generation of Leaders" by Rachel Branson, NAHB
- 10:15 AM - 11:15 AM:** "Build on Benefits | Structuring Success with NAHB Resources" by Caroline Fabacher
- 11:30 AM - 12:30 PM:** "Leadership Growth Hacks" by David Belman
- 12:15 PM:** Closing Comments, Box lunch available



Premier Sponsor:



McKenzie Regional Workforce Center  
Tour Sponsor:



# BADGER CRAFTSMAN AWARDS

*Now Accepting Applications!  
Due by April 27!*

Associates

General Building Projects



Developments

New Builds



Remodels



**SPONSORED BY:**



**VISIT  
WWW.WISBUILD.ORG/BADGERCRAFTSMAN  
TO APPLY**



**WISCONSIN  
BUILDERS  
ASSOCIATION**

**Advocacy Digest | March 19, 2026**  
Brad Boycks, Executive Director



### Six WBA sponsored bills ready to become law

The Wisconsin Builders Association is proud to share a major legislative milestone made possible by your continued engagement and advocacy.

Following the conclusion of the 2025–2026 legislative session, several key housing bills have successfully passed both houses of the Wisconsin Legislature and are now awaiting the signature of Governor Tony Evers to become law. These achievements reflect the strength of our collective voice and the commitment of our members across the state.

#### Advancing Workforce Housing and Affordability

A number of the bills passed this session are focused squarely on expanding workforce housing opportunities and addressing affordability challenges:

- **Senate Bill 480 – Workforce Housing TIF Districts**  
This legislation authorizes local governments to create voluntary Workforce Housing Tax Incremental Financing (TIF) districts. These districts will help communities finance infrastructure needed for smaller, more attainable homes—an important step in meeting workforce housing demand.
- **Assembly Bill 194 – WHEDA Workforce Housing Loan Program Up-**

#### dates

This bill strengthens and refines the existing WHEDA workforce housing loan program. With strong bipartisan support, these updates will enhance an already successful initiative and improve access to financing for housing development.

- **Assembly Bill 454 – Workforce Housing Revolving Loan Program**  
This proposal establishes a new revolving loan program administered by WHEDA, providing gap financing through second mortgages for eligible homebuyers. By addressing the “missing middle,” this program will help more working families achieve homeownership.
- **Improving Certainty and Development Processes**
- Other important measures will streamline development processes and provide greater predictability for builders:
- **Senate Bill 798 – Wetland Assured Delineation Program**  
This bill permanently establishes a proven program that provides regulatory certainty, reduces permitting delays, and maintains environmental protections—benefiting both developers and conservation efforts.
- **Assembly Bill 453 – “Truth in Planning”**

This legislation ensures that land identified for future housing is rezoned appropriately once certain conditions are met, helping align local planning with actual housing development.

- **Assembly Bill 737 – Neighborhood Improvement Districts**  
This proposal allows municipalities to create Neighborhood Improvement Districts to help fund infrastructure needed for housing development, providing another tool to support growth.

#### Thank You for Your Advocacy

None of this progress would have been possible without you. From engaging with legislators to participating in advocacy efforts, your involvement has made a real and lasting impact on housing policy in Wisconsin.

These legislative victories demonstrate what we can accomplish together. As these bills move toward becoming law, we will continue working to ensure successful implementation and to build on this momentum in future sessions.

Thank you for your continued commitment to advancing housing in Wisconsin.

#### Additional WBA Events & Resources:

- March [Blueprint](#).
- Register for Summer Events:
  - June 24—Member Meeting Day & Celebration of Housing
  - June 25—WB Foundation Golf Outing
- Badger Builder Magazine. Available [online here](#).

# Our Builders Want to Get to Know You!

## Network with Builders

This conference offers a unique opportunity to connect with top builders while they explore the latest **trends and innovations** in the housing industry. This is your opportunity to foster partnerships that can enhance your business success and promote the building industry.



Join us for the  
**2026 Trends in Housing Conference**



**WISCONSIN BUILDERS  
FOUNDATION**

**Thursday, November 12, 2026**

Don't miss out on the chance to showcase your business  
and engage with potential partners!

**Reserve your booth or become a sponsor  
today!**

**2** Trends in  
**0** Housing  
**2** Conference  
**6**  
8:30 AM - 4:15 PM

Scan to Register



**Sheraton Milwaukee Brookfield Hotel**

375 S Moorland Road  
Brookfield, WI 53005

For more information:  
pmeskan@wisbuild.org



# WEDNESDAY

## September 23, 2026

SENTRYWORLD  
STEVENS POINT

*TREAT YOUR BEST CUSTOMERS!*



We're excited to announce the launch of our new Golf Invitational — a premier play-your-own-ball event at the stunning SentryWorld Golf Course. Designed for golfers who love a true test of skill and friendly competition, this invitational offers a championship-caliber experience in a beautiful setting.

Visit [www.wisbuild.org](http://www.wisbuild.org) to register!



**SUPPORTING THE WISCONSIN BUILDERS FOUNDATION**

**Building a house is a labor of love.**  
But frankly, your insurance shouldn't make more work for you.

Members of the Wisconsin Builders Association (WBA) are eligible to save money on their insurance needs with discounts available through Frankenmuth Insurance.

**Ready to have a frank conversation about your insurance? Let's talk today.**

Visit us at [www.fmains.com](http://www.fmains.com) to find an independent agent near you.



**NAHB**  
National Association  
of Home Builders

Exclusive discounts that benefit you,  
your business and your family  
[nahb.org/Savings](http://nahb.org/Savings)

NAHB Member  
**SAVINGS**  
*Put your membership to work.*

