

The Cutting Edge



Volume 17, Issue 9 September 2026

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PRESIDENT'S MESSAGE

By Kevin Schmitz, K & J Construction and Design LLC

Fellow members,
I'd like to kick off this month with a big *thank* you to everyone who participated in our annual Trap Shoot. We had a great turnout this year

with **68 shooters**. Scoring a perfect 50, **Tyler McCoy** emerged as the **Top Gun**. **Tom Coates** took home the title of **Junior Top Gun**, and **Top Team** honors went to the **Sandbag-**

gers. Congratulations to all of our winners!

Thanks for reading—and have a great month ahead.

Kevin Schmitz
MSHBA President

CALENDAR OF EVENTS:

- October 1—WBA Member Meeting Day virtual
- December 10—MSHBA Holiday Party, PAC Auction & Installation, Altona Supper Club, New Holstein
- November 12—WBA Trends in Housing—see pages 5 & 6 for more
- February 2-4—NAHB IBS, Las Vegas

JERRY ARENZ MEMORIAL TRAP SHOOT



THANK YOU FOR
YOUR SUPPORT!

MSHBA Membership



Mid-Shores Home Builders Association, Inc.

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!

Schneider & Schneider Construction Inc.—
Charter Member of 28 years!

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.

SAVE THE DATES:

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

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.

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.



Area Chamber Memberships

MSHBA is a member of New Holstein, Chilton and the Kiel Area Chamber of Commerce. Please feel free to represent MSHBA and attend any of their meetings or events.

- [New Holstein Area Chamber of Commerce](#)
- [Kiel Area Chamber of Commerce](#)
- [Chilton Chamber of Commerce](#)

Association Management Conference

St. Louis



Mid-Shores Home Builders Association, Inc.

PO Box 125
New Holstein, WI 53061
www.midshoreshomebuilders.com

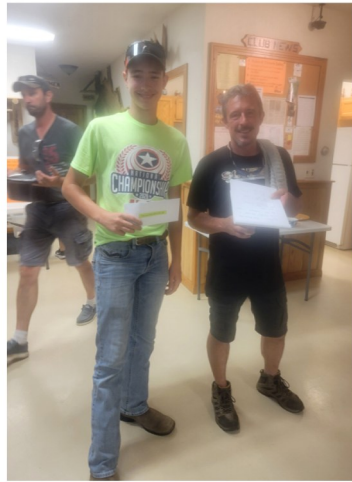
Executive Officer Tena Hartwig
2104 Mary Ave.
New Holstein, WI 53061
Phone (920) 539-9014
hartwigs1@charter.net



Thank you for your support of MSHBA's Jerry Arenz Memorial Trap Shoot!

The shoot was a great success and we again had great weather! 68 shooters vied for the **TOP GUN** title; the honor was earned by Tyler McCoy with a score of 50! **The JUNIOR TOP GUN is...** Tom Coates, with a score of 47 and the **TOP TEAM is...** the Sandbaggers, with a team score of 232. Winnebago Eastshore Conservation Club won the early bird shell drawing. Ryan Schmitz won the **MYSTERY BOX**. **Congratulations!**

Also a special thank you to the Jerry Arenz family and the Winnebago Eastshore Conservation Club for hosting us!



Thank you Sponsors and Committee!

Station Sponsor: Birschbach Builders LLC

Event Sponsor: Drexel Building Supply, State Bank of Chilton & Wrightway Home Improvements

Top Gun Sponsor: Green Hammer Construction, G & H Trucking & Excavating & Christel & Heiberger Builders

Early Bird Sponsor: K & J Construction and Design LLC

Raffle Prize Sponsors: Jannette Trucking & Excavating, Premier Properties Realty LLC, Potter Building Supply, Drexel Building Supply, K & J Construction and Design LLC, the Arenz Family, Silica For Your Home, Chilton Furniture, Kwik Trip & many more!

Shooters: 68

Special thanks to everyone that donated raffle prizes and provided food!



JERRY ARENZ MEMORIAL TRAP SHOOT





Advocacy Digest | August 25, 2026

Brad Boycks, Executive Director



Wisconsin Builders Association, Wisconsin REALTORS® Association, and League of Wisconsin Municipalities Release Fact Sheets on New Housing Laws

The Wisconsin Builders Association (WBA), the Wisconsin REALTORS® Association (WRA), and the League of Wisconsin Municipalities (the League) today jointly released a series of fact sheets summarizing five new state laws aimed at addressing Wisconsin's housing affordability crisis. The fact sheets provide a plain-language overview of each law and practical guidance on how municipalities, builders, and real estate professionals can begin implementing the changes.

The laws — 2025 Wisconsin Acts 68, 120, 173, 235, and 237—touch on platting procedures, local infrastructure financing, comprehensive planning, workforce housing tax incremental districts, and updates to WHEDA loan programs. Together, they represent one of the most significant packages of housing-related legislation to pass in Wisconsin in recent years.

"Wisconsin's housing shortage didn't happen overnight, and solving it takes sustained, practical policy change — not just new laws on the books, but a clear understanding of how to put them to work," said WBA Executive Director, Brad Boycks. "These fact sheets trans-

late new statutes into plain language so builders, municipalities, and Realtors are all working from the same playbook."

"The passage of last session's historic housing package was a vital step toward solving our supply shortage. However, the new tools created in the housing package will be effective only if implemented properly. To help our members, local leaders, and the public navigate these changes, we are proud to partner on these informational papers breaking down exactly how this legislation cuts red tape, unlocks new development, and creates real housing opportunities across our communities," said WRA President & CEO, Tom Larson.

"Housing is a complex challenge, with different needs in different communities," said Emily McFarland, Executive Director of the League of Wisconsin Municipalities. "These five legislative enactments provide additional tools for the public and private sector to apply as they work together to provide housing for Wisconsin citizens."

Each fact sheet includes a summary of the law's key provisions, its effective date, and answers to frequently asked questions from the perspective of the municipalities, builders, and real estate professionals who will be implementing it day to day.

Wisconsin currently averages roughly

11,700 housing starts per year, and 77.3% of Wisconsin households cannot afford the median-priced new home in the state. The three organizations noted that while this legislation marks meaningful progress, additional work remains to address the underlying causes of the affordability crisis.

The five issue papers can be [found here](#).

Association Management Conference Highlights

St. Louis



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



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!**

2026 Trends in
Housing
Conference
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

Trends in Housing Conference

THURSDAY, NOVEMBER 12, 2026 | 9:00 AM - 4:00 PM

Sheraton Milwaukee Brookfield Hotel



Join the Wisconsin Builders Association & WB Foundation for the 6th annual Trends in Housing Conference, and discover what's next in Wisconsin homebuilding. This essential event brings together builders, developers, realtors, tradespeople, lenders, local officials, and housing advocates from across the state to examine the challenges and opportunities shaping Wisconsin's housing market — from affordability and policy to design, project management, and legal pitfalls in home building.

FEATURED SESSIONS

9:15 – 10:15 AM Urban Planning & Development

Kurt Paulsen, Professor of Urban Planning & Landscape Architecture, UW–Madison

10:30 – 11:30 AM Building Workforce Housing that Works: The Point Gardens Model

Diane Kaschinske, Poynette Village President · Randy Alexander, Torque Companies

11:30 – 12:30 PM Lunch, featuring National Association of Home Builders

12:30 – 1:30 PM Breakout Sessions

AI Tools for Builders & Contractors — Lori Highby, KeystoneClick

Zero Energy Ready Homes — Tim O'Brien, Tim O'Brien Homes

1:45 – 2:45 PM Building Through Change: Evolving Legal Landscape Impacting Homebuilding

Robert Procter, Axley Attorneys · Rebecca Roeker, Attolles Law

Derek Punches, Godfrey & Kahn · Brad Boycks, Wisconsin Builders Association

3:00 – 4:00 PM Industry Performance & Market Benchmarks Heading into 2027

Erika Mosse, JobTread

REGISTRATION PRICING

THROUGH 11/10

WBA Member	\$170
Non-Member	\$190



HOTEL & TRAVEL

Sheraton Milwaukee Brookfield Hotel

375 S Moorland Rd, Brookfield, WI

Group rate: \$119/night

Book by Sunday, October 11

REGISTER TODAY **WISCONSIN BUILDERS**
FOUNDATION

NAHB IBS™
Feb 2–4, 2027
Las Vegas

ONLY IN SEPTEMBER FOR NAHB MEMBERS



As a member of your local home builders association, you are also an NAHB Member. This means you qualify for incredible September registration deals to attend the **2027 NAHB International Builders' Show® (IBS).**

FREE*
EXPO PASS

See product/technique demos, 1,700+ companies, new products, solutions and trends on the IBS Exhibit Floors.

Exclusive NAHB Member Rate
EXPO+EDUCATION
PASS \$450*

Includes Expo Pass access PLUS 120+ IBS Education sessions to choose from covering trends and insights from industry experts.

There's only one Builders' Show. It's the only place to see what's new and what's next for our industry.



Register in September & Save BIG!
BUILDERSSHOW.COM/SEPTEMBER

*Manufacturer and software provider registrants are not eligible. NAHB Member pricing valid 9/1/26 – 9/30/26. Visit BuildersShow.com/fees for details.

WHY ATTEND THE BUILDERS' SHOW?

MAKE CONNECTIONS THAT MATTER.

Meet future collaborators, suppliers and business partners.

EXPLORE NEW IDEAS & REFINE YOUR SKILLS.

IBS Education sessions and IBS Centrals are perfect for learning and sharing with like-minded pros.

STAY AHEAD OF THE CURVE.

Discover the latest techniques and innovations with construction product and technique demos.

DISCOVER WHAT'S NEXT.

IBS Exhibit Halls are organized into six product categories, plus the Outdoor Exhibits, making it easy to find what you need.



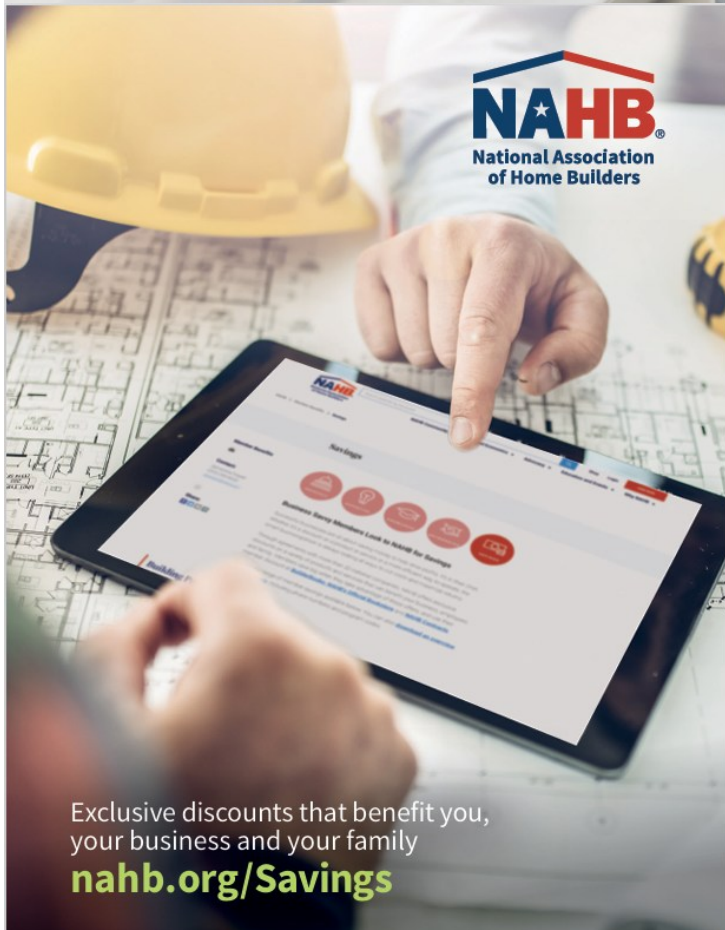
Register in September & Save BIG!
BUILDERSSHOW.COM/SEPTEMBER

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.fmins.com** to find an independent agent near you.



Exclusive discounts that benefit you,
your business and your family

nahb.org/Savings

NAHB Member
SAVINGS
Put your membership to work.

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T-MOBILE FOR BUSINESS

NISSAN

DELL Technologies

Active&Fit DIRECT

AVIS

BMW

Budget

FARMERS INSURANCE

GOODYEAR

Heartland

Hertz

Holman
Driving Where's Right

HotelPlanner

indeed

MemberDeals
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RingCentral

SiriusXM

TForce Freight

sam's club

TrueCar

ups

VOYAGER