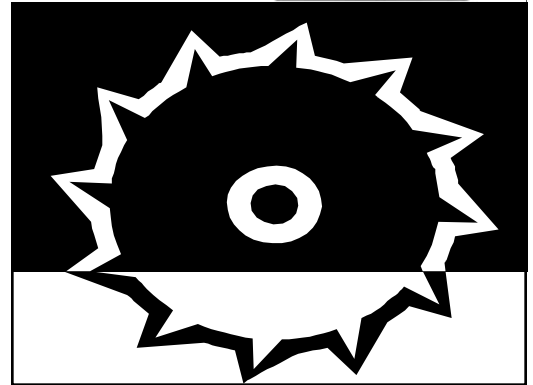


the Cutting Edge

Volume 6, Issue 1

January 2015



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CALENDAR OF EVENTS:

- Jan. 13 MSHBA BOD/GM Meeting
Altona Supper Club
5:30 pm BOD Meeting
6:30 pm GM Meeting
- Jan. 16 WBA Board Day & President's Installation
Kalahari Resort
- Jan. 20 Home & Garden Expo Committee Mtg.
7:30 am at Seven
Angels Restaurant
- March 4 Business Day in Madison
- March 7 & 8 MSHBA Home & Garden Expo at Vande Hey Brantmeier, Chilton

PRESIDENT'S MESSAGE

By Jerry Mallmann, *Chilton Furniture Inc.*

Greetings to my Fellow MSHBA members,

First, I hope the Christmas Season has given you much Joy and Happiness this year. I know it certainly has for Donna and I as we celebrated Christmas with our entire family, including our first Grandchild. It is truly a season where we count our Blessings.

Second, I would like to thank my Mid-Shores Family for the trust given me to serve as your President in 2015. I have much to learn, but with Tena's guidance, I look forward to growing into the role as the year progresses.

My first action as President was to attend a Leadership workshop with Tena on Dec. 11. It was meant to be a day of honing our Leadership skills and trading ideas with other association leadership teams. What I found out right out of the blocks, was that MSHBA is a very unique group. In listening to many of our fellow attendees, I was hearing vary-

tion, lack of participation, over all disarray, and need for reorganization. I then looked at our Association and saw strength, stability, direction, and overall positive participation. I must say, I walked away feeling pretty proud of what we have with MSHBA. But that doesn't mean we should rest on our laurels. There is always room to build on even the strongest of structures. This year, I look forward to helping grow Mid-Shores in not only total membership but also in participation of that membership. As the saying goes..."Many hands make for light work."

Some key dates to remember:

Please join us for our General Membership meeting on Jan. 13 at the Altona as we welcome program presenter DSPS Secretary Ross.

Plans for the Mid-Shores Home and Garden Expo are well underway for March 7 & 8 at Vande Hey

Brantmeier. Early bird registration is Jan. 15. As always, we could use volunteers, so if you have an hour or two to spare that weekend, please consider lending a hand.

That's all for now. I hope to see you on January 13.

Wishing you a prosperous 2015!

Jerry Mallmann

JANUARY MEETINGS:



January 13

Altona Supper Club

2306 Calumet Drive, New Holstein

5:30 pm Board of Directors

6:00 pm Cocktails

6:30 pm GM Meeting & Dinner Buffet

Cost: \$11.50, payable to MSHBA

SPEAKER: DSPS Secretary Ross

**2014 MSHBA OFFICERS**

President Jerry Mallmann
Chilton Furniture
920-849-9023
jerry@chiltonfurniture.biz

President-Elect Tom Heiberger
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920-898-2820
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WBA Directors
Dan Schneider
Sean Kelly
Pam Van Dera
Glenn Christel

NAHB Director
Dan Schneider



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MSHBA Membership

THANK YOU FOR RENEWING YOUR MEMBERSHIP!

Thiel Real Estate
Meggers Enterprise Plumbing & Heating LLC
Moehn Plumbing Inc.
Todd's Plumbing LLC

RETIRED MEMBER:

Thank you for your past membership!
Town & Country Estates LLC

NEW MEMBERSHIP PENDING:

BUILDER:

Armor Shield Metal Roofing

Greg Dudzik
1082 Coronado Ct.
Oneida WI 54155

MEMBERSHIPS DUE:

Nov.: PVR Plastering Services
Jan: Interior Woodworking LLC
Feb.: Advanced Custom Geothermal, LLC
Valley Cabinet Inc.
March: Builders Supply of NE Wisconsin
Riesterer & Schnell

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

MSHBA offers an option to pay your dues in three consecutive monthly payments of \$140.00. Your membership will take into effect on your final payment. A 3-Pay Dues payment contract will be included with your renewal statement.

*It's been an amazing year.
Every Event.
Each Successful.
ALL THANKS TO YOU!*



THANK YOU FOR THE GIFT!

Mid-Shores HBA Members & Board of Directors,
Thank you for the wonderful Christmas bonus... it is greatly appreciated! Working for MSHBA is a blessing. I have especially enjoyed working with the Board and each Committee helping advance new ideas, programs and the events of 2014.

Wishing you and your family a blessed 2015!

Tena Hartwig

Executive Officer
Mid-Shores Home Builders Association, Inc.

2015 HOME & GARDEN EXPO

The 2015 Home & Garden Expo Committee has begun planning this year's event. The next meeting will be held on January 20 at 7:30 am at Seven Angels Restaurant, Chilton.

Expo Dates: March 7 & 8

Location: Vande Hey Brantmeier, Chilton

Interested in joining this high-energy committee... volunteer to help out by contacting MSHBA or joining us!

**WBA's Annual
Lobby Day,
Business Day in
Madison is
March 4!**



MSHBA President, Jerry Mallmann, and Executive Officer, Tena Hartwig, recently attended NAHB's Leadership Training/Team Planning in held Green Bay. It was a great program put on by Chris Driver and hosted by Brown



MSHBA Raises \$736 & Meets its BBW Goal!

**December 5's
Christmas Party in-
cluded Installation
of 2015's Officers &
Directors, Awards
Presentations and a
live BBW Auction.**

MSHBA held its Build A Better Wisconsin PAC auction in conjunction with its Christmas party and Installation banquet on Dec. 5. \$736.00 was raised at the auction. Combined with previous PAC donations of \$750.00, our total for 2014 was \$1486.00; therefore surpassing MSHBA's goal of \$1060.00!

Thank You for your contribution to the 2014 Build A Better Wisconsin & MSHBA Auction and thank you to those who purchased items at this year's event! Special thanks to our auctioneer, honorary member Gary Roehrig.

Thank you Drexel Building Supply and Mari-

time Insurance Group for sponsoring the poinsettias!

MSHBA also recognized members for their special commitment and service to MSHBA.

Pam Van Dera of FirstMerit Bank was honored with MSHBA's President's Award. Dan Schneider, of Schneider & Schneider Construction, LLC, was honored with the 2014 Builder Member of the Year award and Ted Klapperich, of TK Hardwood Floor Co. LLC, was honored with the 2014 Associate Member of the Year award.

Congratulations and thank you for your association involvement and leadership!



Builder Member of the Year
Schneider & Schneider Construction, LLC
Associate Member of the Year
TK Hardwood Floor Co. LLC



Installation of Officers & Board of Directors - Jerry Mallmann of Chilton Furniture Inc. was installed by WBA Treasurer Brian McKee

President's Award
FirstMerit Bank



Jerry Mallmann, Chilton Furniture, Inc., was officially sworn in as MSHBA's 2015 President. 2015's Officers & Directors installed include:

President: Jerry Mallmann President-Elect: Tom Heiberger
Secretary: Pam Van Dera Treasurer: Julie Binversie
Past President: Glenn Christel

Board of Directors:

Ted Birschbach Kevin Schmitz
Ted Klapperich Darlene Schwobe



REGISTER NOW...MSHBA's 2015 Home & Garden Expo

MSHBA Members receive a \$50 discount on Booth space by registering by January 15!

MEMBERSHIP HAS ITS BENEFITS... Booth prices are again **DOWN \$75.00** from previous years for MSHBA members and are 50% of non-member booth rates.

AND MSHBA members receive an additional \$50.00 discount per booth until January 15, 2015. A 10'x10' booth costs \$150.00 if purchased by January 15.

March 7 & 8

Saturday, March 7 10AM-5PM ■ Sunday, March 8 10AM-3PM

Vande Hey Brantmeier
614 N Madison Street - Chilton



Calumet County's ONLY Home & Garden Show!

The Expo will be located in the showroom and shop areas of Vande Hey Brantmeier.
Complimentary Exhibitor Hospitality Room

Mid-Shores Home Builders Association Inc. invites you to participate as a vendor and/or sponsor of the 2015 Home & Garden Expo in Chilton. Your support of this event will be greatly appreciated!
Contact Tena for a registration packet.

Mid-Shores
HOME BUILDERS ASSOCIATION INC.

2015 HOME & GARDEN EXPO

Save the Date *March 7-8*
Vande Hey Brantmeier
614 N. Madison Street, Chilton

Visit the experts at the Home & Garden Expo...

Where the latest home building and remodeling products and services are all under one roof.

Sponsored by:





ALL THINGS POLITICAL

By Gary Roehrig, MSHBA Government Affairs Chair

Ring out the old; ring in the new!!!

Mid-Shores is still looking for a **new** Government Affairs Chairperson. I strongly encourage someone to step forward now. This is a critical position for Mid-shores. Keeping its members informed on the political decisions being made and how it affects your business is one of the biggest benefits of belonging to a trade association. If membership is kept current on the political world they can make those critical decisions absolutely necessary for the betterment of their company. I have offered to assist anyone interested in taking on this additional responsibility. **YOU CAN DO IT!!!!!!**

That being said- (Yes I'm still here-that's the **old**) what can we look forward to in 2015.

Statewide-the new State Legislature will be sworn in soon in Madison. There are some items that will be quickly brought to the table. With the large Republican majorities in both houses of the State Legislature look for many items to move very quickly through the legislative process and end up on the Governor's desk for his signature into law. Right-to-Work legislation will come quickly as will elimination of Common Core standards. The Governor will reveal his new budget in January and look for some major tax changes and elimination and consolidation of some government agencies.

Federal level-A new Congress also gets sworn in January with Republican majorities in both the House and Senate. After the November elections seemed to indicate the country has had enough of the Obama administration look for the new Congress to do as much as it can to stop or turn back many of the President's initiatives. This is going to be brutal. Look for new investiga-

tions into many of the "scandals" of the past 6 years; lawsuits from Congress against the President's policies and confrontational legislation from the new Congress being pushed to the White House begging for a Presidential veto. Do not look for much compromise. Six years ago when the Democrats controlled both houses they rammed through one law after another (think Obamacare) with no input from Republicans and changing the rules in the Senate to effectively stifle any Republican opposition. Now is the time for turnabout and it seems the Republicans are intent on giving the Democrats a taste of their own medicine. Compound this with the start of the 2016 Presidential race and it is pretty apparent any significant legislation coming out of Washington will be an aberration.

Back to Wisconsin-A Supreme Court race will be held this spring. Justice Ann Walsh Bradley is running for re-election. There is one announced candidate to date running against her. There may be more so a primary may have to be held in February. That race will be discussed in a later column.

There will also be a State Senate race right here in our area. Since Glenn Grothman was elected to the House of Representatives a successor needs to be elected. A number of Republican candidates have announced, including Ralph Prescott from Chilton. To date, no Democratic candidates have emerged, and there may not be any since this State Senate district has become very strongly Republican (remember the redistricting that took place after the 2010 elections). That race will also be covered later as the final candidates emerge.

Think **NEW** Government Affairs Chair!

Gary



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POWERED BY





By Brad Boycks
Vice-President of Advocacy, WBA

December 16, 2014

Over \$100,000 for Gov. Walker, 6.6.12 to 11.4.14

With the 2014 election now in the rear view mirror, we are happy to announce that the collective WBA efforts to support Governor Scott Walker's re-election efforts exceeded \$100,000. When you add up the dollars that were donated via the Building a Better Wisconsin Political Action Committee, the Builders Direct Fund Conduit, and other personal dollars taken in during events organized by WBA and local associations, that amount comes to \$103,262.

This impressive showing by WBA members to aid Governor Walker in his re-election campaign is even more impressive when you look at the compressed time frame in which it was achieved. In normal gubernatorial election cycles, we have four years to raise dollars for a re-election. As you are well aware by now, we have not been in anything close to a "normal" election cycle over the past few years. We had the 2012 recall election in between the 2010 and 2014 general elections in which we were also actively raising dollars for Governor Walker's recall election.

Thank you to all the members who made a contribution over the last two plus years and all of the local association staff who helped with events or contacted members directly to donate funds to Governor Walker. Without a true team effort it would be impossible to raise \$103,262 to help Governor Walker in 2012-2014.

DSPS highlights "one stop shopping" webpage

Recently appointed staff members from the Wisconsin Department of Safety and Professional Services (DSPS) gave a presentation to members of the Association of Wisconsin Lobbyists (AWL) with an update on current agency topics.

Jeff Weigand, DSPS Division Administrator for Industry Services, spent the majority of his time navigating through the new Division of Industry Services Programs web-

site. The new website can be found by [clicking here](#).

The new webpage provides quick links to several areas that WBA members would find helpful, from the Uniform Dwelling Code to Commercial buildings and electrical and lighting. The enclosed link is a great place to get more information.

Also, anyone wanting more information on non-building matters that DSPS also regulates, like the regulation of amusement rides and ski lifts, can also find that information on the website.

The new DSPS website is a vast improvement from what was formally the Department of Commerce website.

Finally, DSPS will also soon be offering an "opt in" e-mail alert system where the public can receive up-to-date information on code changes and other important industry related news. Once that system is up and running, we will update you in a future Friday Update on how you can subscribe to information in your field of expertise.

\$470,000 total spending in 2014

Since the election on Tuesday, November 4 we have had a moment to add up the numbers that have been going into directly supporting candidates with funds from the Builders Direct Fund Conduit and Building a Better Wisconsin PAC. In addition, the Building Industry Council (BIC) partnered with other groups to help educate the public on the policy position of several individuals running for office this fall.

If you add up the funds directed to candidates via the Builders Direct Fund Conduit, funds given to Governor Walker at events organized by WBA and locals associations, dollars directed to candidates through the Building a Better Wisconsin PAC, and funds spent on grassroots lobbying efforts by BIC, that total dollars amount is over \$470,000.

This is a substantial commitment from the members of the association that both directly impacted campaigns through the conduit and PAC and helped educate the public on important business issues via the Building Industry Council.

Brad Boycks

Vice-President of Advocacy
Wisconsin Builders Association®

bboycks@wisbuild.org

(608) 242-5151 ext. 16

Visit our web site:

www.wisbuild.org

Thank you for your generous support of WBA's advocacy issues again in 2013 and 2014!

Senator Elect Roth gets committee assignments for 2015-2016

Recently Senate Majority Leader Scott Fitzgerald announced which members of his caucus would serve as committee chairs and committee members for the upcoming 2015-2016 legislative session. Senate Minority Leader Jennifer Shilling is expected to make her committee assignments in the next week or so.

Senator Elect Roger Roth was named the chair of the Senate Committee on Workforce Development, Public Works and Military Affairs. In addition to his chairmanship, Roth will also serve on the following committees: Insurance, Housing and Trade; Sporting Heritage, Mining and Forestry (Vice-Chair); and the Joint Committee on Information Policy and Technology.

We are very much looking forward to working with WBA member and newly elected state senator Roger Roth once he is officially sworn in on Monday, January 5, 2015.

Advocacy centered Badger Builder Magazine coming soon

Keep an eye open at your mailbox over the next few weeks for the upcoming edition of the WBA's magazine, *The Badger Builder*, which will focus almost exclusively on advocacy issues with a feature article highlighting the four WBA members who will also be serving as members of the Wisconsin Legislature next session.

In addition to Senator Elect Roth, three members of the Wisconsin Assembly are also current WBA members: Representative Robb Kahl (D-Monona), Representative Paul Tittl (R-Manitowoc) and Representative Bob Kulp (R-Stratford).

In addition to the featured article on members in the legislature, we will also share highlights of the WBA Advocacy Agenda for 2015-2016, information on giving via buildersdirectfund.com, save the date information on Business Day in Madison 2015, and information on the installation of WBA President Pam Jewell and other WBA officers on January 16, 2015.

Reddest of the Red and Bluest of the Blue?

Recently the Wisconsin Government Ac-

countability Board (GAB) certified the results from the November 2014 general election and the Milwaukee Journal Sentinel recently published a piece highlighting the most republican and democrat municipalities in the state.

The reddest of red municipality can be found in Clark County in the Village of Curtiss, which supported Governor Scott Walker with 89.7%. With a population of only 209 people, my guess is it may be easy to pick out who voted for Mary Burke if you asked a few folks in Curtiss.

On the other side of the political aisle is the Town of Sanborn in Ashland County, population 1331, which includes Long Island, one of the Apostle Islands, which voted for Mary Burke with 86.7%. It is interesting to note that in addition to Sanborn, four other municipalities in either Ashland or Bayfield Counties make up five of the top ten most Burke-heavy municipalities in the state.

Another striking fact from the article by Craig Gilbert is this, *"Walker won 1,481 of the state's 1,852 communities. He dominated rural and small-town Wisconsin, winning close to 90% of the state's towns and more than two-thirds of the state's villages."*

Walker also won a majority of the state's cities, performing notably well in the Fox Valley, carrying the cities of Green Bay (by 3 points), Appleton (by 6 points) and Fond du Lac (by 15 points). As expected, Walker won by huge margins in the suburban cities on Milwaukee's periphery. He carried Brookfield by 46 points, New Berlin by 41 points, Waukesha by 32 points and Muskego by 48 points.

Despite the breadth of his victory, the governor's overall winning margin was limited by his massive losses in Milwaukee and Madison, by far the state's two biggest cities. The governor lost Milwaukee by 53 points and 109,679 votes. He lost Madison by 58 points and 70,846 votes. Democrat Burke also won by double-digits in the cities of Kenosha (a 17-point margin), Eau Claire (10 points), Racine (31 points), Janesville (18 points), La Crosse (23 points), Stevens Point (19 points) and Superior (31 points).

To see the map and information on the most red and blue municipalities in the state [click here](#) and to read the entire blog post from the Milwaukee Journal Sentinel [click here](#).

MSHBA Membership Delivers Value... Save \$ in 2015

Exclusive Member Benefits for belonging to MSHBA include:

NAHB's Member Advantage Program: Did you know NAHB offers numerous benefits to you? Discounts are available from companies such as Verizon, Avis, GM, UPS, HP, Lowe's, Omaha Steaks and many more. Log onto www.nahb.org/ma to start saving.

WBA Member Rebate Program: What would you think if you could get a rebate for your loyalty to many of the nation's leading housing industry Manufacturers? Well, now you can regardless of your volume! When you participate in the WBA Member Rebate Program, every home you build can earn you rebate checks! Remember, both Builders AND Remodelers qualify for the WBA Member Rebate Program. **Get Started Today at** www.hbarebates.com!

Free WBA Professional Legal & Building Code Hotlines provides easy access and quick response regarding building-related issues. **Members have exclusive access to legal information about building-related issues as well as getting answers to questions about building codes and ordinances.** Put your member benefits to use by calling (888) WIS-BILT or (888) 947-2458.

Business Contracts from WBA: Take your business to the next level by using home construction or remodeling contracts or lien forms from WBA. The contracts are user friendly, customizable with your company logo, fill in the blanks or add content, compliant with Admin. Rule 110 and Wisconsin specific. The contracts can be downloaded at www.wisbuild.org.

Field Reps Add New Dimension to NAHB Services



With the new year comes a new member benefit: the Regional Field Representative Team, primed and ready to showcase NAHB resources and to help state and local HBAs become the best associations they can be.

Starting today, the five field reps – one for each of [NAHB's geographic regions](#) – get to work.

First, they'll need to learn everything that the national office has to offer, said NAHB Chairman Kevin Kelly. "They'll have to be able to synthesize a large volume of information so they can connect members and HBAs to the right programs and services," he said.

Then comes the challenging part: getting to know the state and local associations in their assigned geographic regions. "They'll need to understand the diversity of NAHB," from the large HBAs with multiple staff all the way to the smaller associations with fewer members and part-time or even volunteer staff, said Kelly.

Each association, he said, has something important to offer: whether it's a unique take on a Parade of Homes, a can't-miss member social event or a successful government affairs program. "A key job of the field rep is to help each HBA connect the dots – not just to NAHB, but to each other," Kelly said.

One HBA struggling to get home owners to attend its events can learn a great deal from another HBA that does a particularly good job with consumer education programs at its annual home show. The field rep can get them talking.

And by raising awareness of the services and products that NAHB provides, the field reps are another key to unlock the value of NAHB membership.

Members and HBAs may not know that NAHB has staff that can get on the phone to walk a member through the complexities of getting a stormwater management permit. Or that NAHB Affiliate Services can help out with a local board's strategic plan. Or that BUILD-PAC staffers have lots of ideas for a campaign fundraising event.

"At the end of the day, the field rep is essentially an ambassador – not just for NAHB, but for the depth and breadth of the federation," Kelly said.

Field reps will begin visiting HBAs soon after the International Builders' Show, but interested HBA leaders can contact [Joe Burak](#) at 800-266-5242 x8169 to learn more details.

IBS 2015

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**Why IBS? See the Top 10 Reasons
You Should Attend**

JANUARY 20-22 || LAS VEGAS

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NAHB Members Now Save on Wireless

The NAHB Member Advantage program now offers all NAHB members exclusive discounts on wireless solutions with the nation's best carriers including Verizon, Sprint, AT&T and T-Mobile. This new affinity program is part of the Member Advantage Revenue Share Program.



This unique program offers a wide range of benefits to all members including: discounts averaging 35% for members, free mobile to any mobile calling, free mobile device management through an online portal, dedicated 24/7/365 helpdesk support and much more.

Members today are also relying on mobile technology for more than just phone calls. The eMemberBenefits wireless program for members helps to deliver solutions that are both powerful and simplified so that your enterprise gets the most from current available technologies at the very best prices.

All NAHB Members have the ability to receive a no-cost, no-obligation detailed assessment of their existing wireless telecom expenses, and be provided with a free side-by-side comparison of discounts available for their existing service, along with comparable options from other carriers, often with even greater discounts. Once a member selects an option, they will receive comprehensive management of the implementation process, and a dedicated representative to act as the focal point for customer service and ongoing member support.

To learn more, please visit www.eMemberBenefits.com/nahb.org or call 866-430-NAHB (6242) to speak directly with a member specialist.

All carriers require a five-line minimum for business accounts (all phones, tablets, mobile hot spots and other cellular internet connected devices count towards this minimum).



GET UP-TO-THE-MINUTE EDUCATION

Get up-to-the-minute education on industry issues, trends and best practices. No matter where you find yourself on Wednesdays, participation is easy. Even if you can't participate in the live event, you can participate through the on-demand version. Register and learn more about NAHB's [Webinar Wednesdays](#) or visit [Webinar Rewinds](#) to view replays.



Automated Reporting and Analysis with Google Analytics

Wednesday, Jan. 7, 2-3 p.m.

Who has two hours per week to manually review Google data? Instead, let's spend two hours this week to automate reporting for the rest of the year. This webinar session focuses on Google Analytics, but also includes Google AdWords and Google Webmaster Tools automated reporting.

Presented by NAHB Education

What's 'Appening: Tech Tips and Tricks for Busy Building Professionals On the Go

Wednesday, March 4, 2-3 p.m.

In today's world of buzzing, beeping, texting and tweeting, your smartphone or tablet is the ultimate power tool! In this seminar, you will learn how to leverage your pocket-sized computer to its full potential. Learn how to become more efficient and organized with mundane tasks. Discover how a smartphone or tablet can deliver highly personalized, high-touch, follow-up messages to prospects. Worried you are addicted to your smartphone? Learn how to use it to be more connected and less distracted, resulting in more productive work time and more fulfilling personal time.

Presented by NAHB Professional Women in Building and NAHB Business Management

The Social Society: The Nuts and Bolts of Getting Started in Social Media

Wednesday, March 25, 2-3 p.m.

Sales and Marketing series

Social media is everywhere, it's the new Yellow Pages. If you aren't into it, and you want to be, this interactive course will walk you through the basics of setting up a Facebook business page, a Houzz account and a Twitter account. We will also discuss what to post, when to post and other free and useful tips to navigate the social media world.

Presented by NAHB Building Systems Councils