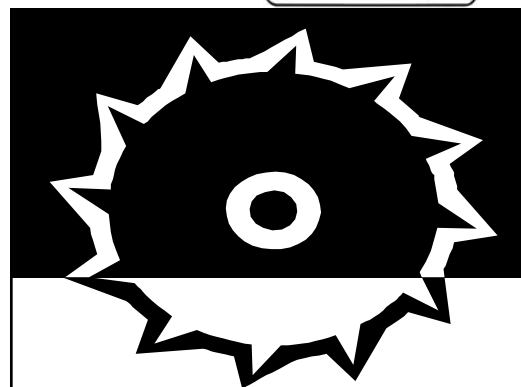


the Cutting Edge

Volume 6, Issue 3

March 2015



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CALENDAR OF EVENTS:

- March 4 Business Day in Madison Monona Terrace, Madison
- March 7 & 8 MSHBA Home & Garden Expo at Vande Hey Brantmeier, Chilton
- March 10 MSHBA BOD/GM Meeting Millhome Supper Club
5:30 pm BOD Meeting
6:30 pm GM Meeting
- March 31 Home & Garden Expo Committee Mtg.
7:30 am at Seven Angels Restaurant
- April 14 BOD/GM Mtg
Roepke's Village Inn
- April 23 WBA Board Day
Wilderness Resort, Wis. Dells

PRESIDENT'S MESSAGE

By Jerry Mallmann, *Chilton Furniture Inc.*

Greetings to my Fellow MSHBA members

Well, here we are at the end of February. I swear it was just 2-3 days ago that I sat down to write my Feb. newsletter. If you recall, I was spouting off about how winter had turned so mild. It seems as if I spoke way too soon. I am longing for a 3 day stretch of 30 degrees and sunshine. But it's coming.

At the time of this writing, we are just days away from

kicking off our Home and Garden Expo on March 7-8 at Vande Hey Brantmeier in Chilton. Thanks to Pam, Darlene, Tena and the rest of the committee for rolling up their sleeves and working to get everything in place. It promises to be another successful event. Thank you to all of our members who are participating, whether as a vendor, sponsor, or volunteer. If you have not yet committed to helping or par-

ticipating, no worries, just call Tena. She'll wave her magic wand and find a place for you!

Our March meeting will be on March 10 at Millhome Supper Club in the VIP room. I'm looking forward to all of us sitting down and boasting how successful our Home and Garden Expo was! I hope you can join us.

Make it a great Day!

Jerry Mallmann

MARCH MEETINGS



March 10
Millhome Supper Club
VIP Dining Room

16524 Lax Chapel Rd Kiel

5:30 pm Board of Directors
6:00 pm Cocktails
6:30 pm GM Meeting
Dinner is off the menu

MARCH SPEAKER: DSPS
Secretary Dave Ross

APRIL SPEAKER NEEDED:

A speaker is needed for MSHBA's GM meetings on April 14 at Roepke's Village Inn. Let me know if you are able to present a topic or can recommend someone.



**2014 MSHBA OFFICERS**

President Jerry Mallmann
Chilton Furniture
920-898-9023
jerry@chiltonfurniture.biz

President-Elect Tom Heiberger
Christel & Heiberger Builders, Inc.
920-898-2820
info@christelheibergerbuilders.com

Treasurer Julie Binversie
Premier Financial Credit Union
920-898-4232
julie.binversie@yourpfcu.com

Secretary Pam Van Dera
FirstMerit Bank • 920-427-2362
pam.vandera@firstmerit.com

Past-President Glenn Christel
Christel & Heiberger Builders, Inc.
920-898-2820
info@christelheibergerbuilders.com

2015 DIRECTORS

Ted Birschbach
Birschbach Builders LLC
920-238-9253

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

Darlene Schwobe
Zander Press Inc. • 920-756-2222

Ted Klapperich
TK Hardwood Floor Co. LLC • 920-894-3232

WBA Directors
Dan Schneider
Sean Kelly
Pam Van Dera
Glenn Christel

NAHB Director
Dan Schneider



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

Executive Officer Tena Hartwig
2104 Mary Ave.
New Holstein, WI 53061
Phone (920) 898-5030
Fax 9920) 827-1232
thartwig@midshoreshomebuilders.com

MSHBA Membership

THANK YOU FOR RENEWING YOUR MEMBERSHIP!

Builders Supply of NE Wisconsin
Christel & Heiberger Builders, Inc.
Drexel Building Supply
Kraus Construction, Inc.
Pella Windows & Doors

WELCOME NEW MEMBER:

BUILDER:

Armor Shield Metal Roofing
Greg Dudzik
1082 Coronado Ct.
Oneida WI 54155
Sponsored by Jerry Mallmann

MEMBERSHIPS DUE:

Nov.: PVR Plastering Services
April: Hans Builders LLC
Meyer Plumbing LLC
Roffers Concrete Construction

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.

MSHBA Community Project: Holyland Food Pantry & Member Bid Opportunities for Renovation of St. Paul's Parsonage

MSHBA will be installing a ramp and providing other general labor this spring to St. Paul's UCC parsonage which houses the newly formed Holyland Food Pantry in Malone. In addition to the ramp, remodeling is needed at the parsonage. MSHBA has been given the opportunity for its members to bid on the remodeling because of our commitment to installation of the ramp. **Please contact Tena for the bid documents which contain requirements and submittal information.**

Parade of Homes Committee Members Needed

October 2-4, 2015

MSHBA is gearing up for another successful Parade of Homes and the parade committee has a few openings.

Committee Tasks include:

- Produce & organize a scattered site parade
- Produce & sell ads for a 40 page parade book
- Promotion of the parade through TV, newspaper & local sources

Let me know if you are interested in volunteering for the Parade of Homes Committee. Meetings will start in April.

Business Day in Madison is March 4!

Attendees representing MSHBA include Pam Van Dera, Glenn Christel, Tom Heiberger, Ted Birschbach, Jerry Mallmann, Ted Klapperich and Tena Hartwig.



SAVE THE DATE...



**MSHBA's Annual
TRAP SHOOT is
May 16th!**

WBA Board Meeting Schedule at the Wilderness Re- sort, Wisconsin Dells

- Thursday, April 23
- Thursday, July 23
- Thursday, October 22



MSHBA's 2015 Home & Garden Expo is this Weekend!



Watch your March 3rd Tempo for the Home & Garden Expo Brochure!

Mid-Shores Home Builders Association, Inc. is proud to announce its **2015 Home & Garden Expo** will be held **March 7 & 8** at Vande Hey Brantmeier, 614 N Madison St., Chilton.

Admission to the expo is \$5.00 each.

Visit the Experts at the Home & Garden Expo... where the latest home building and remodeling products and services are all under one roof! The Home & Garden Expo will feature dozens of exhibitors, free educational seminars, a Kid's Project Zone, concessions to benefit community fundraisers and thousands of dollars in door prizes!

For a complete listing of the expo's events visit our website at www.midshoreshomebuilders.com.

2015 Home & Garden Expo Sponsors include:

Chilton Furniture and DirectBuy of NE Wisconsin – Event Sponsors - \$1000 Merchandise Gift Certificate

Vande Hey Brantmeier - Event Sponsor

Zander Press Inc., Roffers Concrete Construction, Premier Properties Realty, LLC, Hedrich Construction Inc., Kasper Building Supply and State Bank of Chilton – Seminar Sponsors - \$250

Builders Supply of NE Wisconsin – Hospitality Sponsor - \$200

FirstMerit Bank – Advertising Sponsor \$500.00

Stanley Schmitz – Door Prize Sponsor – Choice of Frigidaire 5 Cu. chest freezer or a Danby 4 Cu. counter ht. refrigerator, valued at \$259

Farm & Home – Door Prize Sponsor – Husqvarna Leaf Blower, \$299 Retail Value

Drexel Building Supply – Door Prize Sponsor - One night stay at the Osthoff Resort

Other Sponsors: FirstMerit Bank – bags, Mid-Shores Disposal – disposal, Premier Financial Credit Union - Kid's Project Zone

THANK YOU SPONSORS!

Mid-Shores

HOME BUILDERS ASSOCIATION INC.
www.midshoreshomebuilders.com

2015 HOME & GARDEN EXPO

Visit the Experts at the Home & Garden Expo...
 Where the latest home building and remodeling products and services are all under one roof!

March 7-8
SATURDAY: 10:00 am – 5:00 pm
SUNDAY: 10:00 am – 3:00 pm
Vande Hey Brantmeier
614 N Madison Street, Chilton

Register to Win Door Prizes

ADMISSION: \$5.00 each or children under 16 are free

FREE EDUCATIONAL SEMINARS

SATURDAY, MARCH 7:
 11:00 am – "Landscape Ideas You Can Use"
 12:00 pm – "Innovations in Plaster Finishing"
 1:00 pm – "Re-Create Your Space!"
 2:00 pm – "Keep Your Home Safe from Fires"

SUNDAY, MARCH 8:
 11:00 am – "Calumet County Dive Team"
 12:00 pm – "Re-Create Your Space!"
 1:00 pm – "Landscape Ideas You Can Use"

Attend Calumet County's ONLY Home & Garden Show!










ALL THINGS POLITICAL

By Gary Roehrig, MSHBA Government Affairs Chair

If anyone doubted our Governor was running for the Republican nomination for the Presidency, those doubts are all but gone. The only item needed is his announcement. As stated last month, Walker had a brilliant month starting with Iowa. If you look at many of the good polls this week, he not only is a viable candidate, but is, in fact, the leader among potential Republicans running. His support seems to be across the board, (1st in New Hampshire; 1st in Iowa, 2nd in South Carolina), so he seems to be building momentum. Another reason to believe he is the leading nominee is the amount of press coverage he has been getting on the national scene. The liberal press has been all over attempts to catch him up on something, anything, in which they can portray him as being unfit to run; i.e. “do you believe in evolution?; do you believe Barack Obama loves his country?; do you believe Barack Obama is a Christian?”) To date he has been able to deflect those questions and has actually used them to his advantage in his fund-raising efforts. This week he is appearing at the CPAC meetings in Washington (think high-powered and wealthy conservative voters) and is traveling to states that will have early primary contests for 2016. He has also announced another trade mission to Europe (this to develop his foreign policy agenda and resume).

However, on a cautionary note; how many of you remember who Tim Pawlenty was? He was the Republican governor from Minnesota (yes, the same state that elected Al Franken a U.S. Senator, and yes, they did elect Pawlenty as Governor prior to the 2012 presidential election.) He held a similar position as Walker at a similar stage in the 2012 campaign but withered out shortly after the primary battles began to heat up.

Here is Wisconsin, locally and statewide, Ducey Stroebel, to no one's surprise, won the Republican nomination to the State Senate to replace Congressman Glenn Grothman. Since he has no opposition in the general April election, (the Democrat's didn't even field a candidate), he will become the next State Senator to represent the district that includes a good portion of Mid-shores area.

The bigger surprise was the turn of events

on the “Right to Work” legislation. Scott Fitzgerald, Majority Leader of the State Senate, had signaled he would wait until after the April election, (when Stroebel would take office), to introduce this piece of legislation. Then early this week he announced that he was calling an “extraordinary session” to deal with Right-to-Work. Robin Vos, the Assembly Majority Leader, followed suit with the announcement that the Assembly would take up the measure after the Senate completed its action. Last evening (Wednesday) the Senate passed the bill. The Assembly will take up the measure next Monday, and, since they have a much stronger majority in the Assembly than the Senate did, they will pass the bill next week and will send it on to the Governor, who has pledged to sign it when he receives it. Wisconsin will become the 25th state to enact Right-to-Work legislation, and joins our neighbors of Michigan and Indiana. Why did they move so quickly? Very simple—they beat the opposition to the pass! Legislative leadership, Fitzgerald and Vos, learned the Democrats and their allies were planning an all out blitz campaign to defeat the bill, so they just jump-started the effort and got the bill passed before the TV and radio ad campaign might sway one Republican Senator to switch. They moved quickly, will get the bill passed and have the Governor sign, while the opposition is left to wonder how it happened.

Look for the “Prevailing Wage” law to be the next hit on the list for the Legislature. It may happen as part of the Budget debate, that will really start heating up in the next few months. We will keep a watchful eye on that, as there are literally hundreds of items that will affect every citizen of our state.

Finally, I don't know about you, but I have had enough Winter! Bring on Spring! What better way than to be a part of the Mid-Shores Home Expo next weekend in Chilton, either as a participant or as a spectator.

Good Luck to all of the participants—I hope you have a great Expo! Let's put our people to work this year!

Gary



By Brad Boycks
Vice-President of Advocacy, WBA

February 19, 2015

Assembly GOP "Term Papers" become public

Recently [an article](#) appeared in the *Wisconsin State Journal* highlighting a project that concluded last November where members of the Assembly Republican Caucus provided "term papers" to Assembly Speaker Robin Vos to outline issues they thought should be addressed during the upcoming session.

The exercise of using the summer and fall months to come up with big and small ideas to address during an upcoming session is not new to staff and legislators at the state capitol on both sides of the aisle. When the legislature is out of session and before campaigns really heat up after Labor Day this type of research and brainstorming is a good way to "think outside of the box" and come up with new ideas to improve government.

In addition to providing some input on public policy members of the Assembly Republican Caucus were also asked to provide input on the committees they would prefer to chair and the committees that they would like to serve on in 2015-2016.

You can read all of the term papers [here](#) but here some highlights related to housing and natural resources that you might find interesting:

Freshman Representative Terry Katsma from the 26th Assembly District and new member of the Assembly Housing Committee state that "Real estate is a key component of the state's economy. How can the state stimulate economic development in the real estate industry?" Katsma also stated "Now that the housing and real estate industry have modestly recovered from the recession it is important for the industry not to over expand." Finally, Katsma was one of the legislators who requested to be a member of the Assembly Housing Committee.

Freshman Representative Romaine Quinn

from the 75th Assembly District stated, "Continue to hold the DNR officials accountable for the decisions and the programs they wish to implement. We also need to do a much better job at brining the public in on some of the decisions in order to realize valid concern, and eliminate needless worry and discussion." Quinn requested and received a seat on the Assembly Committee on Natural Resources and Sporting Heritage.

WBA member and State Representative Bob Kulp from the 69th Assembly District stated he wanted to "draft legislation that reaffirms the Wisconsin Department of Natural Resources as the sole environmental regulator."

The member of the assembly that had the most to say about housing and real estate was freshman State Representative Scott Allen from the 97th Assembly District when he stated some of his major concerns as "fairness in code compliance and enforcement" and "protection of private property rights including the right to rent one's own property." Representative Allen is now the Vice-Chair of the Assembly Housing Committee.

Other members who requested and were placed on the Assembly Housing Committee by Speaker Vos were Chair John Jagler of the 37th Assembly District and Representative Dave Murphy of the 56th Assembly District.

Senate Democrats announce "Wisconsin Families First" Agenda

The Wisconsin Families First plan focuses on growing Wisconsin's economy by investing in families, businesses and public infrastructure. It will provide greater protections for Wisconsin students, promote good jobs, strengthen health care and invest in local communities.

"We are focused on addressing the issues that matter most to working families, children and seniors in our state," said Senate Democratic Leader Jennifer Shilling (D-La Crosse). "It's time to get to work, tackle the tough issues and do the job that voters

Brad Boycks

Vice-President of Advocacy
Wisconsin Builders Association®

bboycks@wisbuild.org

(608) 242-5151 ext. 16

Visit our web site:

www.wisbuild.org

elected us to do.”

Several legislative proposals to encourage job creation, increase family wages and strengthen local communities have already been proposed by Senate Democrats. Over the coming days and weeks, they plan to introduce additional legislative proposals as part of their Wisconsin Families First agenda.

Victory in Sheboygan

Recently we received word that the City of Sheboygan was in the process of revising their local ordinance that requires contractors to pay fees and take a test that exceeds the provisions of state law on the matter.

Early in the summer of 2014, we sent a letter to Sheboygan’s mayor making him aware of the Wisconsin Attorney General Opinion that was issued on the topic saying that locals could not exceed state law on the matter. After receiving no response, we followed up with a letter to the Sheboygan City Attorney that referenced the Wisconsin Attorney General Opinion in addition to a letter from the legal counsel at the Department of Safety and Professional Services (DPS) that specifically addressed Sheboygan’s ordinance and offered to work with them to change the ordinance.

The City of Sheboygan is proposing a change to their ordinance that will exempt anyone who has a valid state credential, which is a big step in the right direction. One big question remains... if someone goes to pull a permit in Sheboygan and they do not have the state credential but have the Sheboygan requirements, would they issue the permit? If yes, that is against state law which requires the state credential to issue the permit.

We continue to talk with DPS and the Sheboygan County Home Builders Association on this matter in the hopes that all of the language could be eliminated from the ordinance.

Elections have consequences: MN vs. WI

The term “elections have consequences” may be overused, but recently while reviewing articles from other states on housing issues, some news from Minnesota can be used as a good example of the old ad-

age.

It was reported that the Builders Association of the Twin Cities (BATC) filed a lawsuit against the State of Minnesota against the new code mandating fire sprinklers in single family homes that exceed 4500 square feet (with basements included in the square footage).

In addition to the lawsuit against the fire sprinkler mandate, BATC is also filing a lawsuit against the state objecting to new energy efficiency standards in the one- and two-family building code.

Fortunately we do not have these serious challenges in Wisconsin. There has been no effort to mandate fire sprinklers in residential structures and even if there were, it would be greeted unfavorably by the legislative majorities in Wisconsin.

On the energy code issues, the Dwelling Code Council discussed these changes in early 2014 and decided that the changes provided very little in energy efficiency gains and would have cost the average homeowner in excess of \$5000 per home. This change was unanimously rejected and is not part of a code package that is still making its way through the process.

WBA Advocacy efforts' effect on business...we need your testimonials!

Sometimes it is tricky to boil down why WBA’s advocacy efforts are important to members and nonmembers alike in a few key talking points. One way to do that quickly and easily is by getting personal testimonials from members and Executive Officers from across the state on how recent WBA advocacy efforts have had a positive effect on their business and helped to improve housing in our state.

We have an incredible story to tell and we need your help to do it!

We already have some good examples of personal testimonial from builders, developers and Executive Officers, but we need more for an upcoming article in the WBA Badger Builder on this important topic.

Please take five minutes to write up a few sentences on a recent WBA advocacy provision that made a difference to your business and improved housing in Wisconsin. From the improved wall bracing rule, changes to


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Just go to any **MENARDS** store throughout the state of Wisconsin and obtain the **Special Discount Code** at the in-store contractor desk.

For more information on the conference, [click here](#)

We hope you will take advantage of this chance to grow your business, network, and save money, too!

Feel free to share this great news with your friends and colleagues.



2015

BETTER BUILDINGS: BETTER BUSINESS® WISCONSIN CONFERENCE

Mar 11–13, 2015 | Kalahari, Wisconsin Dells

POWERED BY



NAHB WANTS YOU TO SUCCEED

\$6,882

Add up the dollar value of NAHB's advocacy victories and you're talking real money – an average of \$6,882 per housing start for a typical home builder in 2014. That's a big number, and a big step toward success. Below are selected advocacy victories in 2014.



\$767
Extension of energy tax credits

\$1,125
Homeowner Flood Insurance Affordability Act

\$510
Delay of Affordable Care Act rules

\$808
U.S. Supreme Court Clean Air Act ruling

\$347
Extension of mortgage insurance tax break

NAHB



Earn Credits with Free Classes from Drexel | Drexel Education Day

Exterior Building Product Applications Plus Waterproofing Basic (7 credits)

8:00 am - 3:30 pm

- LP Smartside Diamond Kote Siding And Trim process, substrate choices and installation
 - Entry Door Options and Installation
- Waterproofing the Basics - covers below-grade waterproofing, flashing, above-grade air & moisture barriers, and high-temperature underlayment's for metal or tile roofing applications

Location and Dates:

Wrightstown | **March 18th** | Valley Home Builders Association, 920 Association Dr, Appleton

Kiel | **March 19th** | Roadhouse Bar and Grill, N5575 Highway 57, Plymouth (1/4 Mile South of County Rd C)

Exterior Building Product Applications (4 credits)

8:00 am - 12:00 pm

- LP Smartside Diamond Kote Siding And Trim process, substrate choices and installation
- Entry Door Options and Installation

Location and Dates:

Door County | **March 12th** | The Draft Haus, 901 Egg Harbor Rd, Sturgeon Bay

Berlin | **March 25th** | Comfort Suites at Royal Ridges, 2 Westgate Dr, Ripon

Campbellsport | **March 26th** | Drexel Building Supply, South Building Door #36, Precision Dr, Campbellsport

Brookfield | **April 2nd** | Drexel Building Supply, 19355 West Bluemound Rd, Brookfield

[Register Online](#) or Contact Stacey Stoffel **920.533.4412**

STACK YOUR OFFERS FOR AN EVEN BETTER DEAL

Benefit from our private offer for NAHB members.
For private-offer details, visit nahl.org/gm.



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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.



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

2015 Design Trends: 45 Ideas in 45 Minutes *Registration Opening Soon!*

Wednesday, April 8, 2-3 p.m.

In this fast-paced webinar, industry-leading architects, interior designers and builders will share easy-to-implement design ideas that you can use to update elevations, renew floor plans, animate streetscapes and develop dynamic neighborhoods. Using a wide array of drawings and photos, the panelists will show you the newest design trends, products and strategies to capture your buyers' attention and make the sale.

Presented by NAHB Land Use and Design