

# The Cutting Edge

## BADGER CRAFTSMAN AWARDS

ENTER  
NOW!



Volume 17, Issue 2 February 2026

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## PRESIDENT'S MESSAGE

By Kevin Schmitz, K & J Construction and Design LLC

Fellow Members,  
A couple of quick notes  
here on upcoming events  
and meetings.

We have secured our **Trap Shoot at Winnebago East Shore Conservation Club for August 13th**. It seems a long ways off, but before you know it, it will be here. The trap shoot is one of our larger fund raisers for our Association. It has been a great time in the past, the food is excellent and the prizes are an added bonus.

Even if you do not shoot, put it on your calendar to attend.

Our next meeting will be our annual **SHOP TALK event on March 10**. There will be speakers from the industry, Tech Ed teachers and building inspectors present. This is a very informative meeting. If you ever wondered what you were missing from our Association, Attend. You will learn something and maybe get a

question or two answered.

Julie and I will also be attending the **International Builders Show (IBS)** in Orlando this month. We are hoping we can bring back some information on new products and anything we learn about the National Association of Home Builders.

Until next month, stay warm.

Kevin Schmitz  
MSHBA President

### CALENDAR OF EVENTS:

- March 10 BOD Meeting 5:30 pm at the Altona Supper Club
- March 10—SHOP TALK 2026 6:30 pm at the Altona Supper Club
- April 27 Badger Craftsman Award Application Deadline
- August 13—Jerry Arenz Memorial Trap Shoot, Winnebago Eastshore Conservation Club
- December 10—MSHBA Holiday Party, PAC Auction & Installation, Altona Supper Club, New Holstein

## Attend SHOP TALK 2026

**Stay Informed.** Join us on **March 10 for SHOP TALK 2026 at the Altona Supper Club.** More details to follow.

Get the latest information about High School Tech Ed in our area. In addition, find out about new products and launches, UDC updates and local trends from a line-up of local speakers.



## MSHBA Membership



### 2026 MSHBA OFFICERS

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

**President-Elect:** Matt Lefever  
*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!

Great Midwest Bank—20 years  
 Green Hammer Construction LLC—3 years  
 Meggers Plumbing LLC—18 years  
 Pella Windows & Doors of WI—Charter Member of 27 years  
 Pinnow Sheet Metal—9 years  
 Wrightway Home Improvements—10 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.

### MARCH BOD MEETING

**March 10 at 5:30 pm**

**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](http://www.wisbuild.org/member-benefits)



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 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.com](mailto:hartwigs1@charter.net.com)

### WBA Member Events:

- **Celebration of Housing & Member Meeting Day & Installation—June 24**  
[www.wisbuild.org](http://www.wisbuild.org)

## Volunteer to Serve in a MSHBA Leadership Position

**MSHBA Directors:** MSHBA's Board is looking for members to fill open **President Elect** and **Secretary** term starting in 2026. Terms are for 1 year. Officers & Directors will be installed at the December 11 Holiday Party.

**WBA Directors:** We are looking for an Associate Member to represent MSHBA on WBA's Board of Directors. 1 year term. Director's will be expected to attend 3 annual meetings of which one is held virtually.

**National Delegates:** A Builder Alternate Delegate position is open. 1 year term. Nominations are due by January 30.

**Officers & Directors Advocate for MSHBA:**  
 How do they advocate... 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:

**March 10—SHOP TALK 2026, Altona Supper Club**

**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.

# JOIN US FOR SHOP TALK 2026

## When

**March 10, 2026**  
**6:30 PM | Buffet Dinner**

## Where

**Altona Supper Club**  
**2306 Calumet Drive, New Holstein**

## TOPICS

- \* **HS TECH ED UPDATES** Partner with local tech ed instructors to align curriculum and skills with workforce needs and build a reliable pipeline of skilled employees. —*Featuring Area Tech Ed Instructors*
- \* **IBS, THE NEXT BIG IDEA** Learn about the latest products and launches showcased at the 2026 International Builders' Show. —*Featuring Kevin & Julie Schmitz, K & J Construction and Design LLC*
- \* **UDC UPDATE** Get answers to your questions regarding Wisconsin building codes and ordinances.
- \* **BUILDING MATERIALS 2026** See what's ahead in 2026 and how local suppliers are partnering with builders for success. —*Featuring Chris Stecker & Jaclyn Schreiner, Potter Building Supply*

## RSVP

**HARTWIGS1@CHARTER.NET**  
**TEXT OR CALL 920-539-9014**  
**midshoreshomebuilders.com**





Feb 17-19  
Orlando, FL

2026 NAHB INTERNATIONAL BUILDERS' SHOW®



## REGISTER EARLY & SAVE!

Your local association membership comes with an NAHB Membership and NAHB Members qualify for special registration rates to attend the **2026 NAHB International Builders' Show® (IBS)**.



There's no better place to see what's new and what's next for our industry than the Builders' Show.



Exclusive NAHB Member Rates

**\$75\***

**EXPO PASS**

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

**EXPO+EDUCATION  
PASS \$595\***

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

\*NAHB Member pricing valid 10/1/25 - 1/9/26. Visit BuildersShow.com/fees for details. Manufacturer and software provider registrants are not eligible.



Register  
& Save

**BUILDERSHOW.COM/WHYIBS**

FL0426

Did you know the **NAHB International Builders' Show® (IBS)** is produced annually by the National Association of Home Builders (NAHB) — and it's the premier event for anyone in the residential construction industry? Whether you're just starting out or a seasoned pro, IBS is the ultimate destination to connect, learn and explore everything that's shaping the future of home building.

# WHY ATTEND IBS?

## MAKE CONNECTIONS THAT MATTER.

Meet future collaborators, suppliers and business partners.

## EXPLORE NEW IDEAS AND 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.



**Join us at IBS 2026 in Orlando, Feb 17-19.  
We're planning an amazing event for you!**



Register  
& Save

**BUILDERSHOW.COM/WHYIBS**

# AREA 10 LEADERSHIP CONFERENCE



NAHB Leadership  
Development

**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

SIENA SOLUTIONS

**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:





# AREA 10 RECEPTION

**TUESDAY, FEBRUARY 17**  
**3:00-4:30pm EST**

**HYATT REGENCY: Orlando Ballroom M-N**

**NETWORK WITH  
IBS ATTENDEES  
FROM YOUR  
REGIONAL STATES!**





## Advocacy Digest | January 27, 2026

Brad Boycks, Executive Director



### Several WBA Priority Bills Await State Senate Action

With the calendar soon turning to February, the end of the legislative session is near. That said, there is still important work to be done to advance three top WBA priorities through the State Senate before the likely end of session in late February or early March.

Speaker Robin Vos has stated numerous times that the State Assembly will likely conclude its legislative floor period no later than February 19. Three priority bills that WBA is seeking final approval on in the State Senate have already passed the State Assembly. However, one bill was slightly amended in the Senate and would need to pass the Assembly again before heading to Governor Evers.

Senate Bill 480 (SB 480) would allow a local unit of government to establish a voluntary Workforce Housing Tax Incremental Financing (TIF) district. These TIF districts could be used to pay for infrastructure costs associated with smaller homes on smaller lots. SB 480 passed the Senate Committee on Insurance, Housing, Rural Issues, and Forestry on a unanimous, bipartisan 5-0 vote. If passed by the full State Senate, SB 480 would then go to Governor Evers for consideration and signature.

Changes to the WHEDA Workforce Hous-

ing Loan bill passed last session are still awaiting final action in the State Senate. Senate Bill 180 and Assembly Bill 194 (SB 180/AB 194) need only be passed by the State Senate to be sent to the governor for his signature. The bill is expected to be signed, as it has broad bipartisan support and the backing of WHEDA leadership.

Another top WBA priority to close out the session is passage of Senate Bill 472 (SB 472), the *Truth in Planning* proposal. This bill would require automatic rezoning of land designated for future housing when specific conditions are met following a developer's rezoning application. SB 472 needs passage by both the State Senate and, again, the full State Assembly. The bill was slightly modified during the Senate committee process before receiving a bipartisan 5-0 vote. Because the Senate version differs from the version previously passed by the Assembly, it must be approved again by the full Assembly before being sent to Governor Evers for his signature.

### UDC Alternatives Discussed During Advocacy Group Meeting

The WBA Advocacy Group recently met and received an update on efforts to develop a more reasonable alternative to replacing the current Uniform Dwelling Code (UDC) with the 2023 International Residential Code (IRC), a change that has

been advocated by some interest groups.

The group was briefed on a detailed plan to amend the 2023 IRC to allow for a more balanced transition from the current UDC, which is largely based on the 2009 IRC.

It was also reported that the Uniform Dwelling Code Council has not met since April 25, 2025, and that its first scheduled meeting of 2026 was canceled. The council is currently scheduled to meet next on March 19.

Members interested in reviewing the proposed amendment language to the 2023 IRC should contact Brad Boycks via email at [bboycks@wisbuild.org](mailto:bboycks@wisbuild.org).

### Wetland Delineation Bill Receives Public Hearings

A bill that would move Wisconsin's wetland assured delineation program from a pilot program into state statute was recently introduced by Senator Mary Felzkowski (R-Tomahawk) and Representative Jeff Mursau (R-Crivitz) as Senate Bill 798 (SB 798) and Assembly Bill 808 (AB 808).

Both bills recently received public hearings in the State Senate and State Assembly. WBA has worked behind the scenes over the past two years to address issues identified when similar legislation was introduced last session.

The bill has broad bipartisan support in the Legislature, along with strong backing from interest groups including WBA, the Wisconsin Wetlands Association, Wisconsin Manufacturers & Commerce, and The Nature Conservancy.

Given the strong level of support, the bills are expected to move quickly through the committee process and be scheduled for floor votes in both houses in the near future.

# 2026

Wisconsin Builders Association

January						
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## Dates

Jan 16	WBA President's Installation, Green Bay
Jan 16	Member Meeting Day, Green Bay
Feb 12	Finance Committee Meeting
Feb 17-19	IBS, Orlando, FL
Mar 05	BUILDX, Madison
Apr 02	WB Foundation Annual Meeting
Apr 09	Executive Committee Meeting
April 23-24	Area 10 Leadership Conference, Madison, WI
Apr 30	Finance Committee Meeting
June 9-13	NAHB Spring Leadership Meeting, Washington DC
Jun 24	Building Industry Council Annual Meeting
Jun 24	Member Meeting Day
Jun 24	Celebration of Housing

**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](http://www.fmins.com) to find an independent agent near you.



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

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