

the

Cutting Edge



Volume 12, Issue 3

March 2021

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PRESIDENT'S MESSAGE

By Ted Birschbach, *Birschbach Builders, LLC*

Hello fellow members, The Home Fest Committee has started planning for Home Fest 2021. Due to the current circumstances, MSHBA has decided to move Home Fest 2021 to late spring or early summer. The committee surveyed past exhibitors and they strongly indicate that they would participate in a show this year. As we move for-

ward in the planning, we are asking for your help in locating a building or venue. Let the Board know of any available locations that could be used for 5 days or so. Also, let us know about any other concerns or comments to make our show successful.

Our next General Membership Meeting will be at the Altona Supper Club

on March 9 at 6:30 pm. Bring a guest. I am hoping that someone will step up and fill the open Directors roles. We have 2 openings. We need your help steering our organization in 2021 and beyond. See you on the 9th!

Ted
Birschbach Builders, LLC

CALENDAR OF EVENTS:

- March 9 MSHBA BOD/ GM Meeting Altona Supper Club, New Holstein
5:30 pm BOD Meeting
6:30 pm GM Meeting
- April 13 MSHBA BOD/ GM Meeting Roepke's Village Inn, Charlesburg
5:30 pm BOD Meeting
6:30 pm GM Meeting
- May 1 Badger Craftsman Award Submission Deadline

MARCH MEETINGS

March 9

Altona Supper Club

**5:30 pm Board of Directors
6:00 pm Cocktails
6:30 pm GM Meeting
& Buffet Dinner**

Bring a guest and see what our association is about.

2021 Badger Craftsman Awards



Join the best in our industry by entering the 2021 Badger Craftsman Awards, presented by the Wisconsin Builders Association and Johnson Financial Group. The Badger Craftsman Awards offer recognition to members of the association for excellence in new home construction and remodeling. Take advantage of this opportunity to showcase your outstanding accomplishments!

Entries are due by May 1, 2021

Project submission and requirements can be found at www.wisbuild.org/badgercraftsman.

MSHBA Membership



2021 MSHBA OFFICERS

President: Ted Birschbach
Birschbach Builders LLC
 920-238-9253

President-Elect: Matt Lefebber
Wrightway Home Improvement
 920-923-0721

Treasurer: Darlene Schwobe
Zander Press Inc.
 920-756-2222

Secretary: Denise Bangart
Envoy Mortgage
 920-522-4345

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

2021 DIRECTORS

Thomas Heiberger
Christel & Heiberger Builders, Inc.
 920-898-2820

Jerry Mallmann
Chilton Furniture
 920-849-9023

Director: OPEN

WBA Directors
Denise Bangart
Dan Schneider

NAHB Delegate
Kevin Schmitz

MEMBERSHIP... the Ultimate Building Resource

THANK YOU FOR RENEWING YOUR MEMBERSHIP!

Mad City Windows of Green Bay Inc.
 Pella Windows & Doors of Wisconsin

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

MSHBA offers an option to pay your dues in three consecutive monthly payments of \$145.00. Your membership will take into effect on your final payment. A 3-Pay Dues payment contract will be included with your renewal statement.

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 2—\$500 scholarships 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.

Don't Wait, Save Today... put your membership to work now!

Successful businesses are all about saving money to help drive profits. It's in their DNA. Whether it's a discount on a product or service or a more efficient way to operate, the smart businessperson is always looking at ways to cut costs and maximize returns. The **Member Savings** program offers you money-saving discounts that benefit your business, employees and family. Savings in these programs and others help cover the cost of your membership dues and benefits your local association. Visit www.nahb.org/savings to start saving!

NEW WBA Member Benefits



Join WBA Members on the third Thursday of each month at 10 am for our 30-minute web series, **Thirdy on Thursdays!** Guest speakers will range from affinity partners to business executives and government leaders.

Register at www.wisbuild.org/wba-events/30



Inspection Certification

Inspection Certification Associates is now offering an exclusive discount to Wisconsin Builders Association members. All WBA members will receive a \$100 discount on their Online Home Inspection Course.

Contractors make great home inspectors! Here are some reasons that make home inspection a great business:

- Utilize your existing knowledge of the home to start a new business
- Great Part-time or Full-time business
- Save your back and knees for retirement
- Be Your Own Boss—set your own schedule
- Average home inspection is \$450 and only takes 2-3 hours

Use Code WBA100 at check out to receive the discount!

www.wisbuild.org/certificationassociates

More Member Exclusive Benefits can be found at
www.wisbuild.org/member-benefits



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WANT TO START GETTING MONEY BACK FOR PRODUCTS YOU ALREADY USE?



Free Member Benefit of WBA
www.WBArebates.com



If you use any of these **50+ participating manufacturers**, then it is easy to participate!

- 1 REGISTER
- 2 SUBMIT A REBATE CLAIM
- 3 RECEIVE A REBATE CHECK



THE AVERAGE REBATE PER BUILDER / REMODELER COMPANY WHO PARTICIPATED IN 2019 WAS:
\$1,472.55



Website: www.HBArebates.com | Phone: 866-849-8400
Email: info@HBArebates.com | Facebook: /MemberRebateProgram

12 CREDITS... FREE



Available to members only. Brought to you by Slipstream and the Better Buildings: Better Business Conference.

Designed to fulfill Wisconsin's continuing education requirement for dwelling contractors, these courses are approved by the Wisconsin Department of Safety and Professional Services.

Visit
wisbuild.org/members-only
click **Member Benefits**
and choose **Online Courses**



BETTER BUILDINGS: BETTER BUSINESS WEBINAR
powered by SLIPSTREAM





MEMBER SAVINGS PROGRAM

at a glance

nahb.org/savings

AUTO

COMPANY	SAVINGS	PRODUCTS	INFO
	Save \$500 per vehicle on select vehicles for retail customers. Save \$500 - \$1,000 per vehicle on select vehicles for fleet customers. Stackable with most national retail & fleet offers. NAHB Member & household family eligible.	Chevrolet, Buick, GMC	nahb.org/gm
	Save between \$2,000 - \$9,500 per vehicle. Must be purchased in member's company name. NOT stackable with most national offers. Member's company eligible.	Nissan, Infiniti	nahb.org/nissan
	Save \$70 on a set of four (4) new select BFGOODRICH® passenger or light truck tires. 24 Hour Worksite Assistance.	Tires	http://bit.ly/NAHBBFGoodrich
	Save up to 30% off Avis PAY NOW rates when making a reservation with Avis Worldwide Discount (AWD) number G572900.	Rental Cars	avis.com/nahb 800-331-1212 AWD #G572900
	Save up to 35% off Budget PAY NOW rates when making a reservation using Budget Customer Discount (BCD) number Z536900.	Rental Cars	budget.com/nahb 800-283-4387 BCD #Z536900
	Special discount on personal auto insurance.	Insurance	geico.com/disc/nahb 800-368-2734

BUILDING MATERIALS

COMPANY	SAVINGS	PRODUCTS	INFO
	Extra 2% off Lowe's Account Receivable or Business Account. FREE delivery of \$500 plus orders. 5% off at store using LAR or LBA.	Building Materials	lowesforpros.com/nahb 877-435-2440

SHOPPING & ENTERTAINMENT

COMPANY	SAVINGS	PRODUCTS	INFO
	Up to 50% off.	Theme Parks, Movie Tickets, Concerts, Water Parks, Gift Cards	memberdeals.com/nahb/?login=1 (877) 579-1201
	One-year membership for \$24.88.	Bulk Discount Retail	bit.ly/nahbsams (877) 579-1201

NAHB Members Saved
over **\$29,000,000** last year



MEMBER SAVINGS PROGRAM

at a glance

nahb.org/savings

BUSINESS MANAGEMENT

COMPANY	SAVINGS	PRODUCTS	INFO
Heartland	HEARTLAND Heartland offers innovative payment & point of sale (POS) solutions to help you streamline sales, operations & increase productivity. NEW! "HeartIt! for Service Professionals" — the quick & easy payment solution mobile APP for service providers.	Payment & POS Solutions	go.heartit!paymentsystems.com/nahb 800-613-0148
Dell Technologies	DELL Up to 40% off Dell computers, servers, electronics & accessories.	Computers & Hardware	dell.com/nahb 1-800-757-8442
Office DEPOT	OFFICE DEPOT Up to 75% off in-store or online. Free shipping over \$50.	Office Supplies	officediscounts.org/nahb 855-337-6811 x2897
ascentium CAPITAL	ASCENTIUM Streamlined financing program including no down payment! Ascentium Capital makes it easy with no down payment financing* for nearly anything for your business for the construction industry. <i>*Financing & instant decisions subject to credit parameters</i>	Business Financing	ascentium.info/nahbad
houzz	HOUZZ 10% off Houzz Pro Ultimate, free help with best practices, 10% trade discount on Houzz Shop purchases.	Marketing Solutions, Building Products	houzz.com/nahbmembers
CONSTRUCTION JOBS.COM	CONSTRUCTION JOBS.COM 20% discounts on standard rates.	Job Postings	nahb.org/careers 828-251-1344
2-10 HOME BUYERS WARRANTY	2-10 HOME BUYERS WARRANTY Save 10% on full suite of products & services.	Home Warranty	2-10.com/nahb 855-280-1328
UPS SHIPPING	UPS SHIPPING Flat-rate pricing, 50% discount for next day shipping, 30% for ground commercial/residential.	Business Shipping	1800members.com/nahb 1-800-MEMBERS
YRC FREIGHT	YRC FREIGHT At least 75% off Less Than Truckload (LTL) shipping over 150lbs.	Freight Shipping	1800members.com/nahb 1-800-MEMBERS
amazon business	AMAZON BUSINESS Additional business savings when you open an Amazon Business account.	General Business, Building Products	amazon.com/nahb
AMERICAN EXPRESS	AMERICAN EXPRESS Eligible NAHB members can earn 125,000 Membership Rewards® points after they spend \$30,000 on eligible purchases in the first three months of card membership. Terms apply.	Business Platinum Card®	nahb.org/amex

NAHB ASSOCIATION DISCOUNTS

COMPANY	SAVINGS	PRODUCTS	INFO
NAHB IBS	NAHB INTERNATIONAL BUILDERS' SHOW® Up to \$200 off show registration. Up to \$2.75 per sq. ft. off exhibit space.	Trade Show	buildersshow.com
NAHB CONTRACTS	NAHB CONTRACTS Up to 30% off contract rates.	Legal	nahb.org/nahbcontracts
NAHB HOUSING ECONOMICS	HOUSING ECONOMICS \$100 off annual subscription.	Economic & Housing Data	housingeconomics.com
NAHB BUILDERBOOKS	BUILDERBOOKS 10% off books. Up to 45% off research.	Books	builderbooks.com
NAHB ONLINE EDUCATION	ONLINE EDUCATION Up to 30% off webinars; Up to 50% off online courses.	Education	nahb.org/education

Discounts are of 8/31/2019 & subject to change at any time. Visit nahb.org/savings for latest deals & limited time offers.



Advocacy Digest | February 2021

Brad Boycks, Executive Director



PPP Loan Federalization Becomes Law

With the help of WBA members lobbying their members of the Wisconsin Legislature using the VoterVoice System, a bill to federalize the taxation of PPP loans was passed by a wide and bipartisan vote and signed into law by Governor Evers.

Over 200 individual emails were sent to members of the State Senate and Assembly by WBA members encouraging a “yes” vote on Assembly Bill 2 (AB 2) which would assure there is no Wisconsin tax liability for PPP loans. Now, [2021 Wisconsin Act 1](#) treats the taxation of PPP loans the same in Wisconsin as they are on the federal level. Over 90% of the members who sent messages via the VoterVoice system were new users of the system.

Thank you to those members who used the VoterVoice system to lobby members of the legislature on this issue, to those members of the legislature that voted in favor of AB 2, and to Governor Evers for signing the bill into law. For the roll call vote for AB from the State Assembly [click here](#) and for the State Senate [click here](#).

Governor Evers’ Introduces 2021-2023 State Budget

In a virtual speech to a joint session of the legislature and to those watching at home, Governor Evers recently introduced his 2021-2023 State Budget. The

introduction of Governor Evers’ budget now triggers the review of that document by the republican controlled Joint Committee on Finance under the leadership of two first time co-chairs, Representative Mark Born and Senator Howard Marklein.

In a joint appearance organized by the online political news service Wispolitics.com, Born and Marklein appeared to be leaning towards mostly ditching Governor Evers’ budget plan and starting over. The cochairs did react positively to some increase in public school funding and additional support for broadband expansion to more rural parts of the state.

Some of the positive aspects of Evers’ budget proposal include funding for additional positions to review and approve POWTS applications at DSPS, expanded use of TIF to encourage workforce housing, and first-time homebuyers savings accounts.

A few of the more concerning provisions that have a negative effect on housing affordability include requiring prevailing wage on developer financed subdivision infrastructure, the reintroduction of an additional contractor registration at DSPS that had been previously eliminated as part of the 2013-2015 state budget, and greater flexibility for local municipalities to increase property taxes on Wisconsin

families.

Over the next few months, the [Joint Committee on Finance](#) will first be briefed by the Legislative Fiscal Bureau and various cabinet secretaries to get more information on the overall fiscal condition of the state and the needs of the various state agencies prior to starting to vote on various provisions in the budget. State law requires a state budget to be passed and signed into law by July 1, but if that date is not met, state government does not shut down (like on the federal level) but continues funding at levels from the previously passed state budget.

Roth and Rodriguez introduce bill to streamline DSPS Commercial Plan Review

Recently State Senator Roger Roth and Representative Jessie Rodriguez introduced a bill to streamline the approval of commercial building plans by the Department of Safety and Professional Services (DSPS).

The bill would make some changes to the way application fees are processed by DSPS that are required for plan review and exempt certain smaller commercial buildings from plan review at DSPS if they are approved by a state licensed engineer, architect, or designer. The bill also suggests plumbing plans with fewer than 26 plumbing fixtures to be exempt from DSPS review. Currently, plumbing plans with 15 or fewer fixtures are not reviewed by DSPS.

[Click here](#) to see the summary of the bill provided by Senator Roth and Representative Rodriguez.

From NAHB: Record-High Lumber Prices Add \$24K to the Price of a New Home

Lumber prices have skyrocketed more than 180% since last spring, and this price spike has caused the price of an average new single-family home to increase by \$24,386 since April 17, 2020, according to NAHB standard estimates of lumber used to build the average home. Similarly, the market value of the average new multi-

family home has increased by \$8,998 over the same period due to the surge in lumber prices.

The latest Random Lengths prices as of mid-February show the price of framing lumber topped \$975 per thousand board feet — a 180% increase since last April when the price was roughly \$350 per thousand board feet.

NAHB calculated these average home price increases based on the softwood lumber that goes into the average new

home, as captured in the [Builder Practices Survey](#) conducted by [Home Innovation Research Labs](#). Included is any softwood used in structural framing (including beams, joists, headers, rafters and trusses), sheathing, flooring and underlayment, interior wall and ceiling finishing, cabinets, doors, windows, roofing, siding, soffit and fascia, and exterior features such as garages, porches, decks, railing, fences and landscape walls.

The softwood products considered include lumber of various dimensions

(including any that may be appearance grade or pressure treated for outdoor use), plywood, OSB, particleboard, fiberboard, shakes and shingles — in short, any of the products sold by U.S. sawmills and tracked on a weekly basis by [Random Lengths](#).

For more information on the price increases, contact [Paul Emrath](#).

Members Save Millions

Start saving at nahb.org/savings



DO BUSINESS WITH
AN NAHB MEMBER.

Learn More!

MEMBER INSURANCE BENEFITS

Through the buying power of MSHBA and the WBA, we've got your insurance needs covered.

Association Health Insurance Plans: Health insurance remains one of the most expensive employee benefits your business offers. During a time when you are reviewing your current health insurance renewal plans, please take this time to review all your options with superior health care provider networks that are available through our partnership with the Wisconsin Builders Association.

Take a look at cost-effective options with superior health care provider networks that are available through the partnership of Mid-Shores Home Builders Association Inc (MSHBA) and the Wisconsin Builders Association (WBA).

Through the buying power of MSHBA and WBA, you can get large group service and prices for your business of any size. New and existing members can take advantage of this opportunity to choose coverage from WPS Health Insurance and Arise Health Plan.

You get help controlling costs and navigating a complex health care system through special pricing exclusively for members. If you are interested in reviewing the options, simply contact [Fred Wilmsen](#), RHU, ChHC, TIC, Inc. at 920.419.1055 or lean more [HERE](#).

Business Insurance: [Frankenmuth Insurance](#) specializes in industry-specific, customizable business insurance packages. Our business insurance for contractors includes errors and omissions coverage tailored to your unique needs, and WBA members receive discounted rates. From workers' compensation to commercial auto insurance and more, we've got you covered. Please contact your Frankenmuth Agency Representative or

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