

Celebrating 28 Years! 1998-2026

# The Cutting Edge



Volume 17, Issue 3

March 2026

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## PRESIDENT'S MESSAGE

By Kevin Schmitz, K & J Construction and Design LLC

Fellow Members,  
 March is here and Spring is right around the corner. Before you know it, school will be out and Summer will be here. With that in mind, Do you know any High School Student graduating with an interest in the Trades? We offer a \$500 Scholarship to an area student who is looking to go on with their education in the

trades. Pass the word. March also brings our annual **SHOP TALK** members meeting. It will be held at the Altona on March 10th. Bring a guest and plan to learn a few things. Last year the speakers had great information with a mostly question and answer basis. This year should be no different. And if time allows, I can bring up some new things

that Julie and I learned at the International Builders Show last month. There are some interesting new products coming out that will definitely help our industry.

Hope to see you there.

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 lineup of local speakers.



# MSHBA Membership



**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



PO Box 125  
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](mailto:hartwigs1@charter.net)

## MEMBERSHIP... the Ultimate Building Resource

### THANK YOU FOR RENEWING YOUR MEMBERSHIP!

Roffers Concrete Construction Inc.—21 years

### PENDING MEMBERSHIP:

Focus on Energy  
Kenadi Mayo  
1 S Pickney Street, Suite 340  
Madison WI 53703  
Phone 920-610-0129  
Email [Kenadi.Mayo@focusonenergy.com](mailto:Kenadi.Mayo@focusonenergy.com)

### 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)

### WBA Member Events:

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



## 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. Let me know if you would be interested in this leadership opportunity. **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.

**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. Con-

# 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**



# AREA 10 LEADERSHIP CONFERENCE



**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
- 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



Heather DeSiena



Steve Bench



Jim Clark

## 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



David Belman

Premier Sponsor:



McKenzie Regional Workforce Center Tour Sponsor:





## Advocacy Digest | February 24, 2026

Brad Boycks, Executive Director



### Four Additional Housing Bills Await State Senate Approval

Prior to its final floor session, currently scheduled for March 17, WBA is actively advocating for passage of the following bills to further improve housing opportunities in Wisconsin.

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 was amended in the State Assembly and must now be passed again by the State

Senate before being sent to Governor Evers for consideration.

Assembly Bill 194 (AB 194) makes changes to the WHEDA Workforce Housing Loan program enacted last session. The bill still needs State Senate approval before being sent to the governor. If passed, it is expected to be signed into law, as it has broad bipartisan support and the backing of WHEDA leadership.

Assembly Bill 454 (AB 454) would create a workforce housing revolving loan program. The bill allows the Wisconsin Housing and Economic Development Authority (WHEDA) to allocate up to \$10 million to establish the new program.

Under the workforce home revolving loan program, WHEDA may issue loans to eligible applicants who have been certified by qualified organizations for a second mortgage to provide gap financing for the purchase of a new or substantially rehabilitated home.

The Senate version of AB 454 was previously voted out of committee on a bipartisan 5-0 vote. If approved by the full State Senate, it is very likely to be signed into law by Governor Evers.

Senate Bill 798 (SB 798) would move Wisconsin's wetland assured delineation program from a pilot program into state statute. SB 798 was slightly amended in the State Assembly and must return to the State Senate for final approval.

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

WBA maybe reaching out to members to contact your member of the State Senate and ask them to support the above bills that still need senate approval to become law.



Think your work stands among the best in Wisconsin home-building? Now's your chance to prove it! The Badger Craftsman Awards celebrate excellence in craftsmanship, innovation, and dedication to the industry. Don't miss this opportunity to gain well-deserved recognition and showcase your talent.

### New & Updated Categories!

- New Home Awards (by Price Point)
- Remodel – Room Addition
- Remodel – Whole House
- Kitchen (New Construction or Remodel)
- Bathroom (New Construction or Remodel)
- Interior Design
- Smart Home
- Green / Energy-Efficient Home
- Finished Basement / Bonus Room
- Landscaping / Curb Appeal
- Outdoor Living Space
- Innovation in Building Products
- Sales & Marketing Excellence
- Single-Family Development
- Multi-Family Development

Submit your application today: [Apply Now](#)

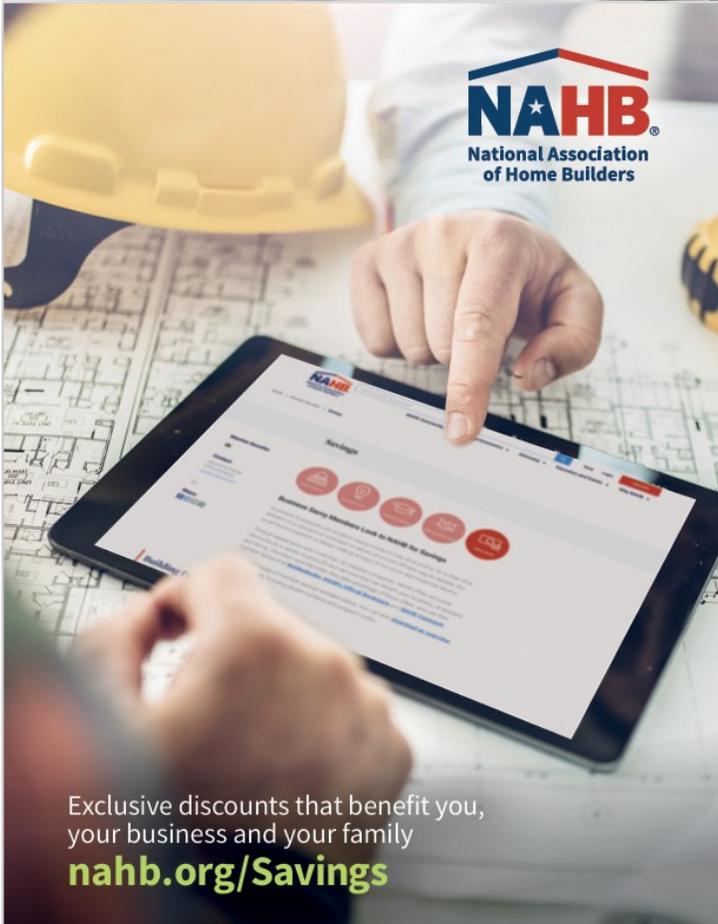
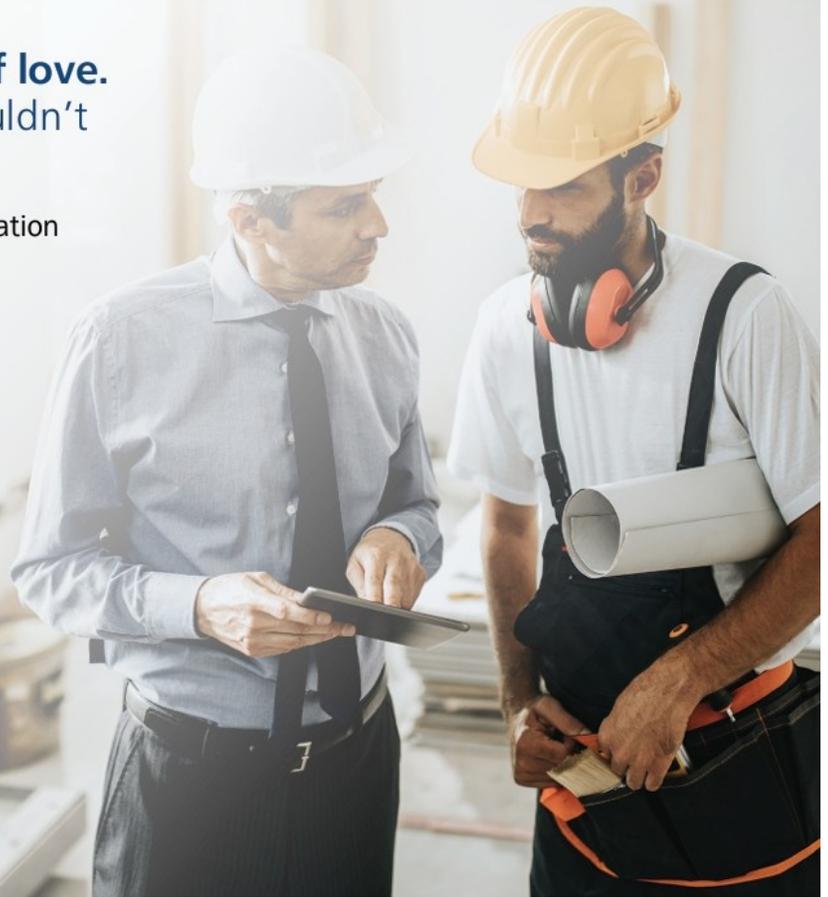


**Building a house is a labor of love.**  
But frankly, your insurance shouldn't make more work for you.

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.fmains.com](http://www.fmains.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)

# NAHB Member **SAVINGS**\$

Put your membership to work.

