

# The Cutting Edge



Volume 17, Issue 5

May 2026

## Inside this issue:

Membership Updates	2
Kwik Trip Rewards	3
WBA Advocacy	4
Trends in Housing Conf.	5
WB Foundation Event	6
Membership/Savings	7

## PRESIDENT'S MESSAGE

By Kevin Schmitz, K & J Construction and Design LLC

Fellow members,  
A quick reminder that our cookout is Thursday. Bring a guest and a dish to pass. This will be our last meeting until the summer busy season is over.

On another note, Beware! If people in society worked as hard at work as they do trying to scam others out of money, our

labor shortage would not be an issue. Recently there was multiple different messages sent out to our members. Some of them stated they were from me. Some were just fishing, but others were asking for donation to Charities.

Always, Always, check the email sent address to confirm if it was from some-

body legit. This is old news to some, but pass on to others that might be to trusting to an email that seems to be from someone for a good cause.

Hope to see you Thursday and have a great summer.

Kevin Schmitz  
MSHBA President

## CALENDAR OF EVENTS:

- May 7 MSHBA BOD Meeting Optimist Chalet, NH 5:30 pm BOD Meeting
- May 7 Spring Bust-up Cookout & GMM Optimist Chalet, New Holstein
- 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 Home Builders Association, Inc.

*Invites you & a guest to Join us for our last GMM until Fall*

# Spring Bust-up Cookout

*May 7 at the Optimist Chalet*

2200 Mason Street, New Holstein

**5:30 p.m. Board of Director's Meeting**

**6:00 p.m. Join us for Cocktails**

**6:30 p.m. Cookout & General Membership Meeting**

**Guests: HS TECH ED Instructors. Partner with local tech ed instructors to align curriculum and skills with workforce needs and build a reliable pipeline of skilled employees.**

*Brats, hamburgers & refreshments are compliments of MSHBA*

*Please bring a dish to pass!*





## 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!

Christel & Heiberger Builders—Charter Member of 28 years!

K & J Construction and Design Inc.—22 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.

## SAVE THE DATES:

**May 7 — Spring Cookout, Optimist Chalet, New Holstein**

**August 13—Jerry Arenz Memorial Trap Shoot, Winnebago Eastshore Conservation Club**

**December 10—MSHBA Holiday Party, PAC Auction & Installation, Altona Supper Club, New Holstein**

## MAY BOD MEETING

**May 7 at 5:30 pm**

**Optimist Chalet, 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)

## 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.

**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.

## Take NAHB's Industry Pulse Check

Today, we're asking for your participation in one of the most important initiatives NAHB has undertaken: the **Blueprint to 100**. This effort aims to build an association that better meets industry needs as NAHB approaches the 100th anniversary of its founding. The Industry Pulse Check is our first step in this initiative to gain insights so we can build an association that meets your needs.

**Industry Pulse Check is Not Your Usual Spring-time Questionnaire** - The Industry Pulse Check is **different** from the usual springtime questionnaires you receive from NAHB. Feedback from the Industry Pulse Check will help us decide which programs, education, resources and member benefits we'll invest in as NAHB approaches its 100th anniversary.

**I encourage you to complete the Industry Pulse Check.** NAHB wants to hear from members about what's working, what's missing and what matters most in the home building industry. Take the Industry Pulse Check at [blueprint.nahb.org](http://blueprint.nahb.org).

**Member & HBA Incentives** - Members who complete the Pulse Check are eligible for prizes, and EOs with the highest percentage of members who complete the Pulse Check can win a business grant for their HBA.

**Influence the Direction of NAHB** - This is your opportunity to influence the direction of the association and the industry we serve. Please take the Industry Pulse Check and champion participation among your members. Together, we can help design what's next for residential construction.

Thank you for your leadership and commitment to the home building industry.

Sincerely,  
Bill Owens  
2026 NAHB Chairman



# Hey, WBA!



Save 6¢ per gallon of fuel as a member of the Wisconsin Builders Association!

### Benefits include:

- Save 6¢ on every gallon of fuel purchased at Kwik Trip, Kwik Star & Stop-N-Go locations.
- 10% off in-store purchases & car wash discounts up to 50%.
- Choose from three different fuel programs to find the best fit.
- No annual or monthly fees.



Subject to credit approval. Some in-store exclusions apply. Kwik Trip Business Plus MasterCard is issued by Regions Bank, pursuant to a license by MasterCard Int'l Inc. MasterCard is a registered trademark of MasterCard Int'l Inc.



**Questions? Contact Brayton Duin**  
608-793-4708 or [bduin@kwiktrip.com](mailto:bduin@kwiktrip.com)



Advocacy Digest | April 15, 2026  
Brad Boycks, Executive Director



### A Historic Win for Wisconsin Housing

With your help, Wisconsin's housing industry just achieved something truly historic. All six bills awaiting Governor Evers' signature have been signed into law — and combined with the earlier approval of our change to the platting process, our membership now has an unprecedented set of tools to streamline housing approvals and expand funding options for builders, developers, and homebuyers across the state.

Thank you to everyone who took a moment to email the governor in support of these bills. Your engagement made a difference.

Here is a summary of the six newly enacted laws:

Wisconsin Act 173 — "Truth in Planning" requires the automatic rezoning of land already designated for future housing once certain conditions are met following a rezoning application. This proposal cuts through bureaucratic delay and holds local governments accountable to their own long-range planning commitments.

Wisconsin Act 235 enables local units of government to voluntarily create pay-as-you-go Workforce Housing Tax Incremental Financing districts. These districts can be used to fund infrastructure for smaller homes on smaller lots — an important tool for expanding attainable housing options in communities across Wisconsin.

Wisconsin Act 237 delivers much-needed updates to the WHEDA Workforce Housing Loan Program, including the ability to "stack" these loans with local TIF funding — a change that significantly expands the financing options available for workforce housing development.

Wisconsin Act 120 allows Neighborhood Improvement Districts to be utilized by local governments to help fund housing development infrastructure, providing yet another mechanism for communities to support new housing construction.

Wisconsin Act 239 establishes workforce housing gap loans at WHEDA, designed to help homebuyers reduce down payment costs on a new or significantly renovated home — low-

ering one of the most common barriers to homeownership.

Wisconsin Act 172 moves Wisconsin's wetland assured delineation program from a successful pilot into permanent state statute, providing builders and developers with greater certainty in the land development process.

Advancing this many bills through the legislative process is never a solo effort. A sincere thank you to WBA members and leadership for your sustained engagement in moving this legislation forward. These new laws represent real, meaningful progress for Wisconsin families seeking access to quality housing.

We are currently developing co-branded issue papers for many of these bills and will share those with you once they are complete.

### Additional WBA Events & Resources:

- March [Blueprint](#).
- [Register](#) for Summer Events:
  - June 24—Member Meeting Day & Celebration of Housing
  - June 25—WB Foundation Golf Outing
- Badger Builder Magazine. Available [online here](#).
- September 23—WB Foundational [Invitational](#).

# Our Builders Want to Get to Know You!

## Network with Builders

This conference offers a unique opportunity to connect with top builders while they explore the latest **trends and innovations** in the housing industry. This is your opportunity to foster partnerships that can enhance your business success and promote the building industry.



Join us for the  
**2026 Trends in Housing Conference**



**WISCONSIN BUILDERS  
FOUNDATION**

**Thursday, November 12, 2026**

Don't miss out on the chance to showcase your business  
and engage with potential partners!

**Reserve your booth or become a sponsor  
today!**

**2** Trends in  
**0** Housing  
**2** Conference  
**6**  
8:30 AM - 4:15 PM

Scan to Register



**Sheraton Milwaukee Brookfield Hotel**

375 S Moorland Road  
Brookfield, WI 53005

For more information:  
pmeskan@wisbuild.org



**WEDNESDAY**  
**September 23, 2026**

**SENTRYWORLD  
STEVENS POINT**

***TREAT YOUR BEST CUSTOMERS!***



We're excited to announce the launch of our new Golf Invitational — a premier play-your-own-ball event at the stunning SentryWorld Golf Course. Designed for golfers who love a true test of skill and friendly competition, this invitational offers a championship-caliber experience in a beautiful setting.

Visit [www.wisbuild.org](http://www.wisbuild.org) to register!



***SUPPORTING THE WISCONSIN BUILDERS FOUNDATION***

**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.

