

The Cutting Edge



Volume 16, Issue 10

October 2025

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CALENDAR OF EVENTS:

- [Home Planning Guide Advertising Deadline Until Completed](#)
- [Oct. 9 MSHBA BOD Meeting](#)
6:00 pm at Millhome Supper Club
- [Oct. 9 WBA Member Meeting Day](#) virtual
- [Nov 13 WBA Trends in Housing Conference](#)

PRESIDENT'S MESSAGE

By Derek Fritsch, Green Hammer Construction LLC

Hello Members,

Welcome to Fall!

First up this month: our **Fall Board of Director's Meeting** is right around the corner — mark your calendar for **October 9 at 6:00 PM** at **Millhome Supper Club** in the VIP Room. We'd love to see you there!

Our Home Planning Guide is set to be published in late-October. It will be distributed to **15,000 households** and available at various local

businesses. You can also **download a digital copy on our website**. A big thank-you to everyone who helped bring this publication together, and to our **Premier Media Sponsors:** *Advanced Custom Geothermal, Drexel Building Supply, and Potter Building Supply*. We currently have a small amount of space left to fill. Contact Tena if you are interested in advertising.

If you're in need of **continuing education credits**, the

WBA-sponsored Trends in Housing Conference is a great opportunity to earn **CE credits**. The event takes place **November 13** at the **Sheraton Milwaukee Brookfield Hotel**. See page 8 for registration details.

As always, thank you for reading!

Derek Fritsch
MSHBA President
Owner, Green Hammer Construction LLC

OCTOBER MEETING

October 9

*Millhome Supper Club
VIP Room*

6:00 pm Board of Directors Meeting

6:30 pm Tech Ed Instructor Update

Dinner off the Menu

Bring a guest and see what our association is about.

NAHB IBS™

Feb 17-19, 2026
Orlando, FL

SEPTEMBER DEALS EXTENDED = FREE EXPO PASS!

Sept Only!
EXPO PASS

NAHB MEMBERS: FREE
NON-MEMBERS: \$75

Extended through October 10

REGISTER TODAY!

MSHBA Membership



2025 MSHBA OFFICERS

President: Derek Fritsch
Green Hammer Construction LLC
920-905-3513

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

Treasurer: Julie Schmitz
K & J Construction and Design LLC
920-849-8811

Secretary: Open Position

Past-President: Matt Lefebber
Wrightway Home Improvements
920-923-0721

2025 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 Director
Derek Fritsch

NAHB Delegate
Kevin Schmitz
NAHB Alternate Delegate
Open Position

MEMBERSHIP... the Ultimate Building Resource

THANK YOU FOR RENEWING YOUR MEMBERSHIP!

Birschbach Builders LLC – 13 years
Darboy Stone & Brick – 20 years
Ditter Plumbing Co. – 13 years
Silica For Your Home – 13 years
Thiel Real Estate – 18 years

WELCOME NEW MEMBER!

Elite Building and Design
Jaran Rutledge
N9149 N Coop Rd, Unit G
Appleton, WI 54915
jrutledge@elitebuildinganddesign.com
(312) 572-9551
www.elitebuildinganddesign.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.



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

WBA Blueprint - [Click here](#) to view the latest edition.

MSHBA'S Home Planning Guide

Advertising Deadline: UTC

1.75 Pages Remaining

Advertise your Business in the Home Planning Guide!

Advertising Packet: Pages 4-6
Premier Media Sponsors:



Area Chamber Membership

MSHBA is a member of New Holstein, Chilton and the Kiel Area Chamber of Commerce. Represent MSHBA and attend any of their meetings or events.

- [New Holstein Area Chamber of Commerce](#)
- [Kiel Area Chamber of Commerce](#)
- [Chilton Chamber of Commerce](#)



PO Box 125

New Holstein, WI 53061
www.midshoreshomebuilders.com

Executive Officer Tena Hartwig
2104 Mary Ave.
New Holstein, WI 53061
Phone (920) 539-9014
hartwigs1@charter.net

MID-SHORES HOME BUILDERS ASSOCIATION INC



HOME PLANNING GUIDE

Guide Advertising & Sponsorship Packet

READY TO CREATE YOUR DREAM HOME – or elevate your current one?

*Start with the best local materials and trusted experts to
bring your vision to life.*

Our goal for the **Home Planning Guide** is to deliver real value to local builders, subcontractors, and suppliers by giving them a platform to highlight the latest homebuilding products and services available in our area.



"Commitment to community, quality and professionalism is our motivation"

Mid-Shores Home Builders Association – PO Box 125 – New Holstein, WI 53061
920.539.9014 - hartwigs1@charter.net – www.midshoreshomebuilders.com



MID-SHORES HOME BUILDERS ASSOCIATION, INC.
Home Planning Guide
Book Advertising & Sponsorship Opportunities

Mid-Shores Home Builders Association, Inc. (MSHBA) is proud to announce the publication of this year's **Home Planning Guide**. This guide will serve as a valuable resource for homeowners, accessible both in print for use at home and online for convenient viewing.

Why your business should advertise in the Home Planning Guide

A homeowner's dream—whether building a new home or updating their current one—starts with quality local products and skilled local professionals. Alongside advertising, the Home Planning Guide will include informative articles on topics such as Home Buying, Seasonal Maintenance, Remodeling, and generational design Trends. Our goal for the Guide is to deliver real value to area builders, subcontractors, and suppliers by offering a platform to showcase the latest in homebuilding products and services available in our area.

Mid-Shores Home Builders Association Inc. invites you to participate as an advertiser and/or sponsor of the **Home Planning Guide**. Your support of this media event at any of the following levels will be greatly appreciated.

Home Planning Guide Advertising

The Home Planning Guide is a high-quality, full-color publication with a circulation of 15,000 distributed through the Tempo newspaper. Additional copies will be available at member locations, and a digital version will be accessible on our website.

This glossy 8½" x 11" publication offers advertising opportunities open to both MSHBA members and non-members. Once again, the Home Planning Guide Committee has chosen Zander Press, Inc. of Brillion to design and publish the guide.

Please purchase your ad by September 30, 2025 by completing the enclosed advertising contract. All high resolution (300 dpi or better) camera ready ads and advertising copy or prepared layout with camera ready logo and/or artwork should be sent directly to Mid-Shores HBA. Ads from previous MSHBA publications are on hand and can be repeated without changes, if desired.

Premier Media Sponsor: \$1000 MEMBERS, \$1500 NON-MEMBERS – limited to 3 – SOLD OUT

Premier Media sponsors will receive a full-page prime location ad in the Home Planning Guide (inside front cover, back cover, inside back cover), name and/or logo representation on the front cover of the guide, and name and/or logo representation on our website and Facebook page.

Thank you for your kind consideration of this opportunity. Should you have any questions or require further information, please feel free to reach out to the MSHBA office or any committee member.

Very Truly Yours,

Tena Hartwig
 Executive Officer

Home Planning Guide Committee

Chairperson

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

Committee Members

Jenny Pitzen
Christel & Heiberger Builders, Inc.
 920-898-2820

Dave Amel
Premier Properties Realty LLC
 920-980-4477

Bill Weber

Pella Windows & Doors of WI
 920-435-3791



MID-SHORES HOME BUILDERS ASSOCIATION, INC.
Home Planning Guide
Ad Order Contract

Ad Order Contract | Deadline: September 30, 2025

Full Color Glossy Camera-Ready Ad Rates:

	<u>MSHBA Members</u>	<u>Non-members</u>
Premier Media Sponsor (7.5"X10") <small>- limited to 3 - SOLD OUT</small>	\$1000	\$1500
Full Page (7.5"X10")	\$800	\$900
½ Page (7.5"X5" or 3.75"X10")	\$450	\$500
¼ Page (3.75"X5" or 7.5"X2.5")	\$250	\$300

15,000
Circulation

Design services are available for an additional cost of \$25 per ad

ADVERTISER INFORMATION

Date: _____

Company: _____

Advertiser/Contact Person(s): _____

Address, City, State, Zip: _____

Phone: _____ Email: _____

Sponsor/Ad Size: _____ Rate: _____

☐ Design Services \$25

☐ Please invoice ☐ Full payment is attached with this contract. Thank you.

Payment of all ads must be received by September 30, 2025 to be included in the Home Planning Guide.

Signature _____ Sold By _____

All contracts must be returned to MSHBA along with ad copy not later than September 30.

All high resolution (300 dpi or better) camera ready ads and advertising copy or prepared layout with camera ready logo (300 dpi or better) and/or artwork should be submitted electronically directly to Mid-Shores HBA. Camera ready ads should be sized to the above specifications.

E-mail Ads to: hartwigs1@charter.net | Please return contract and payment to:

Mid-Shores Home Builders Association – PO Box 125 – New Holstein, WI 53061
 920.539.9014 - hartwigs1@charter.net – www.midshoreshomebuilders.com



**WISCONSIN
BUILDERS
ASSOCIATION**

Advocacy Digest | September 24, 2025
Brad Boycks, Executive Director



Workforce Housing Package Announced

With the leadership of Representatives Brooks, Armstrong and Kreibich and Senators Jagler and Feyen—the Wisconsin Builders Association has been collaborating with the Wisconsin REALTORS® Association and the League of Wisconsin Municipalities to create a housing package, specifically three legislative proposals—LRB-0669/P5 (Subdivision Reform), LRB-2130 (Workforce Housing PAYGO TID), and LRB 2355 (Truth in Planning)—designed to streamline development processes, lower housing costs, and address Wisconsin’s urgent need for affordable workforce housing.

If passed, these legislative initiatives will help communities bring their vision to life by creating clearer, more efficient, and transparent processes for growth that align with local goals.

The greatest obstacle to expanding workforce housing in Wisconsin is the high upfront cost of subdivision infrastructure—such as sidewalks,

curbs, water and sewer lines, and utilities. These expenses fall on developers at the start of a project and are ultimately built into the price of each home, pushing entry-level housing beyond the reach of many working families.

Adding to the challenge are inconsistent planning and zoning requirements, which create uncertainty, delay projects, and drive-up costs. Together, these factors make it increasingly difficult to deliver the affordable housing our communities urgently need.

The three bills directly address these barriers.

LRB-2130: Establishing Workforce Housing “Pay-As-You-Go” (PAYGO) Tax Increment Districts (TIDs)

- Uses tax increment from new homes to offset subdivision infrastructure costs.
- Lowers price points to make workforce homes more attainable for working families.
- Targets “missing middle” housing with limits on lot size and square footage.
- Voluntary tool that communi-

ties can choose to use; expands single-family and duplex options.

- Developer-financed model ensures private investment leads with minimal municipal risk.

LRB-2355: Truth in Planning & TIF Modifications

- Aligns zoning with comprehensive plans to eliminate costly, time-consuming disconnects.
- Establishes “by-right” housing when projects comply with approved plans and requirements.
- Extends affordable housing TIF flexibility from one year to two.
- Clarifies “newly platted residential” definition to allow redevelopment of blighted parcels.

LRB-0669/P5: Subdivision Plat Approvals & Public Improvements

- Requires municipalities to offer pre-submission, conceptual subdivision review for predictability.
- Updates public improvement rules—no upfront installation required before plat approval; caps initial security at 120% of estimated costs.
- Streamlines approvals: clerks must certify final plats within 10 days.
- Modernizes planning statutes to support efficient processes and diverse housing options.



PRESS RELEASE

For Immediate Release

[Alicia Naleid](#), Director of Communications
(608) 242-5151 ext. 13

Wisconsin Builders Association Backs Three Critical Legislative Proposals to Unlock Affordable Housing

September 23 – The Wisconsin Builders Association (WBA) today announced its strong support for a housing package, specifically three legislative proposals—LRB-0669/P5 (Subdivision Reform), LRB-2130 (Workforce Housing PAYGO TID), and LRB 2355 (Truth in Planning)—designed to streamline development processes, lower housing costs, and address Wisconsin’s urgent need for affordable workforce housing.

“The greatest obstacle to expanding workforce housing in Wisconsin is the high upfront cost of subdivision infrastructure—such as sidewalks, curbs, water and sewer lines, and utilities,” said WBA President Mike Derrick. “These expenses fall on developers at the start of a project and are ultimately built into the price of each home, pushing entry-level housing beyond the reach of many working families.”

Adding to the challenge are inconsistent planning and zoning requirements, which create uncertainty, delay projects, and drive-up costs. Together, these factors make it increasingly difficult to deliver the affordable housing our communities urgently need. The three bills directly address these barriers.

1. LRB-2130: Establishing Workforce Housing “Pay-As-You-Go” (PAYGO) Tax Increment Districts (TIDs)
 - a. Uses tax increment from new homes to offset subdivision infrastructure costs.
 - b. Lowers price points to make workforce homes more attainable for working families.
 - c. Targets “missing middle” housing with limits on lot size and square footage.
 - d. Voluntary tool that communities can choose to use; expands single-family and duplex options.
 - e. Developer-financed model ensures private investment leads with minimal municipal risk.
2. LRB-2355: Truth in Planning & TIF Modifications
 - a. Aligns zoning with comprehensive plans to eliminate costly, time-consuming disconnects.
 - b. Establishes “by-right” housing when projects comply with approved plans and requirements.
 - c. Extends affordable housing TIF flexibility from one year to two.
 - d. Clarifies “newly platted residential” definition to allow redevelopment of blighted parcels.
3. LRB-0669/P5: Subdivision Plat Approvals & Public Improvements
 - a. Requires municipalities to offer pre-submission, conceptual subdivision review for predictability.
 - b. Updates public improvement rules—no upfront installation required before plat approval; caps initial security at 120% of estimated costs.
 - c. Streamlines approvals: clerks must certify final plats within 10 days.
 - d. Modernizes planning statutes to support efficient processes and diverse housing options.

With the leadership of Representatives Brooks, Armstrong and Kreibich and Senators Jagler and Feyen—and in collaboration between WBA, the Wisconsin REALTORS® Association and the League of Wisconsin Municipalities—these legislative initiatives can help communities bring their vision to life by creating clearer, more efficient, and transparent processes for growth that align with local goals.

###

Phone: 608-242-5151 | Fax: 608-242-5150 | www.wisbuild.org

Trends in Housing Conference

November 13, 2025 | Brookfield



Join industry leaders, builders, developers, and policy experts for the Wisconsin Builders Foundation's 2025 Trends in Housing Conference. This annual event explores key issues shaping Wisconsin's housing market — from emerging design and construction trends to regulatory updates and economic forecasts. Gain insights into statewide initiatives like the uniform building code, discuss challenges and opportunities in housing affordability, and connect with peers working to advance safe, sustainable, and innovative housing solutions across Wisconsin.

Booth Space & Sponsorships Available!



Scan to view agenda
and Register!



SEPTEMBER DEALS EXTENDED = FREE EXPO PASS! Extended through October 10

IBSTM

Feb 17-19
Orlando, FL

2026 NAHB INTERNATIONAL BUILDERS' SHOW[®]



ONLY IN SEPTEMBER FOR NAHB MEMBERS

Your local association membership comes with an NAHB Membership and NAHB Members qualify for incredible September registration deals 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.

FREE*
EXPO PASS

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

Exclusive NAHB Member Rate
EXPO+EDUCATION
PASS \$425*

Includes Expo Pass access PLUS 100+ IBS Education sessions covering trends and insights from industry experts.

*NAHB Member pricing valid 9/2/25 – 9/30/25. Visit BuildersShow.com/fees for details. Manufacturer and software provider registrants are not eligible.



Register in
September
& **Save BIG!**

BUILDERSSHOW.COM/SEPTEMBER

#IBS2026    

**Kwik
TRIP**

Hey, WBA!


**WISCONSIN
BUILDERS
ASSOCIATION**

**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

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** to find an independent agent near you.



NAHB
National Association
of Home Builders

Exclusive discounts that benefit you,
your business and your family

nahb.org/Savings

NAHB Member
SAVINGS
Put your membership to work.

LOWE'S PRO

T-MOBILE FOR BUSINESS

NISSAN

DELL Technologies

Active&Fit DIRECT

AVIS

BMW

Budget

FARMERS INSURANCE

GOODYEAR

Heartland

Hertz

Holman
Doing What's Right

HotelPlanner

indeed

MemberDeals
EXCLUSIVE MEMBER ONLY OFFERS

odp
BUSINESS SOLUTIONS

RingCentral

SiriusXM

TForce Freight

sam's club

TrueCar

ups

VOYAGER