

the Cutting Edge



Volume 13, Issue 8

August 2022

Inside this issue:

Membership	2
JA Memorial Trap Shoot	3
Parade Advertising	5
Parade Ad Contract	6
WBA Advocacy Digest	8
Member Benefits	9

CALENDAR OF EVENTS:

- [August 1 Parade of Homes Book Advertising Deadline](#) -Extended until Book is Filled
- [August 2 Board of Directors Meeting](#) 5:30 pm at Cheers, Chilton
- [August 2 Trap Shoot Committee Meeting](#) 5:30 pm at Cheers, Chilton
- [August 3 Parade of Homes Committee Mtg.](#) 7:30 am at Christel & Heiberger Builders, NH
- [August 26 Jerry Arenz Memorial Trap Shoot](#) Winnebago East Shore Conservation Club

PRESIDENT'S MESSAGE

By Matt Lefeber, Wrightway Home Improvements, LLC

Hello MSHBA Members, I will keep it brief this month, but want to update you on a few opportunities to get your name out to the public.

Jerry Arenz Memorial Trap Shoot. There are a numbers of ways to spon-

sor at this event and great prizes as well.

Parade of Homes. Also coming up in October is the Parade of Homes. If you have a project you want to enter into the parade or want to advertise, contact Tena or fill

out one of the attached forms and return. I would like to thank those that are already sponsored. We appreciate your involvement.

I hope to see you at one of our upcoming events!!
Matt Lefeber

Register your Team of 5 by August 12 to be entered into a drawing for 250 shells!

JERRY ARENZ MEMORIAL TRAP SHOOT



50 BIRDS | AUGUST 26
WINNEBAGO EASTSHORE CONSERVATION CLUB



Registered Teams:
State Bank of Chilton

Station Sponsors:
Wrightway Home Improvements

Prize Sponsors:
Silica For Your Home

Early Bird Sponsor:
K & J Construction and Design LLC

MSHBA Membership



Mid-Shores Home Builders Association, Inc.

2022 MSHBA OFFICERS

President: Matt Lefeber
Wrightway Home Improvements
920-923-0721

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: Denise Bangart
Envoy Mortgage
920-522-4345

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

2022 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

NAHB Alternate Delegate
Thomas Heiberger

Mid-Shores Home Builders Association, Inc.

PO Box 125
New Holstein, WI 53061
www.midshoreshomebuilders.com

Executive Officer Tena Hartwig
2104 Mary Ave.
New Holstein, WI 53061
Phone (920) 898-5030
hartwigs1@charter.net.com

MEMBERSHIP... the Ultimate Building Resource

THANK YOU FOR RENEWING YOUR MEMBERSHIP!

Best Exteriors LLC

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.

Don't Wait, Save Today!

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!



AUGUST MSHBA Board of Directors MEETING
August 2 at 5:30 pm
Cheers, Chilton

MSHBA'S 18th Annual PARADE OF HOMES

October 7-9

Garage Space Rental and Parade of Homes Advertising Packets are now Available

Parade of Homes Book Advertising Deadline: Extended until Book is Filled!

(Advertising Packet—pages 5-7)

Event Sponsors:



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.
See the Flyer on page 8 for More.

JERRY ARENZ MEMORIAL TRAP SHOOT 50 BIRD SHOOT

WHEN

August 26, 2022

Shooting starts at 4 pm, sign-up by 7

WHERE

**Winnebago Eastshore
Conservation Club**

W4572 Hickory Hills Road, Stockbridge



FEATURING

TOP GUN of the day wins \$100 cash • **TOP JUNIOR GUN** of the day wins \$100 cash • Colored Clay per Round • **Lewis Class** • 8 oz Ribeye Steak Sandwich Plate • **Raffles** • **Prizes**

OPEN TO THE PUBLIC

COST

\$25.00—Person

\$125.00—Team of 5

\$100.00—Junior Team of 5

**Bring your own shells!
WECC has a very limited**

EARLY BIRD PAID REGISTRATION

**Register your team & pay
by August 12 to be entered
into a drawing for 250**

**shells! Sponsored by
K & J Construction and Design, LLC**



CONTACT

**Register your Team by
calling 920-539-9014**



MIDSHORESHOMEBUILDERS.COM



MID-SHORES HOME BUILDERS ASSOCIATION, INC.
2022 Trap Shoot
 Registration & Sponsorship Opportunities

REGISTRATION INFORMATION...

Trap Shoot Packages...all packages include a 50 Bird Shoot – bring your own shells! WECC has a limited supply.
 Register your **team** by **August 12** to be entered into a drawing for 250 shells!

- INDIVIDUAL PACKAGE - \$25 per person** \$ _____
- TEAM OF 5 PACKAGE - \$125** \$ _____
- JUNIOR TEAM OF 5 PACKAGE - \$100 (age 17 & under)** \$ _____

Additional Competitive Events:

- LEWIS CLASS - \$5 per person** \$ _____
- COLORED CLAY – FREE**

Competitive Event Descriptions...

Lewis Class: Shooters are divided into classes based on final scores. Cash prizes are awarded to the top shooters in each of these classes. Everyone has an equal chance to win.

Colored Clay: One colored clay will be randomly pulled per team. Winners will receive 5 bucket raffle tickets.

Company/Team Name: _____

Shooters Names: 1. _____ 2. _____
 3. _____ 4. _____ 5. _____

SPONSORSHIP INFORMATION...

- STATION SPONSOR \$100 MEMBERS, \$200 NON-MEMBERS** \$ _____
- Promote your business at a shooting station
 - Sponsors provides standard size job site sign for display at a shooting station
 - Sponsor receives 10 bucket raffle tickets
- TOP GUN SPONSOR \$50 - \$100** \$ _____
- JUNIOR TOP GUN SPONSOR \$50** \$ _____
- JUNIOR TEAM SPONSOR \$125** \$ _____
- EVENT SPONSOR \$25 - \$100** \$ _____
- Choose any level of commitment which will be used for raffle prizes and/or event expenses
- DONATING DOOR PRIZE/RAFFLE PRIZE**
- Promote your business by donating your company logo items...hats, t-shirts, etc...or other prize or certificate.

Sponsorships need to be purchased by August 23, to be listed on the official event signage at WECC. All Sponsors will be announced during the event.

PAYMENT INFORMATION...

Company Name: _____

- CHECK IS ENCLOSED FOR REGISTRATION AND SPONSORSHIPS** \$ _____

MID-SHORES HOME BUILDERS ASSOCIATION INC

18th Annual PARADE OF HOMES

Book Advertising & Sponsorship Packet



October 7-9, 2022

Friday, Oct. 7 4-8PM

Saturday, Oct. 8 10AM-5PM

Sunday, Oct. 9 10AM-4PM

Providing a direct and immediate benefit to area builders, subcontractors and suppliers...Join us in highlighting our trade to the public by participating in this opportunity to showcase the incredible talent and workmanship our area can provide.



“Commitment to community, quality and professionalism is our motivation”



MID-SHORES HOME BUILDERS ASSOCIATION, INC.
2022 Parade of Homes
Book Advertising & Sponsorship Opportunities

Fri., Oct. 7 4-8PM ■ Sat., Oct. 8 10AM-5PM ■ Sun., Oct. 9 10AM-4PM

Mid-Shores Home Builders Association, Inc. is pleased to announce that our **18th Annual Parade of Homes** will take place **October 7 - 9, 2022**, in-person. It is our hope that this parade will provide a direct and immediate benefit to area builders, sub-contractors and suppliers as it provides the opportunity to showcase the incredible talent and workmanship our area contractors can provide.

Mid-Shores Home Builders Association Inc. invites you to participate as an advertiser and/or sponsor of the 18th Annual Parade of Homes. Your support of this event at any of the following levels will be greatly appreciated!

Parade of Homes Book Advertising

In addition to showcasing the parade projects, Mid-Shores HBA will again be publishing a Parade of Homes book with a circulation of 18,000 within the area via newspaper (the Tempo and Sheboygan Sun). Additional copies will be available for pickup at parade homes and member locations. The high-quality, full-color glossy 8 ½" x 11" books will include advertising opportunities which are not limited to Mid-Shores HBA members. The Parade of Homes Committee has again selected Zander Press, Inc., of Brillion, to design and publish the book. **Please purchase your ad by August 1, 2022 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 Parade of Homes publications are on hand and can be repeated without changes, if desired.

Note to Non-member Parade Home Subcontractors and Suppliers: Non-members must purchase an ad in the parade book to be listed on a builder parade project page or to display business cards in the garage only.

Event Sponsor: ~~\$1000 MEMBERS, \$1500 NON-MEMBERS~~ – limited to 3 **SOLD OUT**

Event sponsors will receive a full-page prime location ad in the parade book, name and/or logo representation on the front cover of the parade book, and name and/or logo representation in posters, newspaper ads, our website and Facebook page.

Preview Night Sponsor: ~~\$400 MEMBERS, \$500 NON-MEMBERS~~ – limited to 2 – **SOLD OUT**

Preview Night sponsors will receive a 1/4-page size ad located on the Welcome page in the parade book and name and/or logo representation on our website and Facebook page. Includes attendance and promotional opportunity at Preview Night Celebration on August 6.

Thank you for your kind consideration of this opportunity. If you have any questions or would like additional information, please do not hesitate to contact our MSHBA office or a committee member.

Very Truly Yours,

Tena Hartwig
 Executive Officer

2022 Parade of Homes Committee

Chairperson

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

Committee Members

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

Denise Bangart
Envoy Mortgage
 920-522-4345

Bill Weber
Pella Windows & Doors of WI
 920-435-3791

Gail Forster
Precision Floors & Décor
 920-400-1123

Dave Amel
Premier Properties Realty LLC
 920-980-4477



MID-SHORES HOME BUILDERS ASSOCIATION, INC.

2022 Parade of Homes Ad Order Contract

Fri., Oct. 7 4-8PM ■ Sat., Oct. 8 10AM-5PM ■ Sun., Oct. 9 10AM-4PM

Ad Order Contract | Deadline: EXTENDED until Book is Filled

Full Color Glossy Camera Ready Ad Rates:

Table with 3 columns: Ad Type, MSHBA Members, Non-members. Includes rates for Event Sponsor, Preview Night Sponsor, and various page sizes.



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

Note to Non-member Parade Home Subcontractors and Suppliers: Non-members must purchase an ad in the parade book to be listed on a builder parade project page or to display business cards in the garage only.

ADVERTISER INFORMATION

Form fields for 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 August 15, 2022 to be included in the 2022 Parade of Homes book.

Signature _____ Sold By _____

All contracts must be returned to MSHBA along with ad copy not later than August 1.

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.

Cancellation of Parade. In the event the Parade of Homes is cancelled due to circumstances beyond MSHBA's control, MSHBA may continue to publish and distribute a Parade of Homes Book. In the case of a cancellation, advertisers have the option to request a refund until August 15, 2022.

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

MEMBERSHIP BENEFITS

WISCONSIN BUILDERS ASSOCIATION



1. KWIK TRIP REWARDS

\$0.06 cents off of every gallon of fuel purchased along with 10% off of most in-store purchases. Valid for business accounts.

2. CONTRACTS/FORMS

Legally vetted and regularly updated construction and remodeling contracts and forms are free to use by our members. \$6,000 Value



3. MEMBER HOTLINE

WBA provides complimentary access to legal, building code, and safety experts to answer any building-related issues you're facing. \$100 value/question



4. INSURANCE

Customizable industry-specific business and health insurance packages available for members at discounted rates.



5. REBATE PROGRAM

Builder and remodeler members are eligible to receive cash back on materials, appliances, and more used in their construction projects. Average Returns = \$1,472/quarter!



6. CONTINUING EDUCATION

12 FREE continuing education credits for dwelling contractor credentials, and discounts on plumbing and electrical credits.



7. COACHING & CONSULTING

Members can receive complimentary business assessment services every year - a \$2,200 value!





Advocacy Digest | July 27, 2022

Brad Boycks, Executive Director



Committee to Examine the Commercial Building Permit Process

Recently, the Legislative Council Study Committee on the Commercial Building Permitting Process met in Madison for the first time. WBA Outside Legal Counsel Robert Proctor of the Axley Law Firm is representing WBA on this committee that will meet this summer and fall.

The charge of the committee is to review the current commercial building permitting process, (including the commercial plan review process at the state and local levels) permitting timelines, and the role of the Commercial Building Code Council. As part of its review, the study committee is tasked with evaluating approaches in other states and identifying innovative and exemplary policies that could serve as a model for Wisconsin.

The committee is being chaired by State Senator Duey Stroebel with State Representative Rob Summerfield serving as vice-chair. You can see other members serving on the committee along with any materials that are prepared for the committee [here](#). If you are interested in the history of commercial plan review and recent law changes relating to commercial building, [click here](#) to review the Legislative Council Staff Brief on the topic that was distributed to members of the committee at their first meeting on July 19.

AARP Poll Shows Large GOP Advantage

The American Association of Retired Persons (AARP) recently released the [findings](#) of poll that served likely voters from the 56 most competitive districts for 2022.

In these key districts, the GOP currently leads the generic ballot by 4 points for all votes with the margin expanding to +5% for voter over the age of 50. Women favor democrats by a +6 margin while men favor the GOP by a +16 margin.

To view the comprehensive finds of the AARP poll, [click here](#).

From NAHB: New Home Sales Plunge in June on Rising Affordability Woes

New home sales in June fell to the lowest level since April 2020, reflecting declining builder sentiment as construction bottlenecks continue to slow new home building and raise housing costs.

Sales of newly built, single-family homes in June fell 8.1% to a 590,000 seasonally adjusted annual rate from a sharply downwardly revised reading in May, according to newly released data by the U.S. Department of Housing and Urban Development and the U.S. Census Bureau. New home sales are down 13.4% in 2022 on a year-to-date basis.

“Builders saw sales decline significantly as buyers were priced out of the market on higher interest rates and ongoing

home building and development costs, including building materials,” said Jerry Konter, chairman of the National Association of Home Builders (NAHB) and a home builder and developer from Savannah, Ga. “This is just the second time that new home sales have fallen below a 600,000 annual pace since Oct. 2018, and this latest report also mirrors a sharp decline in builder confidence as noted in our latest survey.”

“Buyers are balking due to deteriorating affordability conditions and growing sticker shock,” said Danushka Nanayakkara-Skillington, NAHB’s assistant vice president for forecasting and analysis. “Only 14% of new home sales in June were priced below \$300,000. A year ago, it was 27%. Meanwhile, inventory levels are elevated and will contribute to near-term production declines as the market finds a new balance.”

A new home sale occurs when a sales contract is signed or a deposit is accepted. The home can be in any stage of construction: not yet started, under construction or completed. In addition to adjusting for seasonal effects, the June reading of 590,000 units is the number of homes that would sell if this pace continued for the next 12 months.

New single-family home inventory remained elevated at a 9.3 months’ supply, up 60.3% over last year, with 457,000 available for sale. However, only 39,000 of the new home inventory is completed and ready to occupy. The remaining have not started construction or are currently under construction.

The median sales price dipped to \$402,400 in June, down 9.5% compared to May, but is up 7.4% compared to a year ago.

Regionally, on a year-to-date basis, new home sales fell in all four regions, down 12.1% in the Northeast, 24.8% in the Midwest, 12.6% in the South and 9.6% in the West.

Kwik Trip **Hey, WBA!** **WISCONSIN BUILDERS ASSOCIATION**

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

Benefits include:

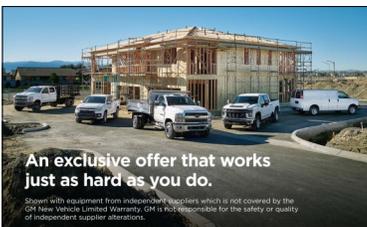
- Save 6¢ on every gallon of fuel purchased at Kwik Trip, Kwik Star & Stop-N-Go locations.
- 10% off in-store purchases & car wash discounts up to 50%.
- Choose from three different fuel programs to find the best fit.
- No annual or monthly fees.



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



An exclusive offer that works just as hard as you do.

Using the private offers for NAHB members is easy:

1. Get your NAHB proof of membership.
2. Visit your local Chevrolet, Buick or GMC dealer and mention this Private Offer.
3. Select an eligible vehicle(s) to purchase or lease and present your NAHB proof of membership.

For even more value, combine this offer with the National Fleet Purchase Program and Business Choice Offers. For full details on the Private Offer, NAHB members should visit nahb.org/gm.

Example offer for NAHB members who are business owners purchasing a 2021 Chevrolet Silverado 2500 HD Crew Cab 1LT 4WD.



\$500 + \$6,000 + Up to \$1,000 = Up to \$7,500

Private Offer¹ National Fleet Purchase Program (FVX)² Eligible Accessory Cash Allowance^{3,4} In Potential Value

¹\$500 offer for retail and fleet deliveries. Valid toward the purchase or lease of eligible new 2021 and 2022 model year vehicles. Customer must take delivery by 1/5/2023. Not compatible with some other offers. Not valid on prior purchases. Excludes all Cadillac vehicles, Chevrolet Blazer, Camaro, Corvette, 2021 Buick Encore SUV, Chevrolet Equinox SUV, Malibu SUV, Traverse SUV, GMC Acadia SUV and Terrain SUV. Additional GM models may be excluded at GM's sole discretion. See dealer for details. ²Offer available to qualified fleet customers through 1/5/2023. Not compatible with some other offers. Take delivery 1/5/2023. See dealer for details. ³To qualify, vehicle must be used in the day-to-day operations of your business and not solely for personal/non-business related transportation purposes. Must provide proof of business ownership. For complete program requirements, including information regarding offers, vehicles, equipment, options, warranties and ordering, consult your dealer or visit gmbusinesschoice.com. ⁴Eligible purchases must be equal to or greater than the amount of the cash allowance. Accessory Cash Allowance requires purchase of the eligible accessories from your dealer.

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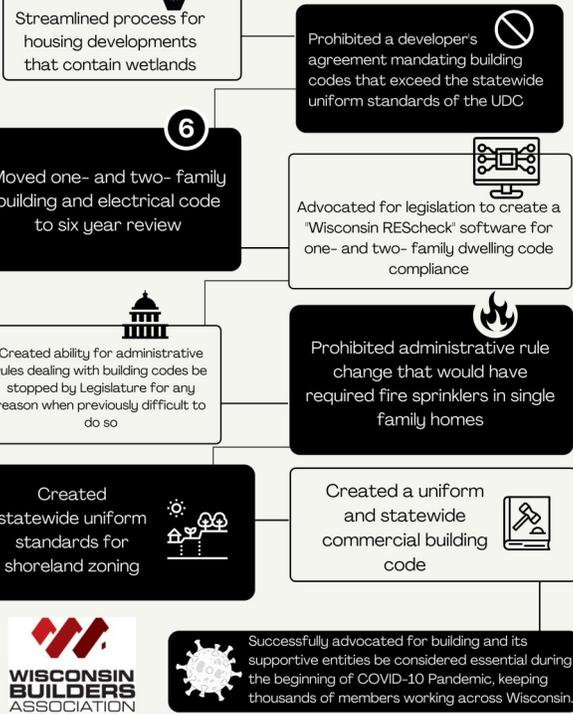
NAHB Member SAVINGS
Put your membership to work.

Exclusive discounts that benefit you, your business and your family
nahb.org/Savings

GENERAL MOTORS FLEET



Top 9 WBA Advocacy Wins since 2011



Learn more at www.wisbuild.org