

the

Cutting Edge



Volume 12, Issue 5

May 2021

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PRESIDENT'S MESSAGE

By Ted Birschbach, *Birschbach Builders, LLC*

Hello fellow members,

I hope everyone is enjoying spring...just a few reminders.

Details have been set for the **Jerry Arenz Memorial Trap Shoot** at the Winnebago Eastshore Conservation Club. The 50 bird shoot will be held on August 19. We are in need of sponsors and teams. See the flyer and registration forms on pages 3 & 4.

Thank you for your support of this event!

We are ending our spring meeting schedule with a **Bust-up Cookout on May 12 at the Optimist Chalet, New Holstein**. Join us for brats, hamburgers and refreshments at 6:30 pm. Bring a "dish to pass" and a guest!

NAHB continues to work on our behalf on the Lumber issue. I invite you to

view these two short videos – one highlighting the [House hearing](#) and the other on our [media efforts](#) which they will be posting on social media. Finally, please see the [attached report](#) for a full view of NAHB's efforts and outreach.

See you on the 12th!

Ted
Birschbach Builders, LLC

CALENDAR OF EVENTS:

- May 11 Parade of Homes Committee Mtg. 7:30 am at Christel & Heiberger Builders
- May 12 BOD Meeting & Spring Cookout
6:00 pm BOD Meeting
6:30 PM Cookout
Optimist Chalet, New Holstein
- August 19 Jerry Arenz Memorial Trap Shoot
Winnebago East Shore Conservation Club

NOTE: MSHBA's office is closed May 19-31

Spring Bust-up Cookout

May 12

JOIN US MAY 12... Brats, hamburgers & refreshments are compliments of MSHBA. **Please bring a "dish to pass" and a guest!**

- 6:00 p.m. Cocktails & BOD Meeting
- 6:30 p.m. Cookout

Location: Optimist Chalet, New Holstein

Register your Team of 5 by August 6 to be entered into a drawing for 250 shells!

JERRY ARENZ MEMORIAL TRAP SHOOT



50 BIRDS | AUGUST 19
WINNEBAGO EASTSHORE CONSERVATION CLUB



Mid-Shores Home Builders Association, Inc.

2021 MSHBA OFFICERS

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

President-Elect: Matt Lefebber
Wrightway Home Improvements
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

Dave Amel
Premier Properties Realty, LLC
920-980-4477

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

Mid-Shores Home Builders Association, Inc.

PO Box 125
New Holstein, WI 53061
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Executive Officer Tena Hartwig
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New Holstein, WI 53061
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Fax (920) 827-1232
thartwig@midshoreshomebuilders.com

MSHBA Membership

MEMBERSHIP... the Ultimate Building Resource

THANK YOU FOR RENEWING YOUR MEMBERSHIP!

Best Exteriors LLC
State Bank of Chilton

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.

Parade of Homes Committee Sets Kick-off Meeting – May 11

MSHBA is gearing up to host an **in person Parade of Homes October 1 -3**. The Parade of Homes Committee Chairperson is Jenny Pitzen, Christel & Heiberger Builders, Inc. The committee will hold it's first parade meeting on May 11 at 7:30 am at Christel & Heiberger Builders Inc., New Holstein. The committee has a few openings. Let me know if you are interested in volunteering for the Parade of Homes Committee or join us on May 11.

Committee Tasks include:

- Produce & organize a scattered site parade
- Produce & sell ads for a 40 page parade book
- Promotion of the parade through social media, newspaper & local sources

Don't Wait, Save Today!

Successful businesses are all about saving money to help drive profits. 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!

WBA Member Benefits & Events

Thirday Thursdays

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

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

More Member Exclusive Benefits can be found at

www.wisbuild.org/member-benefits

WBA Member Meeting

Join your fellow members across the state **in person** on Wednesday, July 14 at The Ridge Hotel in Lake Geneva for WBA's summer meeting! Guest speakers to be determined. Meeting will also include an invite-only breakfast for past WBA leaders. [Click here to register.](#)

Celebration of Housing

Join WBA for the inaugural Celebration of Housing following the member meeting on July 14; a time to get together after a long time apart and celebrate the accomplishments of the housing industry. Event will include address by WBA President Abe Degnan, guest speaker, plated dinner, two complimentary cocktail hours, and awards celebration. [Click here to attend!](#)

WB Foundation Golf Outing

Please join the Wisconsin Builders Foundation Thursday, July 15 at Geneva National Golf Club for a morning of golfing for a good cause! As if getting out and enjoying a social round of golf wasn't enough reason to attend, your attendance will assist the WB Foundation's efforts to promote and support future builders in the state of Wisconsin. [Click here to attend!](#)

JERRY ARENZ MEMORIAL TRAP SHOOT 50 BIRD SHOOT

WHEN

August 19, 2021

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 supply.

EARLY BIRD PAID REGISTRATION

Register your team & pay by August 6 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.

2021 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 6 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
TOP GUN SPONSOR \$50 - \$100
JUNIOR TOP GUN SPONSOR \$50
JUNIOR TEAM SPONSOR \$125
EVENT SPONSOR \$25 - \$100
DONATING DOOR PRIZE/RAFFLE PRIZE

Sponsorships need to be purchased by August 16, 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

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](https://www.facebook.com/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.



**WISCONSIN
BUILDERS
ASSOCIATION**

Advocacy Digest | April 2021
Brad Boycks, Executive Director



Rep. Jagler Elected to State Senate

On Tuesday, April 6, State Representative and Assembly Housing and Real Estate Committee Chair John Jagler won a special election to serve out the remaining two years on now Congressman Scott Fitzgerald's term. Jagler received 51.2% of votes to Democrat Melissa Winkler's 43.8% and third-party candidate Spencer Zimmerman's 4.6%.

Jagler is expected to be seated in his new position the week of April 19 and is likely to be named the chair of the Senate Committee on Housing, Commerce, and Trade.

WBA was instrumental in supporting Jagler's campaign in the primary and general election, working to send him over \$6,000 in contributions and holding a member only event for his election via Zoom earlier in the year.

We look forward to working with Senator Jagler in the State Senate.

Hearing Held on Occupancy Permit Bill

Recently, the Senate Committee on Economic and Workforce Development held a public hearing on [Senate Bill 254](#) (SB 254) to make sure homes that proceeded through the construction process where some inspections were waived did not receive negative black marks on the occupancy permit were vetoed earlier this

session when included in a larger pandemic bill. WBA testified in favor of SB 254.

SB 254 also contains a provision that would allow permittees to extend certain permits issued by the Department of Safety and Professional Services, Department of Natural Resources, and the Department of Transportation by 36 months.

WBA is working with Senator Dan Feyen, the bill author, on an amendment to clarify the language in SB 254 regarding inspections to make it more consistent with the process and procedures spelled out in administrative rules.

Finally, WBA will be working with the soon to be new chair of the Assembly Housing and Real Estate committee to also schedule a public hearing on the companion bill in the lower house, [Assembly Bill 247](#).

WBA to Support Additional Broadband Funding in State Budget

After recently surveying members, WBA found that most support additional funding in the upcoming state budget to expand broadband to rural areas of the state. Additional broadband funding and support for additional funding for K-12 public education are two areas that GOP leaders in the legislature and Governor

Tony Evers have both publicly stated they support.

Building Multifamily Housing Using the Uniform Dwelling Code (w/ no sprinkler requirement)

WBA was recently made aware of guidance documents provided by the Wisconsin Department of Safety and Professional Services that serve as a "how to" guide to build multifamily units and follow the Uniform Dwelling Code (UDC). Generally, multifamily units with three or more units are built under the commercial building and now, again, require sprinkler systems.

Click here for the [UDC vs, IBC document](#) and here for more the ["separation detail" plan](#).

Thirty Five Percent Increase in New Home Construction

The latest single-housing permit numbers show that new home construction is up thirty five percent in the first quarter of 2021 compared to the first quarter of 2020. Compiled by the Department of Safety and Professional Services (DSPS), the data is required to be submitted to DSPS by all municipalities in the state.

Between January 1, 2021 and March 31, 2021, 2,626 new home permits were pulled in Wisconsin compared to 1,941 permits during the same time period in 2020, an increase of 35 percent. This news comes after a 10 percent increase in new home construction in all of 2020 compared to 2019.

"While we have heard from our members that business has been strong, these numbers are greater than even we anticipated given the rising cost of building materials and quarter one occurring during winter months," said Wisconsin Builders Association (WBA) Executive Director Brad Boycks.

Other encouraging data has been released by the Department of Administration. In the first quarter of 2021, 67 plats and 1,404 lots were approved. These

numbers are on track to surpass last year's, as there were 201 plats and 5,340 lots approved in all of 2020.

"Historically low interest rates and a low inventory of existing homes have been huge factors in the number of new home building and remodeling projects," said WBA President Abe Degnan. "While we need to see the cost of building materials come down as they are not sustainable for the industry, we are pleased they haven't hindered the volume of overall homebuilding thus far."

From NAHB: Bringing Housing Home: Rising Lumber Prices Tops the Agenda

In less than two weeks NAHB members across the land will have an opportunity to meet face-to-face with federal lawmakers or in a virtual format to discuss critical issues confronting our industry, including soaring lumber prices and sup-

ply shortages that are driving up housing costs.

Bringing Housing Home®, the premier grassroots event of the year, will take place during the week of May 3. Every NAHB member is encouraged to meet with U.S. representatives and senators in their home districts. These meetings are key to strengthening relationships with lawmakers and keeping the housing industry as a priority in Congress. State and local home builder association executive leaders are encouraged to choose the meeting style that suits their local association and follow COVID-19 guidelines and protocols.

Access the NAHB Legislative Priorities brochure to learn about the key issues, other than the top priority of rising lumber prices, to discuss at these meetings. Lawmakers are also being urged to take

action to:

- Reform the nation's housing finance system
- Strengthen the Low-Income Housing Tax Credit
- Prevent federal intrusion into the energy codes development process
- Create a national flood insurance program that is predictable and affordable
- Craft an infrastructure package that takes housing affordability concerns into account
- Invest in federal vocational job training programs



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

Lawrence Hansen, CIC
Vice President
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