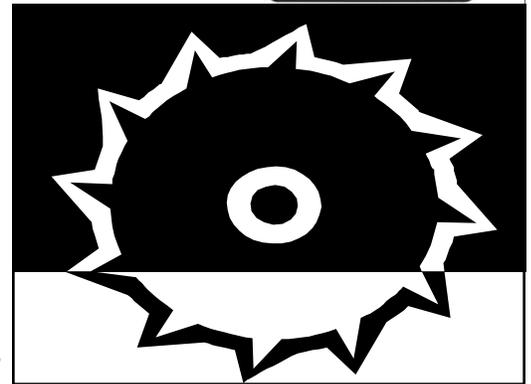


# the Cutting Edge

Volume 5, Issue 11  
November 2014



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## CALENDAR OF EVENTS:

- Nov. 11 MSHBA BOD/GM Mtg. Cobblestone Creek, Brillion  
5:30 pm BOD Meeting  
6:30 pm GM Meeting
- Dec. 2 Home & Garden Expo Committee Mtg.  
7:30 am at Seven Angels Restaurant
- Dec. 5 Christmas Party & Installation Banquet Millhome Supper Club, Kiel  
5:30 p.m. Cocktails  
6:30 p.m. Dinner Awards, Installations & Auction following Dinner - *Reservations Required by Nov. 28, form enclosed*
- Jan. 13 MSHBA BOD/GM Meeting
- Jan. 16 WBA Board Day & President's Installation Kalahari Resort
- March 4 Business Day in Madison
- March 7 & 8 MSHBA Home & Garden Expo at Vande Hey Brantmeier, Chilton

## PRESIDENT'S MESSAGE

By Glenn Christel, *Christel & Heiberger Builders, Inc.*

Good Day Members,  
Are you ready for those first snow flakes? By the time you read this, they may have already flown! Let's hope not!!

A big "YA-HOO" and a pat on the back goes out to our parade committee and all our members who helped to make our 2014 Parade of Homes a huge success. Can we all top that in "15"?

I invite you all to attend our monthly membership meeting at Cobblestone Creek in Brillion on

November 11th. Our speaker for the month is Dale Feinauer, Manger of Human Relations at UW-Oshkosh. His presentation is sure to be informing and entertaining. Please make time to join us.

Also don't forget to plan on making our Annual Christmas Party on Friday, December 5th at Millhome Supper Club. This gathering always proves to be a holly, jolly

kick-off to the holiday season. See you there!

One last thought. Do you think you could better yourself, while helping your business and those you do business with? Then please consider acting as President Elect or Director! Give it some thought.....you can do it!

**Glenn Christel**



## NOVEMBER MEETINGS



**November 11**  
**Cobblestone Creek**

740 W Ryan St., Brillion

**5:30 pm Board of Directors**

**6:00 pm Cocktails**

**6:30 pm General Membership & Dinner**  
**(off the menu)**

Note: BOD & GM meetings are held the second Tuesday of the month from September thru May.

**Speaker:** Dale Feinauer, Professor of Management and Human Resources at University of Wisconsin-Oshkosh

**Topic:** Managing "them", Managing Generational Differences

**NOTE - MSHBA's Office will be closed November 1- 6**

**REMINDER - Vote on November 4th**



**2014 MSHBA OFFICERS**

**President** **Glenn Christel**  
 Christel & Heiberger Builders, Inc.  
 920-898-2820  
 info@christelheibergerbuilders.com

**President-Elect** **Dan Schneider**  
 Schneider & Schneider Constr., LLC  
 920-898-1300  
 ssconst@ssconst.com

**Treasurer** **Julie Binversie**  
 Premier Financial Credit Union  
 920-898-4232  
 julie.binversie@yourpfcu.com

**Secretary** **Pam Van Dera**  
 Bank Mutual • 920-898-5737  
 pam.vandera@bankmutual.com

**Past-President** **Jason Ruebl**  
 JMR Builders, LLC  
 920-756-9488  
 jmr-builders@frontier.com

**2014 DIRECTORS**

**Ted Birschbach**  
 Birschbach Builders LLC  
 920-238-9253

**Lawrence Hansen**  
 Maritime Insurance Group  
 920-686-1800

**Darlene Schwobe**  
 Zander Press Inc. • 920-756-2222

**Ted Klapperich**  
 TK Hardwood Floor Co. LLC • 920-894-3222

**WBA Directors**  
**Dan Schneider**  
**Gary Roehrig**  
**Sean Kelly**  
**Pam Van Dera**  
**Jason Ruebl**

**NAHB Director**  
**Dan Schneider**



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  
 Fax 9920) 827-1232  
 thartwig@midshoreshomebuilders.com

# MSHBA Membership

## THANK YOU FOR RENEWING YOUR MEMBERSHIP!

Community Bank & Trust  
 Bank Mutual  
 Altitude Roofing LLC  
 Great Midwest Bank  
 Silica For Your Home  
 Scott Umland Insurance Services  
 Premier Properties Realty, LLC

## RETIRED MEMBER - Thank you for your many years of membership!

Town & Country Estates LLC

## MEMBERSHIPS DUE:

- July: Hillcrest Builders & Construction
- Nov.: Birschbach Builders LLC  
 Accurate Housing Systems  
 Karr-Bach Builders, Inc.  
 PVR Plastering Services  
 Thiel Real Estate  
 Todd's Plumbing LLC
- Dec.: Jannette Trucking and Exc., Inc.  
 Manitowoc Heating & Refrigeration Services, Inc.  
 RAM Enterprises  
 TK Hardwood Floor Co. 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 \$135.00. Your membership will take into effect on your final payment. A 3-Pay Dues payment contract will be included with your renewal statement.

## Auction Items are Needed for Mid-Shores HBA's BBW Auction

To raise much need funds for the Building a Better Wisconsin Fund, a live auction will held in conjunction with our Christmas Party on Dec. 5. Please consider a donation.

## What is Building a Better Wisconsin (BBW)?

BBW is WBA's political action committee, most commonly referred to as a PAC. It is WBA members from across the state combining their resources to support pro-housing, pro-business candidates running for office in Wisconsin.

## MSHBA EO attends NAHB Orientation in Washington DC

On October 23 & 24, NAHB hosted 57 Executive Officers from State and Local HBAs around the country for the October Orientation for EOs. This orientation provides full- and part-time EOs the opportunity to become familiar with NAHB's programs, products and services. Through networking with their peers and NAHB staff, EOs can more effectively articulate NAHB's benefits and services it makes available to HBAs and members.



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## MSHBA Leadership Positions Open 2015 President-Elect & Director

MSHBA is in need of a builder member for the 2015 President- Elect term. That individual would continue on to the President position in 2016. A Director position is also open, term ending 2016. The Board of Directors holds meetings monthly. Installation will be held at the Christmas party on Dec. 5 at Mill-home Supper Club. MSHBA's 2015 leadership includes President Jerry Mallmann, Secretary Pam Van Dera, Treasurer Julie Binversie, Past President Glenn Christel and Directors Darlene Schwobe, Ted Klapperich and Ted Birschbach. Let Tena know if you would be interested in either of these leadership opportunities or encourage a builder member to volunteer.

## SPIKES Thank You for Everything you Do!

On behalf of all members of the Mid-Shores Home Builders Association, Inc., I would like to extend a heartfelt THANK YOU to you and all of our Spikes for your dedication to this association and our industry!





Thank You 12th Annual Parade of Homes  
 Builders, Sponsors and Attendees!  
 Join us for next year's parade  
 October 2-4, 2015

**THANK YOU to everyone who helped make MSHBA's 12th Annual Parade of Homes a success.**

We would like to thank everyone who had a part in our 12th Annual Parade of Homes which was held October 3-5.

We made approximately \$6,000.00. **Average attendance was 380 per project**, which is 16% higher than last year and is our **best average attendance ever!** Both Saturday & Sunday's average attendances broke previous records. And total **ticket attendance was 586... up 33% from last year!**

We extend a big thank you to our parade committee for all their time and hard work. Thank you to our event sponsors, Preview Night sponsor, door prize sponsors and also to all parade book advertisers and garage space sponsors. Last but not least, thank you to our participating builders who put much time and effort into preparing for this event. Through everyone's combined effort our parade was once again a success.

**Parade Committee**

- Vonda Heiberger Chairperson, *Christel & Heiberger Builders, Inc.*
- Dave Amel, *Premier Properties Realty, LLC*
- Rhonda Roepke, *Chilton Furniture*
- Jackie Christel, *Christel & Heiberger Builders, Inc.*
- Denise Bangart, *Community Bank & Trust*
- Jeff Sabel, *Builder's Supply of NE Wisconsin*

**Gas Card Door Prize Winners:** Kim Langenfeld, Kayla Brenner, Ed Lorenz and Stacy Weseljak

**Mark your Calendar  
 for MSHBA's 2015  
 Parade of Homes!  
 October 2-4**



**Thank You 12th Annual Parade Sponsors!**

**Builders:** Christel & Heiberger Builders, Inc., Kraus Construction, Inc., Hans Builders LLC, RAM Enterprises and K & J Construction and Design LLC

**Event:** Chilton Furniture and Drexel Building Supply

**Preview Night:** Builders Supply of NE Wisconsin

**Door Prize:** Premier Properties Realty, LLC, Premier Financial Credit Union and Zander Press Inc.

**Book Advertisers:** This year's book features 50 ads!

**Garage Space:** Advanced Custom Geothermal LLC, Altitude Roofing LLC, Dickmann Inc., Great Midwest Bank and Premier Properties Realty, LLC

**Give-away Bags:** Thank you for the many donations!

**Thank You for your Support!**

*Mid-Shores Home Builders Association Requests the Honor of Your Presence at Its*

## *Annual Christmas Party, Installation & Awards Banquet*

***Friday, December 5, 2014***

*Millhome Supper Club*

*16524 Lax Chapel Rd, Kiel*

*Cocktails 5:30 pm (cash bar)*

*Dinner 6:30 pm*

*Cost \$15.00 per person*

***RSVP By November 28***

*All employees and guests are invited to attend*

***Join us for Induction of Officers***

*By WBA Treasurer, Brian McKee*

***Presentation of Awards***

*Membership Awards*

*Builder Member of the Year*

*Associate Member of the Year*

*President's Award*

***Live Auction***

*To raise much needed funds for the Build a Better Wisconsin Fund, all members are asked to donate items valued from \$25.00-\$100.00.*

*In the Spirit of Christmas Giving we are asking everyone to bring a donation for Toys for Tots and/or bag of non-perishable food items for the Calumet County Salvation Army Bread of Life Assistance Center*

# Annual Christmas Party, Installation & Awards Banquet

Friday, December 5, 2014  
Millhome Supper Club

Company Name \_\_\_\_\_

Guest(s) Name \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Item(s) to donate for Auction \_\_\_\_\_

Value of Item(s) \_\_\_\_\_

*Cash donations must be made from a personal checkbook, per state law.*

\_\_\_\_\_ X \$15.00 each = \_\_\_\_\_

Attendees

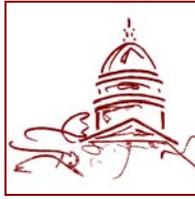
Total Due

Please submit this form by e-mail to [hartwigst@charter.net](mailto:hartwigst@charter.net) or by fax to 920-827-2132 or by mail to P.O. Box 125, New Holstein, WI 53061

**All reservations need to be in by November 28, 2014**

If you have any question, please contact Tena Hartwig at 920-898-5030.





## ALL THINGS POLITICAL

By Gary Roehrig, MSHBA Government Affairs Chair

### 3 Key Phrases-Trending, Favorable-Unfavorable,

#### Turnout; that is the election next Tuesday in very simple terms.

The last Marquette Law School poll before next Tuesday's election was released today. It shows Governor Walker has a 50% to 43% (margin of error +/-3%) lead over Mary Burke among likely voters; that's 7 points and it is a huge jump from a dead heat 2 weeks ago. Here is where the key phrase-trending- comes into play. A jump of 7 points is significant because it shows a positive trend for the Governor. Helping move that trend was a change from a tie between Walker and Burke two weeks ago among independent voters to a 52% to 37% Walker advantage-that is also very significant. You always want to be trending positive going into the last week of the election -it could show a potential momentum push towards your candidacy.

Favorable/Unfavorable-Burke's favorable/unfavorable numbers were even two weeks ago among registered voters-now it is 38% favorable and 45% unfavorable; among likely voters (this is the group that counts) her favorable 39% and unfavorable 49%, also shows a significant shift in voter attitudes. This is a positive sign for Walker.

Now for the key-Turnout. This election will come down to which candidate can energize their constituencies to turn out to vote. That is why Michelle Obama, Bill Clinton and Barack Obama have visited Wisconsin (and more specifically Milwaukee) in the last two weeks. Remember, Barack Obama received 97% of the African-American vote in the last presidential election in Milwaukee, so the Burke campaign is trying to use his presence to energize that vote for her. If the Democrats can get their people to the polls, Burke has a chance. If the Republicans can get their voters to the polls-Walker gets re-elected.

In the Attorney General race, Brad Schimel has also opened up a lead in the Marquette University Law School poll, over Susan

Happ, but that race will also be affected by turnout.

In the local area races it would appear the Republican candidates are trending well and are leading in most of the contests. Again, turnout is the key!

Finally, if we believe the polls, (some of us really get into these), the Republicans have an excellent opportunity to take over the U.S. Senate. They have leads in many of the key Senate elections that are being contested. If that happens be prepared for some very serious confrontations between a Republican House **AND** a Republican Senate and a lame-duck, politically wounded Democratic President. The President has already hinted at Executive Orders dealing with immigration reform and environmental regulation. A Republican legislature would probably open a number of investigations (Benghazi, IRS, Fast and Furious, Department of Justice) of the actions of the Administration on those topics. These could be devastating to the President.

The end result of all of the above would be gridlock in Washington for the next two years until after the next Presidential election.

Don't put away your political ears after next Tuesday; remember-Wisconsin Supreme Court races, a U.S. Senate race (Ron Johnson's seat) and a Presidential election are all in the very near future. No-it never ends!

**Gary**

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NAHB®



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Mar 11–13, 2015 | Kalahari, Wisconsin Dells

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Keeping up with current trends, technologies and products in the residential building and remodeling industry? Ready to show customers you're prepared to make their dream home a reality? Enhance your skills and boost your business savvy. Attend the **Wisconsin Better Buildings: Better Business Conference**, Mar 11–13, 2015.

The economy is recovering, more people are remodeling or building new homes, technology is rapidly evolving and laws are changing. You need to stay ahead and this is the place to do it. **Receive the early bird rate and a chance to win two FREE NIGHTS stay at the Kalahari Resort (\$500 value).** Deadline—Dec 11, 2014. **Register today.**

follow us



[www.betterbuildingswi.org](http://www.betterbuildingswi.org)

### NAHB Keeps the Wheels Turning





By Brad Boycks  
Vice-President of Advocacy, WBA

October 20, 2014

### Keep builder and state senate candidate Roger Roth on the airwaves

We have a great opportunity to once again elect a WBA builder member to the Wisconsin State Senate. As you likely know member Roger Roth is running for the state senate in the Appleton/northern Winnebago County area to replace long time State Senator Mike Ellis. This is a critical race for the state senate that will be very competitive.

To learn more about Roger Roth's state senate campaign [click here](#).

Roger is working hard going door to door to meet as many voters as possible and he recently went up with his first television ad titled "Jumpstart" that can be viewed [here](#).

That is where you can help today. In order to keep this ad up and running and produce and air additional ads your contribution to Roger Roth is needed today.

Whether you are from the [19<sup>th</sup> State Senate District](#) or anywhere in Wisconsin electing a builder to the state senate is important for the entire building industry.

Please [click here](#) to make a personal individual credit card contribution to the Builders Direct Fund Conduit and add "Roger Roth" in the "special instructions" section.

Time is running short and we need to rally to send \$500, \$250, \$100, \$50 or \$25 today to help Roger Roth and send a builder to the State Senate in 2014.

Again, [click here](#) to make a personal individual credit card contribution to the Builders Direct Fund Conduit and add "Roger Roth" in the "special instructions" section.

### Gov's race back to a tie

With less than three weeks before the critical November 4 election and we are backed to having a tied race for Wisconsin governor according to the latest Marquette Law School Poll that was released on Wednesday, October 15.

The latest poll, which increased the sample size to 1004 registered voters and 803 likely voters, had Walker and Burke both receiving 47% of the vote with 4% undecided and 1% saying they would be voting for a third party candidate. The previous Marquette Law School Poll that was in the field between October 9 and 12 had Walker up on Burke by 50% to 45%.

What is explanation for the tightening of the race in the latest poll? It appears the main two factors are a big swing in how independents now view the race and how likely they are to vote in the November 4 election.

In the early October poll Walker lead Burke with independents 53% to 40%. The latest polling shows that big advantage has disappeared and actually has Burke leading with independents 45% to 44%.

The likelihood that independents will actually vote in November has also increased dramatically in the latest poll as well with 80% of independents saying they are certain they are going to vote up from 67% jst two weeks ago.

So, the best explanation of why things have tighten up in the race for governor can be mostly contributed to the fact that independents seem to have strongly broken for Burke and they are more likely to vote on November 4.

Walker supporters were hoping for another poll showing the governor ahead by 5 or more points. Burke supporters this week believe that their candidate has survived the bad press on the plagiarized jobs plan and believe she now has the momentum going into the home stretch of the campaign.

The last two weeks of the campaign will have supporters on both sides doubling their effort to try to get their chosen candidate to 50% plus one vote on Election Day.

### DSPS cutting fees for plan reviews

Recently it was learned that the Department of Safety and Professional Services (DSPS) is moving forward with a rule to make cuts to the fees paid when submitting a plan to DSPS.

#### Brad Boycks

Vice-President of Advocacy  
Wisconsin Builders Association®

[bboycks@wisbuild.org](mailto:bboycks@wisbuild.org)

(608) 242-5151 ext. 16

Visit our web site:

[www.wisbuild.org](http://www.wisbuild.org)

According to the scope statement recently submitted “the objective of the proposed rule is to eliminate the \$100 plan entry fee that is required for each separate submission of plans in addition to the plan review and inspection fee for the submittal and review of building and structure plans; heating, ventilating, and air conditioning (HVAC) plans; and fire protection system plans.”

This is the second time the Walker administration has moved forward with a plan to cut or eliminate a fee for the building industry. You may remember the elimination of the “Building Contractor Registration” in 2011-2012 which required suppliers to pay \$100 for a meaningless four year credential.

This is another good example of the way DSPS and state government work with Scott Walker as governor as opposed to the way it functioned under the Doyle/Burke years.

#### **Walker political staff talks 2014 race**

Recently at a campaign and political conference key Friend of Scott Walker political consultant Keith Gilkes gave attendees an update on the race and shared some interesting facts and figures on polling and voter turnout.

When looking at the head to head polling that has been made available to the public (mostly the Marquette Law School Poll) it was pointed out to attendees that Mary Burke received 45% of the vote in the October 2013 poll and 46% in the most recent polling this month. The point was with all of the talk about the race being tight it is interesting to see that the Burke number has only increased by 1% and time seems to be running out for her to close the gap on Governor Walker.

Gilkes also attributed the recent positive movement in right track/wrong track and the Walker head to head numbers with Burke as a result of the recent ads that have the governor speaking directly to the camera explaining his public policy decisions. It was also pointed out that GOP voter intensity appears to be increasing as well with the latest Marquette Law School poll showing more GOP voters as “likely voters” in November than democrat voters

for the first time in recent polls.

Finally, voter turnout is estimated to be between 2.1 to 2.3 million in 2014. That number would be down from the 2.5 million voters in the 2012 recall election (of which 200,000 were estimated to be “presidential election voters only”) and the almost 3.1 million voters who turned out in Wisconsin for the 2012 presidential general election.

#### **Sometimes it's not what you say it's how you say it**

Over the past few weeks the Walker campaign and outside groups, most notably the Republican Governors Association (RGA) have done everything they can to keep the story of the copied passages in Mary Burke’s jobs plan alive. The RGA went first when then went up on the air with an ad not surprisingly entitled “[Plagiarism](#)”.

Recently two additional ads on the topic were released; the first from RGA entitled “[Integrity](#).” Governor Walker’s campaign followed up with an ad called “[Plagiarized](#)” that relies only on recent news clips featuring Mary Burke and her cut and paste gaff regarding her jobs plan.

The new Walker ad centers on Mary Burke’s reaction to a reporter’s question to define the term “plagiarism”. This ad really is more about how she answered the question and brings to mind the question “do you really think Mary Burke is ready to lead Wisconsin as our next governor?” The ad is especially powerful because there is no commentary and the only spoken words are those of reporters and Burke herself answering the question. To close is a screen that simply says “Mary Burke plagiarized her jobs plan. Wisconsin deserves better.”

Typically as a candidate when you face an attack like this you hope it goes away quickly and in order to do that you try to change the conversation to a different issue. For instance, you are attacked on issue A but then you transition to another issue that is a weak point for your opponent. Mary Burke attempts to try to do both in an ad she released this week called “[September](#)” where she talks about lagging job numbers but also continues the narrative of calling attention to her jobs plan and saying that “of course” it takes “the best ideas

wherever I can find them.”

### **Paul Ryan hopes not to get audited**

Recently Congressman Paul Ryan released his first [television ad](#) for the 2014 election cycle titled “Audit.” The ad brings up the recent controversy at the Internal Revenue Service (IRS) where six months of employee e-mails were eliminated and contradicts the IRS policy requiring taxpayers to hold on to records for seven years.

Congressman Ryan also goes to say it is “time to clean house at the IRS” and “turn the tax code mess into a fair and simple system.”

When doing the required “I approved this message line” to close the ad, Congressman Ryan has some fun with the requirement when he closes with the line “I’m Paul Ryan and I may get audited for approving this message but it would be worth it!”

### **Democrats in State Senate and Assembly races running without cover?**

Mary Burke’s campaign for governor has received a great deal of help from third party groups that have either said nice things about her campaign or have taken shots at Governor Walker (the emphasis has been on the later strategy). When checking ad buys for the last few months one thing that has been missing is any effort from the left in state assembly and senate races.

Traditionally groups like the Greater Wisconsin Committee and the Wisconsin Education Association Council (WEAC) have been heavily engaged in key races in the state assembly and state senate by this time. So far those groups have been silent in those races while efforts from the right have been up and running for more than a month.

Why is this? No one knows for sure but there are a few theories out there. One is that the above mentioned groups do not have as many funds as in the past and what they do have they are spending on the race for governor. The theory goes you have a better chance to win one race that appears close (the race for governor) than you have to win multiple races in the senate and

many more in the state assembly to get the majority back for the democrats.

Will the silence from the left continue in key legislative races? My guess is no. I would guess that in key state senate races, most notably the 17<sup>th</sup> Senate District, currently held by Senator Schultz and the 19<sup>th</sup> Senate District, currently held by Senator Ellis will see an increase in advertising in the next two weeks leading up to the election.

## **GET UP-TO-THE-MINUTE EDUCATION**

Get up-to-the-minute education on industry issues, trends and best practices. No matter where you find yourself on Wednesdays, participation is easy. Even if you can't participate in the live event, you can participate through the on-demand version. Register and learn more about NAHB's [Webinar Wednesdays](#) or visit [Webinar Rewinds](#) to view replays.



### **Best in American Kitchens**

Wednesday, Nov. 5, 2-3 p.m.

Sit down at the kitchen table with two industry-leading designers to discuss how to add value to your kitchen plans through product selection, finishes, technology and design.

*Presented by Best in American Living magazine and the NAHB Design Committee*

The fall issue of [Best in American Living](#) magazine is now available: Lap of Luxury—the perfect complement for fall, a season that evokes the feeling of velvety leaves, earthy colors and curling up next to a warm fireplace.

This issue celebrates the season with articles on living large in small spaces; upscale features for any price point; and the little extras every homeowner deserves. And let's not forget our furry friends who deserve a little pampering of their own.