

the Cutting Edge



Volume 11, Issue 12 December 2020

Inside this issue:

Membership	2
IBSX	3
Member Rebate Pgm	4
Get 12 FREE Credits	5
NAHB Member Savings	6
WBA Advocacy Digest	8
Insurance Benefits	9

CALENDAR OF EVENTS:

- Dec 10 MSHBA Christmas Party & Installation Banquet - CANCELLED
- Dec 10 MSHBA BOD/Budget Meeting Altona Supper Club, NH
7:00 p.m. BOD/Budget Meeting
8:00 p.m. Raffle Drawing
- Jan 12 MSHBA BOD/GM Meeting
- Jan 22 WBA Member Meeting Day & President's Installation The Wilderness Resort, Wis Dells

PRESIDENT'S MESSAGE

By Ted Birschbach, Birschbach Builders, LLC

Happy Holidays fellow members.

While the year is coming to an end, my Presidency is not. I will continue to lead Mid-Shores in 2021. I would like to thank and congratulate everyone for stepping up to help keep our association going, especially the Board!

We have been able to successfully launch a new publication this year, the **2020 Home Planning Guide**, to replace our cancelled Parade of Homes. Thank you to everyone that supported the new launch!

To ensure the health and safety of our members, we have cancelled the in-person Holiday Party scheduled for December 10 at the Altona Supper Club. While the party is cancelled, we are still holding our annual PAC fundraiser, installation of Officers & Directors and the drawing of the Scholarship 50/50 Raffle Winner.

This year's annual live auction is cancelled, but Mid-Shores still needs to raise \$860.00 for our Building a

Better Wisconsin PAC fund. Please consider donating, in cash, what you would ordinarily donate/spend on the auction. Personal, not business, checks can be written to BBW PAC and mailed to MSHBA, PO Box 125, New Holstein WI 53061. Thank you for your support!

MSHBA's 50/50 Scholarship Raffle drawing will be held on December 10. The drawing will be held at MSHBA's Board of Director's Meeting at 8:00 pm at the Altona Supper Club. Please mail your tickets to MSHBA's PO Box or drop them off at 2104 Mary Ave, New Holstein by December 10.

As we move forward to 2021, MSHBA is looking for some

leaders to fill our Board. We need your help directing the future of our local chapter. I am looking forward to the upcoming year and to working with each of you and keeping this association run as well as we have.

Hoping you and your family are well.

Ted
Birschbach Builders, LLC

Wishing you and your family a Christmas warm with happiness and a New Year filled with joy.

From the Board & Staff of Mid-Shores #BA



Introducing Mid-Shores Home Builders Association's Newest Launch the **2020 HOME PLANNING GUIDE**

Additional Guides are Available for Distribution—contact Tena!
Download the Guide at midshoreshomebuilders.com

MSHBA Membership



Mid-Shores Home Builders Association, Inc.

2020 MSHBA OFFICERS

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

President-Elect: OPEN

Treasurer: Darlene Schwobe
Zander Press Inc.
920-756-2222

Secretary: Denise Bangart
National Exchange Bank & Trust
920-849-8888

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

2020 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

Matt Lefeber

Wrightway Home Improvement
920-923-0721

WBA Directors

**Denise Bangart
Glenn Christel
Dan Schneider**

**NAHB Delegate
Kevin Schmitz**

MEMBERSHIP... the Ultimate Building Resource

THANK YOU FOR RENEWING YOUR MEMBERSHIP!

Ditter Plumbing Co.
Meggers Plumbing LLC
Todd's Plumbing LLC
Wrightway Home Improvements 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 \$140.00. Your membership will take into effect on your final payment. A 3-Pay Dues payment contract will be included with your renewal statement.

50/50 Scholarship Raffle

\$5.00 each - Top Seller Prize \$50



**Please sell and return your tickets
by December 10!**

Proceeds to Benefit our Scholarship
Fund. Drawing—December 10 at 8
pm at the Altona Supper Club.

**Top Seller Prize & printing sponsored
by K & J Construction and Design LLC.
Contact Tena for Tickets!**

LIKE MSHBA ON FACEBOOK!

BBW PAC Fundraiser—Dec 10

While MSHBA is not holding our annual live auction, we still need to raise \$860.00 for our Building a Better Wisconsin PAC fund. Please consider donating, in cash, what you would ordinarily donate/spend on the auction.

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. **All members are asked to donate \$25.00-\$100.00. Personal, not business, checks can be written to BBW PAC and mailed to MSHBA, PO Box 125, New Holstein WI 53061. Thank you for your Support!**

HOME FEST 2021 Survey Please Respond by Dec 9

The Home Fest Committee has begun planning for the 2021 show. While we are not sure what March 2021 will bring us, please answer a few questions to help us plan.

1. If the current conditions existed in March 2021, would you participate as an exhibitor in Home Fest 2021? (Note: This could mean a smaller scale event and additional guidelines/precautions for attendees/vendors.)

- Yes
- No
- Unsure
- Other, please comment

2. If Home Fest 2021 had to be postponed, please indicate your preference for when you would like to see the 2021 event rescheduled for.

- Late spring/early summer 2021
- March 2022 (I would prefer the event be pushed back 1 year.)
- Unsure
- Other, please comment

3. If you were an attendee would you come? Please share any additional comments you have regarding Home Fest 2021.

Note: We are looking for committee members. Let us know if you can help.

Thank you for your time.

The Home Fest Committee

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
Fax (920) 827-1232
thartwig@midshoreshomebuilders.com



IBSx, the NAHB International Builders' Show® (IBS) virtual experience, will connect the home building industry together, online. This expansion of IBS, the most comprehensive, business-building event in residential construction, will include new product pavilions, networking opportunities and exclusive interactive education to help you find solutions, tap into the latest industry trends and propel your business into the future. Don't miss out!



EARLY-BIRD DEALS*

	EXPO PASS	ALL ACCESS PASS**
NAHB MEMBER	FREE	\$199
NON-MEMBER	\$50	\$299

*Manufacturer & software provider registrants are not eligible. Rates increase January 9, see BuildersShow.com/fees for details.
**Education + Expo access

LEARN MORE | BUILDERSSHOW.COM/IBSX

#IBS2021

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

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

BUSINESS MANAGEMENT

COMPANY	SAVINGS	PRODUCTS	INFO
TSYS	TSYS	Save up to 16% on payment solutions.	Web/Mobile tools, credit card and e-check processing tysassociation.com/nahb 800-613-0148
SMALL BUSINESS	DELL	Up to 40% off Dell computers, servers, electronics and accessories	Computers and 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
HOUZZ	HOUZZ	10% off Trade Program purchases, 5% off Pro+ Local Marketing Advertising (new), Free access to concierge service, free business websites.	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 and services	Home Warranty 2-10.com/nahb 855.280.1328
UPS SHIPPING	UPS SHIPPING	Flat-Rate Pricing. 45% discount for next day shipping, 25% for ground commercial/residential.	Business Shipping 1800member.com/nahb 1-800-MEMBERS
YRC FREIGHT	YRC FREIGHT	At least 75% off Less Than Truckload (LTL) shipping over 150lbs	Freight Shipping 1800member.com/nahb 1-800-MEMBERS
KABBAGE	KABBAGE	\$200 gift card when you qualify for a business line of credit up to \$250,000	Small Business Loans kabbage.com/nahb
AMAZON BUSINESS	AMAZON BUSINESS	Additional business savings when you open an Amazon Business account	General Business, Building Products amazon.com/nahb

SHOPPING AND ENTERTAINMENT

COMPANY	SAVINGS	PRODUCTS	INFO
TICKET MONSTER	Up to 50% off	Theme Parks, Movie Tickets, Concerts, Water Parks, Gift Cards	memberdeals.com/nahb/?login=1 (877) 579-1201
SAMS CLUB	One-Year Membership for \$24.88	Bulk Discount Retail	bit.ly/nahbsams (877) 579-1201
OMAHA STEAKS	Save 10% on top of any online specials	Steaks, Seafood, Sides	osincentives.com/promo/nahb
FTD FLOWERS	20% off floral arrangements and gifts	Flowers and Gifts	ftd.com/nahb 800-SEND-FTD code 17421

NAHB ASSOCIATION DISCOUNTS

COMPANY	SAVINGS	PRODUCTS	INFO
INTERNATIONAL BUILDERS' SHOW®	Up to \$200 off Show Registration Up to \$2.75 Per Sq Ft off Exhibit Space	Tradeshaw	buildersshow.com
NAHB CONTRACTS	Up to 30% off contract rates	Legal	nahb.org/nahbcontracts
HOUSINGECONOMICS	\$100 off annual subscription	Economic and Housing Data	housingeconomics.com
BUILDERBOOKS	10% off books. Up to 45% off research	Books	builderbooks.com
ONLINE EDUCATION	Up to 30% off webinars; Up to 50% off online courses	Education	nahb.org/education

Discounts are of 8/31/2019 and subject to change at any time. Visit nahb.org/savings for latest deals and limited time offers.



MEMBER SAVINGS PROGRAM at a glance

nahb.org/savings

AUTO

COMPANY	SAVINGS	PRODUCTS	INFO
 GM	Save \$500 on most retail vehicles Save \$500 - \$1000 per vehicle for fleet customers Stackable with most National Retail and Fleet offers NAHB Member and Household Family Eligible	Chevrolet, Buick, GMC	nahb.org/gm
 FCA	\$500 Cash Allowance per eligible vehicle Stackable with most National and Local offers NAHB Members, Employees, and Household Family Eligible	Chrysler, Dodge, Jeep®, Ram, and FIAT®	nahb.org/fca
 NISSAN / INFINITI	Save between \$3,250 - \$10,500 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
 BF GOODRICH	Save \$100 on set of 4 All Terrain T/A KO2 Tires 24 Hour Worksite Assistance	Tires	bfgoodri.ch/2GT0VDu
 GEICO	Exclusive member rates on Auto and Home Insurance	Insurance	geico.com/disc/nahb 800-368-2734

AUTO RENTAL

COMPANY	SAVINGS	PRODUCTS	INFO
 AVIS	Up to 25% off base rates and FREE Preferred Service Membership	Car Rentals	avis.com/nahb 800-331-1212 AWD #G572900
 BUDGET	Up to 25% off base rates and FREE Fastbreak status	Car Rentals	budget.com/nahb 800-283-4387 BCD #Z536900
 HERTZ	Up to 20% off base rates and FREE Gold membership	Car Rentals	hertz.com/nahb 800-654-2200 CDP#51046

BUILDING MATERIALS

COMPANY	SAVINGS	PRODUCTS	INFO
 LOWE'S	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

NAHB Members Saved
over **\$25,000,000** last year



**WISCONSIN
BUILDERS
ASSOCIATION**

Advocacy Digest | November 2020
Brad Boycks, Executive Director



After the November general election, each caucus in the legislature held elections to select their leadership for the upcoming 2021-2022 legislative session. The assembly republicans were the first to select their leaders with Speaker Rob in Vos again being elected by his colleagues to lead the state assembly after beating a challenge by Representative Rob Brooks. Next session will be the fifth session with Vos at the helm as Speaker, along with Majority Leader Jim Steineke who was also reelected after beating Representative Cody Horlacher. The biggest change in leadership for the assembly republicans came when Representative Dan Knodl ran for reelection as caucus chair but was challenged and defeated by Representative Tyler Vorpapel.

Assembly democrats reelected Representative Gordon Hintz to again serve as their minority leader after picking up two seats on November 3rd. Also reelected to serve in leadership positions for the assembly democrats were Reps. Diane Hesselbein (assistant minority leader), Mark Spreitzer (caucus chair), and Beth Meyers (caucus secretary).

Senate democrats reelected Senator Janet Bewley to serve as minority leader, a position she assumed earlier this year when Jen Shilling announced her early retirement from the state senate. Senator Janis Ringhand rebuffed a challenge

for assistant minority leader from former minority leader Chris Larson.

Finally, the caucus that will see the biggest changes in leadership for next session will be in with the state senate republican caucus. With Senator Scott Fitzgerald's elevation to replace F. James Sensenbrenner in the U.S. Congress, there was a contested election to replace him as majority leader. After four tied ballots, Senator Roger Roth withdrew from the running and asked for a unanimous ballot for the election of Senator Devin LeMahieu to replace Fitzgerald as majority leader. Senator Chris Kapenga was also unanimously elected to serve as senate president after Senator Alberta Darling pulled her name out of the running for that leadership position.

Senator Majority Leader-Elect LeMahieu made his first appointment as leader when he named Senator Howard Marklein as the new Co-Chair of the Joint Committee on Finance, replacing long-time co-chair Alberta Darling. Marklein joins Representative John Nygren who was again named by Speaker Vos to serve as the Assembly Co-Chair of the Joint Committee on Finance.

After inauguration in early January, the next and most important order of business, will be for the republican controlled houses of the legislature and

democrat Governor Tony Evers to settle on a state budget. Passage of a state budget is required by law to be signed into law by July 1 of each odd numbered year. If no budget is completed by July 1, state government continues to run at the spending levels outlined in the previously passed two-year budget.

With a more conservative and larger 20-member republican senate caucus and a still large conservative majority in state assembly (61 seats), along with this being the final budget for Governor Evers' prior to a reelection bid (if he chooses to run again), this will likely be a very challenging state budget to get signed on time. State revenues are down due to the ongoing pandemic so cuts, tax increases, or using surplus tax dollars that have been set aside in the state's "rainy day fund" are all likely options to be explored to balance the budget.

In addition to making sure a housing friendly state budget is signed into law, we will also be working on a number of provisions that were recently passed by the WBA Board of Directors as part of our 2021-2022 Advocacy Agenda. We are already reviewing a bill draft to make some changes to our contractor certification requirements. We believe these changes will help raise the quality of those that get a DSPS credential which allows them to pull a building permit. We will need members to lobby their respective members of the state assembly and state senate to pass these reforms next session.

Some of the additional issues we are likely to advocate on include:

- making sure there are no challenges to receiving an occupancy permit from a municipality if an inspector allows a builder to proceed without a final inspection
- changes to TRANS 233 to allow flexibilities for minor projects in highway right of ways, utility easements, and buffer areas (landscaping, signs, parking lots) that the current rule does not allow

- continuing to research and advocate for changes to allow for construction of more “workforce housing”

One issue we may have to beat back this session deals with possible changes to the statewide residential construction code, the Uniform Dwelling Code (UDC). The Governor’s Task Force on Climate Change is calling for a number of troubling changes to our current code that include “updating the state energy

codes based on model codes, including for EV readiness”; “updating the state energy codes beyond generally accepted model codes”, and “allowing local communities to implement their own ordinances that are more stringent than the state energy codes so long as they clearly provide how to comply with the state and local codes.” These changes would most likely have a negative effect on housing affordability if passed next session. Allowing municipalities to break the

uniformity of the UDC and creating a patchwork of local codes, similar to Illinois, would not only increase the cost of housing to Wisconsin families, but also be a regulatory nightmare for builders who have customers in various municipalities.

We look forward to passing additional polices, and in some case stopping others to decrease the cost of housing in our state.



IBS X™ VIRTUAL EXPERIENCE. FEBRUARY 9-12

NAHB MEMBERS
Get your **FREE** expo pass

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
HUB International Midwest Limited
Office: 920-686-1817
Mobile: 920-905-4466

