

*the*

# Cutting Edge



Volume 12, Issue 1

January 2021

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## CALENDAR OF EVENTS:

- [Jan 12 MSHBA BOD/GM Meeting](#) Roepke's Village Inn, Charlesburg  
5:30 pm BOD Meeting  
6:30 pm GM Meeting
- [Jan 22 WBA Member Meeting Day & President's Installation](#)  
Virtual
- [Feb 9 MSHBA BOD/GM Meeting](#) Roepke's Village Inn, Charlesburg  
5:30 pm BOD Meeting  
6:30 pm GM Meeting

## PRESIDENT'S MESSAGE

By Ted Birschbach, *Birschbach Builders, LLC*

Happy Holidays everyone,  
As we end another year, I would like to thank MSHBA's Officers, Directors and our EO "Tena" for all their hard work this year with all it's challenges. **A special shout out to Dave Amel** for all his great work as Past President, Director and all of his committee work.

We are real close to making our goal of \$860 so if you can contribute that would be great and thanks to all that have already donated.

We did well with our 50/50 Scholarship raffle and our winner was Chad Mueller, Ditter Plumbing Co. Thank you for your support! We will again be offer-

ings to area high school students continuing their education in the trades. Contact Tena for an application. **Our next General Membership Meeting will be at Roepke's Village Inn on January 12 at 6:30 pm** and I was hoping that someone will step up and fill the open Directors roles. We have 2 openings. We need

your help steering our organization in 2021 and beyond.

Happy New Year!

**Ted**  
Birschbach Builders, LLC



## MSHBA Membership



### 2021 MSHBA OFFICERS

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

**President-Elect: Matt Lefebber**  
Wrightway Home Improvement  
920-923-0721

**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

### 2021 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**

## MEMBERSHIP... the Ultimate Building Resource

### THANK YOU FOR RENEWING YOUR MEMBERSHIP!

Jannette Trucking & Excavating Inc.  
Vande Hey Brantmeier

### 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.

## 50/50 Scholarship Raffle

**Thank you for Your Support of MSHBA's 50/50 Scholarship Raffle!** Annually MSHBA awards

two \$500 scholarships to area high school graduates pursuing secondary education in the construction field. The drawing was held at December 10th's Board of Director's Meeting. **Chad Mueller was the winner of \$415.00.** Ted Birschbach was the top seller and earned \$50.00. **Thank you K & J Construction and Design LLC for sponsoring the ticket printing and top seller prize.**



Contact Tena for a 2021 Scholarship Application for your high school graduate entering education in the trades.

## NOTE: WBA Member Meeting Update



Friday, January 22—  
President's Installation &  
Member Meeting Day will now  
be held virtually

**LIKE MSHBA ON FACEBOOK!**

## THANK YOU FOR THE GIFT!

Mid-Shores HBA Members & Board of Directors,

Thank you for the wonderful Christmas bonus... it is greatly appreciated! Working for MSHBA is a blessing and I have enjoyed working with each of you. I especially enjoyed working on the newly branded Home Fest, the Jerry Arenz Memorial Trap Shoot, and our new launch, the 2020 Home Planning Guide! In addition, I congratulate you on the success of this year's events. MSHBA's success is a reflection of the support and commitment of each of you... thank you!

Wishing you and your family a blessed and healthy 2021!

*Tena Hartwig*

Executive Officer  
Mid-Shores Home Builders Assoc., Inc.

## Introducing MSHBA's 2021 Officers & Directors...

MSHBA's 2021 Officers and Directors were installed on December 10 by Past President & out-going Director Dave Amel at the Board of Directors Meeting at the Altona Supper Club.

### Officers: 1-year term, no limit on terms

- **President:** Ted Birschbach, Birschbach Builders LLC
- **President Elect** – Matt Lefebber of Wrightway Home Improvements LLC
- **Secretary** - Denise Bangart of National Exchange Bank & Trust
- **Treasurer** - Darlene Schwobe of Zander Press Inc.
- **Past President** - Kevin Schmitz of K & J Construction and Design LLC

### Directors: 3-year term, limited to two consecutive terms

- Jerry Mallmann, Chilton Furniture: term ending 2022
- Tommy Heiberger, Christel & Heiberger Builders Inc.: term ending 2021
- **Directors: 2 positions OPEN**



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[www.midshoreshomebuilders.com](http://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](mailto: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](http://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](http://www.HBArebates.com) | Phone: 866-849-8400  
Email: [info@HBArebates.com](mailto: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](http://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](http://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 <a href="http://tysassociation.com/nahb">tysassociation.com/nahb</a> 800-613-0148
SMALL BUSINESS	DELL	Up to 40% off Dell computers, servers, electronics and accessories	Computers and Hardware <a href="http://dell.com/nahb">dell.com/nahb</a> 1-800-757-8442
OFFICE DEPOT	OFFICE DEPOT	Up to 75% off in-store or online. Free Shipping over \$50	Office Supplies <a href="http://officediscounts.org/nahb">officediscounts.org/nahb</a> 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 <a href="http://houzz.com/nahbmembers">houzz.com/nahbmembers</a>
CONSTRUCTION JOBS.COM	CONSTRUCTION JOBS.COM	20% discounts on standard rates	Job Postings <a href="http://nahb.org/careers">nahb.org/careers</a> 828-251-1344
2-10 HOME BUYERS WARRANTY	2-10 HOME BUYERS WARRANTY	Save 10% on full suite of products and services	Home Warranty <a href="http://2-10.com/nahb">2-10.com/nahb</a> 855.280.1328
UPS SHIPPING	UPS SHIPPING	Flat-Rate Pricing. 45% discount for next day shipping, 25% for ground commercial/residential.	Business Shipping <a href="http://1800member.com/nahb">1800member.com/nahb</a> 1-800-MEMBERS
YRC FREIGHT	YRC FREIGHT	At least 75% off Less Than Truckload (LTL) shipping over 150lbs	Freight Shipping <a href="http://1800member.com/nahb">1800member.com/nahb</a> 1-800-MEMBERS
KABBAGE	KABBAGE	\$200 gift card when you qualify for a business line of credit up to \$250,000	Small Business Loans <a href="http://kabbage.com/nahb">kabbage.com/nahb</a>
AMAZON BUSINESS	AMAZON BUSINESS	Additional business savings when you open an Amazon Business account	General Business, Building Products <a href="http://amazon.com/nahb">amazon.com/nahb</a>

### SHOPPING AND ENTERTAINMENT

COMPANY	SAVINGS	PRODUCTS	INFO
TICKET MONSTER	Up to 50% off	Theme Parks, Movie Tickets, Concerts, Water Parks, Gift Cards	<a href="http://memberdeals.com/nahb/?login=1">memberdeals.com/nahb/?login=1</a> (877) 579-1201
SAMS CLUB	One-Year Membership for \$24.88	Bulk Discount Retail	<a href="http://bit.ly/nahbsams">bit.ly/nahbsams</a> (877) 579-1201
OMAHA STEAKS	Save 10% on top of any online specials	Steaks, Seafood, Sides	<a href="http://osincentives.com/promo/nahb">osincentives.com/promo/nahb</a>
FTD FLOWERS	20% off floral arrangements and gifts	Flowers and Gifts	<a href="http://ftd.com/nahb">ftd.com/nahb</a> 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	<a href="http://buildersshow.com">buildersshow.com</a>
NAHB CONTRACTS	Up to 30% off contract rates	Legal	<a href="http://nahb.org/nahbcontracts">nahb.org/nahbcontracts</a>
HOUSINGECONOMICS	\$100 off annual subscription	Economic and Housing Data	<a href="http://housingeconomics.com">housingeconomics.com</a>
BUILDERBOOKS	10% off books. Up to 45% off research	Books	<a href="http://builderbooks.com">builderbooks.com</a>
ONLINE EDUCATION	Up to 30% off webinars; Up to 50% off online courses	Education	<a href="http://nahb.org/education">nahb.org/education</a>

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



## MEMBER SAVINGS PROGRAM at a glance

[nahb.org/savings](http://nahb.org/savings)

### AUTO

COMPANY	SAVINGS	PRODUCTS	INFO
 <b>GM</b>	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	<a href="http://nahb.org/gm">nahb.org/gm</a>
 <b>FCA</b>	\$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®	<a href="http://nahb.org/fca">nahb.org/fca</a>
 <b>NISSAN / INFINITI</b>	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	<a href="http://nahb.org/nissan">nahb.org/nissan</a>
 <b>BF GOODRICH</b>	Save \$100 on set of 4 All Terrain T/A KO2 Tires 24 Hour Worksite Assistance	Tires	<a href="http://bfgoodri.ch/2GT0VDu">bfgoodri.ch/2GT0VDu</a>
 <b>GEICO</b>	Exclusive member rates on Auto and Home Insurance	Insurance	<a href="http://geico.com/disc/nahb">geico.com/disc/nahb</a> 800-368-2734

### AUTO RENTAL

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

### BUILDING MATERIALS

COMPANY	SAVINGS	PRODUCTS	INFO
 <b>LOWE'S</b>	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	<a href="http://lowesforpros.com/nahb">lowesforpros.com/nahb</a> 877-435-2440

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



**WISCONSIN  
BUILDERS  
ASSOCIATION**

**Advocacy Digest | December 2020**  
**Brad Boycks, Executive Director**



### **Beware of Harmful Provisions in the Climate Change Taskforce Report**

In early December, the Governor's Task Force on Climate Change issued a [120-page report](#) outlining several suggested changes to address the issue of climate change. The task force was established by Governor Tony Evers and Lieutenant Governor Mandela Barnes on October 17, 2019 as part of [Executive Order #52](#). Originally the taskforce was charged with providing a list of policy recommendations by August 31, 2020 but that deadline was pushed back due to the COVID-19 pandemic. The 32-member task force met between December 2019 and October 2020 prior to issuing their report.

The Executive Summary of the report states "the recommendations found in this report are intended to lay the foundation for the state to better adapt to and mitigate the effects of climate change, while also seeking economic opportunities in renewable energy and conservation."

The topic that we have the most interest in is item number 12; Updated State Commercial and Residential Building Energy Codes. The report states that Wisconsin should adopt the most current energy code without amendment (unless specific provisions are not feasible or cost-effective in Wisconsin) and should establish a process for more regularly updat-

ing the state code to align with the model code.

When looking at the one- and two-family building code, the Uniform Dwelling Code Council (UDC Council) has always looked to national building codes when updating the code. That has been the process for code review since the early 1980s. Some items in the national code work in Wisconsin, others may not. A group of builders, inspectors, and materials supplies have been charged with making those decisions via the UDC Council.

Why would we want to blindly accept all the provisions of a national code without amendment? Remember, the national codes that are referenced do not come from the federal government or any government agency but from a private company that profits on the sale of code books.

Provision number 12 goes on to suggest these legislative changes:

- Regularly updating the state energy codes based on model codes, including for EV readiness, unless specific provisions in the model codes are not feasible or cost-effective in Wisconsin
- Updating the state energy codes beyond generally accepted model codes if it is feasible and cost-effective to do so in Wisconsin

- 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.

I would argue that this provision is already being followed and that the one- and two-family building code is already being updated and all relevant codes are looked at when those reviews are taking place. Also, without any change, the UDC Council can now accept what energy code works best in Wisconsin.

One provision that would take Wisconsin backwards is allowing local units of government to exceed the statewide and uniform energy code. Unlike many other states, Wisconsin has had a statewide and uniform one- and two-family building code since 1979. Having uniformity allows both the builder and the homeowner to know exactly what the building code will be whether you build in La Crosse or Oshkosh. Allowing local units of government to break the uniformity of the energy code would create a patchwork of different codes that change depending on what city, village, or town you choose to build in.

Having a conversation about what uniform one- and two-family energy code works best in Wisconsin is a conversation worth having. As of 2015, Wisconsin has 1,852 separate municipalities (towns, villages, and cities). Allowing for 1,852 different energy codes to build a new home is a step backwards that will increase the cost of housing for families in Wisconsin.



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](http://midshoreshomebuilders.com)

## MSHBA Raises \$830 & Almost Meets its BBW Goal!

Thank you for your contribution to the 2020 Build A Better Wisconsin PAC Fundraiser! MSHBA held its Build A Better Wisconsin (BBW) PAC Fundraiser in December. \$830.00 was raised. Our 2020 goal is \$860.00, therefore we are short \$30.00! What is 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. This year, please consider a contribution no matter how small. Contributions must be paid with cash, personal check or personal credit card. Checks can be made out to BBW PAC.




## 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

