Mid-Shores Home Builders Association, Inc.

the Cutting Edge

Volume 12, Issue 9 September 2021

Inside this issue:

Membership	2
WBA Member Benefits	2
Jerry Arenz Trap Shoot	3
Home Planning Guide	4
HPG Contract	6
WBA Advocacy Digest	7

PRESIDENT'S MESSAGE

By Ted Birschbach, *Birschbach Builders, LLC*

Hello fellow members,

This month, on September 14, we will be hold our first General Membership meeting of the season at Roepke's Village Inn in Cahrlesburg at 6:30 pm.

We held our **Jerry Arenz Memorial Trap Shoot** last month. It was well attended and profitable for our organization. I have to thank all the committee members for all their hard work, the sponsors and especially the Arenz family.

Just a reminder, we cancelled the in-person Parade of Homes scheduled for October 1-3 due to a low number of entries. We will be publishing a **Home Planning Guide** in October in replacement of the parade, thereby giving homeowners a timely resource that can be viewed in their home or online.

We are looking for members to promote their company with ads in our the **Home Planning Guide**. There is also the opportunity for sponsoring the targeted Guide. More information about the Guide can be found on pages 5-7.

I hope to see you on September 14.

Ted
Birschbach Builders, LLC

CALENDAR OF EVENTS:

- Sept 14 MSHBA BOD/ GM Mtg Roepke's Village Inn
  5:30 pm BOD Meeting
  6:30 pm GM Meeting
- Sept 15 Home Planning Guide Advertising Deadline

SEPTEMBER MEETINGS

September 14

Roepke's Village Inn

Charlesburg

5:30 pm Board of Directors Meeting
6:00 pm Cocktails
6:30 pm GM Meeting & Dinner

Bring a guest and see what our association is about.

MSHBA Membership

Mid-Shores Home Builders Association, Inc.

2021 MSHBA OFFICERS

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

President-Elect: Matt Lefeber
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
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

MEMBERSHIP… the Ultimate Building Resource

THANK YOU FOR RENEWING YOUR MEMBERSHIP!

Chilton Furniture
Master Plan Landscapes LLC
Thiel Real Estate
Schneider & Schneider Construction, 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 $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.

NAHB IBS™

Don't Wait, Save Today!

Take advantage of savings on business-critical products with more than 20 national companies (and counting) that offer exclusive deals, **just for NAHB members.**

SAVE NOW

Ready for summer? NAHB members can save big on nationwide theme parks, attractions and much more! Access huge savings of up to 50% off the country's top destinations with MemberDeals.

WBA Member Events

Thirdy on Thursdays
Join WBA on the third Thursday of each month for their 30-minute web series, Thirdy on Thursdays! Guest speakers will range from affinity partners to business executives and government leaders. Click here to register
9/16/21: Speaker Robin Vos; State of WI
10/21/21: speaker Andy Kuc, Focus on Energy
11/18/21: Speaker Kim Klein, Get Rebates for Products You Already Use

Missed a Previous Webinar? Catch up, here!
12/17/21: Holly Hoffman; Tax Advising Assistance - video recording coming soon!
1/21/21: Chris Penasa; Business Plans - Coaching & Consulting
2/18/21: Adam Abler; Business Insurance - Protecting Your Business
3/18/21: Chris Jelenc, Jarod Von Behren; Securing Your Financial Picture
5/20/21: Kerry Thomson, The Impact of Development in Rural Areas - coming soon!

More Member Exclusive Benefits can be found at www.wisbuild.org/member-benefits

MSHBA'S 2021 Home Planning Guide

October 2021

Advertising Deadline:

September 15

Advertise your Business in the Home Planning Guide!

Advertising Packet: Pages 5-7

Event Sponsor:

Drexel™ BUILDING SUPPLY

JERRY ARENZ MEMORIAL TRAP

Thank you for your support of MSHBA's Jerry Arenz Memorial Trap Shoot!

TNT earned the Top Team title with a team score of 224, Brianna Kober beat out the competition for the title of Top Gun with a score of 49 and Bryce Van Rooy won the Junior Top Gun prize with a score of 21… Congratulations!

Also a special thank you to the Jerry Arenz family, all of our Sponsors and Winnebago Eastshore Conservation Club for hosting us!

Thank you Sponsors and Committee!

Station: Birschbach Builders LLC, Christel & Heiberger Builders, Inc., G&H Trucking and Excavating and Drexel Building Supply

Top Gun & Junior Top Gun: Premier Properties Realty LLC, Pella Windows & Doors of WI, and Mathes Construction & Gutter Co.

Event: State Bank of Chilton, Weber Well Drilling and Zander Press, Inc

Early Bird: K & J Construction and Design LLC

Mystery Box: Farm & Home, the Marytown Quilters, Fleet Farm and Chilton Furniture

Door Prize/Raffle Prize: Many donations

Committee Members: Kevin Schmitz, Dave Amel, Tommy Heiberger and Ted Birschbach

Special thanks to everyone that donated raffle prizes, door prizes and provided food!

MID-SHORES HOME BUILDERS ASSOCIATION INC

2021 HOME PLANNING GUIDE

Book Advertising & Sponsorship Packet

HOME is now more important than ever!

Homeowners are seeking out features for their homes that improve their comfort, wellness and efficiency.

It is our hope that the **2021 Home Planning Guide** will provide a direct and immediate benefit to area builders, sub-contractors, and suppliers as it provides the opportunity to showcase the latest homebuilding products and services our area can provide.

Mid-Shores Home Builders Association, Inc.

"Commitment to community, quality and professionalism is our motivation"

Mid-Shores Home Builders Association – PO Box 125 – New Holstein, WI 53061
920.539.9014 - hartwigs1@charter.net – www.midshoreshomebuilders.com

MID-SHORES HOME BUILDERS ASSOCIATION, INC.

2021 Home Planning Guide

Book Advertising & Sponsorship Opportunities

Mid-Shores Home Builders Association, Inc. (MSHBA) is pleased to announce that we will again publish a **Home Planning Guide** in October. Due to the low number of parade entries, MSHBA has decided not to host an in-person Parade of Homes October 1-3. Material and workforce shortages has impacted our ability to host a parade. The **Home Planning Guide** will replace the in-person parade this year, thereby giving homeowners a timely resource that can be viewed in their home or online.

Why your business should advertise in the Home Planning Guide

Home is now more important than ever. Homeowners have reevaluated what areas in their home they would like to modernize to fit their changing needs and are looking for the best option for their budget. The Guide will feature articles that educate homeowners on Home Buying, Maintenance, Remodeling, Sustainability and Trends preferred by different generations. It is our hope that the **2021 Home Planning Guide** will provide a direct and immediate benefit to area builders, sub-contractors, and suppliers as it provides the opportunity to showcase the latest homebuilding products and services our area can provide.

Mid-Shores Home Builders Association Inc. invites you to participate as an advertiser and/or sponsor of the **2021 Home Planning Guide**. Your support of this media event at any of the following levels will be greatly appreciated

Home Planning Guide Advertising

The Home Planning Guide will feature the same high-quality, full color look as in our past Parade of Homes book with a circulation of 20,000 within the area via newspaper (the Tempo and Sheboygan Sun). Additional copies will be available for pickup at member locations and the guide will be available for download on our website. The high-quality, full-color glossy 8 ½" x 11" books will include advertising opportunities which are not limited to MSHBA 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 September 15, 2021 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.

Event Sponsor: $1000 MEMBERS, $1500 NON-MEMBERS – limited to 3

Event sponsors will receive a full-page prime location ad in the Home Planning Guide (inside front cover, back cover, inside back cover), name and/or logo representation on the front cover of the guide, and name and/or logo representation on our website and Facebook page.

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

2021 Parade of Homes Committee

Chairperson

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

Committee Members

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

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

Dave Amel
Premier Properties Realty LLC
920-980-4477

Denise Bangart
Envoy Mortgage
920-522-4345

MID-SHORES HOME BUILDERS ASSOCIATION, INC.

2021 Home Planning Guide

Ad Order Contract

Ad Order Contract | Deadline: September 15, 2021

Full Color Glossy Camera-Ready Ad Rates:

	MSHBA Members	Non-members
Event Sponsor (7.5"X10") - limited to 3	$1000	$1500
Full Page (7.5"X10")	$700	$800
½ Page (7.5"X5" or 3.75"X10")	$400	$450
¼ Page (3.75"X5" or 7.5"X2.5")	$230	$280

20,000 Circulation

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

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 September 15, 2021 to be included in the 2021 Home Planning Guide.

Signature _____ Sold By _____

All contracts must be returned to MSHBA along with ad copy not later than September 15.

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.

E-mail Ads to: hartwigs1@charter.net | Please return contract and payment to:

WISCONSIN BUILDERS ASSOCIATION

Advocacy Digest | August 19, 2021

Brad Boycks, Executive Director

With fall right around the corner, the Wisconsin Legislature moves into the second half of their 2021-2022 legislative session. With split power between the parties in Wisconsin with the republicans controlling both houses of the legislature and democrat Tony Evers as governor, it was unclear to start the year how many items would be signed into law in 2021. News reports often focus on what the parties do not agree on – Bills that either die or are vetoed - but 2021 has seen positive progress on several policy items.

The first bill signed into law in February contained several updates to the tax code but the main provision that was added as an amendment, eliminated state income and franchise taxes from certain economic support programs funded through the Coronavirus Relief Fund created under the federal CARES Act. In other words, 2021 Wisconsin Act 1 would assure the tax treatment for PPP loans received by Wisconsin businesses would not be treated differently by the federal government and the State of Wisconsin.

Assuring that WBA members would not be open to frivolous lawsuits after taking steps to protect customers and employees from the pandemic was also a top priority to start this legislative session. Legislative leaders, most notably Senate President Chris Kapenga (R-Delafield), Senate Majority Leader Devin LeMahieu (R-Oostburg), Assembly Speaker Robin Vos (R-Rochester), and Representative Mark Born (R-Beaver Dam) worked with Governor Evers on this overwhelming bipartisan bill that is now 2021 Wisconsin Act 4.

Act 4 provides a civil liability exemption from COVID exposure claims for Wisconsin employers, governments, schools, and other entities as well as their employees, agents, and independent contractors. Entities cannot be held liable for ordinary negligence claims associated with a COVID infection; this civil immunity does not apply if an act or omission involves reckless or wanton conduct or intentional misconduct.

The WBA Advocacy agenda included a provision to fund additional positions at the Department of Safety and Professional Services (DSPS) to add two additional positions for review and approval of private onsite wastewater treatment systems (POWTS) applications. In early July, Governor Evers' signed what is now 2021 Wisconsin Act 67 to provide additional staff at DSPS to review and process POWTS applications. After hearing that DSPS may have reservations about these added positions, WBA will continue to work with DSPS to assure these two new positions come online soon to address the delays in plan approvals.

Early on in the session, we were able to work with Senate Majority Leader Devin LeMahieu and Assembly Speaker Robin Vos on a provision to assure occupancy permits did not contain notes when inspectors used current administrative rules to allow projects to move forward without some final inspections. This provision came after hearing from members that inspectors' notes on final inspection paperwork were delaying some occupancy permits from being issued. A provision to address this concern was included in 2021 Assembly Bill 1 but unfortunately that bill was vetoed by Governor Evers. WBA made additional attempts to address this issue in follow up legislation that was again opposed by Governor Evers and officials at DSPS.

Finally, in early July, Governor Evers signed the state budget sent to him after issuing several line-item vetoes. The recently signed state budget was the first bipartisan state budget since 2007 and has the most votes in favor since 2001.

Budget Highlights:

- $125M for the Rural Broadband Expansion Grant program
- A reduction in the third individual income tax bracket from 6.27& to 5.3%
- Provisions calling for an additional contractor registration, the return development infrastructure, and a 2% property tax increase were not included in tof prevailing wage on housing he final budget

The republican controlled legislature and democrat Governor Tony Evers deserve credit for working together to start the 2021-2022 legislative session to address the above issues in a bipartisan effort.

NAHB National Association of Home Builders | AVIS | Budget

Your Next Adventure Awaits.

Book your GETAWAY and GET up to 30% OFF with Pay Now*

Enjoy the open road with deals from your NAHB Avis and Budget Car Rental Savings Program. With the Pay Now feature members can **save up to 30% off** base rates on every rental, plus receive additional offers like dollars off, a complimentary upgrade or a free weekend day.

To make a reservations with Avis, visit: **www.avis.com/nahb** and use your **AWD #G572900** when booking to save.

To book with Budget, visit: www.budget.com/nahb and use your **BCD #Z536900** to apply savings.

*Terms Apply.

Exclusive Business Platinum Card® Offer for NAHB Members

Apply for the Business Platinum Card® and you can **earn 125,000 Membership Rewards® points** within the first 3 months of Card Membership after you spend $30,000 on qualifying purchases on the Card. Annual fee is $595.

Platinum Card not right for your business?
Explore our suite of Cards for businesses of all shapes and sizes.

Visit **NAHB.org/Amex** to learn more

AMERICAN EXPRESS **DON'T *do business* WITHOUT IT**℠

Terms apply

Members Save Millions
Start saving at **nahb.org/savings**
NAHB

DO **BUSINESS** WITH AN NAHB MEMBER.
Learn More!