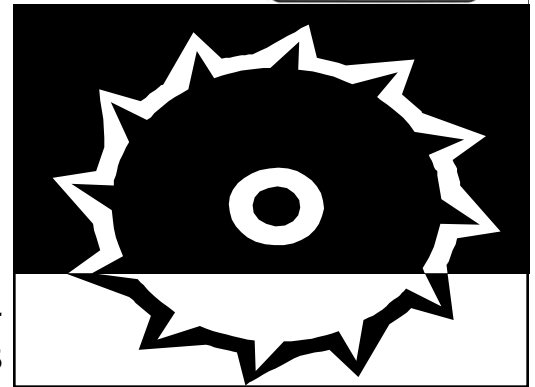


the Cutting Edge

Volume 6, Issue 4
April 2015



Inside this issue:

Membership	2
Expo Results	3
All Things Political	4
WBA GA	5
New Homes Month	7
50 Bird Trap Shoot	8
Wednesday Webinars	10

CALENDAR OF EVENTS:

- April 7 parade of Homes Committee Mtg. 7:30 am at Christel & Heiberger Builders
- April 14 BOD/GM Mtg
Roepke's Village Inn 5:30 pm BOD Meeting 6:30 pm GM Meeting
- April 21 Trap Shoot Committee Mtg. 7:30 am at Seven Angels Restaurant
- April 23 WBA Board Day
Wilderness Resort, Wis. Dells
- May 12 Spring Cookout & Casino Night New Holstein Optimist Chalet
- May 16 MSHBA 50 Bird Trap Shoot noon-5pM at Outdoors, Inc.

PRESIDENT'S MESSAGE

By Jerry Mallmann, *Chilton Furniture Inc.*

Greetings to my Fellow MSHBA members

Springtime! What a great time of year this is. Truly a time of anticipation of new life.

- For people of Faith, it is a time where we anxiously await the new life of a Risen Lord.
- For those who crave the outdoors, it's a time where we can finally open the windows, breath the fresh air, and watch the new life of Mother Nature....green grass, budding flowers and singing birds.
- And, of course, for those in our industry, it is a time where our trade comes alive. The frost comes out, holes are dug, and our crews get to work. From the conversations I have had with many fellow members, the season looks promising. I hope that the work you have put forth this winter in the bidding proc-

ess reaps you a bountiful harvest this year!

Our Home and Garden Expo held on March 7 & 8 proved to be tremendous success. The weather was great, attendance was up, and everything came together like clockwork. Special thanks to Pam Van Dera and Darlene Schwobe for chairing this event. Thanks to Tena for her phenomenal organizational skills. And, of course, thanks to all of our members who participated in anyway- from sponsorships, vendors, to the many volunteers. This was

truly a team effort. Thanks to all who were involved.

Our next Mid-Shores event is the Trap Shoot on May 16. This one is geared less toward business and more toward fun.

Our next meeting is Tuesday, April 14 at Roepke's Village Inn at 6:30. I am hoping to see you there for a night of good food, information, and fellowship.

Make it a great Day!

Jerry Mallmann



APRIL MEETINGS: April 14

Roepke's Village Inn

W2686 Saint Charles Road, Chilton

5:30 pm Board of Directors

6:00 pm Cocktails

6:30 pm GM Meeting

Dinner is off the menu

**SPEAKER: Paul Birschbach,
Birschbach Inspection Services LLC**





2014 MSHBA OFFICERS

President Jerry Mallmann
Chilton Furniture
 920-849-9023
 jerry@chiltonfurniture.biz

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

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

Secretary Pam Van Dera
FirstMerit Bank • 920-427-2362
 pam.vandera@firstmerit.com

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

2015 DIRECTORS

Ted Birschbach
Birschbach Builders LLC
 920-238-9253

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

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

Ted Klapperich
TK Hardwood Floor Co. LLC • 920-894-3232

WBA Directors
 Dan Schneider
 Sean Kelly
 Pam Van Dera
 Glenn Christel

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!

BMO Harris Bank
 Kraus Construction, Inc.
 Master Plan Landscapes LLC
 Meyer Plumbing LLC
 Mid-Shores Disposal
 Roffers Concrete Construction
 PVR Plastering Services
 State Bank of Chilton

WELCOME NEW MEMBER:

ASSOCIATE: Vande Hey Brantmeier

Dave Brantmeier
 614 N Madison St
 Chilton WI 53014
 Sponsored by Jerry Mallmann

MEMBERSHIPS DUE:

April: Hans Builders LLC
May: Alpine Insulation Co. LLC
 City Wide insulation Inc.
 G&H Trucking & Excavating, Inc.
 H. Lulloff & Son Inc.
 Leitner Construction LLC
 Professional Door Systems
 Schnell Electric Inc.
June: JMR Builders, LLC
 Mathes Seamless Gutter Systems, Inc.

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.

WBA Board Meetings Wilderness Resort, Wis. Dells

- Thursday, April 23
- Thursday, July 23
- Thursday, October 22



MSHBA'S 13th Annual PARADE OF HOMES

October 2-4, 2015

**Builder Project Entry Packets will
 be Available SOON**

**Project Entry Dead-
 line: July 1**

Parade Dates:

Friday, Oct. 2 4-8PM

Saturday, Oct. 3 10AM-5PM

Sunday, Oct. 4 10AM-4PM



Announcing...Mid-Shores Home Builders Association Inc., will be holding its thirteenth annual **Parade of Homes**, which is scheduled for **October 2-4**. To make our Parade viable and to satisfy the broad interests of our customers, our parade includes not only new home construction but also large remodeling projects and accessory buildings. Each parade entry will also be featured on Mid-Shores HBA's website.

Join us in highlighting our trade to the public by participating in this opportunity.

Business Day in Madison March 4



On March 4, 65 WBA members meet with legislators to ask for support of issues in the current legislative session.

Attendees representing MSHBA include Pam Van Dera, Glenn Christel, Tom Heiberger, Ted Birschbach, Jerry Mallmann, Ted Klapperich and Tena Hartwig.



MSHBA'S HOME & GARDEN EXPO SUMMARY - March 7 & 8

A SPECIAL THANK YOU TO OUR SPONSORS...

Event Sponsors – Chilton Furniture, DirectBuy of NE Wisconsin & Vande Hey Brantmeier

Advertising Sponsor – FirstMerit Bank

Door Prize Sponsors – Drexel Building Supply, Chilton Furniture, Stanley Schmitz Inc., Farm & Home & DirectBuy of NE Wisconsin

Survey Door Prize Sponsor – Riesterer & Schnell
Exhibitor Hospitality Sponsor – Builders Supply of NE Wisconsin

Seminar Sponsors – Hedrich Construction Inc., Kasper Building Supply, Roffers Concrete Construction, Premier Properties Realty, LLC, State Bank of Chilton & Zander Press Inc.
Kid's Project Zone Sponsor – Premier Financial Credit Union

Attendee Bags – FirstMerit Bank

Disposal - Mid-Shores Disposal

Attendee Doors Prizes – Home & Garden Expo Exhibitors & MSHBA Members

Outdoor Signage – Schrage Bros.

EXHIBITORS: 39 Total Exhibitors
36 Paid Exhibitors
2 Non-Profit Exhibitors
1 MSHBA

BOOTHS: 49 Total Booths
46 Paid Booths
2 Non-Profit Exhibitors
1 MSHBA

ATTENDANCE: 445 Total; 400 adults & 45 children
239 Saturday; 219 adults & 20 children
206 Sunday; 181 adults & 25 children
Paid attendance was up 10%!

ADMISSION COLLECTED: \$2,015.00

NET INCOME: Approximately \$5,800.00 **Income was up 5%!**

EXHIBITOR SURVEYS: On Average, exhibitors rated their overall satisfaction of the expo a **4.83**, with 5 being the highest.

We are grateful to our host venue, Vande Hey Brantmeier, for their hospitality and “going the extra mile” for our expo. Please thank Dave Brantmeier with your business or a referral. **REMEMINDER...** MSHBA members receive a discount of \$500 or more on most GM vehicles... visit www.nahb.org/gm for more details!

Door Prizes Winners

Dennis Albright of Kiel was the winner of the \$1000 gift certificate sponsored by Chilton Furniture Inc., Carrie Kost of Chilton was the winner of the \$1000 gift certificate sponsored by DirectBuy of NE Wisconsin, Mary Vogel of Kiel was the winner of the appliance by Stanley Schmitz Inc., Eugene Federwitz of Chilton was the winner of the Husqvarna leaf blower donated by Farm & Home and JoAnn DeNardis of Cleveland was the winner of the Osthoff Resort stay donated by Drexel Building Supply. Mark Mucha of Hilbert was the winner of the one-touch Weber grill and 3-piece grill set sponsored by Riesterer & Schnell. **Thank you Door Prize Sponsors!**

A special thank you to everyone that volunteered their time running last minute errands, putting up banners, working the admission table, clean-up of the expo building, advertising the expo on your marquee, supporting the seminar area, helping with set-up and anything I missed... we greatly appreciate your support!

HOME & GARDEN EXPO COMMITTEE MEMBERS:

Chairpersons: Pam Van Dera, FirstMerit Bank and Darlene Schwobe of Zander Press Inc.

Committee Members: Jerry Mallmann of Chilton Furniture, Glenn Christel & Tom Heiberger of Christel & Heiberger Builders, Inc., Julie Schmitz of K & J Construction and Design LLC, Dave Amel of Premier Properties Realty, LLC, Steve Smith of Riesterer & Schnell, Dan Schneider of Schneider & Schneider Construction, LLC and Jerry Arenz of Arenz Builders





ALL THINGS POLITICAL

By Gary Roehrig, MSHBA Government Affairs Chair

Tuesday, April 6-Election Day-2015-What are we voting for?

ing for?

1. We have a State Supreme Court race between an incumbent Supreme Court Judge-Ann Walsh Bradley and Rock County Circuit Judge James Daley.

Ann Walsh Bradley has been characterized as an “activist” judge by her opponent. She has usually voted with the liberal bloc of Supreme Court judges and has voted against many of the Walker administrations legislative initiatives when they have come before the court.

Daley has stated he will rule on the merits of a law and not put political ideology ahead of the constitutional consideration of the measure. He has described himself as a conservative in his thoughts.

Both candidates have accused each other of being “soft” on crimes, particularly on cases involving children. Both have had rulings they made early in their careers that have brought this issue to the forefront.

The most interesting item, to date, is the relative small amounts of money that have been spent in this race by either side. Unlike earlier elections, (Prosser, Ziegler, Gableman) the big spenders have pretty much sat on the sidelines in this election. Part of it might be election fatigue (I doubt that) and part of it is the candidates themselves. The left will certainly rally to the election booth in support of Bradley, but the right has not looked at the Daley candidacy as an opportunity to beat Bradley. It is very hard to defeat a sitting Supreme Court judge and Daley may not be the candidate of choice to do it in this election cycle.

If the right feels they might be able to pull the upset, watch for a lot of ads in the next few days; if the ads don’t appear, that may tell us the odds of beating Bradley are very low.

2. We have an election for a State Senate seat in part of our area. Since there is only one candidate on the ballot (the Democrats didn’t even field a candidate), Duey Strobel will be the newest member of the State Senate. This will increase the Republican majority in the State Senate by one. Strobel also brings a very conservative outlook with him so watch to see his influence on the upcoming budget battles in Madison.

3. We also have a referendum on the ballot that would change the Wisconsin constitution to permit the Supreme Court judges to elect the Chief Judge. Under current law, the judge with the longest longevity on the court is the Chief Judge. Right now that position is held by Shirley Abrahamson. Abrahamson is viewed as a very liberal activist judge based on many of her rulings. Many have accused her of holding up many of the decisions in support of the Walker administrations legislative initiative. Wisconsin is only one of five states that use longevity to be the basic criteria of Chief Judge selection. Since there is a present 5-4 “conservative” majority on the court, the thought is that one of the “conservative” judges would become the new Chief Judge.

Why does this matter? The Chief Judge determines the cases the court will accept and has strong influence on the actions of the court. A change in the law would probably see Abrahamson relegated to the position of Associate Judge. The other item to consider is that, should Abrahamson retire, the law on the process of selecting the Chief Judge doesn’t change and Ann Walsh Bradley wins re-election, Bradley would become the Chief Judge. The right does not want to see that scenario.

I had an opportunity this past weekend to spend a few moments with Congressman Glenn Grothman. We discussed the budget deliberations in Washington and what lies ahead. There may be more on this later.

Finally, once the Spring elections are over, look for the focus of attention here in Wisconsin to be on the deliberations for the new bi-annual budget that needs to be in place by July 1. The next few months’ columns will probably center on those discussions.

Stay tuned for that-but then again- in politics-that may all change very quickly because of events that suddenly change our perspectives.

Looking ahead-state budget deliberations (May-June); U.S. Supreme Court decisions (particularly the ruling on Obama care (will the Supreme Court again rule in favor of the Affordable Care Act) coming down in June.

Gary



By Brad Boycks
Vice-President of Advocacy, WBA

March 17, 2015

Assembly GOP launch "Red Tape Review"

Recently Assembly Republicans announced the launch of their "Red Tape Review" project that will build off the efforts last session to "Right the Rules". The effort this session is being led by State Representative Joan Ballweg (R-Markesan).

The Red Tape Review is a continuation of the successful Right the Rules effort from last session. Legislators combed through 20% of the Administrative Code and eliminated 76 pages of rules that burdened citizens and businesses. Over the past two years, 353 chapters were reviewed and 83 were either modified or repealed (partially or entirely). There are a total of 1,768 chapters in Wisconsin's Administrative Rules.

The effort this year has been expanded to not only include changes to administrative rules but also anything in the Wisconsin Statutes that can be considered unnecessary red tape.

Leading up to the recent announcement, I had a chance to meet with Representative Ballweg and her staff to go over some of the items contained in the WBA Advocacy Agenda that may be able to be addressed in the "Red Tape Review" process this session.

Legislators will be holding forums across the state to get input on ideas for the review of red tape and you can also register your ideas via [Facebook](#) and [Twitter](#) as well.

Everything you wanted to know about the state budget

In mid February the Legislative Fiscal Bureau issued their "2015-2017 Summary of Governor's Budget Recommendations" in hard copy to legislative offices and also posted it to their [website](#) for anyone to access. These documents provide a "plain English" summary of all areas of the Governor's budget that is much easier to read and digest than the actual language contained in the state budget.

The website is broken down with summaries of various provisions in the budget and also allows you to click on a specific state agency. The [Department of Safety and Professional Services](#) and the [Department of Natural Resources](#) are the two that I started with to confirm what is in and out of the state budget.

A fellow lobbyist recently described the release of these budget summaries by the Legislative Fiscal Bureau as "nerd Christmas."

Enjoy the light reading if you choose to start clicking on the links above. Please let me know if you have any follow up questions on any of the provisions contained in the state budget.

Towns and Counties come out against property assessment changes

Lobbying for and against changes to the way property is assessed in Wisconsin saw both sides weighing in recently for and against the proposal that is contained in the governor's budget. You may remember that the governor's proposal would move the assessment of property from most municipalities and make it a function of larger cities and counties.

First, the Wisconsin Counties Association issued a [press release](#) against the governor's proposal where they called for this to be an option and not a mandate, a longer time frame for implementation, and more funds to take on the new work.

Then, the Wisconsin Towns Association also issued a [joint statement](#) from their president and executive director against the proposal. The Wisconsin Towns Association had more pointed language than the counties where their new executive director said, "we're hopeful that the sledgehammer approach that is a double whammy for citizens will be replaced with more reasoned scalpel techniques that rely on more effective assessor oversight and education."

Lastly, Secretary of Revenue Rick Chandler also [penned a column](#) this week in support of the measure titled "Making Property As-

Brad Boycks

Vice-President of Advocacy
Wisconsin Builders Association®

bboycks@wisbuild.org

(608) 242-5151 ext. 16

Visit our web site:

www.wisbuild.org

assessment Better for Taxpayers.” In the column, Secretary Chandler described the changes this way, “The 2015-17 state budget includes a property assessment reform proposal to make the assessing process more efficient. Wisconsin would move to a county-based system with an option for larger municipalities to continue to assess property. This would reduce Wisconsin’s 1,851 assessment units to about 90, which will save money at the local level through economies of scale. Forty states already have a county-based assessment system like the one we are proposing.”

After checking in with some other groups recently, it was learned that the safe money these days is that this provision will likely be pulled from the state budget to allow stakeholders more time to debate and provide input on the overall workability of making this change.

Feingold moves closer to U.S. Senate Run

It appears that former U.S. Senator Russ Feingold will return to Wisconsin soon and will explore challenging U.S. Senator Ron Johnson to get his old seat back. Feingold had been serving in the U.S. State Department as Special Envoy for the Great Lakes Region and the Democratic Republic of the Congo.

Feingold helped stoke the rumors of an eventual run when he posted on his Facebook page that he “will spend portions of 2015 teaching international relations and law at Stanford University. For most of the rest of this year, I will be living at my home in Middleton, Wisconsin, from where I will travel the state extensively. I will listen

carefully to my fellow Wisconsinites talk about their concerns, especially those involving their economic well-being. I will also seek their counsel on how I can best further serve my country and the state I love.”

If Feingold decides to run it will likely mean a clear playing field for the democratic nomination in August of 2016 and set up a rematch with Senator Johnson. With democrats looking to regain the majority in the U.S. Senate and an open seat for President look for 2016 to be a big political year in Wisconsin.

Property Taxes: More work to be done in Wisconsin

There is no doubt since 2011 we have made great strides to reduce property taxes in Wisconsin. Unfortunately according to a [recent article](#) Wisconsin still ranks #4 in the listing of “10 Worst States for Property Taxes.”

Wisconsin leads the Midwest with the highest property taxes, with Illinois coming in at #6 and Michigan at #8.

According to the article Wisconsin property taxpayers pay 1.76% as a percentage of their home value in property taxes with a median home value of \$170,800.

Finishing ahead of Wisconsin on the top ten list you don’t want your state to be on are Texas at #3, New Hampshire at #2, and New Jersey at #1.

The enclosed article and statistics are all the more reason to support Governor Walker’s budget provision which would continue to decrease property taxes in Wisconsin by \$211 million over the next two years.



New Homes Benefit More Than Just Buyers and Builders

The home building industry brings attention to the many benefits of newly-constructed homes during New Homes Month in April.



- Analysis by the National Association of Home Builders, using data from the Census Bureau's latest Residential Energy Consumption Survey, shows that on a per-square foot basis, the newer the home, the less energy it uses.
- Compared to homes built before 1950, the average consumption of energy other than electricity is 46% lower in homes built after 2000.
- Today's new homes are built with environmentally-friendly features such as energy-efficient tankless water heaters, Energy Star appliances, HVAC systems, insulation and windows and doors that make the home more comfortable and can save the home owners money over the long term.
- The Census Bureau's American Housing Survey shows that maintenance costs on average were 56 percent lower in new homes; \$547 a year for all single family homes versus \$241 for homes built after 2008.
- The benefits of new homes are not just financial.
- New homes feature floor plans that suit modern lifestyles, with open space layouts, high ceilings, large windows and design features such as information centers in kitchens, laundry rooms located near bedrooms, walk-in closets and pantries and mudrooms for convenience and comfort.
- New home buyers enjoy the ability to choose the finishes, fixtures, flooring, paint colors and more that suit their preferences, without the hassle or cost of changing the previous owner's tastes.
- New homes are safer, with electrical wiring systems that can accommodate modern appliances and components such as high-definition televisions, security systems, fire alarms and complex lighting and audio setups.

- New homes not only benefit the home owner, they benefit the community.
- The estimated one-year local impacts of building 100 single-family homes in a typical metro area include:
 - \$28.7 million in local income,
 - \$3.6 million in taxes and other revenue for local governments,
 - and
 - 394 local jobs.
- The additional, annually recurring impacts of building 100 single-family homes in a typical metro area include:
 - \$4.1 million in local income,
 - \$1.0 million in taxes and other revenue for local governments,
 - and
 - 69 local jobs.
- As the housing industry continues to show signs of a sustained recovery, today's low interest rates combined with the benefits of new construction make now an ideal time to achieve the American dream of homeownership in a brand-new home.

National Association of Home Builders

Put your membership to work now.

Money-saving discounts that benefit you, your business, and your family

and many more

NAHB

nahb.org/MA

Mid-Shores Home Builders Association, Inc.

12th Annual TRAP SHOOT

Open to the Public

50 Bird
Shoot

Saturday, May 16th

Sign-up Noon to 5 P.M.

Outdoors Inc., W 123 County Road X, New Holstein

TEAMS: \$25.00 PER PERSON OR \$125.00 per team of 5

INCLUDES: 50 Bird Shoot, steak sandwich plate, prizes & a day of fun!

BRING YOUR OWN SHELLS!



Early bird "Paid" Registration

Register your team & pay by May 1st to be entered into a drawing for 250 Shells!

Sponsored by K & J Construction and Design, LLC

TOP GUN of the day wins \$100.00 cash

CHICKEN SHOOT LEWIS CLASS

Colored Clay per Round

50/50 Cash, Bucket & PADDLE Raffles

Register your Team or for more info call Tena at 920-898-5030 or Pam at 920-427-2362



www.midshoreshomebuilders.com



MID-SHORES HOME BUILDERS ASSOCIATION, INC.
2015 Trap Shoot
Registration & Sponsorship Opportunities

REGISTRATION INFORMATION...

Trap Shoot Packages...all packages include:

- 50 Bird Shoot – bring your own shells
- Steak sandwich plate, prizes and a day of fun!

- INDIVIDUAL PACKAGE - \$25 per person** \$ _____
- TEAM OF 5 PACKAGE - \$125** \$ _____
 - Register your team by **May 1** to be entered into a drawing for 250 shells!
- STEAK SANDWICH PLATE ONLY - \$5** \$ _____

Additional Competitive Events:

- LEWIS CLASS - \$5 per person** \$ _____
- CHICKEN SHOOT – \$6 per person** \$ _____
- COLORED CLAY – FREE**

Competitive Event Descriptions...

Lewis Class: Shooters are divided into classes based on final scores. For example, the top third of scores are one group, the middle the next and the bottom third of scores are the last group. Cash prizes are awarded to the top shooters in each of these classes. Everyone has an equal chance to win.

Chicken Shoot: Teams of 5 shooters compete to win a chicken.

Colored Clay: One colored clay will be randomly pulled per team. Winners will receive 10 bucket raffle tickets.

Company/Team Name: _____

Shooters Names: 1. _____ 2. _____
 3. _____ 4. _____ 5. _____

SPONSORSHIP INFORMATION...

- STATION SPONSOR \$100 MEMBERS, \$200 NON-MEMBERS** \$ _____
 - Promote your business at a shooting station
 - Sponsors provides standard size job site sign for display at a shooting station
 - Sponsor receives 10 bucket raffle tickets
- TOP GUN SPONSOR \$50 - \$100** \$ _____
- FOOD SPONSOR \$50 - \$100** \$ _____
- EVENT SPONSOR \$25 - \$99** \$ _____
 - Choose any level of commitment which will be used for raffle prizes and/or event expenses
- DONATING DOOR PRIZE/PADDLE RAFFLE PRIZE**
 - Promote your business by donating your company logo items...hats, t-shirts, etc...or other prize or certificate.

Sponsorships need to be purchased by May 1, to be listed on the official event signage at Outdoors, Inc. All Sponsors will be announced during the event.

PAYMENT INFORMATION...

Company Name: _____

- CHECK IS ENCLOSED FOR REGISTRATION AND SPONSORSHIPS \$ _____**

MSHBA Receives \$699.06 Royalty Payment from NAHB's Revenue Share Program!

Thank you for your support in using NAHB's Member Advantage revenue share programs. MSHBA has received \$699.06 for your participation in 2014. Exclusive Member Benefits for belonging to MSHBA include:

NAHB's Member Advantage Program: Did you know NAHB offers numerous benefits to you? Discounts are available from companies such as General Motors, UPS, HP, Avis & Budget, Lowe's, Omaha Steaks and many more. Log onto www.nahb.org/ma to start saving.

Thank you from MSHBA Scholarship Recipient

To the Mid-Shores Home Builders Assoc.,

Thank you so much for the scholarship. It has greatly helped me to pay for college. I really appreciate it!

Thank you,
Zack Jensen



FREE WBA TRAINING: Learn how to Recruit and Retain Members

Dear Member of the Wisconsin Builders Association, As the 2015 WBA Membership Chair, I want to personally invite you to attend a complimentary **Statewide Membership Workshop** on Tuesday, April 14th at the Stevens Point Country Club from 10AM-4PM in Stevens Point. This no cost training is being provided by the Wisconsin Builders Association.

Learn how to:

- Define the value of membership
- Retain current members
- Find great prospects
- Grow your local association

(Here is a secret: Many of the principles you will learn can also apply to growing your business.)

Please **RSVP** via email to our State Executive Officer, Kirsten Lee Villegas, by Friday, April 3rd at kvillegas@wisbuild.org or call (608) 242-5151 ext. 11.

We hope you are able to join us!

Abe Degnan
Wisconsin Builders Association
2015 Membership Chair

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.



2015 Design Trends: 45 Ideas in 45 Minutes *Registration Opening Soon!*

Wednesday, April 8, 2-3 p.m.

In this fast-paced webinar, industry-leading architects, interior designers and builders will share easy-to-implement design ideas that you can use to update elevations, renew floor plans, animate streetscapes and develop dynamic neighborhoods. Using a wide array of drawings and photos, the panelists will show you the newest design trends, products and strategies to capture your buyers' attention and make the sale.

Presented by NAHB Land Use and Design

The Remodeler's Guide to Happy Customers: Managing Emotional Home Owners

Wednesday, May 6, 2-3 p.m.

Builders and remodelers aren't just selling a project; they are selling the entire experience. Managing emotional home owners means managing expectations and guiding them through every step of the process, in addition to managing the project itself.

Presented by NAHB Remodelers

7 Key Numbers to a Thriving Business

Wednesday, May 20, 2-3 p.m.

Why, in any given market, do only a handful of businesses thrive while so many similar businesses fail? It's not just good management; it's managing the right things. Master the 7 Key Numbers that drive all revenue, cash flow, growth and success, and your business will be unsinkable.

STACK YOUR OFFERS FOR AN EVEN BETTER DEAL

Benefit from our private offer for NAHB members. For private-offer details, visit nahb.org/gm.



GMC

