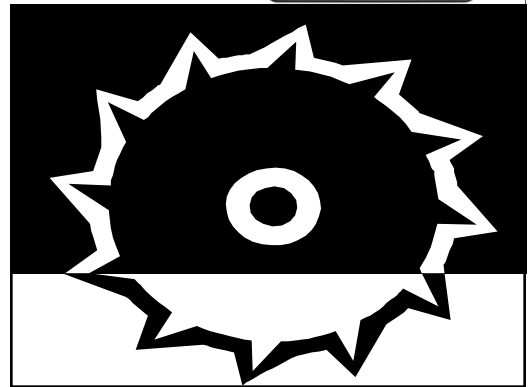


# the Cutting Edge

Volume 6, Issue 2  
February 2015



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## CALENDAR OF EVENTS:

- Feb. 10 MSHBA BOD/GM Meeting \_\_\_\_\_ Roepke's Village Inn 5:30 pm BOD Meeting 6:30 pm GM Meeting
- Feb. 11 Home & Garden Expo Committee Mtg. 7:30 am at Seven Angels Restaurant
- March 4 Business Day in Madison
- March 7 & 8 MSHBA Home & Garden Expo at Vande Hey Brantmeier, Chilton
- March 10 MSHBA BOD/GM Meeting \_\_\_\_\_ Mill-home Supper Club 5:30 pm BOD Meeting 6:30 pm GM Meeting
- April 23 WBA Board Day & President's Installation. Kalahari Resort

**OFFICE NOTE: MSHBA's office will be closed February 4-9**

## PRESIDENT'S MESSAGE

By Jerry Mallmann, *Chilton Furniture Inc.*

Greetings to my Fellow MSHBA members,  
Wow! I can't believe it is February already. Winter is just flying by. But since my only winter outdoor activity is using my Snowblower, I have been fine with this quick and mild winter. For my fellow members who live for winter with their snowmobiles and Ice fishing, please accept my apologies for my lack of compassion! I do however, have to assume that the weather has been good for keeping projects on schedule. So I guess there is a definite advantage for a mild winter, even if it muscled in on the fun!

Plans are in full gear in the planning of our **Home and Garden Expo on March 7 & 8** at Vande Hey Brantmeier in Chilton. At this time we are still looking for the following:

**Vendors.** We of course always looking for more vendors. If you have not yet submitted your entry for a Booth, please consider doing so. This is a great way

to showcase your business to several hundred potential customers. It is also a chance for you to network with your fellow members.

**Sponsors.** There are still several sponsorship opportunities available with varying levels of investment. This is a wonderful way to be involved even if you do not have the time for a booth or to volunteer.

**Volunteers.** We are in need of volunteers for assorted responsibilities that weekend. We will have a more detailed sign-up sheet at this month's meeting.

**Concessions.** We are still looking for a group to provide concessions for the Expo. If you are aware of a group that may have an interest, please have them get in touch with Tena or Pam.

Our Congratulations goes out to Drexel Building Supply for being selected **2015 Wisconsin Lumber Association's "Dealer of the Year"**. Drexel has long been a very active member of MSHBA

and we applaud their success.

Our **February General Membership meeting will be Feb. 10 at Roepke's Village Inn** in Charlesburg. This venue always tends to draw a large crowd. I would like to think it is to experience the wisdom of the Mid-Shores President....But I am pretty sure it is the excellent Food and Sprints! This month we have the honor to have Brad Boycks, WBA VP of Advocacy as our guest speaker. Please consider joining us for an evening of Great Food, Information, and Fellowship.

I hope to see you then.

**Jerry Mallmann**

## FEBRUARY MEETINGS:



**February 10**

**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: Brad Boycks,**  
**WBA VP of Advocacy**



**2014 MSHBA OFFICERS**

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Sean Kelly  
Pam Van Dera  
Glenn Christel

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# MSHBA Membership

## THANK YOU FOR RENEWING YOUR MEMBERSHIP!

Interior Woodworking LLC  
Advanced Custom Geothermal, LLC  
Riesterer & Schnell  
Fuhrmann Heating & Cooling Inc.  
Valley Cabinet Inc.

## NEW MEMBERSHIP PENDING:

**BUILDER:**  
**Armor Shield Metal Roofing**  
Greg Dudzik  
1082 Coronado Ct.  
Oneida WI 54155

## MEMBERSHIPS DUE:

Nov.: PVR Plastering Services  
March: Builders Supply of NE Wisconsin  
April: Hans Builders LLC  
Meyer Plumbing LLC  
Roffers Concrete Construction

## 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.



Local Executive Officers participate in a roundtable discussion at their Networking session held in Plymouth.

## 2015 WBA Board Meeting Schedule at the Wilderness Resort, Wisconsin Dells

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



MSHBA was awarded a certificate of recognition at Board Day for exceeding its WBA political fundraising goal for 2014. Way to go MSHBA!



WBA Director Pam Van Dera accepted the certificate from VP of Advocacy Brad Boycks, Advocacy Group Chair Abe Degnan and a MBA Representative.

## Business Day in Madison is March 4!

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



Dan Schneider of Schneider & Schneider Construction was presented with his 2014 Builder



Member of the Year award at our January GM meeting. Congratulations Dan!

## SAVE THE DATE...



**MSHBA's Annual TRAP SHOOT is May 16th!**

## REGISTER NOW...MSHBA's 2015 Home & Garden Expo

### THANK YOU EXPO SPONSORS!

**Chilton Furniture** – Event Sponsor - \$1000 Merchandise Gift Certificate

**Zander Press Inc.** – Seminar Sponsor - \$250

**Builders Supply of NE Wisconsin** – Hospitality Sponsor - \$200

**FirstMerit Bank** – Advertising Sponsor - \$500.00

**Farm & Home** – Door Prize Sponsor – Husqvarna Leaf Blower, \$299 Retail Value

**Premier Properties Realty, LLC** – Seminar Sponsor - \$250.00

**Roffers Concrete Construction** - Seminar Sponsor - \$250.00

## March 7 & 8

Saturday, March 7 10AM-5PM ■ Sunday, March 8 10AM-3PM

**Vande Hey Brantmeier**  
614 N Madison Street - Chilton



### Calumet County's ONLY Home & Garden Show!

The Expo will be located in the showroom and shop areas of Vande Hey Brantmeier.  
Complimentary Exhibitor Hospitality Room

**EXHIBIT YOUR BUSINESS:** The two-day show is an excellent, cost-effective opportunity to showcase your business and services to MSHBA members as well as area consumers that attend the event. Attached is an Exhibitors Packet. Contact MSHBA for space availability – *37 booths have been sold!*

**MARKETING:** We will be using a variety of media to promote the event in the Calumet County area and beyond including a brochure distributed to 21,000 households. How can you help... **promote MSHBA's Expo by including the Home & Garden Expo & dates on your marquee.**

**SEMINARS:** Contact me if you would be willing to present an informational seminar or demonstration. Seminars should be approximately 30-45 minutes in length. The Home & Garden Expo Committee schedules and approves non-advertorial seminars and demonstrations based upon public interest and popular topics.

**GENERAL HELP:** The committee will need help with ticket sales at the door, set up, general clean up, general snow removal and monitoring the expo areas. Let us know if you can help... **a signup sheet will be at the February GM.**

**SPONSORSHIPS:** In addition to the advertising, seminar and hospitality sponsorships, we are also hosting large item door prizes to encourage attendance. A variety of sponsorship opportunities are available. **Sponsorship Special... become an Event Sponsor & receive two 10x10 booths or become an Advertising Sponsor & receive one 10x10 booth.**

**Mid-Shores Home Builders Association Inc.** invites you to participate as a vendor and/or sponsor of the 2015 Home & Garden Expo in Chilton. Your support of this event will be greatly appreciated! Contact Tena to register.

Mid-Shores HOME BUILDERS ASSOCIATION INC.  
**2015 HOME & GARDEN EXPO**  
Save the Date **March 7-8**  
Vande Hey Brantmeier  
614 N. Madison Street, Chilton

Visit the experts at the Home & Garden Expo...  
Where the latest home building and remodeling products and services are all under one roof.

Sponsored by:

Mid-Shores Home Builders Association, Inc. | VANDE HEY BRANTMEIER | GM | CHEVROLET





## ALL THINGS POLITICAL

By Gary Roehrig, MSHBA Government Affairs Chair

If anyone doubts the Presidential campaign has already started, this past weekend's events should put that idea to rest. Yes, Scott Walker is running for President! That should not come as a surprise to anyone who has been following his career in the past 5-6 years. What is surprising is how far he has come!

One week ago, Scott Walker was one of a significant number of Republican "wannabees." That all changed after his appearance at Congressman Steven King's conference in Iowa. To put it bluntly-Scott Walker wowed "em"! He blew away the competition with a powerful presentation that outlined not only his accomplishments the past four years as Wisconsin's Governor (think three elections in a blue state and winning decisively each time), balancing a state budget that had a huge deficit and breaking the backs of the public employee unions, but showcased his blueprints for a national campaign.

His performance drew outstanding reviews from all those who count in the Republican Party. No less than one of the most followed and respected conservative spokesperson. Charles Krauthammer, acknowledged that Walker has propelled himself into the top three of four potential candidates for the Republican nomination for President in 2016.

Walker is in the process of forming all the right committees and developing the financial resources needed to mount a national campaign. Watch for him to make some trips out of the country to develop his foreign affairs resume; an essential element of any national run for President.

What makes Walker such an interesting candidate is that he is "fresh". He doesn't have the baggage of losing a national campaign (Romney); a familiar but divisive family connection (Jed Bush), or the support of fractions of the Republican party (Rand Paul, Ted Cruz). This puts him in a unique position among a crowded field and he should be able to capitalize on his success

in Iowa. He is delivering his message with more passion than I have seen in the past, and his message in Iowa was done without notes, where he pretty much stated his core values and his vision for the U.S.

We will have a primary election in our area to fill the State Senate seat of Congressman Glenn Grothman. There are three candidates vying for the position; Tiffany Koehler (Slinger), Lee Schlenvogt (Port Washington) and Duey Strobel (Saukville). Strobel was an Assemblyman from the 60<sup>th</sup> Assembly District and ran unsuccessfully for the congressional seat now held by Grothman. Schlenvogt is the Ozaukee County Board chairperson. Koehler ran unsuccessfully for the 58<sup>th</sup> Assembly seat. All three candidates have strong conservative credentials. There is no candidate on the Democratic side. The interesting item in this election is not what is happening in the campaign but what will happen after the election. There are a number of "hot" items in the legislative agenda (right-to-work, Common Core, prevailing wage) that are on the sideburner right now waiting for the outcome of this election. If Strobel wins, and the betting line is he will, you can look forward to those items moving forward rather quickly. The reason for this is, even though the Senate Republicans have a majority in the Senate, they may lose one or two of the State Senators on some of these issues. Strobel has already pledged his support for the measures, so his election would hold for a majority vote to allow passage. The winner of this election moves on to the April spring election.

Finally, that April election will also elect a new justice to the Wisconsin Supreme Court. That will be one of the topics for next month's report. Watch for that race to start to heat up in the next few weeks (radio and TV ads-here we go again!) and some interesting legislation working its way through the State Legislature that would have a significant impact on the workings of the State Supreme Court.

As always-Stay Tuned!

Gary



By Brad Boycks  
Vice-President of Advocacy, WBA

January 20, 2015

### The greatest number of locals met fundraising goal since 2006

In 2014, 14 local associations met, or in many cases greatly exceeded, their 2014 fundraising goal. This is the best fundraising year in terms of locals making and exceeding their yearly fundraising goal since 2006.

This is great news and a huge thank you to all of the members and local HBA staff who worked so hard to promote buildersdirectfund.com as a giving option and for planning and holding fundraising events at local associations.

The goal for 2015 is to work with local associations who did not reach their goal in recent years to see if we can work together on starting to be more aggressive in political fundraising during the next year.

We presented awards to each of the following locals that made their 2014 fundraising goal at the recent Advocacy Group meeting on Friday, January 16, 2015 at the Kalahari Convention Center in Wisconsin Dells: Brown County HBA, Chippewa Valley HBA, Golden Sands HBA, Heart of the North HBA, Madison Area BA, Manitowoc County HBA, Metropolitan BA, Mid-Shores HBA, Northland Area BA, Racine-Kenosha BA, South Central Wisconsin BA, St. Croix Valley HBA, Wausau Area BA, and Winnebago HBA.

Finally, the total WBA expenditures when you include PAC, conduit and grassroots lobbying dollars is in excess of \$470,000 for 2013-2014.

### Problem solved: Lack of online pay options at DSPS

During a recent meeting with members and staff of the Brown County Home Builders Association, we were made aware of an issue dealing with online payments at the Department of Safety and Professional Services (DSPS). The problem dealt with individuals who have an expired credential not being able to pay the fee using the

DSPS online system.

After being made aware of this issue, we were immediately in contact with high level staff at DSPS who quickly looked into the problem. Within a few days DSPS responded by saying that this was an oversight on the website that will be fixed in one week. All postcards that are sent to credential holders will be updated with the online pay information and all forms used by DSPS will be updated to indicate the online pay function. Finally, they added that if members needed to renew between now and when the website is updated, they could contact DSPS to take a credit card number over the phone to resolve the issue.

This again shows the importance of what clear lines of communication between the members and staff on the local and state level can do to resolve an issue to help members across the state.

If there are other issues dealing with making a payment or any other customer service issues when dealing with DSPS, please let me know ASAP so we can work with DSPS staff to address the issue.

### DNR working on "Turbo Tax" like software for permitting

Recently high ranking staff members at the Wisconsin Department of Natural Resources (DNR) held a "Small Business Roundtable" discussion to discuss a number of key issues that the department is involved in and to take input from DNR stakeholders.

One important issue for the housing and development industry that was presented during the roundtable was the concept of e-permitting and streamlining the permitting process. The concept was described as a "Turbo Tax" like system that would walk the permit applicant through a series of steps and questions to make sure they can quickly and easily apply for each permit or permits they need to complete their project.

Another function of the proposed software would allow the applicant to be able to track the progress of each permit in real time with updates being provided by the DNR staff member that is working on the

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(608) 242-5151 ext. 16

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

application.

This concept is still in the early stages of development and likely would need to be funded in the next state budget but the concepts that were talked about recently would be a big step in the right direction.

We may also be reaching out to developers and consultants who work with the DNR on the various permits needed to do a development to do beta testing of this new software at DNR before it is fully launched to the public.

**Update on changes to builder education**

Since January 2014 we have spent a lot of time talking about the issue of builder education and the way that municipalities check credentials when builders and remodelers pull building permits. In October, the WBA Board of Directors signed off on a plan that would require certain topic areas that would be required within the 12 credits and also called for better enforcement on the local level.

After passage of those provisions, we started to get some feedback from some members on the credit portion of our plan. After some discussion with members and WBA leadership, we have decided to put those efforts on hold for now and just focus on the local enforcement side of the equation.

We are currently working on drafting legislation that will require that the number and expiration date of the contractor be placed

on each building permit form, will require municipalities to send a report to DSPS each year showing what contractors pulled a building permit and their current credential number and expiration date, and finally will require withholding 1% of shared revenue payments to municipalities who do not supply the report each year.

Since we started talking about this important issue a year ago, the one piece that everyone overwhelmingly agreed with is that we need to make sure every municipality, large and small, is checking to make sure those who pull building permits have a valid credential before they are issued.

**Sign up for DSPS list serve**

Several years ago, the then Department of Commerce had an active e-mail list serve to make sure the public was well informed on issues within the department. Now the Department of Safety and Professional Services (DSPS) has launched an opt-in system where you can self-select what areas you would like to receive updates on from the department.

Simply [click here](#) and select the areas that you wish to receive updates from the department. You will then receive a confirmation e-mail to confirm you want to receive e-mails on those topics.

**Walker brings in former RPW head as senior advisor**

After Governor Walker's inauguration on January 5, it was learned that the Walker campaign had brought on board a "senior advisor" to help the campaign in the weeks and months to come. That senior advisor is Rick Wiley, who started his career in the mid to late 1990s as a staff member in the Wisconsin State Assembly and later went on to head the Republican Party of Wisconsin.

Wiley also went on to work on the presidential campaign of former New York City Mayor Rudy Giuliani and most recently worked on the successful campaign of now U.S. Senator Joni Ernst in the key primary state of Iowa.

It [was reported](#) that Wiley has been working with Governor Walker's team for the last month and that if Walker decides to formally announce, that Wiley would take on the roll as campaign manager.





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## Say Hello to Your NAHB Field Rep

NAHB is pleased to announce the launch of the [Field Representative Program](#).

**Michael Bezruki** is representing **Region C** (Iowa, Illinois, Indiana, Kentucky, Michigan, Minnesota, North and South Dakota, Ohio, Wisconsin, West Virginia)



**Michael Blake Bezruki, 202-266-8004**

Michael comes to NAHB by way of Weber-Merritt, where he recently served as a Government Affairs Consultant helping to lobby on behalf of NAHB as part of a grassroots program. Michael also has experience with fundraising and assisting with a U.S. congressional campaign. He is a graduate of Eastern Illinois University with a Bachelor of Arts in Corporate Communications. Michael resides in Springfield, Ill.



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**\$6,882**

Add up the dollar value of NAHB's advocacy victories and you're talking real money – an average of \$6,882 per housing start for a typical home builder in 2014. That's a big number, and a big step toward success. Below are selected advocacy victories in 2014.



## Drexel Named the 2015 Wisconsin Lumber Dealer Association Lumber Dealer of the Year

The Wisconsin Lumber Dealer Association named Drexel Building Supply the 2015 WRLA Dealer of the year. The award is presented annually to a member dealer who exhibits top-notch professionalism, a passion for their business and the industry and also a commitment to the Northwestern Lumber Association (NLA).

Drexel, 2015 Wisconsin Lumber Dealer of the Year has been around since 1985. Albert and Joan Fleischman started their business in a small farming community in Southeastern Wisconsin, called Campbellsport Building Supply. As they grew into 6 locations and nearly 200 team members currently, the company now called Drexel has been a TopWorkplace in Wisconsin for 3 years and been in the INC 500 magazine for one of the top growing companies in the nation..

Many Drexel Team members have been in the industry their whole life, Many are ex-carpenters that wanted to be on the other side of the business. But they are also coffee baristas, teachers, massage therapists, sausage salesman, bar owners, teachers, pilots, and of course much more. Characters are always welcome at Drexel. Drexel looks for the best people, not necessarily those with the best experience. They have to bleed blue to stick around. Drexel empowers them to wow the customer, the community, and fellow team members on any given day.

Joel Fleischman, and a few of Drexel's longstanding team members accepted the award at the Wisconsin Lumber Dealers Convention this past Wednesday.



**Pictured : (left to right) Ron Neitzel, Duane Schliepp, Judy Ehlenbeck, Larry McCarren (Packers Radio Network), Joel Fleischman, and Rob Dean**

## 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.



### **Significant Changes to the 2015 International Codes** Wednesday, Feb. 25, 2-3 p.m.

New homes are required by law to comply with state and local building codes and the standards referenced in those codes. Most jurisdictions that enforce a building code have adopted one or more of the family of International Codes (I-Codes) developed by the International Code Council (ICC). This webinar highlights significant changes to the 2015 editions of the I-Codes, particularly the International Residential Code (IRC) and International Building Code (IBC).

*Presented by NAHB Construction, Codes and Standards*

### **What's 'Appening: Tech Tips and Tricks for Busy Building Professionals On the Go**

Wednesday, March 4, 2-3 p.m.

In today's world of buzzing, beeping, texting and tweeting, your smartphone or tablet is the ultimate power tool! In this seminar, you will learn how to leverage your pocket-sized computer to its full potential. Learn how to become more efficient and organized with mundane tasks. Discover how a smartphone or tablet can deliver highly personalized, high-touch, follow-up messages to prospects. Worried you are addicted to your smartphone? Learn how to use it to be more connected and less distracted, resulting in more productive work time and more fulfilling personal time.

*Presented by NAHB Professional Women in Building and NAHB Business Management*

### **The Social Society: The Nuts and Bolts of Getting Started in Social Media**

Wednesday, March 25, 2-3 p.m.

Sales and Marketing series

Social media is everywhere, it's the new Yellow Pages. If you aren't into it, and you want to be, this interactive course will walk you through the basics of setting up a Facebook business page, a Houzz account and a Twitter account. We will also discuss what to post, when to post and other free and useful tips to navigate the social media world.

*Presented by NAHB Building Systems Councils*