

WISCONSIN **Badger** Official Publication of the Wisconsin Builders Association®
BUILDER

ISSUE 1, 2018



**2018 President's
Installation
Dinner Recap**

**Applications Now Open
for WB Foundation
Scholarships**

**Local Spotlight:
Metro BA Career Day**



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this issue...

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4

President's Perspective

Increasing Involvement,
Increasing Membership, &
Advocating in an Election Year

6

Cheers to a New Year in Green Bay

9

Advocacy Update

Legislators Working Overtime to Adjourn the Legislative Session

10

Metropolitan Builders Association



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Increasing Involvement, Increasing Membership, & Advocating in an Election Year

I am deeply honored to represent you as your Wisconsin Builders Association President for 2018. One question that naturally comes when you take a position like this is *why*, why would you give so much time back to the industry? For me, that's easy to answer. I have found that investing time into your industry gives you back so much more in return. I have made personal and business connections too numerous to mention and I have learned so much that has made my business more successful. I'm grateful that I can now pay it forward.

My primary goal for this upcoming year is to continue the WBA's efforts to get as many members active at the state level as possible. This includes the following initiatives:

- Creating programs to increase communications and involvement bottom-up. I want to get local Executive Officers, Presidents, Advocacy Group chairs, and Membership chairs more informed and involved at the state level, so that the WBA really reflects the thoughts and will of its members.
- Visiting locals. My intent is to visit every local personally this year, as there is nothing like face-to-face communications to really see, hear, and feel what is happening at the local level.
- Restoring NAHB leadership training. We will be restoring NAHB leadership training for the local associations so that our local leaders are prepared and know what to expect from their positions.
- Filling open state director positions. We want to ensure that all WBA Board of Directors positions are filled so that each local's voice is heard.
- Holding two Virtual Member Meeting Days. The first WBA Virtual Member Meeting Day held last October exceeded all expectations, so we will now host two this year in April and October. This means that you have the opportunity to attend two of our meetings from the comfort of your own office, from a participating local association office, or in-person at the Pyle Center in Madison.

In addition to increasing involvement at the state level, building membership is the backbone of any strong trade industry association. There is absolute strength in numbers that get the attention of local, state, and national legislators, and the WBA is one of the most (if not the most) recognized political voices within our state. We absolutely must maintain our numbers to keep that voice heard, and you will soon be hearing about some new initiatives from both the WBA and NAHB to help recruit and maintain members, especially younger members. (Our current membership is skewing much older, with most members well into their 50s.)

Beyond these initiatives, however, I look to our current membership's potential to assist in recruitment, and I would like to set a goal of each member recruiting one member this year. I believe this is attainable, and the effect it would have on our association would be tremendous. In other words, let's build our association together.

Lastly, the WBA will be very active politically this upcoming year as 2018 is a governor's election year, and many of our state senators and representatives will be up for election as well. It is crucial that we elect state government officials that strongly represent issues that positively affect our industry, and we need to know that they will resist undue regulations, taxes, and fees that keep our industry from flourishing. Over the last ten years, we have made tremendous strides in this respect, but it is of utmost importance that we maintain these accomplishments and build on them in the coming years.

After many challenges 6-10 years ago, our industry has regained its strength. Let us keep moving forward together, as a strong and vibrant industry is good for all of us!

Thank you once again for this opportunity, and I look forward to meeting as many members as I can this coming year. If you would like to contact me directly, please email me at president@wisbuild.org – I promise a quick response.

Correction & Update

In our last issue of the *Badger Builder* we included an events calendar for 2018, and erroneously stated the day of the week for the next Virtual Member Meeting Day in April. The next Virtual Member Meeting Day will take place *Wednesday* April 11th.



Steve Atkins
2018 WBA
President

Mission Statement

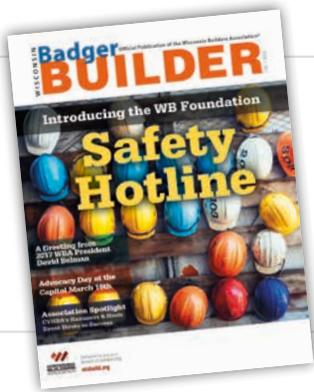
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Returns on Your Dues

The dues you pay to the Wisconsin Builders Association help us advocate for pro-housing, pro-business policies throughout Wisconsin, but they also do so much more. Did you know that, as a WBA member, you have access to a variety of benefits and discounts that promise real, dollar value returns on your dues? And we're not talking pennies, either – most of our programs will zero out the cost of your dues and then some! Here's a current list of our affinity partnerships, which are here to assist you (and the association, too):

WBA Member Rebate Program (HBA Rebates): For builder members, savings on leading manufacturer brands, no receipts required. Average WBA member participant saves \$1157 per quarter.

Small Business Growth Partners: Small business coaching, \$350-\$550 in savings for complimentary assessment services.

WBA Insurance Services: 20% average savings on member-exclusive business insurance plans and products.

Paragon Marketing Group: 10% off videos, website, and designs.

Snazzy Traveler: Discounts up to 75% off airfare, hotels, car rentals, and more with no blackout dates or restrictions—a service typically costing \$99/year complimentary for WBA members.

Home Builders University: Average savings of \$15 per course for continuing education credits.

Another way you save as a WBA member is through our complimentary legal, building code, and safety hotline, with \$100 average savings per legal call and \$35 average savings per building code call. Our regularly updated, legally vetted construction and remodeling contracts are also worth over \$6000 and are free for use by our members.

As a WBA member, you're not only making an investment in your industry, but an investment in yourself that will pay you back!

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Cheers to a New Year in Green Bay

Over 150 members, friends, and family attended the 2018 WBA President's Installation Dinner on January 19th. Held at the KI Convention Center in Green Bay, the evening featured a cocktail reception, installation ceremony, and awards dinner followed by dueling pianos entertainment courtesy of N.E.W. Piano Guys.

The 2018 senior officers installed were President Steve Atkins (Brown County HBA), President-Elect Harvey Kessel (Madison Area BA), Treasurer Jeff Dorner (Door County HBA), Secretary Abe Degnan (Madison Area BA), Immediate Past President David Belman (Metropolitan BA), Associate Vice President Kim Reed (Brown County HBA), and Associate Vice President-Elect Ted Peotter (Wausau Area BA).

The WBA also recognized recipients of its annual awards in the Builder of the Year, Associate of the Year, Rising Star, and Hall of Fame categories (See WBA Award Winners to the right.) Brown County HBA's Executive Officer Mari Charles

was additionally recognized for her 25 years of service, and Immediate Past President David Belman presented a plaque to former Metropolitan BA Executive Director Kris Hillmer for her years of service with Metro.

We want to specially thank our sponsors as well as all who attended. The evening's mood was buoyant as we look forward to another successful year for the industry in 2018!



WBA Award Winners.

The WBA was proud to honor the following award recipients. L-to-R, Greg Schaffer (MABA), Hall of Fame; Craig Rakowski (MBA), Hall of Fame; Mari Charles (EO, BCHBA), 25 Years of Service; Pam Van Dera (MSHBA), Associate of the Year; Steve Gryboski (BCHBA), Rising Star. Absent was Builder of the Year, Doug Scott (SCWBA), who will receive his award at the Member Meeting Day in April.



2018 WBA President Steve Atkins with his family.



2017 WBA President David Belman (right) passes the gavel to 2018 WBA President Steve Atkins.



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Exec. Officers Lounge:

Door County Home Builders Association

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A leadership reception for past & current WBA leaders, local leaders, and Executive Officers was held at Lambeau Field on Thursday, January 18th.



Legislators Working Overtime to Adjourn the Legislative Session

**Brad Boycks,
Executive Director**

In November 2011, the legislature approved bipartisan-supported legislation that, once signed into law by Governor Walker, changed the dates of the fall primary election from September to the second Tuesday in August. 2011 Wisconsin Act 75 also estab-

lished April 15th as the date that those running for office in the fall of even numbered years, most notably for the state assembly and state senate, could begin circulating nomination papers to get on the ballot for the primary election. Those running for office have from April 15th to June 1st to acquire the needed signatures to be certified as a candidate.

The domino effect of the change to the primary date (moving it back one month) and the time when legislators can circulate nomination papers has been substantial. It seems now that every two years both houses of the legislature want to complete their work earlier and not extend their session into March or April which, prior to 2011, had been the norm in Wisconsin. This year it seems very likely that the state assembly will conclude their work in February with the state senate coming back for only one day in March to concur with bills passed by the state assembly before going to Governor Walker.

The compressed timeframe leads to a very busy start to the new year, with groups like the Wisconsin Builders Association working hard to get as much as possible done in February 2018 before legislators turn their attention to reelection efforts in the spring. Enclosed is a summary of some of the top priorities we are still working on and hope to get signed into law this session.

A package of changes supported by the WBA to help reduce the cost of housing by streamlining the development process is our top legislative priority to close out the session. This bill is authored by Representative Rob Brooks and, if passed, it would provide clarity to the state statute that allows for bonding on the surety provided by a developer on infrastructure that is dedicated to a municipality, allowing greater transparency for establishing parks in the same process that is used for other impact fees, and making sure that developer agreements cannot mandate code provisions on homes that exceed those in the Uniform Dwelling Code.

Streamlining the ability to develop land that contains small, state-regulated artificial wetlands is another item we are hoping to address this winter. The legislation, authored by Representative Jim Steineke and Senator Roger Roth, has been narrowed since it was first introduced, but would still be a significant step in the right direction if passed. The legislation would allow for the filling of small, state-regulated wetlands and would increase the time a delineation would be valid for from 5 to 15 years.

Finally, Representative Mark Born and Senator Tom Tiffany have introduced legislation to shorten the statute of repose (as it relates to a claim against a contractor for a defect related to new home construction or a remodeling project) so it is similar to the time period for claims against an insurance policy (1 year) or breach of contract (6 years). If passed, this legislation would shorten the statute of repose in these cases from 10 to 6 years with the ability to extend the timeframe by 3 years if damages are sustained in years 4 through 6. This bill was introduced in late December and is likely the most challenging one to get through the legislative process to close out the session.

Hopefully the next time you receive a copy of the *Badger Builder* we will have good news to report back to you on the passage of some or all the items mentioned.

WB Foundation Scholarship Applications Now Open!

The Wisconsin Builders Foundation is again accepting applications for its scholarship program after a successful response in 2017 when 5 scholarships were awarded. These scholarships are available for students who are residents of and enrolled in or plan to attend a Wisconsin institution of higher learning in the building trades. Up to \$1000 per recipient is awarded.

The WB Foundation also has a matching grant scholarship program, which will match the scholarship award given by a local association for up to \$1000 per recipient.

The application period opened February 1st and will close on June 15th. More information on the scholarship programs and downloadable applications are available at wisbuild.org/wb-foundation. Applications can either be emailed to Joan Olson at jolson@wisbuild.org or sent by mail: Wisconsin Builders Association / Attn: Joan Olson / 660 John Nolen Dr Ste 320 / Madison, WI 53713.

The WB Foundation is committed to alleviating the labor shortage and bringing qualified students into the workforce. If you're interested in donating to this initiative, please visit wisbuild.org/wb-foundation.





Metropolitan Builders Association Launches Building Trades Council

Nearly 200 students from 8 schools, 50 volunteers, builders and trade contractors, 27 sponsors and 5 jobsites. That's the short success story of the Metropolitan Builders Association's (MBA) 2017 Career Day!

As construction professionals, we all know that the industry faces a major labor threat. Builder confidence is at an all time high since 1999, and yet, trade contractor partners struggle to find qualified hands to build the homes that consumers are demanding.

But what started as a single, stand alone event for the MBA in 2017 has catapulted into a much more exciting effort for 2018 and beyond. The Association is launching a new Building Trades Council, expanding Career Day and other labor development opportunities.

In 2018, the Council intends to expand Career Day to two sites and anticipates doubling the students, builders and job sites from 2017. They also are working on creating member education, expanding the hiring resources for MBA members. School and community outreach initiatives in the works include a Speakers Bureau, coordination with local scholarship programs, participation in job and career fairs, as well as education for teachers and school counselors.

And finally, Council members know that the challenge isn't just about getting in front of students who are considering a career in the trades. It's about reaching the parents...a generation who's well-meaning "go to college mentality" is hard to break.

“ We know we can't solve the labor shortage issue, but we know we can make an impact here in Southeast Wisconsin. As we launch this new initiative, we are really focusing on two things: program sustainability and avoiding duplication of other community efforts. Many of these programs are driven by volunteers and sponsors, so we are focusing on priorities that fit our core purposes while trying to be a connector of existing programs.

Heather Mangold

Chair of the newly formed MBA Council.

”



“

What mom and dad need to understand is that a career in the trades is an amazing opportunity. It's not about being 'at-risk' or not 'college material.' Those are stigmas that couldn't be further from the truth. As a trade contractor and business owner, I know that this is not only a rewarding, demanding, and financially stable career...but one that any parent should be proud of for their child.

Ryan Krueger

Vice-Chair of the Council

”



As the Council gears up for 2018, focusing on student, parent and educator outreach is not just an initiative...it's a passion. With nearly 40 individuals on the Council roster and the support of dozens of corporate sponsors, it will be exciting to see what they can accomplish!

Arriving This Spring: A NEW LOOK & NEW FEATURES AT WISBUILD.ORG

The WBA is excited to announce that an updated look and improved member experience will be coming this spring to our website, wisbuild.org.

In addition to a fresh appearance, smarter navigation, and an easier login process, this site promises a much more robust and interactive members-only side, new opportunities for members to interact (via commenting features on blog posts), and quicker updates (thanks to a new backend system that makes things much easier for WBA staff).

The updated site's design has been guided by our digital marketing partner, Sortis, who will also be assisting with various tune-ups, blog post creation, and an entirely revamped process for prospective members that will deliver strong leads to our local associations. They will also be keeping a close eye on our analytics so we can adjust items as needed to improve your experience as we move forward.

Expect to hear more via email in the next couple months as we prepare for launch!



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