

**WISCONSIN** **Badger** Official Publication of the Wisconsin Builders Association®  
**BUILDER** ISSUE 2, 2018



**7 New Affordable  
Housing Triumphs**

**Association Spotlight  
WHBA Celebrates Heroes**



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# WISCONSIN BUILDERS FOUNDATION

## 2018 GOLF OUTING

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Following the **WBA Member Meeting Day** on Wednesday, July 18th, please join us for a day of golfing for a good cause Thursday, July 19th! Your attendance will assist the WB Foundation's efforts to promote and support future builders in the state of Wisconsin by raising funds for trades student scholarships. With your help, we can ensure that Wisconsin students receive the opportunities they need!



**Thursday, July 19th, 2018 - 9 AM (shotgun)**

**Trappers Turn, Wisconsin Dells**

**Single Golfer—\$125**

**Foursome—\$500**

**Foursome w/ Hole Sponsorship—\$750**

**Birdie Sponsorship—\$2500 (2 foursomes included)**

**Eagle Sponsorship—\$5000 (3 foursomes & speaking opportunity included)**

All options include lunch & drink tickets.

**Registration Opens 6/7 at [wisbuild.org](http://wisbuild.org)**

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**President-Elect** • Harvey Kessel (MABA)

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**State Representative** • Brian McKee (MABA)

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Jane Gobler (CVHBA)

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### 2017 WBA National

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**State Representative** • Brian McKee (MABA)

**Builder-Director** • Steve Atkins (BCHBA)

**Associate-Director** • John Kassner (MABA)

### NAHB Build-PAC Trustees

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Brian McKee (MABA)

**Alternates** • Monica Sommerfeldt Lewis (CVHBA),  
Mike Check (MCHBA)

### Other Committees & Councils

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Brian McKee (MABA)

**Finance Committee Chair** • Jim Doering (MBA)

**WB Foundation President**

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## Revamped WBA Website Launched

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**On the cover:** This 3,060 sq. ft. Craftsman style home—designed, rendered, and built in 2017 by member Bartow Builders (Manitowoc County HBA)—was an opportunity for contemporary to meet with tradition.

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## 7 New Affordable Housing Triumphs for Wisconsin Families



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## Mid-Year Highlights

It's hard to believe we're already halfway through 2018! Builders and the Wisconsin Builders Association are hard at work, and here are some key developments at the state level you should know about:

### Another Successful Legislative Session

The Wisconsin Builders Association has continued its streak of successful legislative sessions! With the wrap-up of the most recent legislative session, there is a lot to celebrate as we continue to keep housing affordable for Wisconsin families. You can read more about our 7 new affordable housing triumphs on [page 6](#).

### Remodeled Website Launch

In late March, the WBA launched an entirely remodeled website dedicated to generating leads and providing a better user experience. Learn more about the site's features on [page 11](#).

### NAHB Leadership Training in October

One of my goals for the year was to restore NAHB leadership training for both local association executive officers and other local leaders (e.g. HBA presidents), and I am happy to report that the WBA will be hosting a NAHB Leadership Training Seminar on Thursday, October 25<sup>th</sup> at SentryWorld in Stevens Point! This is an excellent opportunity to learn more about best practices for association management as well as expected duties and responsibilities.

The tentative itinerary for the day (see [page 5](#) for more details) begins with a light breakfast at 8:30 AM, followed by a team planning session that explores goal setting and leadership management styles. Following lunch, there will be a split session—one covering membership & generational preferences, the other WBA and NAHB benefits. The final session of the day will identify strategies to run effective meetings, and the seminar will wrap up around 4:30 PM. Registration details will be available mid to late summer. Mark your calendars now!

### Rolling Out New Association Health Plan

To continue bringing value to our members, the WBA is excited to roll out a new association health plan with effective dates beginning July 1<sup>st</sup>. This plan puts into practice recent health insurance law changes, and allows small and large employers alike to take advantage of strength in numbers. This exclusive member benefit is offered to WBA builders, associates, and affiliates. By the time you receive this edition of the *Badger Builder* in the mail, you will have received more information about this plan via email, and a webpage detailing the health plan's benefits will be available online at [wisbuild.org](#) and a webpage detailing the health plan's benefits is available on the members-only side of our website—go to [wisbuild.org/health-insurance](#).

## WBA Membership Snapshot!

|                           |   |
|---------------------------|---|
| # of Local Associations:  | <b>21</b> , covering <b>67</b> of 72 Wisconsin counties   |
| Total # of Members:       | <b>3,879</b>  |
| Member Types:             | <b>891</b> builders, <b>2,806</b> associates, <b>182</b> affiliates   |
| Average Retention Rate:   | <b>81.8%</b>  |
| Top 3 Largest Locals:     | <b>Metropolitan Builders Association, Brown County Home Builders Association, Madison Area Builders Association</b> |
| # of New Members in 2017: | <b>486</b>  |
| Longest Membership:       | <b>1968-present</b>   |

*\*information as of April 2018*



**Steve Atkins**  
2018 WBA  
President

### Mission Statement

A professional trade association, WBA advances the housing industry for members and consumers through government involvement, education and promotion.

### Vision Statement

Affordable, innovative and environmentally conscious homes accessible to all.

### Motto

"Protecting the American Dream"

# NAHB Leadership Training October 25<sup>th</sup>

The Wisconsin Builders Association will be hosting an NAHB Leadership Training Seminar Thursday, October 25<sup>th</sup> at Sentry-World in Stevens Point. This is an excellent opportunity to learn more about best practices for association management as well as expected duties and responsibilities, and will be open to executive officers and local leaders (e.g. HBA presidents).

**The tentative itinerary for the day is as follows:**

## **8:30 - 9:00 AM: NETWORKING/BREAKFAST**

### **9:00 - 11:45 AM: TEAM PLANNING**

Designed specifically for the Executive Officer and incoming HBA President, this session helps build a solid foundation for an effective, communicative partnership. The seminar explores leadership management styles of presidents and EOs, and provides an opportunity for participants to set their leadership goals for the coming year. This interactive program will help define the roles and responsibilities of board and staff by brainstorming real-world scenarios and creating clear strategies for success.

## **12:00 - 12:45 PM: LUNCH**

## **1:00 - 2:30 PM: SPLIT SESSION**

Membership & Generational Preferences (learn more about your HBA's competitive advantage, organizational culture, and what prospects value and want across all generations) - and - Getting the Most out of the WBA and NAHB

## **2:45 - 4:15 PM: RUNNING EFFECTIVE MEETINGS**

Don't underestimate the value of a well-run meeting. Identify strategies to transform your board room into a ground base for innovation, productivity, and meaningful discussion.

## **4:15 - 4:30 PM: WRAP-UP**

Registration details will be available mid to later summer. Mark your calendars now!



## NAHB Releases 2018 Wisconsin Housing Impact Study

When residential construction occurs, it generates substantial economic activity in the state where it takes place. The economic activity generated includes income and jobs for state residents, as well as revenue for state and local governments. The National Association of Home Builders (NAHB) has developed a model to estimate the economic benefits.

The model captures the effect of the construction activity itself and the ripple impact that occurs when income earned from construction activity is spent and recycled in the state. It also estimates the ongoing impact that results from the homes becoming occupied by residents who pay taxes and buy goods and services produced in the state. In order to fully appreciate the positive impact residential construction has on a state economy, it is important to include the ripple effects and the ongoing benefits.

Since the model was initially developed in 1996, NAHB has used it successfully to estimate the impacts of construction in over 800 projects, local jurisdictions, metropolitan areas, non-metropolitan counties, and states across the country.

The report presents estimates of the impacts of building 1,000 single-family homes in the State of Wisconsin. It found:

- The estimated one-year economic impacts of building 1,000 single-family homes in Wisconsin include
  - \$298.8 million in income for Wisconsin residents,
  - \$56.3 million in taxes and other revenue for the state and local governments in the state
  - 4,451 jobs in Wisconsin
- The additional, annually recurring impacts of building 1,000 single-family homes in Wisconsin include
  - \$52.0 million in income for Wisconsin residents
  - \$20.4 million in taxes and other revenue for the state and local governments in the state
  - 1,014 jobs in Wisconsin

To view the full report, including comparing costs to revenue for state and local governments and a breakdown of the impact of home building in Madison and Milwaukee specifically, please visit [wisbuild.org/housing-impact-studies](http://wisbuild.org/housing-impact-studies).



# 7 NEW AFFORDABLE HOUSING TRIUMPHS FOR WISCONSIN FAMILIES



## How our leadership and influence shaped the most recent legislative session.

The recently completed legislative session is a huge win for more affordable housing for Wisconsin families. We made it our mission to inform legislators on both sides of the aisle of the importance of creating more affordable housing in Wisconsin, and are proud to provide the following snapshot of the most recent successes

1. Reduced building or remodeling claim exposure period
2. Streamlined wetlands housing development regulations
3. Advocated for park fees to be assessed only as an impact fee
4. Clarified bond usage for municipal infrastructure
5. Prohibited building codes from exceeding statewide uniform standards (UDC)
6. Eliminated Forestry Mill Tax/state property tax and personal property tax
7. Revised electrical codes that balance cost with safety

Continue reading for a more comprehensive view of our actions and their impact on Wisconsin home builders and homebuyers.



1

### REDUCED BUILDING OR REMODELING CLAIM EXPOSURE PERIOD (APRIL 2018)

One of the recent legislative successes includes reducing the exposure period for a building or remodeling claim from ten to seven years.

This reduction will:

- Decrease burdens and costs associated with investigating factual allegations from the distant past
- Promote fairness to builders who must defend themselves from such claims
- Protect property owners by providing ample time to bring an action against a builder

Working in conjunction with the Wisconsin Civil Justice Council (WCJC), we advocated for this common-sense change to improve the legal climate and promote affordable housing in Wisconsin.

2

## STREAMLINED WETLANDS HOUSING DEVELOPMENT REGULATION (MARCH 2018)

Developing in areas that contain low quality, state-regulated wetlands has been a big challenge for property owners since 2001. Many times, property owners have no flexibility to build or expand on their land because of the overregulation.

We worked to streamline the process for housing development in wetland areas that will ultimately:

- Drive down development expenses
- Increase flexibility to build or expand
- Reduce housing costs

We worked with the authors of this legislation, State Senator Roger Roth, a WBA builder member, and State Representative Jim Steineke on this bill starting in mid-2017. Our efforts also called on members to contact their state representatives and state senators to pass these money- and hassle-saving reforms.

4

## CLARIFIED BOND USAGE FOR MUNICIPAL INFRASTRUCTURE (APRIL 2018)

In 2014, we advocated for changes that allow greater flexibility for developers to use bonds to provide surety to local municipalities for infrastructure, such as sidewalks, roads, and sewers at no cost to property taxpayers. Since its passage, we heard from members that some communities were not following this law.

Thanks to our collaboration once again with State Representative Rob Brooks and other groups, the new provisions offer greater clarity so developers can effectively use bonds for infrastructure as initially proposed – all in the name of creating more affordable housing in Wisconsin.

6

## ELIMINATED FORESTRY MILL TAX/STATE PROPERTY TAX AND PERSONAL PROPERTY TAX (FALL 2017)

When we see an opportunity to lower the tax burden for Wisconsin families, we take that fight to the state capitol, just like we did to eliminate:

- **Forestry Mill Tax/state property tax** - WBA members lobbied in favor of Governor Scott Walker's provision as part of our annual "Advocacy Day at the Capitol" in early 2017.
- **Personal property tax** - We worked with a diverse coalition of business groups as an addition to the state budget in the spring of 2017.

The total elimination of these taxes will give homeowners and small business owners more money in their pockets to spend on major home improvements or building a new home.

3

## ADVOCATED FOR PARK FEES TO BE ASSESSED ONLY AS AN IMPACT FEE (APRIL 2018)

Developers across the state noticed that park fees were mentioned in two different areas of state law – once in the impact fee section and again in the plat approval section.

We advocated to have park fees assessed only as an impact fee to allow for:

- Greater transparency to the public
- Assurance of park accessibility to families
- Lower development fees and housing costs

As a result of our work with State Representative Rob Brooks and other groups representing realtors and apartment buildings, the passed bill contains this and the following two provisions below that will help make housing even more affordable for Wisconsin families.

5

## PROHIBITED BUILDING CODES FROM EXCEEDING STATEWIDE UNIFORM STANDARDS (APRIL 2018)

Wisconsin's one- and two-family building code, the Uniform Dwelling Code (UDC), applies equally to everyone. In some areas of the state, however, municipalities were requiring homes to be built above the UDC at the request of community planners.

We continued our work alongside State Representative Rob Brooks and other groups to clarify the current law to prevent municipalities from requiring codes that exceed UDC. And if a provision of a signed development agreement includes such requirements, it can be voided to help keep housing costs down.

7

## REVISED ELECTRICAL CODES THAT BALANCE COST WITH SAFETY (NOVEMBER 2017)

Moving to a 6-year electrical code review for one- and two-family homes will go into effect on January 1, 2020 and could stay in effect until 2026. It rids the code of electrical manufacturer influence that drives up the cost of housing.

With a stable balance between cost and safety, this recent law change was championed by State Representative Adam Jarchow, State Senator Tom Tiffany, and WBA members. It will be reflected in the "Homeowners Bill of Rights," a package that makes housing more affordable to Wisconsin families.

Our dedication to creating and sustaining affordable housing for Wisconsin families continues to drive our actions every day. As always, you can learn everything you need to know about our advocacy efforts here.

# Friends of Housing

With the 2017-2018 legislative session recently wrapped up, the Wisconsin Builders Association recognized legislators who have actively supported policies that reduce the cost of housing for Wisconsin families. The WBA was also proud to announce its Legislators of the Year, Senator Tom Tiffany and Representative Adam Jarchow. The WBA Board of Directors select these recipients every two years. Here are pictures of some of the award recipients!



Senator Vukmir & Representative Kooyenga



Legislator of the Year Senator Tiffany



Legislator of the Year Representative Jarchow



Chippewa Valley HBA Executive Officer Christina Thrun with Representative Bernier and Senator Moulton

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Representative Kerkman



Representative Ballweg



Representative Doyle

## ASSOCIATION SPOTLIGHT

# Winnegamie Home Builders Association Celebrates Heroes and Invites Others to Join In!

By Winnegamie Home Builders Association

The Winnegamie Home Builders Association, over 175 members strong and serving Winnebago County and most of Outagamie County, has decided it's time to be more than just a trade association. WHBA members want to show the areas they serve that they are an active part of the community as well, and hopes that others jump on board.

Along with Homes for Heroes, WHBA has formed a partnership with Wounded Warriors United of Wisconsin (WWU WI). WWU WI is a volunteer-based organization based in Appleton that takes veterans on hunting and fishing trips that may otherwise not be accessible to them. All costs are covered by the organization, whose vision is to help wounded heroes heal and get relief from their day-to-day challenges by engaging in outdoor sports. It's a great experience for both veterans and volunteers, and WHBA is proud to become a supporting partner.

On **August 11<sup>th</sup>** at Skipper Bud's Marina in Oshkosh, WHBA will be volunteering and sponsoring the Warriors on the Water Benefit for WWU WI. Fifty veterans will be hosted on a half day of fishing on the Lake Winnebago system, followed by a community event where they will be recognized on stage for their service.

Raffles, a silent auction, music, and concessions will all serve as ways to contribute to and recognize veterans for their service. The WHBA will be providing volunteers and staff to operate the concessions and donating profits to the WWU organization. All volunteers will be wearing their company apparel so the community can see our members volunteering and being a part of this rewarding day.

WHBA has reached out to its members and the community to encourage sponsorships and support. Volunteer boat captains are needed to host our veterans. If anyone is

an avid fisherman and owns a boat, they can sign up at [woundedwarriorsunitedwi.com](http://woundedwarriorsunitedwi.com) or contact Otto Reetz, President of WWU WI, at 920.470.1845 or [ottoreetz@sbcglobal.net](mailto:ottoreetz@sbcglobal.net). Companies who would like to sponsor/donate can contact Vickie Frank at 920.203.8692 or [vfrank1968@gmail.com](mailto:vfrank1968@gmail.com) to get more information. Veterans interested in attending are encouraged to sign up now by visiting the WWU WI website, as space is limited.

In the long-term, WHBA is dedicated to fostering a "give back/pay it forward" spirit within its association, allowing the communities it serves to know WHBA is more than just an organization of quality contractors and service providers, but also a force for good that watches out for its fellow neighbors.

"We are proud to announce our partnership, vision for its growth, and our overall new vision for the association, and we sincerely hope that others will follow us," says Jodi Vander-molen, Executive Officer and board member of WHBA.



# Doug Scott Receives WBA Builder of the Year Award

Longtime member Doug Scott (Advantage Homes Inc.) was recognized as the 2017 WBA Builder of the Year during the Wisconsin Builders Association Board of Directors meeting on April 11<sup>th</sup> in Madison. Other WBA awards including Associate of the Year, Rising Star, and Hall of Fame were awarded at the President's Installation Dinner in January.

Doug has been a member of the WBA and South Central Wisconsin BA since 1990, and served as WBA President in 2009. Doug regularly attends meetings and events, frequently brings guests and/or employees to meetings, and firmly believes in doing business with a member. He earned his degree from UW-Madison in Construction Administration, and, later, his MBA from UW-Whitewater. In 2015, Doug was the General Contractor for SCWBA's 10th Student Build Home, and regularly supports local youth pursuing careers in the building industry. He regularly participates as a Parade Builder, Home Show Exhibitor, Foundation golf outing participant, and genuinely understands the value of membership. Congratulations, Doug!

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*Doug Scott (L) receives award from WBA President Steve Atkins.*





**REMODELED & READY TO GO:**

# Revamped WBA Website Launched

## THE WISCONSIN BUILDERS ASSOCIATION'S NEW LOOK LENDS A BETTER USER EXPERIENCE

In late March, we launched our improved association website bearing a fresh appearance and enhanced user experience. In addition to designing a new look and smarter navigation that allows members to get the most out of their membership, we set out to find ways to better connect with home builders in Wisconsin and others who share the common goal of improving housing.

Visit the remodeled Wisconsin Builders Association website at [wisbuild.org](http://wisbuild.org) today to enjoy these new features:

### 1. Fresh appearance & smarter navigation

Our fresh, clean website design effectively funnels you to the most relevant and visited sections directly from the home page. The smarter navigation pane makes it easier to find the important information you're looking for, helping you to stay informed and involved.

### 2. Vibrant members-only portal

Our new members-only portal is redesigned with an easier login process that allows registered users to access our regularly updated resources and interactive tools and content. Upon login, you'll enjoy exclusive member news, information about upcoming events, professional and governance resources, and other return-on-your dues opportunities to help you to get the most of your membership.

All members need to set up new login credentials - it's quick and easy, we promise! Simply click the login/request login button at the bottom of the page and follow the directions.

### 3. New interactive opportunities

Our new website is also focused on creating and maintaining a foundation for conversation where WBA members can discuss important housing industry topics. This post marks the start of a monthly blogging effort that will invite interaction and sharing through the commenting feature that you will see at the end of each new article. We're looking forward to hearing you speak your mind!

### 4. Quicker updates

To ensure you stay at the forefront of changes and opportunities that continue improving housing in Wisconsin, our enhanced back-end system will allow us to deliver critical industry updates to you faster than ever before.

### 5. Member growth and expansion

It takes a village to effect change within the housing industry in Wisconsin – and that's why our member recruitment efforts have reached a whole new level. Our new site incorporates enhanced membership and recruitment content to bring additional members into the fold. We have also adopted a revamped process targeting prospective members aimed to deliver strong leads to our local associations.

If you're a home builder in Wisconsin or other industry professional, our website is redesigned with you in mind. Take a peek around today!

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