

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

ISSUE 4, 2017



Virtual Member Meeting Day a Success

Tickets for 2018 President's Installation Dinner Now Available

Opportunities Abound To Finish Up Legislative Session



Delivered to you as a benefit of membership
wisbuild.org



Whether it's your *Dream House* or your **FIRST HOUSE**

We have everything you need to turn that house into a home. From a coat of paint to a big remodel, we're right around the corner and ready to help!

Or bring in your current material list and get a quote with our guaranteed low prices!



MENARDS®

Dedicated to Service & Quality®

For the store nearest you, visit MENARDS.COM®

Member

NAHB

this issue...

WBA Professionals

660 John Nolen Dr, Ste 320, Madison, WI 53713
(608) 242-5151 • www.wisbuild.org

Executive Director

Brad Boycks • bboycks@wisbuild.org • ext. 16

Director of Communications

Samantha Long • slong@wisbuild.org • ext. 13

Director of Operations

Joan Olson • jolson@wisbuild.org • ext. 12

Outside Legal Counsel

Robert Procter (Axley)

(608) 283-6742

WBA Insurance Services

Property & Casualty • The Brehmer Agency
(Don Miller) • (262) 781-3714

2017 WBA Executive Committee

President • David Belman (MBA)

President-Elect • Steve Atkins (BCHBA)

Treasurer • Harvey Kessel (MABA)

Secretary • Jeff Dorner (DCHBA)

Immediate Past President

Brian McKee (MABA)

Associate Vice President

Pam Van Dera (MSHBA)

Associate Vice President-Elect

Kim Reed (BCHBA)

State Representative • Don Esposito (MABA)

Past Officers Representative

Mike Check (MCHBA)

Advocacy Chair • Steve Gryboski (BCHBA)

Membership & Local Officers Chair

Ray Hoffman (MBA)

Executive Director • Brad Boycks (WBA)

2017 WBA National

Representatives & Directors

State Representative • Don Esposito (MABA)

Builder-Director • Steve Atkins (BCHBA)

Associate-Director • Monica Sommerfeldt

Lewis (CVHBA)

Builder-Director (alternate)

Pam Jewell (GSHBA)

Associate-Director (alternate)

John Kassner (MABA)

NAHB Build-PAC Trustees

Trustees • Ron Derrick (SCVHBA),

Brian McKee (MABA)

Alternates • Monica Sommerfeldt Lewis (CVHBA),

Mike Check (MCHBA)

Other Committees & Councils

Building Industry Council President

Brian McKee (MABA)

Finance Committee Chair • Jim Doering (MBA)

WB Foundation President

Greg Schaffer (MABA)

4

President's Perspective

A Year of Positives

6

A Final Look at 70 Years

8

First Virtual Meeting a Success!

11

Advocacy Update

Opportunities
abound to finish up
legislative session



WISCONSIN
BUILDERS
ASSOCIATION

Wisconsin Badger Builder is the official publication of the Wisconsin Builders Association* (WBA) and is published by WBA, 660 John Nolen Dr., Ste 320, Madison, WI 53713-1469. Periodicals postage paid at Madison, WI 53701 and additional mailing offices. All advertising is subject to acceptance by the Wisconsin Badger Builder editorial review committee. The publication of any advertisement is not to be construed as an endorsement of the product or service offered. The contents of all material available in this publication are copyrighted by WBA unless otherwise indicated. All rights are reserved by WBA, and content may not be reproduced, disseminated, published or transferred in any form or by any means except with the prior written permission of the Wisconsin Builders Association*. **POSTMASTER:** Send address changes to Wisconsin Badger Builder, 660 John Nolen Dr., Ste 320, Madison, WI 53713-1469. **SUBSCRIPTIONS:** Subscriptions available through membership in the Wisconsin Builders Association*.

A Year of Positives

What a positive year it's been for the industry! Homebuilding and permits remain strong, existing homes are selling fast and increasing in value, and interest rates have remained low. I also feel it's been a positive year for the Wisconsin Builders Association, but I'll let you be the judge! When I was installed as WBA President last January, I had three goals for the association: improve communications within the organization, strengthen our connections with our local presidents, and educate the public on the cost of regulation for a home so we can work to reduce it. Here is how we progressed on these efforts:

Improving Communications:

We increased our communications to members this year by providing a Member Meeting Day recap email that shared the day's events so all members could stay informed easily. Additionally, we have made an effort to showcase our local successes at these meetings, while also sharing local news and visits on social media. Besides this, we took a huge step and hosted our very first Virtual Member Meeting Day in October that was the highest attended fall meeting since we'd restructured our Board (and it was met with rave reviews)! We will also be working with a digital marketing firm in 2018 so we can play a more active role in membership recruitment and retention in the 21st century.

Connecting with Local Presidents:

The WBA formed its first Local Presidents Council and held two face-to-face meetings during our Member Meeting Days this year so local presidents could be informed about WBA and NAHB benefits, network with other leaders, and share their successes and concerns regarding the industry.

Educating on Over-Regulation:

Every time I've been in front of our elected officials, I hammer home (sorry for the builder pun) the \$84,671 added to the cost of a new home from local, state, and federal regulation. With the late passing of the State budget this year, our legislators are now focusing on drafting and passing bills. The last few weeks have been filled with opportunities for the WBA to get involved and help craft pro-housing legislation. In a short month's time, I have testified on skilled labor shortage, the homeowner bill of rights, and on GSE reform. The recently passed homeowner bill of rights on its own has multiple benefits to developers and builders which will pay dividends for years to come. I am proud to say the Wisconsin Builders Association has been at the table for all of these discussions, and our voices are being heard.

Beyond those primary goals, the WBA has been very active in the Foxconn discussions, joining a housing coalition to support the project and address the needs for housing in the area. At the national level, we've had NAHB representation at every Member Meeting Day and are working with NAHB senior staffers to bring the Home Builders Institute to Wisconsin which will help address the skilled labor shortage.

Overall, 2017 was a fantastic year and the WBA continues working hard to represent you now and into the future. Personally, it has been a pleasure leading and serving you this year, and I am excited for the future of Wisconsin!



David Belman
2017 WBA
President

Mission Statement

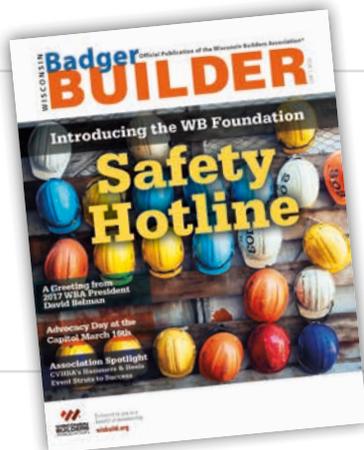
A professional trade association, WBA advances the housing industry for members and consumers through government involvement, education and promotion.

Vision Statement

Affordable, innovative and environmentally conscious homes accessible to all.

Motto

"Protecting the American Dream"



Interested in Advertising in Wisconsin Badger Builder?

Call Jeff Pinwar at 800.935.1592, ext. 106.



Wisconsin Builders Foundation Supports Future Wisconsin Builders

This past July, the WB Foundation was proud to award five \$1000 scholarships to students pursuing education in the trades. The Foundation—and the WBA at large—feel that the industry must address the skilled labor shortage head-on, providing the necessary resources and encouragement to support future builders in the state.

The scholarship recipients were Shannon Davis (Madison College, from Madison), Alex Doering (UW-Whitewater, from Menomonee Falls), CJ Fermanich (UW-Madison, from Verona), Erik Peotter (UW-Platteville, from Stevens Point), and Demetrius Simpson (Madison College, from Verona). The 2017 WB Foundation scholarships were generously funded in part by Tim O'Brien Homes.

Commenting on what influenced her to first enter the trades, scholarship recipient Shannon Davis wrote, “The

major influence that got me started was feeling unsatisfied with my office job and wanting something more creative... and with more opportunity to increase my wages over time. After I got going in MATC's program, I realized there were a lot of options: for me to own and run my own business someday, to work on many different kinds of projects, to learn about other associated trades like solar installation, and to climb the ladder as an employee from the basics to project management. ...I feel satisfied at the end of a work day, and I look forward to always having something new to learn about.”

The Foundation looks forward to continuing to provide opportunities for students to embrace the traders career of their dreams. As always, you can chip in to support these efforts at wisbuild.org/wb-foundation





A Final Look at 70 Years

As we wrap up celebrating 70 years of the WBA and look forward to our 71st year of Protecting the American Dream, here are some snapshots of good times! Who do you recognize?





First Virtual Meeting a Success!

In October, the Wisconsin Builders Association took its first step into the future of association meetings by hosting a Virtual Member Meeting Day at the Pyle Center on the UW campus in downtown Madison. The entire day was live-streamed online, available for any member to join via their PC, smartphone, or tablet, while several local associations throughout the state also hosted members at their offices.

We're proud to report that the Board of Directors meeting that afternoon was the largest attended fall board meeting since the WBA was restructured, and recent feedback survey results showed that an overwhelming majority of our members enjoyed the virtual atmosphere and the reduced or eliminated travel times!

Given the enthusiastic response to this new format, the WBA will be hosting two Virtual Member Meeting Days in 2018, on April 11th and October 11th. We feel this will help save members time and increase participation while still striking a balance with in-person meeting days that are tied to other major WBA events (the President's Installation Dinner in January and the WB Foundation Annual Golf Outing in July).

In the meantime, we're making adjustments so that the next Virtual Member Meeting Day will be even better, including improving virtual discussion, the voting process, and any audio issues.

As a reminder, WBA Virtual Member Meeting Days can be attended in-person at the Pyle Center in Madison, at a participating local association office, or individually by PC, smartphone, or tablet. We're looking forward to going virtual again in 2018!



FEBRUARY 14-16, 2018

IT'S A DATE.



JOIN US

at the nation's largest conference dedicated to cold climate residential building.

REGISTER NOW AT
seventhwave.org/b4



BETTER BUILDINGS: BETTER BUSINESS®
WISCONSIN CONFERENCE

POWERED BY



2018 WBA Events Calendar

JANUARY 2018

- January 18** **Thurs** • Past Leadership Reception | KI Convention Center | Green Bay
January 19 **Fri** • WBA Member Meeting Day | KI Convention Center |
Green Bay 2018 President's Installation Dinner | KI Convention Center | Green Bay

FEBRUARY 2018

- February 14–16** **Wed–Fri** • Better Buildings: Better Business (B4) Conference
Kalahari Resort | Wisconsin Dells
February 22 **Wed** • WBA Advocacy Day at the Capitol | Park Hotel | Madison

MARCH 2018

- March 8** **Thurs** • WBA Executive Committee Meeting | WBA Office | Madison
March 21 **Wed** • WB Foundation Trustees Meeting | WBA Office | Madison

APRIL 2018

- April 11** **Thurs** • WBA Member Meeting Day | Virtual – Pyle Center | Madison

JUNE 2018

- June 7** **Thurs** • WBA Executive Committee Meeting | WBA Office | Madison
June 20 **Wed** • WB Foundation Trustees Meeting | WBA Office | Madison

JULY 2018

- July 18** **Wed** • WBA Member Meeting Day | Wisconsin Dells (TBD)
July 19 **Thurs** • WB Foundation Annual Golf Outing | Trapper's Turn | Wisconsin Dells

SEPTEMBER 2018

- September 6** **Thurs** • WBA Executive Committee Meeting | WBA Office | Madison
September 12–13 **Wed–Thurs** • Local Executive Officers Summit | Wisconsin Dells
September 26 **Wed** • WB Foundation Trustees Meeting | WBA Office | Madison

OCTOBER 2018

- October 11** **Thurs** • WBA Member Meeting Day | Virtual - Pyle Center | Madison

DECEMBER 2018

- December 6** **Thurs** • WBA Executive Committee Meeting | WBA Office | Madison
December 12 **Wed** • WB Foundation Trustees Meeting | WBA Office | Madison

Event dates are occasionally subject to change. All members will be notified of any changes.

Jarchow/Tiffany Homeowners Bill of Rights Sent to Governor Walker

On November 7th, both the state assembly and state senate went to the floor and voted on bills that make up the Homeowners Bill of Rights. State Representative Adam Jarchow and State Senator Tom Tiffany and have been the lead authors on these bills and have worked with the WBA on many of the contained provisions.

Both bills have been slightly altered since their introduction, following a joint public hearing of both legislature's housing committees, but a number of key policy items remain. Some of the key provisions of the bills include:

Review of the electrical code for one and two-family homes to move to a six-year cycle.

For any development project that requires an approval, if the applicant identifies the full scope of the project at the time of filing the application for the first approval required for the project, the existing requirements applicable in each political subdivision from which a subsequent approval is necessary at the time of filing are applicable to all subsequent approvals required for the project.

Requires a city, village, town, or county to grant a conditional use permit if an applicant meets, or agrees to meet, all the requirements and conditions specified in the relevant ordinance. In addition, the bill requires those requirements and conditions to be reasonable and measurable.

Thank you to all members who helped advocate for the passage of these bills, and a special thank you to Representative Jarchow and Senator Tiffany for their leadership to pass these important bills to lower the cost of housing for Wisconsin families.



Representative Adam Jarchow covers the highlights of the Homeowners Bill of Rights at a press conference.

INTRODUCING SAFEBUILT ACADEMY

Advancing careers.
Enhancing communities.

Training the Next Generation
of Code Professionals.

- ✓ ICC® Certification Test Preparation
- ✓ Affordable Fees
- ✓ Flexible Delivery
- ✓ Taught by ICC® Preferred Education Providers



 SAFEbuilt.
Academy

SAFEBUILT.COM/ACADEMY

Email: academyinfo@safebuilt.com

Phone: 770.837.2764



Opportunities abound to finish up legislative session

**Brad Boycks,
Executive Director**

While it seems like the Wisconsin Legislature session just got started, it is already coming to an end. The three-month delay in the passage of the state budget has pushed many priorities that would normally have been addressed this summer to the fall and likely into the first part of 2018.

While the legislative session could go into May of 2018, it is expected that leaders in both the state assembly and state senate will look to conclude their business well before that. If history serves as a guide, it is more likely that both houses will be adjourning for the session no later than the last session day available in March which is slated for March 22nd.

With the completion of the state budget in September and the recent passage of the Homeowners Bill of Rights, we have already accomplished a great deal this session. However, opportunities remain to make more reforms to reduce the cost of housing for Wisconsin families, and a bill that is on track to be released very soon will focus on many development related issues, introduced by Representative Rob Brooks (R-Saukville).

Many items contained in the Brooks' legislation come from the 2017-2018 WBA Advocacy Agenda. For example, making sure that developer's agreements are not a way for building code mandates which exceed the Uniform Dwelling Code to be a condition of project approval is an important provision to control the cost of construction that is currently in the reform package.

Besides this, another provision of the bill ensures that the dedication of a park by a local municipality is either only

considered like other impact fees or is at least required to show the justification under the impact fee state statutes before it can be implemented. This provision would not eliminate park fees, but would simply streamline the process and require justification that those fees would go to build a park in a community.

Another important provision of the bill is to allow greater flexibility for the payment of an impact fee. One idea being considered would allow for a bond or letter of credit to be provided by a developer to assure payment of an impact

fee. This would not require a cash payment for the fee up-front, but would instead allow a developer to first provide a bond or letter of credit for an impact fee. When a project is six months away from needing the funds from the impact fee, a municipality would then ask for the cash payment of the impact fee to start the project that those fees were dedicated for. We are hopeful that this provision can be included in this package of reforms to free up additional capital that can be used to start additional projects and to provide more housing options for Wisconsin families.

Finally, one additional topic under consideration is more statewide standards for stormwater regulations for neighborhood developments. Greater consistency and predictability of these regulations would reduce the time and cost to design and implement

stormwater regulations if there were more uniformity to the standards statewide.

The next few months will be very busy as we work with members across the state to pass additional items like the ones mentioned above while always being mindful of reducing the cost of housing options for families across the state.

With the completion of the state budget in September and the recent passage of the Homeowners Bill of Rights, we have already accomplished a great deal this session.

Join Us in Green Bay!

Join us in Packers country for the 2018 WBA President's Installation Dinner at the KI Convention Center in Green Bay on Friday, January 19th! We'll be installing our 2018 WBA President Steve Atkins (Atkins Family Builders) and our Associate Vice President Kim Reed (Bank Mutual), along with other senior officers.

The evening's events will follow the Member Meeting Day, and include a cocktail hour, an installation ceremony and awards dinner, and some after dinner entertainment. Tickets and the WBA room block are available online at

>> wisbuild.org/2018-install-dinner

Construction Lawyers



Payment
Disputes

Design and
Workmanship
Claims

Construction
Contracts

Insurance
Coverage

HALLOIN LAW GROUP S.C.

Attorneys with Better Perspective

Our practice hinges on a core commitment to effective and ethical communication, counsel, and advocacy. We are effective, innovative litigators with a record of success. We are proud of what we achieve. We are equally proud of how we achieve it.

839 North Jefferson Street, Suite 503, Milwaukee, WI
414.732.2424 • www.halloinmurdock.com