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ISSUE 4, 2018



2018 Election Wrap-Up

**Association Spotlight:
MCHBA Build It Bus Tour
Educates Educators**



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2019 WBA Events

Mark your calendars!

FEBRUARY

Friday, 2/8 – Member Meeting Day, Orpheum Theater, Madison
This meeting will be held in the afternoon on a compressed time frame from 1:00 PM– 4:30 PM.

Friday, 2/8 – President's Installation Dinner, Orpheum Theater, Madison

The President's Installation Dinner will take place following the first Member Meeting Day of the year.

Wednesday, 2/13 –

Friday, 2/15 – Better Buildings: Better Business (B4 Conference), Kalahari, Wisconsin Dells

The WB Foundation and Seventhwave will host, and WBA members can get \$50/ off the registration cost (check your email or contact us for promotional code).

MARCH

Date TBD – WBA Advocacy Day at the Capitol, Venue TBD, Madison

Stay tuned for exact date – will be set once the legislative calendar is set!

JUNE

Wednesday, 6/26 – Member Meeting Day, SentryWorld, Stevens Point

This meeting will precede the annual WB Foundation golf outing the next day.

Thursday, 6/27 – WB Foundation 2019 Golf Outing, SentryWorld Golf Course, Stevens Point

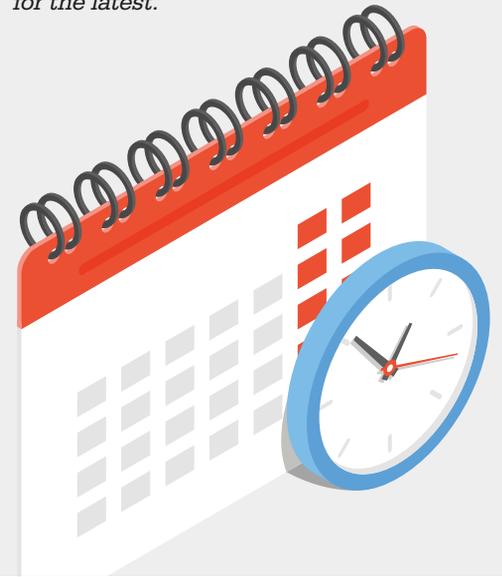
The WB Foundation will hold its annual fundraiser for trades scholarships.

OCTOBER

Thursday, 10/17 – Virtual Meeting Day, Pyle Center or Online, Madison

The final Member Meeting Day of the year will be accessible in-person or virtually.

Calendar subject to minor changes or additions. Check out wisbuild.org/wba-events for the latest.



In Case You Missed It!

On Thursday, October 25th, the WBA hosted NAHB's Leadership Training Seminar at SentryWorld in Stevens Point. This event was open to all local executive officers and incoming HBA leadership, with an eye on team planning, running effective meetings, membership & generational preferences, and WBA and NAHB member benefits. We had a great turnout (and a great time)!

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President-Elect • Harvey Kessel (MABA)
Treasurer • Jeff Dorner (DCHBA)
Secretary • Abe Degnan (MABA)
Immediate Past President
David Belman (MBA)
Associate Vice President
Kim Reed (BCHBA)
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Ted Peotter (WABA)
State Representative • Brian McKee (MABA)
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Mike Check (MCHBA)
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Membership & Local Officers Chair
Jane Gobler (CVHBA)
Executive Director • Brad Boycks (WBA)

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Associate-Director • John Kassner (MABA)

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

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Building Industry Council President
Brian McKee (MABA)
Finance Committee Chair • Jim Doering (MBA)
WB Foundation President
Greg Schaffer (MABA)



A Skills USA contestant (on cover) and educators touring a job site during Manitowoc County HBA's Build It Bus Tour (picture inset) are just two of the many ways careers in the trades are being promoted and fostered in Wisconsin!



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Working Together to Accomplish a Great Deal in 2018



Steve Atkins
2018 WBA
President

It has been my true pleasure to serve as the WBA President since my installation in late January of 2018. When we work together as builders and associate members of the WBA, it never ceases to amaze me at what we can accomplish to improve our association and advocate for public policy items that decrease the cost of housing for Wisconsin families.

I wanted to first thank you for entrusting me to serve as your president, as well as touch upon some highlights from the past year.

New Health Insurance Member Benefit

This summer, the WBA introduced an association health insurance plan that is now available through the Insurance Center of Wisconsin and underwritten by WPS Health Insurance. WBA membership is required of the business owner, there is health underwriting, and health insurance must be offered to all your employees.

This new health insurance plan is a great new benefit for our existing members and a powerful recruiting tool for prospective members. Several new members have already been recruited because of the plan and have saved substantially on health-care costs. Recently, it was reported that a Milwaukee-area member was able to save \$14,000 per year by switching to our new association health plan.

For more information on this plan and to work with someone from The Insurance Center of Wisconsin please go to wisbuild.org/health-insurance-public.

Marketing Directly to Non-Members About Membership Benefits

In the past year, the WBA has begun marketing directly to nonmember contractors in Wisconsin who currently hold a DSPS contractor credential but are not current members of a local HBA/WBA/NAHB. This process not only educates non-member industry professionals about what the Wisconsin Builders Association does throughout the state, but serves as a way for the state-level organization to actively recruit on behalf of the locals.

These efforts have yielded a significant increase in prospective member leads, and the recently passed 2019 WBA budget includes funds to continue this process next year.

Opening Member Meeting Day for More to Attend Online

One of the first decisions I made after being installed as president was to offer members the opportunity to attend our Member Meeting Days either in-person or online for our April and October meetings. This followed the successful launch of the online meeting platform for the first time in our association history in October 2017.

With the later date of the next President's Installation Dinner on February 8th, 2019, we will hold only three Member Meeting Days in 2019 (February, June, and October). The February and June meetings will be in-person since they are scheduled around our installation event and the WB Foundation Golf outing. The October meeting will again give members the option to attend in-person or online.

Another Successful Legislative Session

The core of what WBA can provide to you is a strong partner and advocate at the state capitol. We have previously reported in detail several of the big wins we have been able to pass since the start of the legislative session in January 2017.

The list of advocacy wins is long, but some highlights include streamlining the process for housing development in areas that contain wetlands, a six-year review for the electrical code for one and two family homes, additional cuts to property taxes, the creation of a Wisconsin "RESCheck" for energy code compliance, and giving the legislature the ability to object to any administrative rule for any reason.

Again, thank you for the honor of being able to serve as your association president this year. If we continue to work together in 2019 and beyond, we can continue to accomplish great things for housing in the future.

Mission Statement

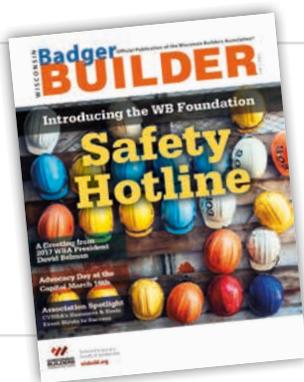
A professional trade association, WBA advances the housing industry for members and consumers through government involvement, education and promotion.

Vision Statement

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Motto

"Protecting the American Dream"



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Election 2018 and Moving the WBA Advocacy Agenda Forward

By Brad Boycks, WBA Executive Director

With the 2018 elections now in the rearview mirror, it is important to analyze the recent election results and take some time to think about how those election results will impact our 2019-2020 advocacy agenda items.

The majorities in the state senate and the state assembly come back almost unchanged from where they were during the last legislative session. It appears Speaker Robin Vos will come back losing only one seat if the canvas of the vote shows a similar margin in the Wauwatosa based 14th assembly district. When they take office in January, the Assembly Republican Caucus will come back with 63 members from their total of 64 members last session.

Despite a number of seats in districts where Hillary Clinton took the majority of votes in 2016, the assembly GOP was able to hold on in several tight races. 3 incumbents (Hutton, Ott, Novak) and a candidate in a tight open seat (Oldenberg) were able squeak out wins with 52% of the vote or less.

In the state senate, the GOP was able to increase their majority from 18 to 19 seats by flipping back the 1st Senate District which went to democrat Caleb Frostman in a special election this summer. The race this fall was a rematch where, this time, Representative Andre Jacque bested Frostman 55% to 46%.

Two sitting state senators were the target of big money to defeat them in 2018 and both were able to hold on. State Senator Howard Markein was reelected to serve in the 17th State Senate



District 54% to 46% by defeating Democrat Kris Marion. WBA member and State Senator Roger Roth bested Lee Snodgrass in the 19th State Senate District 53% to 47%.

In a hard-fought and nasty race for an open state senate seat in the Wauwatosa area, State Representative Dale Kooyenga defeated democrat Julie Henszey 51.3% to 48.7% in this traditionally strong GOP seat. This seat became open with State Senator Leah Vukmir decided to vacate it to run against U.S. Senator Tammy Baldwin this fall.

The loss of Governor Scott Walker and Attorney General Brad Schimel is obviously a huge disappointment. Over the past eight years, our association has had several key wins signed into law by Governor Walker, and were again strongly supporting his reelection bid. In his first term as Attorney General, Brad Schimel supported WBA's position that the state statutes should trump any conflicting administrative rule regarding multifamily sprinkler requirements.

We thank both Governor Walker and Attorney General Schimel for their dedication to supporting policies to decrease the cost of housing for Wisconsin families during their time in office.

The biggest question being asked since the results of the governor's race were determined on Wednesday was what do the election results mean for the items contained in the 2019-2020 WBA Advocacy Agenda?

continued on page 9



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SkillsUSA is a Skills Gap Solution



by Brent Kindred, Executive Director SkillsUSA Wisconsin

Many of us are the product of an education that was partnered with real-world applicability. This kind of education has contributed to growth of Wisconsin's economy for generations. Lately, maybe you wonder if education has drifted from this delivery of real-world applicability. Or you wonder what can be done to improve the alignment between what is learned in the classroom and what is needed in the workplace so that we close our nation's skills gap...a skills gap deeply felt in the construction industry of Wisconsin and nationwide.

A question I read or hear about often in the construction industry is 'Where can employers get qualified workers today?' or 'Are any young people getting into my industry?' Sadly, these questions can be hard to answer.

However, for employers dealing with chronic skills shortages and the sometimes perceived stigma with the technical trades, there are underutilized opportunities to change this current dynamic. There is an opportunity that is integrated into classrooms where real-world learning happens, along with soft skills and leadership development.

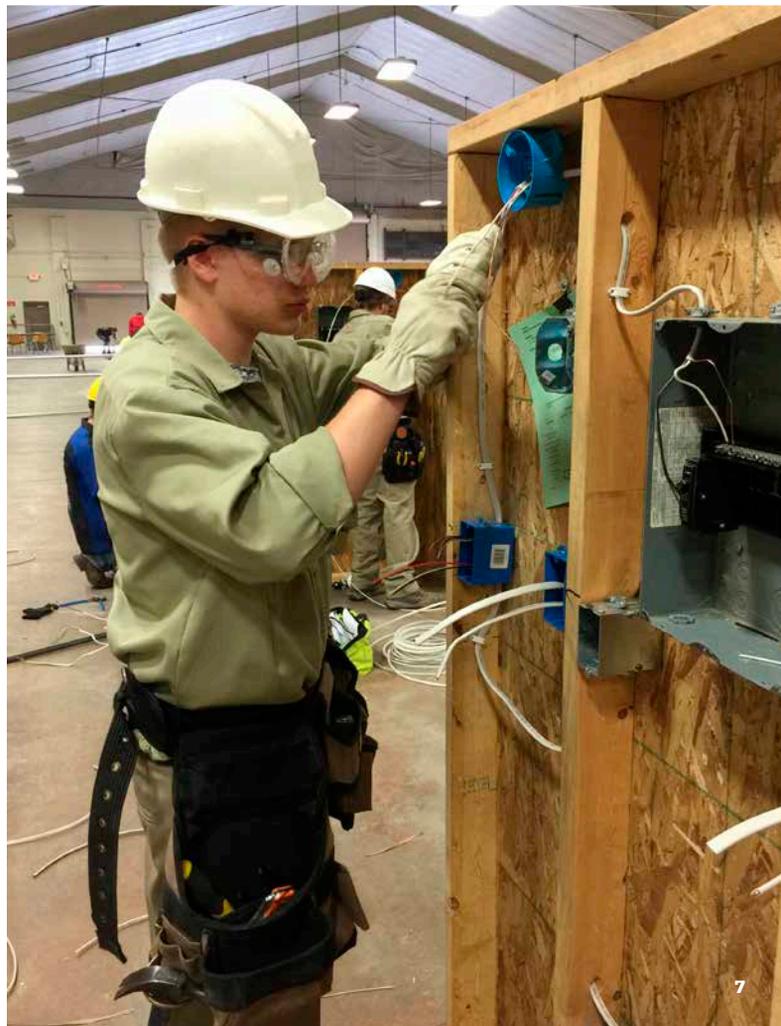
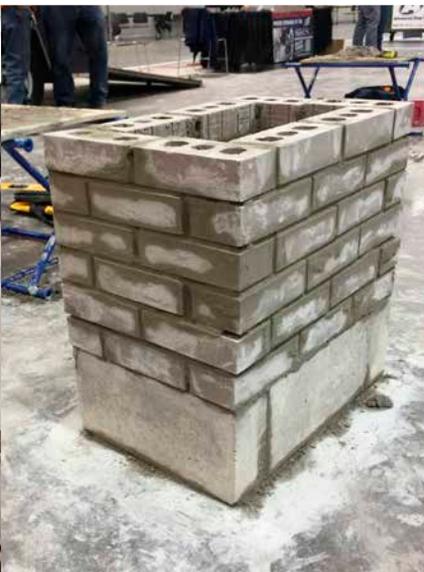
Allow me to introduce myself. I'm Brent Kindred, Executive Director for SkillsUSA Wisconsin. SkillsUSA is a vital solution to the growing skills gap. We are a non-profit partnership of students, teachers and industry working to ensure Wisconsin has the skilled workforce it needs to stay competitive. With a

commitment to fostering career readiness for our middle and high school students, SkillsUSA is active in more than 170 middle and high schools across Wisconsin and serves almost 3,000 members. SkillsUSA programs are integrated into technical courses through the framework of personal, workplace, and technical skills that are grounded in academics. SkillsUSA has well over 100 technical, trade and skill occupations, with the majority being STEM related. Many of these pathways include careers within the construction and building industry.

One notable facet of SkillsUSA's work is to hone member's technical skills through annual competitions. While the SkillsUSA Wisconsin State Leadership and SkillsUSA Conference does not have the name recognition of the Summer Olympics or the Super Bowl, the spectacle and competition level are just as intense. In these events, students put their training to the test in events ranging from carpentry and electrical construction wiring to welding and information technology. The aim is simple...provide an opportunity where young people are engaged and excited about the trades, have passion for the trades and the talent pipeline is easier to fill.

I'd love to talk with Wisconsin Builders Association members looking to fill their talent pipelines with hard-working, skilled young people across this state. You can reach me at brent.kindred@dpi.wi.gov or 608-695-7200.





MCHBA Build It Bus Tour Not Just for Students



Educators from the Manitowoc Public School District spent time during their Professional Development Day to tour job sites and learn more about the construction trades.

By Manitowoc County Home Builders Association

Many local associations throughout the state are hosting or participating in construction trades career awareness activities for students, and Manitowoc County Home Builders Association is one of them. However, when our Workforce Development Committee was formed two years ago, what also became clear was that there needs to also be an effort to “educate” the educators and parents to initiate conversations about the fantastic opportunities available in the construction trades.

In October, MCHBA hosted their 3rd Build It Bus Tour for educators. The first two, held in June 2017 and June 2018, were offered to all area schools so educators could enhance their knowledge and curriculum regarding the trades. Because these initial tours were both well attended, the third tour—held this past October—was included as part of the Manitowoc Public School District’s Staff Development Day, a student-free, in-service day usually spent in department meetings and training. District administrators felt the information provided during the tour of construction job sites was extremely valuable for staff, and would help them assist students with academic and career planning.

The bus quickly filled with educators from many departments, including math, English, business, social studies, special education, administration, and technical education. They visited both commercial and residential job sites, a historic building renovation, a truss manufacturing plant, and an HVAC fabricating facility. All of these locations were provided by MCHBA members, and included multiple trades working on-site. The attendees also learned more about the success of the Youth Apprenticeship program as a tool for developing our future workforce.

All post-tour surveys expressed that this was an excellent use of their time. When asked how they can use information gained on this tour in their job as an educator, responses included:

“I will suggest the trades to students as a viable option in their career choice. I see students all the time that could benefit from a nudge in this direction.”

“When talking to students about career goals, I have a better understanding to explain to students as what their options could be.”

“My colleagues and I were brainstorming cross-curricular projects for our students based off of our inspirations from the day.”

The MCHBA Workforce Development Committee continues to look for grassroots ways to promote interest in construction careers. They have had success in proposing a new Construction Trades course for Manitowoc’s Lincoln High School, receiving School Board approval in fall of 2017. That class began this school year with 15 students, and MCHBA members will be an integral part of that curriculum.

In addition, the Committee will continue to host Build It Bus Tours for students and work with the area technical education staff to enhance curriculum with their professional insight. They will continue to talk to parents during school registrations and orientations about the career opportunities available that do not require a four-year degree and student debt, and they will continue to match MCHBA members with students interested in job shadowing. Combining the efforts of educators and trade professionals is a great formula for spurring growth in the local construction industry.

Craig Fischer from Bartow Builders, gives details on the work at a new residential construction project.



MCHBA member, Steve Hamann of Hamann Construction Co., talks to educators about the various trades utilized in this commercial construction project.



MCHBA member, Terry Welnicke of Manitowoc Heating & Refrigeration, explains sheet metal fabrication used in HVAC.



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Election 2018 continued from page 5

We should still have a great opportunity to pass most if not all of our agenda items working with the GOP majorities in both houses of the legislature. Getting those items signed by Governor Tony Evers will be the biggest unknown heading into January 7, 2019, when Governor-Elect Evers is sworn into office.

Items dealing with workforce development are very bipartisan, and we hope to work on them with members of both political parties for Governor Evers to pass in 2019-2020. Other issues, like reforming impact fee laws, will likely be more of a challenge to get signed into law without first working with other interest municipal government interest

groups, and they likely will not go as far as the reforms we may be looking for.

The one thing we will need this session is your continued interest in advocating for sound public policy to decrease the cost of housing for Wisconsin families. How can you help? When we reach out to you using the Voter Voice email system to support or defeat bills, please take 2 minutes to click the link and send a message to your legislator or governor to make a difference. Also, please consider attending our annual Advocacy Day in Madison event in March 2019 to directly lobby your member of the state legislature.



Paul Braun of Braun Building Center talks about a load of trusses being transported to a job site.



Renovating a movie theater into the ninja gym at Strand Adventures



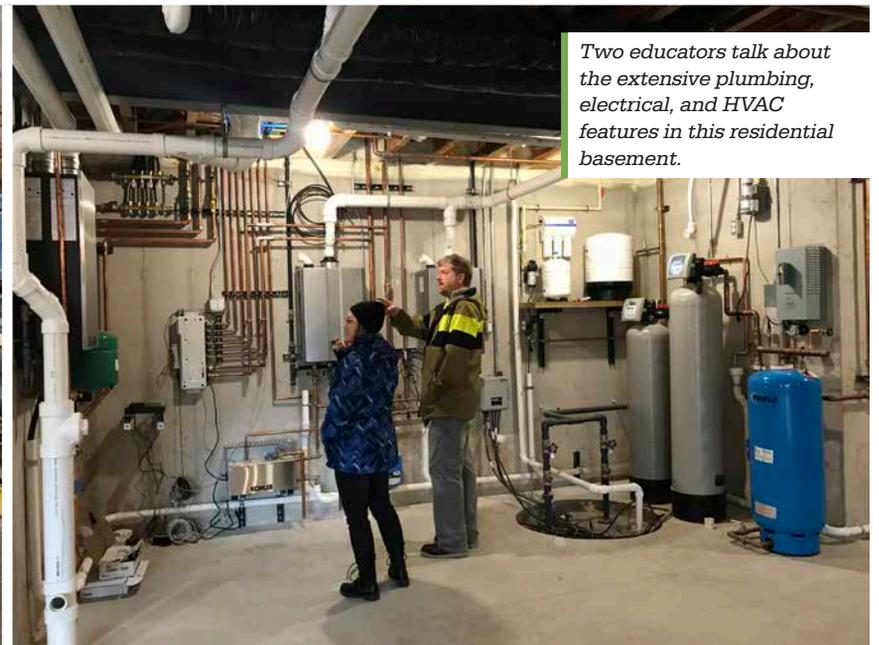
Construction Trades instructor, Gerry Neuburger, checks out the tile work in this shower.



MCHBA member, Mike Howe of Mike Howe Builders, talks to the tour attendees about converting a movie theater into a sports & recreation complex.



MCHBA member, Paul Braun of Braun Building Center, shows the various steps in manufacturing custom trusses.



Two educators talk about the extensive plumbing, electrical, and HVAC features in this residential basement.

2019 President's Installation Dinner: Tickets Now Available!

Please join us for the 2019 WBA President's Installation Dinner on Friday, February 8th at the Orpheum Theater in downtown Madison!

President-Elect Harvey Kessel will be installed as the 2019 Wisconsin Builders Association President along with Associate Vice President-Elect Ted Peotter and other WBA senior officers. The event will follow the year's first Member Meeting Day held earlier that afternoon, and will include a cocktail reception, installation ceremony & awards dinner, and entertainment.

This is a great time to catch up with members throughout the state, celebrate the prior year's successes, and look forward to what the next has to offer!

Tickets are \$99/person, and can be purchased online by going to wisbuild.org/wba-events (click the President's Installation Event). Sponsorship opportunities are also available, with prices to fit any budget!



WBA Unveils New Association Health Plan



Health insurance remains one of the most expensive and frustrating employee benefits your business offers. Since the Affordable Care Act (ACA) passed, many have experienced price increases, limited plan options, and a lack of carrier availability.

The WBA heard your concerns and is proud to announce the new WBA Association Health Plan in conjunction with The Insurance Center of Wisconsin and underwritten by WPS Health Insurance. WBA membership is required of the business owner, there is health underwriting, and health insurance must be offered to all your employees.

The Right Partner and the Right Plan for Your Business

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offer employees high-quality coverage and networks, affordable plans, and a wide range of benefit choices. These plans offer:

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- Flexibility of an independent health insurer

In addition to health insurance, when you team up with WPS Health insurance, Arise Health Plan, and Aspirus Arise, you're eligible for exclusive WBA member pricing on additional services administered by EPIC Specialty Benefits. This lets you offer employer-paid ancillary benefits, such as life, short-term disability, and long-term disability, to your employees.

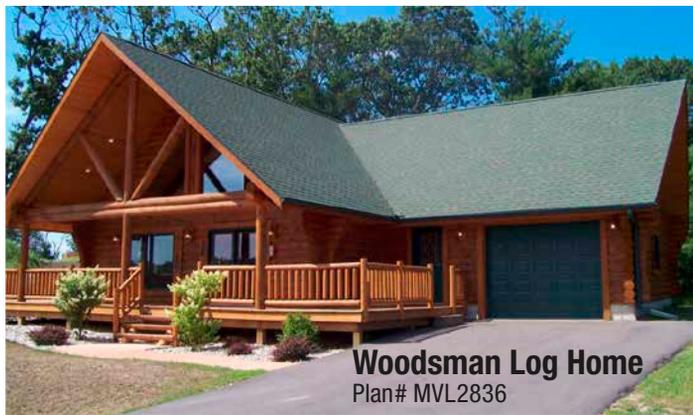
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