



THE Building BLOCK

LAST PRINTED NEWSLETTER!???

We are in the age of computers and technology. It is a time and money saver to go to only electronic versions of a newsletter. It is the consensus of the members that the weekly "Blueprint" provides more timely updates and event information than a printed newsletter.

The quarterly newsletter, like most things in print, is old news by the time you receive it.

Please make sure that you are receiving the Blueprint via email or fax. If not, check your spam or junk mail folders. Make sure the association is "white" listed. If all those things are done and you still are not receiving the "Blueprint" every Monday morning, you should contact the office so we can trouble shoot on our end to see why you are not receiving our emails.

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Spouse Night

Date: Wednesday, March 16, 2011

Place: Blue Harbor Resort, Sheboygan

Cocktails: 6:00 p.m. **Dinner:** 7:00 p.m.

Menu: Heavy Hors 'd oeuvres

Program: Spouse Night - Casino Night

One member and one spouse (or significant other) from each company is free to this event. Sorry no substitutions. This does include one member and spouse for Affiliate Members as well.

*Reservations for this event are required in advance by Monday, March 14 at noon. Please email, fax or phone in your reservation including your name, your company name and the name of your guest. Registrations can also be made on line at www.schba.org.

Special Features Inside This Issue:

Spouse Night

Home Expo Sponsors

Home Expo Ticket Sales

Homes of Our Own

Affiliated With:



Wisconsin Builders Association
 4868 High Crossing Blvd.
 Madison, WI 53704
 Phone: 800-362-9066
 Fax: 608-242-5150
 Wwww.wisbuild.org



National Assoc. of Home Builders
 1201 15th Street, NW
 Washington, DC 20005
 Phone: 800-368-5242
 Wwww.nahb.org

The "BUILDING BLOCK" is the official monthly publication of the Sheboygan County Home Builders Association, Marsha Binder, Editor. Articles will be accepted for consideration for printing if received by the 20th of the month prior to the requested publication month.

The acceptance of advertising in the "BUILDING BLOCK" does not indicate approval or endorsement of the advertiser or advertiser's product by the SCHBA. The SCHBA makes no warranties and assumes no responsibility for the accuracy or completeness of the information contained herein. All advertising is subject to approval by SCHBA and the editor.

The opinions expressed in the articles are not necessarily the opinions of the SCHBA.

SCHBA Office Hours

Monday - Thursday 8:30 - 4:30

Friday 8:30 - 12:30



Sheboygan County Home Builders Association
 435 E. Mill Street, Plymouth, WI 53073-1850
 Phone: 920-892-6280

Executive Committee

President:

John Techel, *J T Construction LLC*

President Elect:

Niel Larsen, *Maritime Insurance Group*

First Vice President:

Dean Mullikin, *Mullikin Construction*

Secretary:

Shelly Nynhuis, *Macco's Floor Covering*

Treasurer:

John Schafer, *Schenck SC*

Immediate Past President:-

Ed Hurlbutt, *Oostburg Lumber Co.*

SCHBA Builder Directors

Mark Binder, *Binder & Halverson, Inc.*
 Dave Zelm, *Dave Zelm Prestige Builders, LLC*
 Christopher Rautmann, *Rautmann Custom Homes*

SCHBA Associate Directors

Brad Freis, *Freis Tile & Design LLC*
 Justin Richardson, *Richardson Building Products*

WBA Life Directors

Dan Daun, *D and D Carpentry, Inc.*
 Rich Lohr, *Van Der Vaart, Inc.*

WBA Directors

Mike Wiltzius, *Guske Electric*
 Becky Radue, *Kiel Building Supply*
 Brad TenPas, *Brad TenPas Construction LLC*

National Director

1 spot available

Committee Chairs

Advertising / Public Relations

Ann Rogers 920-458-6894
Associated Bank

Finance

John Schafer 920-458-0341
Schenck SC

Education/Program

Ken Halverson 920-467-3671
Binder & Halverson, Inc.

Building A Better WI

Government Affairs

Bob Werner 920-458-4103
Werner Homes

Home Expo

Bill Sydow 920-451-1339
B & P Roofing, LLC

Membership Committee

Justin Richardson 920-467-2671
Richardson Building Products

Parade of Homes

Dave Zelm 920-892-6364
Dave Zelm Prestige Builders, LLC

Christmas- Membership Committee

Golf- Brad TenPas, *Brad TenPas Construction, LLC*

Staff

Marsha Binder, Executive Director
 Ext. 302 mbinder@schba.org

Mary Hauser, Member Services Director-
 Ext. 301 mhauser@schba.org

Theresa Schleh, Administrative Assistant
 Ext. 303 tschleh@schba.org



President's Message: John Techel, JT Construction, LLC

Wow. Just when you have visions of an early Spring, mother nature reminds you that it is only February with a 10 to 12" snow storm.

What is happening in the association? Well, we conducted our Long Range Plan session which was facilitated by Christine Schaefer, CAE, of Turtle Bay Betterment. Christine did a very nice job.

Our last Long Range Plan was put into place in 2007. My, how things in the world have changed since then. With that said, you can understand why we are looking to change things up a bit.

I look forward to the association implementing the plan. Neil Larsen, from Maritime Insurance Group, and also President Elect, will be leading us through the plan this year. This task will become part of the duties of the President Elect each year. Neil will be involved with putting the presentation together for an upcoming general membership meet-

ing.

I would like to personally thank the following members who had put in a full day developing the Long Range Plan. They are: Mike Howard, *Western Building Products*; Ed Hurlbutt, *Oostburg Lumber*; Kari Johnsrud, *UnitedOne Credit Union*; Niel Larsen, *Maritime Insurance Group*; Dean Mullikin, *Mullikin Construction*; Shelly Nyenhuis, *Macco Floor Covering*; John Techel, *JT Construction*; Brad TenPas, *Brad TenPas Construction* and Bob Werner, *Werner Homes*.

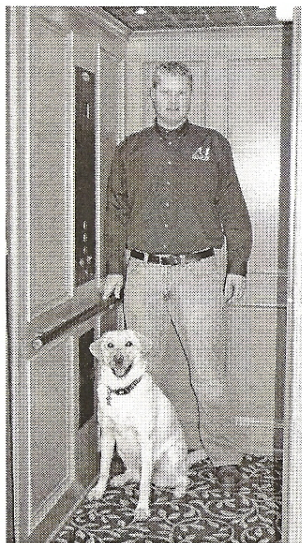
I wish all participants, in the Home Expo, a good show. Even if you are not an exhibitor in the show, please consider helping out where and when you can. The success of the Expo is very important to the association financially.

Best wishes to all of you,

John

"I wish all participants, in the Home Expo, a good show"

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Follow us on Twitter for important announcements and industry related updates. You can receive us on your phone - promise not to send junk! <http://twitter.com/schbaorg> or visit the schba.org web site and click on the Twitter logo to get connected.

Follow the Sheboygan County Home Builders Association on Facebook at <http://www.facebook.com/schbaorg> and



"LIKE US". We will be marketing to the consumer and non members from this

site and having your name out there as a fan of "schba.org" will be a win win. We hope to have many fans following us on our new site. Invite everyone to join!



LinkedIn will be the exclusive networking site for SCHBA members. We will provide discussion groups allowing you to comment on many association and industry related things. LinkedIn will allow you to get to know your fellow members on another level.

SCBHA Important Upcoming Events!

Watch the Calendar of Events at www.schba.org for all detailed information on all upcoming events!

| Event | March | April | May | Time | Location |
|--|------------------------------|------------------------------|-----------------------|---|-----------------------|
| Advertising Committee | 8 | 12 | 10 | 12:00 Noon | SCHBA Office |
| Board of Directors | 1 | 5 | 3 | 3:00 p.m. | SCHBA Office |
| Education Committee | 10 | 14 | 12 | 11.30 a.m. | SCHBA Office |
| Executive Committee | 15 | 19 | 17 | 3:00 p.m. | SCHBA Office |
| Exhibitor Set up- Home Expo | 30- 3 to-8 pm 31 - 8 to 8 | 1 - 8 am to 2 pm | --- | | Blue Line Ice Arena |
| General Membership Meeting | 16 | 20 | 18 | 6:30 p.m. Cocktails 7:00 p.m. Dinner | **Various Locations |
| Government Affairs Committee | --- | 7 | --- | 8:00 a.m. | SCHBA Office |
| Home Expo Committee | 9 | 1, 2, 3 | 11 | 8:00 a.m. | SCHBA office |
| Informational Meeting for Parade of Homes Builders | 21 | --- | --- | 4:00 p.m. | SCHBA Office |
| Membership Committee | 15 | TBD | TBD | 11:30 a.m. | SCHBA Office |
| Parade Contracts | | 1 Early Bird contract & info | 2 All Information due | | |
| Parade of Homes Committee | --- | --- | 5 | 8:00 a.m. | SCHBA Office |
| WBA Board Meeting | | 21 | | 1:30 - 3:30 p.m. | Chula Vista, WI Dells |
| WBA Committee Meetings | | 21 | | 8:00 a.m. - 12:00 p.m. | Chula Vista, WI Dells |

****All events are subject to change after this printing. Please check the online Calendar of Events for updated information**

Renewing Members Since 12/01/2010

Make sure to "Do business with members" and thank them for renewing their membership.

| Company | Member Since | Company | Member Since | Company | Member Since |
|--|--------------|---|--------------|--|--------------|
| Van Der Vaart, Inc. | 1983 | Maritime Insurance Group | 1995 | G K & K Construction, Inc. | 2004 |
| Pella Windows & Doors- VerHalen, Inc. | 1987 | Buechel Stone Corp. | 1996 | Hallmark Building Supplies, Inc. | 2004 |
| Werner Homes | 1987 | Dave Zelm Prestige Builders, LLC | 1996 | UnitedOne Credit Union | 2004 |
| Jim's Heating & Cooling | 1988 | Don Reineking Builders, LLC | 1996 | John Techel Construction, LLC | 2005 |
| Alpine Insulation | 1990 | Schenck SC | 1996 | Kraus Construction, Inc. | 2005 |
| Stecker Construction, LLC | 1990 | Brad TenPas Construction, LLC | 1997 | Roffers Concrete Construction, Inc. | 2005 |
| Falls Glass Service, Inc. | 1991 | Ivan's House of Kitchens | 1997 | Schroeder Brother s Home Improvements | 2005 |
| Neumann Plumbing & Heating, Inc. | 1991 | Precision Roofing Services, Inc. | 1998 | Bank First National | 2006 |
| Serenity Farm Landscaping, Inc. | 1994 | Plymouth Plumbing & Heating, Inc. | 1999 | Christel & Heiberger Builders, Inc. | 2006 |
| Brown County Cabinets | 1993 | Associated Bank | 2000 | Sheboygan Press | 2007 |
| Luedtke Electric, Inc. | 1994 | C & R Siding, Windows & Roofing, LLC | 2004 | Leonhard's Building Service, Inc. | 2008 |

New Members Since 12/01/2010

Precise Design Concepts
2504 N. 40th, Sheboygan
920-783-6464

Jim Dufek
dufekj@precise-dc.com

Washatko - Heineke, LLC
101 Pine Street, Sheboygan Falls
920-550-2210

Gary Heinecke
gheinecke@whllc.net

Cancelled Members Since 12/01/2010

We are sorry to see these members leave. Should you cross paths with them, please invite them back and let them know we have noticed their absence.

| | | | |
|------------------|--------------|--------------------------|----------------|
| Berke Electric | Dean Berke | G & F Professional Doors | Troy Genke |
| Buyze & VerVelde | Don VerVelde | Heart to Hearth Window | Bobbie Kuether |
| D & M Plumbing | Don Cvetan | Miller Builders | Mike Miller |

Committee Updates

Advertising/Public Relations

Chair - Ann Rogers, Associated Bank

Committee Members:

Bill Horsch, The Breeze 1420 AM
Mike Wiltzius, Guske Electric

Staffed by: Marsha Binder

Recent activities include organizing the Home Expo advertising to include placemats, yard signs, banners, tabloid section, newsprint & radio ads. Ad committee asks members to use the SCHBA logo in their ads. Wear your affiliation proudly. Refrigerator magnets with the SCHBA web site and phone number will be handed out at the Expo to consumers allowing them access to a current member list when in need of a professional in the construction industry.

Board of Directors & Executive Committee

See page 2 of this issue for a complete list of SCHBA Directors.

The board of directors would like to thank Kari Johnsrud for her years of service on the board, executive committee, parade of homes, and home expo. She has been transferred to the Manitowoc branch of United One Credit Union. Thank you Kari for sharing your time and talents with the SCHBA over the past 6 years. Welcome to Shelly Nynhuis to the Secretary position and thank you for stepping up and filling in to complete Kari's term of office.

Education

Chair - Ken Halverson, Binder & Halverson, Inc.

V. chair - Roger Ostermann, RLO Sign
Committee Members:

Ivan Nagode, Ivan's House of Kitchens
John Techel, JT Construction, LLC
Mike Thompson, LTC
Steve Thielman, Kiel Building Supply
Sue Hass, Expedition Log Homes

Staffed by: Mary Hauser

Committee has been involved in the high school grant program with presentations from area high schools recently heard at the committee meetings. Grant requests are being evaluated and will be presented at the May meeting.

Homes of our Own mailing was just sent out to the county elementary schools and we will be looking for volunteers for presentations. Please see the volunteer form in this newsletter.

Committee will begin meeting every other month.

Nominating

Chair - Niel Larsen, Maritime Ins. Group

Committee Members:

Current Board Member
Past President not on board
Member at Large (appointed)

Staffed by: Marsha Binder

This committee task shall be to make recommendation to the Board for candidates to be included on the ballot for elected Board of Director position. The committee shall consist of members as follows: President Elect, a voting member of the Board of Directors, a Past President not currently sitting on the Board, and a member-at-large. The President shall appoint the member-at-large. All appointees shall be the member-of-record. The President-Elect shall be the Chairperson of the Nominating Committee. If you fit any of these qualifications and are interested in serving, please contact Niel Larsen with your request to serve.

Government Affairs

Chair - Bob Werner, Werner Homes

V. Chair - Jan Koepsell, Expedition Log Homes

Committee Members:

Dave Zelm, Dave Zelm Prestige Builders
John Navis, Navis Custom Builders
Justin Richardson, Richardson Bld. Prod
Brad TenPas, Brad TenPas Cons., LLC
Mark Winkel, Winkel Contracting LLC
Mary Jaberg-Liebetrau, Hillcrest Bldrs.

Staffed by: Marsha Binder

12 SCHBA members attended Business Days in Madison. Keynote speakers and panel discussions proved to make the day interesting. Visits with the legislators were cancelled due to the number of protesters at the capital.

The next meeting scheduled for this committee is Thursday, April 7, 2010. All members are welcome.

Committee Updates - continued

Home Builder's Expo

Chair - Bill Sydow, B & P Roofing, Inc.

V. chair - Bobbie Kuether, Heart to Hearth Window Treatments & Design
Committee Members:

Janet Foss, Community Bank & Trust
 Janelle LeClair, Home Depot
 Kevin Kolb, Wisconsin Public Service
 Dan Zelm, Zelm Construction, Inc.
 Tom Bruggink, Dostburg Lumber Co.
 Linda Serrano, United One Credit Union
 Andre Ozols, Paul's Cabinet Shop, Inc.
 Shelly Nyenhuis, Macco's Floor Covering

Staffed by: Marsha binder

We are in the final stretch before the show April 1, 2 & 3. Sponsorships are still available, we need help to sell entry tickets ; there are a few booths left: advertising spots available with the radio station and handouts at the door.

If you would like to host yard signs, please contact the office or any committee member. Yard signs work best at corners where cars are stopped, in exit driveways, near business entrances for walking traffic. Etc.

Booth set up hours are Wednesday 3:00 - 8:00 p.m., Thursday 8:00 - 8:00:Friday 8:00 - 2:00.

Membership / Member Services

Chair - Justin Richardson

V. chair - Julie Meyer

Committee Members:

Becky Radue, Kiel Building Supply
 Mike Mrdjenovich, Maritime Insurance
 Julie Meyer, Maritime Insurance Group
 Brad TenPas, Brad TenPas Const., LLC
 Troy Wagner, Diamond Exteriors, LLC

Staffed by: Mary Hauser

General membership meeting planning is in the final stages for the meetings up through May. The March "Spouse Night" will be something different, it will be a casino night for all members and their spouses/significant others. Gambling table or prize sponsorships opportunities are still available. Great opportunity to get your business name out there in front of the members and have a little fun.

Committee is also concentrating on retention activities with current members. They have instituted a new personal contact system.

If you would like to join this committee, please call the office at 892-6280.

Parade of Homes

Chair - Dave Zelm

V. chair -

Committee Members:

Ed Hurlbutt, Dostburg Lumber Co.
 Ben Lukens, Dostburg Lumber Co.
 Christopher Rautmann, Rautmann
 Custom Homes
 Erik Kral, Buechel Stone Corp.
 Bob Werner, Werner Homes

Staffed by: Marsha Binder

Builder packets were e-mailed February 10. If you did not receive it or misplaced it you can also find it on the member side of the web site.

New this year homes with a 5 mile radius of the Sheboygan County line are eligible to be entered in the show.

March 21 at 4:00 p.m. is an Q & A meeting for parade builders. This is not a mandatory meeting only an opportunity for new builders to have questions answered about the process.

Associates that provide show discounts, please notify the office and your name will be added to a list given to all the builders showing those companies offering Parade promotions.

Members Helping Students!

The SCHBA Education Committee has been working with the Sheboygan North/South construction project for several years with the Building Careers grant program. A couple of our committee members have also been serving on the advisory committee for this project each year. At a recent committee meeting, Jeff Grunewald, the teacher for this program requested a partnership with our members and their classes. He is hoping to find some SCHBA member volunteers willing to come in to their basic construction skills class and present "How To" clinics on skills such as installing pre-hung doors, window casing, building tapered columns, installing windows, etc. As he explained, he feels the students would benefit from learning from a professional who knows the latest construction practices. If you would like to volunteer for one of these skill building presentations, please call the SCHBA at 892-6280 or email mhauser@schba.org.

Spike Club Roster - Members getting Members earn a spike for recruitment and renewal as 1.31.2011

| Club Members | Company | Current Credits | Needed for Life Spike | NAHB Spike party Eligible at IBS |
|---------------------------|------------------------------------|-----------------|---------------------------------|----------------------------------|
| Rich Rauwerdink | Rich-Line builders, Inc. | 23.5 | 1.5 | |
| Brad Tenpas | Tenpas-Hoftiezer Construction, LLC | 22.5 | 6 | |
| Mark Kuether | Mark Kuether Construction Inc. | 22.5 | 6.5 | |
| John Navis | Navis Custom Builders | 18.5 | 6.5 | |
| Jan Koepsell | Expedition Log Homes | 17 | 8 | |
| Mike Wiltzius | Guske Electric, Inc. | 15.5 | 9.5 | |
| Ann Rogers | Associated Bank | 11.5 | 13.5 | |
| Julie Meyer | Maritime Insurance Group | 8.5 | 16.5 | |
| Dan Zelm | Zelm Construction | 9 | 16 | |
| DuWayne Hameister | Hameister Architects | 9 | 16 | |
| Dean Mullikin | Mullikin Construction, Inc. | 7 | 18 | |
| Justin Richardson | Richardson Building Products | 6 | 19 | |
| Life Spike Members | | | Current Life Spike Level | |
| Dan Daun | D & D Carpentry, Inc. | 157.5 | 100 | |
| Ed Hurlbutt | Oostburg Lumber Company | 137 | 100 | |
| Dave Zelm | Dave Zelm Prestige Builders, LLC | 103.5 | 100 | |
| Doug Daun | D & D Carpentry, Inc. | 97 | 75 | |
| Rich Lohr | Van Der Vaart, Inc. | 88 | 75 | |
| Bob Werner | Werner Homes | 72.5 | 50 | |
| Mark Binder | Binder & Halverson, Inc. | 56.5 | 50 | |
| Wendell Schreurs | Schreurs Construction, Inc. | 38.5 | 25 | |
| Shad Tenpas | Steve Tenpas Drywall, Inc. | 38 | 25 | |
| Mike Mrdjenovich | Maritime Insurance Group | 37 | 25 | |
| Jim Schomberg | Jim's Heating & Cooling Inc. | 36 | 25 | |
| Bob Velier | Falls Valley Excavating, Inc. | 33 | 25 | |
| Becky Radue | Kiel Building Supply | 32 | 25 | |
| Dennis Stuckmann | Stuckmann Construction, LLC | 28 | 25 | |
| Ken Deicher | Deicher Construction | 25 | 25 | |

(Continued from page 1) **Newsletter**

If you are opposed to the discontinuation of this printed newsletter, please submit your written comments for the board to review. Email, snail mail or fax to the SCHBA office and all comments will be shared with the board of directors at their next meeting.

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2011 Membership Directories

They should be arriving in your mail box any day, if they haven't already.

If you would like extra copies for employees or one for your desk and truck, just stop by the office to pick extra copies up. We will also have a small supply at the general membership meetings. If you call and preorder we can bring your requested supply to the general membership meeting also.



Government Affairs Update 2.17.11 - Brad Boycks Director of GA and Political Affairs

Rakowski named head of Commission on Fraud, Waste and Abuse

Recently Governor Scott Walker fulfilled one of his campaign promises by announcing the formation of the Commission on Fraud, Waste and Abuse. This is a bipartisan, public/private commission that is charged helping find ways to weed out fraud, waste and abuse in state government.

WBA Secretary Craig Rakowski has been tabbed by Governor Walker to lead this newly created commission. Craig worked as certified public accountant for nine year primarily dealing with housing and construction clients and is the CEO and President of James Craig Builders in Wauwatosa.

Other members of the commission include Ara Chechian who is part-owner of Northern Wire in Merrill, DOA Deputy Secretary Cindy Archer, Senator Frank Lasee (R-Green Bay), Senator Chris Larson (D-Milwaukee), Representative Samantha Kerkman (R-Burlington) and Representative Mark Pocan (D-Madison).

Governor Walker has charged the commission "to identify waste, fraud and abuse in state government programs and state appropriations and recommend solutions." Congratulations to Craig on being tabbed for this important position in state government!

VoterVoice up and running

In an effort to greatly improve WBA's grassroots lobbying ability the GA Committee approved a budget in 2010 that called for the purchase of a new database and communication system called VoterVoice. VoterVoice allows WBA to communicate with members, asking them to respond with an e-mail to members of the legislature to drive our GA agenda.

In the past when we issued "WBA Call to Actions" we relied on an outdated system that required members to do a lot of cutting and pasting of e-mails and frankly was not efficient for members or staff. With the launch of the VoterVoice system members will be able to communicate with members of the legislature with just one click of the computer mouse.

Soon you will be receiving a "WBA Call to Action" as you have in the past. This e-mail will inform you of the request and give you a link to complete the call to action. Once you click the link your business information will displayed and you will only need to fill in your home address to complete the call to action. After that, one click will allow you to send an e-mail to the targeted member of the legislature.

Why the need for the home address? We need to match members to legislators that represent them and for that to occur we need your home address. Once you enter that information the first time that information will be stored and you will not have to enter it again when you receive future call to action alerts.

We very much look forward to using this new system because of it is easier for members to use and we hope that will allow us to expand our grassroots efforts this legislative session.

Governor Walker looking for people to serve

Recently we had the opportunity to meet with Governor Walker's appointment director to stress that WBA has a number of members who want to volunteer to serve on a number of boards throughout state government.

In past conversations with

(Continued on page 11)



If you have any questions on these or any other issues being tackled by the WBA please do not hesitate to contact Brad Boycks 608.242.5155, ext 16 or bboycks@wisbuild.org.

(Continued from page 10)

members we know that a number of people are interested in serving on councils such as the Uniform Dwelling Code Council and the Building Commission.

In an effort to quickly fill a number of volunteer positions in state government a website has been created to accept applications to serve on these various boards and commissions. We strongly encourage WBA members to go online to apply for these positions and then let us know what areas you are interested in so we can help advocate for your placement as well.

Go to <http://www.wisgov.state.wi.us> and click "Apply to Serve Wisconsin" to learn what positions are currently open and to apply online to serve Wisconsin!

DNR Stewardship program being cut/restructured

Recently Kurt Thiede, the DNR Division of Land Administrator, sent word to DNR staff and members of the legislature that the department will be cutting back on Stewardship Fund purchase now and very likely during the next two years.

DNR Secretary Stepp and Deputy Secretary Moroney made mention of the fact that they were taking a look and recommending restricting of the Stewardship Fund when they met with the WBA GA Committee last Friday.

In the letter to DNR staff and members of the legislature, Thiede commented, "We understand the importance of Stewardship to local units of government and non-profits in providing recreational opportunities and preserving ecologically rare tracts of land, but we ask for cooperation and will not make additional Stewardship grants this fiscal year."

Nardelli named division administrator for the Safety & Buildings Division

Recently Department of Commerce Secretary Paul Jadin announced that Tom G. Nardelli has been named the new Commerce division administrator of the Safety and Building Division. Nardelli replaces Doyle appointee Greg X. Jones in this position at commerce.

"Tom Nardelli has a proven record of leadership and accomplishment," said Secretary Jadin. "He will be a tremendous asset to my management team as we move to continue to promote public safety across Wisconsin."

From August 2007-present, Nardelli served as Chief of Staff for then-County Executive Scott Walker. During that time he oversaw operations of the county executive's cabinet and staff, assigned duties, monitored legislation, and assisted with the development and review of the county executive's proposed annual budget.

Prior to joining Walker's staff, Nardelli was a member of the Milwaukee Common Council from 1986 to 2004. He served and chaired a number of committees, including Finance and Personnel.

He also chaired the city's Public Safety and Economic Development Committees from 2000 – 2004.

From NAHB: AD&C Crisis Tops NAHB Agenda in New Congress

As is the tradition for NAHB's top senior officer, Chairman Bob Nielsen attended the President's State of the Union address in person on Jan. 25. While the President did not mention housing specifically in his speech, several of the items he talked about will impact our industry, assuming they move forward and are implemented — for example, the President's references to immigration reform, changes to the tax code, and regulatory streamlining. While one portion of the speech focused on the general topic of construction, that was primarily in regard to road-building and railroads.

The State of the Union address is typically viewed as the kick-off to a new session of Congress, and it will be quickly followed by the White House's submission of the Fiscal Year 2012 Budget Request to Congress on Feb. 14. The White House budget request is almost guaranteed to spark renewed discussion and debate in Washington over deficit reduction plans.

Nielsen's presence at the speech signified the importance that the home building industry has in our nation's economy and the credibility that NAHB holds among lawmakers. Currently, NAHB's Senior Officers and staff are in the process of personally visiting each of the 535 House and Senate offices to convey the association's legislative priorities and emphasize that there can be no long-term economic recovery until the housing industry gets back on its feet.

Of course, NAHB's top priority is to loosen the stranglehold on acquisition, development and construction (AD&C) financing. For some time now, NAHB has been urging regulators to issue more flexible guidelines that will encourage banks to maintain funding for AD&C loans in good standing that fall below their underlying value. We have also been calling to the attention of regulators and Congress the fact that, without credit to build viable new projects, our industry can neither revive, nor can it provide the engine of job growth that this economy so desperately needs.

Brad Boycks
WBA Chief Lobbyist
Director of Government and Political Affairs
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Air Force One and the Farmer

Air Force One crashed in the middle of rural America. Panic stricken, the Secret Service mobilized and descended on the farm in force.

When they got there, the wreckage was clear. The aircraft was totally destroyed, with only a burned hulk left smoldering in a tree line that bordered a farm.

Secret Service descended upon the smoking hulk but could find no remains of the crew or the President's staff.

To their amazement, a lone farmer was plowing a field not far away as if nothing at all happened. They hurried over to surround the man's



tractor.

"Sir," the senior Secret Service agent asked, panting and out of breath. "Did you see this terrible accident happen?"

"Yep,."

"Were there any survivors?" the agent gasped.

"Nope. They's all kilt straight out." The farmer sighed cutting of his tractor motor. "I done buried them all myself. Took most of the morning."

The President of the United States is DEAD?" The agent gulped in disbelief.

"Yep, he kept a-saying he wasn't... but you know what a liar he is!"

2011 SCHBA Spouse Night

It's a Casino Event!

**Wednesday, March 16, 2011
6:30 P.M.—Gambling Opens
9:00 P.M.— Prizes Awarded**

Blue Harbor Resort, Sheboygan Riverfront

It's time for our annual "Spouse Night"

This year we are celebrating with a Casino night. We will have hot hors d'oeuvres being served all evening, leaving you plenty of time to gamble with your money to win some great prizes.

To do this we will need sponsors. Each gaming table will need a sponsor and if you'd like, provide a dealer representing your business. Each sponsor will have signs, your name added to the event information on the SCHBA website, acknowledged on signs throughout the event and on the gaming table and the option to provide a dealer, who will be trained by qualified casino staff just prior to the start of the event. Please call SCHBA at 892-6280 with any questions.

Reservations are required.

Yes! I would like to be a sponsor for this event!

Sponsor Options:

Prize (unlimited available) \$25

Poker Table
Black Jack (3 available) \$75
Texas Hold'em (2 available) \$100

Roulette \$200

Craps (no dealer needed) \$200

I can provide a dealer Yes No

Member Name: _____

Contact: _____

Phone: _____



Available Sponsorships



Event Partner
 3 @ \$1,000
 Any member contributing \$1000 or more in sponsor fees will earn a place for their logo on the cover of the tabloid as a partner in this event. No competing businesses allowed.

Exhibitor Pizza Party
 1 @ \$850.00
Sold - Kiel Building Supply

Excavation Exhibit Sponsor
 2 @ \$500

- Signage on fence
- Recognition on posters
- Recognition in Press Releases

Seminar Sponsor
 2 @ \$500

- *Sold - B & P Roofing United One Credit Union*

Shuttle Shelter
 1 @ \$250

- *Sold - Roffers Concrete Construction*
- Hang a banner

Placemat Advertising
 8 @ \$125

- Business card ad on 15,000 placemats distributed throughout Sheboygan County to local restaurants

Parking Lot Sponsor
 1 @ \$300

- *Sold - Western Building Products*
- Hang a

Radio Tag Line Ads
 6 for \$100

- Brief tag line mentioning your business at the end of radio ads promoting the Home Expo.

Friends of the Expo Sponsor - \$100- Unlimited - NEW!

- Provide 1,000 coupons to be presented to event visitors at the door.
- Your company name & logo displayed on your discount coupon with expiration date.

Have your Name attached to one of these great opportunities!!!

Sponsor Company Name: _____ Telephone # _____

_____ Event Partner _____ Excavation _____ Shuttle _____ Radio _____ Coupon

_____ Pizza Party _____ Seminar _____ Parking Lot _____ Placemat

_____ Check enclosed _____ Charge my credit card below Amount Due \$ _____

Mail contract and payment to Sheboygan County Home Builders Association, 435 E. Mill Street, Plymouth, WI 53073 or fax 893-9405

_____ Please charge my credit card for the amount due. VISA Master Card Discover American Express

Credit Card Number _____ Exp. Date ____/____/____

Security Code (3 or 4 digit # on back of card) _____

Name on Credit Card _____ Card Holders Signature _____

Credit Card Billing Address _____



Ticket Sales Sign Up Sheet

Contact the SCHBA office at 892-6280 or admin@schba.org to sign up for selling tickets at the door for the Home Builders Expo.

Friday, April 1, 2011

4:15 p.m. to 6:15 p.m.

| Name | Company Name |
|------------------|-------------------------|
| 1. Linda Serrano | United One Credit Union |
| 2. Sharon Tyszka | United One Credit Union |
| 3. _____ | _____ |

6:15 p.m. to 8:15 p.m.

| | |
|--------------------|--------------------|
| 1. Deb Wieberdink | Wie Be Plumbing |
| 2. Mark Wieberdink | Wie Be Plumbing |
| 3. Steve Leonhard | Leonard's Building |

Saturday, April 2, 2011

9:45 a.m. to 11:45 p.m.

| | |
|----------------|--------------------------|
| 1. Mark Winkel | Winkel Contracting, LLC |
| 2. Julie Meyer | Maritime Insurance Group |
| 3. _____ | _____ |

11:45 p.m. to 1:45 p.m.

| | |
|----------------|-------------------------|
| 1. Mark Winkel | Winkel Contracting, LLC |
| 2. _____ | _____ |
| 3. _____ | _____ |

1:45 p.m. to 3:45 p.m.

| | |
|----------------|-------------------------|
| 1. Mark Winkel | Winkel Contracting, LLC |
| 2. _____ | _____ |
| 3. _____ | _____ |

Sunday, April 3, 2011

9:45 a.m. to 11:45 a.m.

| | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |

11:45 a.m. to 1:45 p.m.

| | |
|--------------------|------------------------|
| 1. Shelly Nyenhuis | Macco's Floor Covering |
| 2. _____ | _____ |
| 3. _____ | _____ |

1:45 p.m. to 3:45 p.m.

| | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |

Fax choice of time slots to the SCHBA Office at 893.9405



Sheboygan County Home Builders Association's Presentation to Third Grade Students

Complete program on the home building process:

- Classroom Guide*
- Coloring Books*
- Video*

The "Homes of our Own" program was first presented to the elementary schools in 1995. Through this program our association has talked to over 14,000 students and donated as many trees to the county. This is our way to interact with the school children regarding construction and conservation. The program speaks to children regarding these two issues.

As a volunteer, you would be given a video to show the children, coloring books and a spruce sapling tree to hand out. The total presentation should take no more than 30 minutes. Those that have presented in the past had nothing but good things to say about their experience with the kids. The thank you letters from the students were an added feeling of satisfaction.

This year we are offering the program during the week of May 3rd.

**Tree & material pickup - Monday, May 2nd, 8:30 a.m. to 4:30 p.m.
SCHBA Plymouth Office, 435 E. Mill Street, Plymouth**

If you should have any questions before you commit your time, please call the office at 892-6280.

Fax reply to: SCHBA at 893-9405 by April 4th, 2011

Name: _____ Company: _____

Yes, I would like to be a volunteer this year for the "Homes of Our Own" program.

Please check all that apply: (the more flexible you can be the easier to schedule)

I am available: _____ May 3, _____ May 4, _____ May 5, _____ May 6
 _____ A.M. _____ P.M. _____ Either A.M. or P.M.
 _____ I am willing to speak at more than one school

I would like to speak at _____ School if possible.
 I would like my school(s) to be in or around the city/town/village of _____ if possible.

I would like to help sponsor the coloring books and trees for this event: Sponsor names will be added to the tree tags.

_____ Platinum \$100 _____ Gold \$75 _____ Silver \$50
 _____ Check is enclosed _____ Please invoice my company.