



# THE Building BLOCK

## Expedition Log Homes Honored by NAHB Awards Program

Expedition Log Homes, LLC received a national home building accolade, capturing the Excellence in Home Design - Log Home 2001-3000 sq. ft. in the 2011 LHC Excellence in Home Design and Marketing Awards program. The honor was awarded by the Log Homes Council (LHC) and Building Systems Councils (BSC) of the National Association of Home Builders (NAHB)—a trade association that represents the concrete, log, modular, and panelized building system industries—at their annual awards

program held earlier this month.

Sponsored by the NAHB Building Systems Councils, the LHC Excellence in Marketing and Home Design Awards has promoted excellence in the log home industry for more than ten years. All winners were announced at an awards luncheon in New Orleans, held in conjunction with the BSC SHOWCASE event—the leading trade show and conference based centered on the systems-built

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## Christmas Party

**Date:** Wednesday, December 15, 2010

**Place:** Pine Hills Country Club  
4914 Superior Avenue  
Sheboygan



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

**Menu:** Buffet dinner serving: Tenderloin of Beef Stroganoff, Garlic Whipped Potatoes, Glazed Carrots, Assorted Salads and Desserts.

**Program:** Builder & Associate Member of the Year, Rising Star and President's Awards

*\*Reservations form found in this issue are due in advance.*

## Special Features Inside This Issue:

- **Christmas Party**
- **Advertising Contract**
- **Expo Sponsorships**
- **Home Listing Service**
- **Expo Tabloid Advertising**

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*

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**Secretary:**

Kari Johnsrud, *UnitedOne Credit Union*

**Treasurer:**

John Schafer, *Schenck SC*

**Immediate Past President:-**

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 Christopher Rautmann, *Rautmann Custom Homes*

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 Shelly Nyenhuis, *Macco's Floor Covering Center, Inc.*

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 Brad TenPas, *Brad TenPas Construction LLC*  
 Kari Johnsrud, *UnitedOne Credit Union*

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**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

Karen Rooker, Administrative. Assistant -  
 Ext. 303 krooker@schba.org



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

December already?

It is hard to believe 2010 is coming to a close. I am looking forward to 2011 for the SCHBA.

The November GMM meeting was the first one that we have had over the lunch hour. It was nice to see some people there that normally cannot make the traditional dinner meetings.

We had a great speaker, Adam Ethreim, who founded eContractorBids.com, an internet marketing company. You need to check out the website! The membership interest was fantastic! We will be having Adam back for a more detailed seminar. I truly believe this will be a step forward in setting our builders ahead of the rest!

I, as president, am interested in helping mold the or-

ganization to fit your needs contacted, at least once, for some input. The Member Services Committee has put together a short survey. Please take the time to answer the questions. We need your input to adopt to the changing business world!

Your input will help steer this organization in the direction we need to go. In January we will be working on updating our Long Range Plan. I'm looking for your help and support with this.

Have a great Holiday Season!

John



“Have a great Holiday Season!”

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](http://schba.org) web site and click on the Twitter logo to get connected.

Search for Sheboygan County Home US". Or go to our web site and click on the non members from this site and having your hope to have many fans

Builders Association on Facebook and "LIKE Facebook logo. We will be marketing to the consumer and name out there as a fan of "schba.org" will be a win win. We 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.



*Brad TenPas  
Construction LLC*

*SOLD*

*Oostburg Lumber*

*SOLD*

*Gus*

*J T Construction*

*SOLD*

**Sheboygan County Home Builders**  
 “Not just building homes... Building better”

Sheboygan County Home Builders Association

*T K Hardwood Floor*

*SOLD*

**Calendar of Events**  
 Home Expo April 1, 2, 3, 2011  
 Homes of Our Own -May  
 Parade of Homes, Sept. 9-18, 2011  
 Visit [www.schba.org](http://www.schba.org) for info



Ad #4 Here - \$125.00

Ad #5 Here - \$125.00

Ad #6 Here - \$125.00

*ke Electric*

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*Mullikin Construction*

**SOLD**

**ers Association**  
**or communities”**



Ad #9 Here - \$125.00



Ad #8 Here - \$125.00

Here - \$125.00

*Binder & Halverson,  
 Inc.*

**SOLD**

- 15,000 copies of this placemat will be distributed to area restaurants.
- Each spot is \$125.00 - that is less than .01 per placemat.
- If you are interested, write your company name in a blank spot and that is where your ad will appear.
- Fax back to the SCHBA Office.
- First come - first choice
- SCHBA will invoice you when all spots are sold and the placemat goes to print
- Thank you for supporting YOUR association!

register today at [www.wisbuild.org](http://www.wisbuild.org)



**Top Ten Reasons You Should Attend the Wisconsin Builders Conference**

**10. Make business connections**

From hallway conversations to sit down meals, the conference offers you the chance to meet the people who can help you have a break-out year in 2011

**9. You need continuing education credits anyway**

Up to 12 Dept. of Commerce Dwelling Contractor Qualifier credits are being applied for that you can earn in two days.

**8. February + indoor waterpark = ahhhh**

Bring the kids to the world-class Chula Vista resort and save the cost of going to a time-share in Florida

**7. You have a cowboy hat you never get to wear**

The Friday night Ice Breaker has a country western theme this year, so pull on yer boots and saunter in for a fun time at the Nail n' Hammer Corral!

**6. Joe Pusateri is our keynote speaker**

A builder who has been there! Joe has six specific strategies to help you "Thrive in the Tough Times."

**5. Quotable or Regrettable?**

Spokesperson Training will be offered to give you techniques and tactics to shine when the lights are on you. These skills will also help you communicate clearly with your customer!

**4. You Like Me, You Really Like Me**

From Builder and Associate of the Year to who won the American raffle prizes (5 of them!) come help us recognize and applaud your peers with top industry awards.

**3. Getting it Right**

Learn fundamentals of Building Science in ProBuild's ProEarth building curriculum.



**2. Meet new customers (isn't this reason #1?)**

That networking thing is for real. It works, you can do it here, and it will help you.

**1. We are all in this together**

Learn strategies from your peers and get support to keep your head up

**Sponsorship opportunities available**

Contact WBA Event Coordinator Kim Fay at (608) 242-5151 x 13 or [kfay@wisbuild.org](mailto:kfay@wisbuild.org) to get your business in front of the largest gathering of builders and associates in the state. Options to fit every budget. Show your support of the industry and meet 1 on 1 with your current and prospective customers.

**Raffle Tickets for sale!**

Win your choice of an Electrolux laundry pair OR Wine Cooler! 5 winners drawn on February 12, 2011 at the Wisconsin Builders Conference Awards Brunch at noon. Tickets only \$10, see your local Executive Officer or call WBA at (608) 242-5151 to get the name of a seller near you.

**Don't Just Break Even,  
BREAK THROUGH IN 2011!**

**WISCONSIN BUILDERS CONFERENCE**  
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Info and register today [www.wisbuild.org](http://www.wisbuild.org)

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# Show your affiliation proudly!

NAHB, WBA and SCHBA logos are available for members to use on your trucks, storefronts, letterhead, in your advertising and in your promotional material.

Please note that the NAHB has a new logo with specific requirements for its use as well as the WBA. The SCHBA logo can also be used with permission to members as well.

Shown here are some logo choices (if viewing this in black and white, several are color ads). Please contact the SCHBA for copies of these ads or visit NAHB or WBA's web sites and search for downloads and all options.

NAHB has advised that if you have printed matter with the old logo included to please use it up before switching to the new logo. But they do request when replacing anything that displays the logo, to make sure to use the new logo.



National Association of Home Builders



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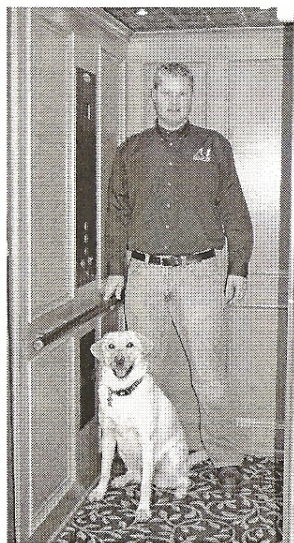
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## SCBHA Important Upcoming Events!

Event	December	January	February	Time	Location
Advertising Committee	7	TBD	TBD	8:00 a.m.	SCHBA Office
Board of Directors	7	4	8	3:00 p.m.	SCHBA Office
Business Days			23		Madison
Education Committee	9	13	10	11.30 a.m.	SCHBA Office
Executive Committee	21	18	15	3:00 p.m.	SCHBA Office
General Membership Meeting	15 Pine Hills	19 Amore	16 TBD	6:30 p.m. Cocktails 7:00 p.m. Dinner	**Various Locations
Government Affairs Committee	---	27	---	8:00 a.m.	SCHBA Office
Home Expo Committee	8	12	9	8:00 a.m.	SCHBA office
International Builders Show		12-16			Orlando, Florida
Lead Safe Q & A	9			11:30 a.m	SCHBA Office
Membership Committee	14	TBD	TBD	11:30 a.m.	SCHBA Office
Parade of Homes Committee		6	3	8:00 a.m.	SCHBA Office
WBA Board Meeting			11	1:30 - 3:30 p.m.	Chula Vista, WI Dells
WBA Conference			10-12		Chula Vista, WI Dells
SCHBA OFFICE CLOSED	24-31				

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

## Renewing Members Since 9.1.10

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

Company	Member Since	Company	Member Since	Company	Member Since
A & M Trees, LLC	1995	Kevin Stauss Construction	2006	Wie Be Plumbing , LLC	2006
Abacus Architects, Inc.	2006	Mullikin Construction, Inc.	1980	Window World of	2009
Bitter Neumann Appl, TV & Furniture	1992	National Exchange Bank & Trust	1996	Windridge Homes, LLC	2001
Budget Blinds of Sheboygan	2006	Oostburg Concrete Products, Inc.	1993	Winkel Contracting, LLC	2008
Chissy’s Pub	2006	Oostburg Lumber Company	1993	Wisconsin Public Service	1983
Community Bank & Trust	1984	Oostdyke & Wilke, Inc.	2001	Zelm Construction, Inc.	1980
Cutting Edge Builders	2005	R L O Sign, Inc.	1996		
D & D Carpentry	1983	Schnell Plumbing, Inc.	1994		
Damrow Construction Co, Inc.	1994	Schreurs Construction, Inc	1994		
Deicher Construction Co., Inc.	1978	Superior Seamless, Inc.	2009		
G. T. Graphics	2002	Surface Specialists of NE WI, Inc.	2006		
Hameister Architects, Inc,	2006	Valley Cabinet, Inc	1996		
HomeReview Inspection Services	2006	Wensink Heating Services, Inc.	1994		
Honold & La Page Inc.	2001	Western Building Products, Inc.	1993		



## Cancelled Members Since 9.1.10

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.

Dirkse & Huibregtse	2006	Kaat’s Specialties, LLC	2000
Realty Executives	2006	Safety Connections	2008

## Committee Updates

### Advertising/Public Relations

**Chair** - Ann Rogers, Associated Bank

**Committee Members:**

Wayne Warneke, The Breeze 1420 AM  
Mike Wiltzius, Guske Electric

**Staffed by:** Marsha Binder

The Advertising Committee is producing a "Winter" placemat. 15,000 copies will be distributed to area restaurants = less than one cent per copy. Members can purchase a business card ad for \$125.00.....New Homes Listing service is a new builder member benefit. See the flyer in this issue. Market new construction homes for sale, building lots or subdivisions. See flyer in this issue. This committee will begin coordinating advertising efforts for the 2011 Home Expo.

### Board of Directors & Executive Committee

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

The board is constantly reviewing the budget, programs, procedures, office conditions & staff as well as reviewing all the committee activities. If you request any business to be brought before the board, contact the president, John Techel, JT Construction, LLC. All meetings are open to the membership unless a closed session is required. For a complete list of upcoming meetings see page 8 of this issue or the calendar of events on [www.schba.org](http://www.schba.org)

### 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

The Education Committee is researching continuing education courses to offer to the members who have those requirements. They are in the process of redesigning the high school grant program to better meet the needs of the building related programs in the area high schools and to continue informing students about careers in the building industry.

The annual Jim Rooker Memorial Scholarship forms will be available soon for any SCHBA member's family member or employee to help them pursue their education for a career in the building industry. This can be for a 4 year college, tech school or apprenticeship program.

### Finance

**Chair** - John Schafer, Schenck SC

**Committee Members:**

Niel Larsen, Maritime Insurance Group  
John Techel, JT Construction, LLC.

**Staffed by:** Marsha Binder

The Finance Committee is "on call" to watch the progress of the 2010/2011 SCHBA budget. Should it be necessary to meet they will determine contingency plans for future expenditures. If any member would like financial information regarding the association 2009/2010 fiscal year, please contact John Schafer, Schenck SC.

### 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

GA Committee most recently directed a request to the City of Sheboygan to re-evaluate their licensing process and fees based on an opinion by Attorney General, JB VanHollen suggesting that a particular municipal licensure requirement may be preempted if that requirement logically conflicts with, defeats the purpose of, or violates the spirit of state contractor financial responsibility and continuing education requirements. *In his opinion, ordinances requiring local licensure are preempted if they impose on persons seeking a building permit for one- or 2- family dwellings greater financial responsibility, education, or examination requirements than required by state law.*

Should you have a request for this committee, please contact Bob Werner, Werner Homes.

## 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

With almost 1/3 of the booths sold, sales are right on track with last year's sales. What a better way to get your name, product or service in front of the people planning home construction projects. Contracts will be mailed to the non members on or about December 10th so booth choices will continue to diminish. Mail or fax your contract in today after checking out the floor plan on the SCHBA web site.

A new exposition company is being used this year. Rentals like tables, chairs, etc are much more reasonable. Watch for the price list with your confirmation. Deck you booth out a minimal cost and labor. Let the exposition service deliver what you need directly to your booth.

### 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

The membership committee is in the process of planning all of the upcoming general membership meetings. Please see the Christmas party invitation in this newsletter and send in your registration right away.

They have also been working on a member interest survey that will be conducted online. They are looking for all members to give their feedback on the association and their membership.

And, they are always looking for committee members. Please call the office at 892-6280 if you would like to sit in on the next meeting to see if it might be the right committee for you.

### Parade of Homes

**Chair** - Dave Zelm

**V. chair** -

**Committee Members:**

Wendy Conto, Community Bank  
 Brad Freis, Freis Tile & Design, LLC  
 Bobbie Kuether, Heart to Hearth Window Treatments & Design  
 Ed Hurlbutt, Dostburg Lumber Co.  
 Ben Lukens, Dostburg Lumber Co.  
 Christopher Rautmann, Rautmann Custom Homes  
 Brad Parent, Paul's Cabinet Shop, Inc.  
 Erik Kral, Buechel Stone Corp.

**Staffed by:** Marsha Binder

Calls to the office by consumers and builders alike make it look like the 2011 Parade of Homes will be back on track. The committee is meeting in January to finalize the contract and upon final approval from the board of directors, builders should be seeing it in their mail boxes in February.

If you have any recommendations for changes to the contract, now is the time to speak up. Feel free to forward any suggestions to chair, Dave Zelm, Dave Zelm Prestige Builders. All members are also welcome at this or any committee meeting. You are unable to vote, but may be allowed to be a part of the discussion. Forwarding your request ahead of time would be the proper procedure if you are serious about introducing an important change to the contract.



## Spike Club Roster - Members getting Members earn a spike for recruitment and renewal as 10.31.09

Club Members	Company	Current Credits	Needed for Life Spike	NAHB Spike party Eligible at IBS
John Schafer	Schenck Business Solutions	23.5	1.5	
Rich Rauwerdink	Rich-Line builders, Inc.	23	2	
Ken Deicher	Deicher Construction Co. Inc.	23	2	
Brad Tenpas	Tenpas-Hoftiezer Construction, LLC	19	6	
Mark Kuether	Mark Kuether Construction Inc.	18.5	6.5	
John Navis	Navis Custom Builders Inc.	9	9	
Mike Wiltzius	Guske Electric, Inc.	11	11	
Jan Koepsell	Expedition Log Homes	14	14	Yes
Dean Mullikin	Mullikin Construction Inc.	18.5	18.5	
Ann Rogers	Associated Bank	18.5	18.5	Yes
Julie Meyer	Maritime Insurance Group	19	19	Yes

Life Spike Members			Current Life Spike Level	
Dan Daun	D & D Carpentry, Inc.	149	100	
Ed Hurlbutt	Oostburg Lumber Company	129	100	Yes
Dave Zelm	Dave Zelm Prestige Builders, LLC	99	75	
Doug Daun	D & D Carpentry, Inc.	97	75	
Rich Lohr	Van Der Vaart, Inc.	85	75	
Bob Werner	Werner Homes	69	50	
Mark Binder	Binder & Halverson, Inc.	52.5	50	
Wendell Schreurs	Shcreurs Construction, Inc.	36.5	25	
Shad Tenpas	Steve Tenpas Drywall, Inc.	35	25	
Mike Mrdjenovich	Maritime Insurance Group	34.5	25	
Jim Schomberg	Jim's Heating & Cooling Inc.	31.5	25	
Bob Velier	Falls Valley Excavating, Inc.	31	25	
Dennis Stuckmann	Stuckmann Construction, LL	28	25	
Becky Radue	Kiel Building Supply	26	25	

*(Continued from page 1)*

housing industry. Home manufacturers, builders and industry associates were among the groups recognized.

“This year’s award winners like Expedition Log Homes prove that despite a sluggish housing market, the systems-built industry is raising the bar in residential marketing and home design concepts,” said BSC Chairman Vic DePhillips, a modular manufacturer from Moosic, Pa. “Our award winners are adding credibility to their businesses and shedding a positive light on the building systems industry as a whole.”

The annual BSC & LHC Excellence Awards are judged by a panel of industry experts and companies like Expedition Log Homes were given praise for the quality of their submittals.

“It is truly an honor to receive the LHC Excellence Award for Home Design,” said Jan Koepsell, company co-owner. “At Expedition Log Homes, we strive to provide innovative, practical housing solutions celebrating & embracing the beauty of logs. This award shows the hard work and vision of Expedition Log Homes dedicated employees. It is a proud day for me and for Expedition Log Homes.”

Awardees were recognized for excellence in achievement in several marketing and design categories and covered a range of concrete, log, modular and panelized homes.

There were scores of entries submitted for award categories ranging from

Home Design, Outstanding Model/Sales Center, to Presentation of Home Plans and Best Web site.

For a complete list of winning companies and projects, including Expedition Log Homes, visit [www.nahb.org/2011bscawardwinners](http://www.nahb.org/2011bscawardwinners).

Award winners were announced to a crowd of nearly 200 systems-built industry professionals at the awards luncheon. Winners received plaques to commemorate their efforts. They will be featured in upcoming editions of NAHB’s e-newspaper, Nation’s Building News. Some projects will also be on display on the BSC Awards Wall at the 2011 International Builders’ Show in Orlando.

**ABOUT EXPEDITION LOG HOMES:** Expedition Log Homes ([www.expeditionloghomes.com](http://www.expeditionloghomes.com)) is a south-eastern Wisconsin based design and manufacturing firm specializing in kiln-dried, handcrafted, heart-centered, energy efficient log homes and commercial buildings. Established in 2000, the firm employs over 20 people at its southern Sheboygan County Design Center and southern Manitowoc County Sawmill. Along with a nationwide network of over 40 dealers, the firm has delivered homes throughout the United States and Canada.

**ABOUT THE LHC:** The Log Homes Council, established in 1977, is an organization of leading log home manufacturers dedicated to promoting the distinct benefits of log building systems. As the voice of the industry, we educate, inspire and advance the continued use of quality, renewable log products. For more information,

visit [www.loghomes.org](http://www.loghomes.org).

**ABOUT THE BSC:** The Building Systems Councils of the National Association of Home Builders is made up of manufacturing, builder, and associate members who advocate building with systems. Systems-built homes are constructed with concrete, log, modular, or panelized systems. They are constructed to the same code standards and reflect the same, and often enhanced, quality levels as any site-built construction. The advantage of systems-building is it’s done in a fraction of the time, with a fraction of the waste, reducing costly weather exposure. Many systems-built homes are inherently “green,” adding an environmentally friendly label to the product.

**ABOUT NAHB:** The National Association of Home Builders is a Washington-based trade association representing more than 175,000 members involved in home building, remodeling, multifamily construction, property management, subcontracting, design, housing finance, building product manufacturing and other aspects of residential and light commercial construction. NAHB is affiliated with 800 state and local home builders associations around the country. NAHB’s builder members will construct about 80 percent of the new housing units projected for 2010.

Affiliated With



A HAPPY  
NEW YEAR



## Government Affairs Update 11.17.09 - Brad Boycks Director of GA and Political Affairs



### A Thank You from WBA President Jim Kubasta

As you by now already know, on November 2<sup>nd</sup> WBA went 3 for 3 with our endorsements when Wisconsin voters elected Scott Walker governor, Ron Johnson to a six-year term in the U.S. Senate and re-elected J.B. Van Hollen as Attorney General.

This was a tremendous team effort and I cannot thank you enough for all of your help along the way. Your generosity during these past few months has been second to none. From opening up your checkbook to taking the time to make phone calls and host a yard sign you have stepped up when we needed your help the most.

During these challenging economic times we were able to give more personal contributions to Scott Walker than we gave to Mark Green four years ago when the economy was in much better shape.

On behalf of all of the Senior Officers, we deeply appreciate your time and commitment. The movement to get our economy back on track starts today.

#### Walker Wins 52-47

In addition to turning 43 years old on November 2, Scott Walker was also elected Wisconsin's next governor. By a margin of 52% to 47% Scott Walker bested Milwaukee Mayor Tom Barrett.

In total WBA members contributed just shy of \$95,000 in personal contributions to Walker through the Builders Direct Fund conduit. The Building a Better Wisconsin PAC also contributed a total of \$25,500 to both Scott Walker and Lt. Governor-Elect Rebecca Kleefisch.

The transition for Governor Elect-Walker has already begun and WBA is working behind the scenes to book a meeting to discuss specific points of our 2011-2012 government affairs agenda.

### Senator-Elect Ron Johnson (R-Oshkosh)

Oshkosh manufacturer Ron Johnson was able to knock off 18-year incumbent Russ Feingold by the same margin of victory as Scott Walker (52% to 47%).

Johnson becomes the first Republican to represent Wisconsin in the United States Senate since Bob Kasten.

WBA endorsed Johnson in October and the National Association of Home Builders (NAHB) BUILD PAC donated \$5,000 to his campaign in late September of this year.

### Assembly GOP majority is at 60 seats

Most handicappers thought that the state Assembly was poised to come back in GOP hands but no one in their wildest dreams predicted they would come back today with 60 seats. In addition to the 60 GOP seats, Representative Bob Ziegelbauer was also re-elected as an independent and said he plans to caucus with the GOP. That addition essentially puts the majority at 61 seats for the GOP.

The list of unexpected wins is honestly too long to list but certainly topping it is the defeat of the current Assembly Speaker Mike Sheridan (D-Janesville) and the longest serving member of the state Assembly Marlin Schneider (D-Wisconsin Rapids).

### Members elected to the Wisconsin State Assembly

When legislators are sworn in on January 3, 2011 two current WBA members will be among those coming back as a member of the new 60 seat GOP majority.

WBA members elected to the state assembly include Michelle Litjens in the 56<sup>th</sup> district (Outagamie and Winnebago Counties) and Tom Larson in

*(Continued on page 15)*



**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.**

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the 67<sup>th</sup> district (Chippewa and Dunn Counties).

We very much look forward to working with both Representative Elect Litjens and Larson for many sessions to come.

### **A 19 seat Senate GOP Majority**

At some point during election night it looked like the number of GOP seats in the state Senate may have ended up as high as 20 or 21. The GOP will return to the majority in the state Senate for the first time since before the 2006 election with 19 seats.

All of the targeted races went the GOP's way last night with exception of Bob Jauch and Kathleen Vinehout holding onto their respective seats.

The current Senate Majority Leader Russ Decker was defeated by Dr. Pam Galloway which was the most shocking result of the 2010 state Senate elections.

### **Duffy, Ribble win; Kapanke comes up short**

Sean Duffy will replace Dave Obey after defeating current state Senator Julie Lassa 52% to 44%. With the full backing of the Wisconsin BUILD PAC Trustees the NAHB BUILD PAC were

early supporters of Duffy's efforts. In fact, NAHB was one of the few groups to financial support Duffy before Dave Obey's surprise announcement to retire earlier this year.

WBA member Reid Ribble was able to soundly defeat two-term Congressman Steve Kagen by a margin of 55% to 45%. NAHB BUILD PAC was able to make the maximum contribution to Ribble's campaign by giving him two \$5,000 contributions this fall.

No candidate finished with a stronger two weeks leading up to the election than state Senator Dan Kapanke in his race against Congressman Ron Kind.

Unfortunately for Kapanke he came up just short, losing to Congressman Kind 50% to 47%.

Kapanke returns to the majority in the state Senate to serve out the remaining two years of his four-year term.

### **The race no one talked about turns out as we thought**

There was little doubt that Attorney General J.B. Van Hollen would be re-elected, the only real question was what his final margin of victory would be.

Van Hollen defeated former DNR Secretary Scott Hassett 58% to 42% to win a second four year term as Wisconsin

Attorney General.

### **A true sign of a "wave election"**

With little attention and fanfare GOP candidate Kurt Schuller was able to defeat incumbent State Treasurer Dawn Sass 53% to 47%

Sass defeated Jack Voight in 2006 in a huge democrat "wave election".

Schuller ran on the platform that he would work to pass a constitutional amendment to abolish the office of Wisconsin Treasurer if elected.

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p.s. If you would like to receive our weekly Government Affairs newsletter just send me an email!



# Best Wishes for a Happy New Year and a Blessed Christmas!

## SCSBA Staff!

Marsha, Mary, & Karen

### The Man Rules!

We always hear "The Rules" from the female side.... Now here are the rules from the male side. A man finally got the nerve to write these down:

1. Men are NOT mind readers
2. Learn to work the toilet seat. You're a big girl. If it's up, put it down. We need it up, you need it down. You don't hear us complaining about you leaving it down.
3. Sunday sports, it's like the full moon or the changing of the tides. Let it be.
4. Crying is blackmail
5. Ask for what you want. Let us be clear on this one: subtle hints do not work! Strong hints do not work! Obvious hints do not work! JUST SAY IT!
6. Yes and No are perfectly acceptable answers to almost every question.
7. Come to us with a problem ONLY if you want help solving it. That's what we do. Sympathy is what your girlfriends are for.
8. Anything we said 6 months ago is inadmissible in an argument. In fact, all comments become null and void after 7 days.
9. If you think you're fat, you probably are. Don't ask us.
10. If something we said can be interpreted two ways and one of the ways makes you sad or angry, we meant the other one.
11. You can either ask us to do something or tell us how you want it done. Not both. If you already know best how to do it, just do it yourself.
12. Whenever possible, please say whatever you have to say during commercials.
13. Christopher Columbus did not need directions and neither do we.
14. All men see in only 16 colors, like windows default settings. Peach, for example, is a fruit, not a color. Pumpkin is also a fruit. We have no idea what mauve is.
15. If it itches, it will be scratched. We do that.
16. If we ask what is wrong and you say "nothing", we will act like nothing's wrong. We know you are lying, but it is just not worth the hassle...
17. If you ask a question you don't want an answer to, expect an answer you don't want to hear.
18. When we have to go somewhere, absolutely anything you wear is fine... REALLY.
19. Don't ask us what we're thinking about unless you are prepared to discuss such topics as football or hockey.
20. You have enough clothes.
21. You have too many shoes.
22. I am in shape. Round IS a shape!
23. Thank you for reading this.
24. Yes, I know I have to sleep on the couch tonight!



Sheboygan County Home Builders Association

# HOME EXPO 2011

## ADVERTISING PROGRAM

As an exhibitor at the Sheboygan County Home Builders Association Expo you have the opportunity to target your message to over 63,000 readers. Our partnership with The Sheboygan Press enables us to make available these special advertising prices to S.C.H.B.A. Expo exhibitors and all S.C.H.B.A. members who would like to participate.

A special tabloid will be inserted into the following publications:

**Sunday, March 27**

**Wednesday, March 30**



Your participation in this marketing program will assist in making this event a great success!

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 PLEASE MAKE YOUR SELECTION AND RESERVE SPACE TODAY!

Premium positions on a first-come, first-serve basis.  
 All ad copy due by Feb. 25, 2011  
 Space reservations due by Feb. 15, 2011  
 Mail to: Attn. Robin Lisowe  
 The Sheboygan Press  
 632 Center Ave., Sheboygan, WI 53081  
 Fax: 920-457-7043  
 email: rlisowe@sheboygan.gannett.com



\_\_\_\_\_  
 ADVERTISER NAME

\_\_\_\_\_  
 ADVERTISER CONTACT

\_\_\_\_\_  
 CONTACT PHONE

<input type="checkbox"/> 1/8 Page		\$210	4.937"x2.343"
<input type="checkbox"/> 1/4 Page		\$305	H 10"x2.343" V 4.937"x4.812"
<input type="checkbox"/> 1/2 Page		\$435	H 10"x4.812" V 4.937"x9.75"
<input type="checkbox"/> Full Page	INCLUDES FULL COLOR	\$640	10"x9.75"
<input type="checkbox"/> Inside Front Cover*	INCLUDES FULL COLOR	\$660	10"x9.75"
<input type="checkbox"/> Inside Back Cover*	INCLUDES FULL COLOR	\$660	10"x9.75"
<input type="checkbox"/> Back Page*	INCLUDES FULL COLOR	\$850	10"x9.75"
<input type="checkbox"/> Color for all other ad sizes		\$75	

\*Available to first reservation request received



**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**  
 • Say a few words at **Sold - Kiel Building Supply** party  
 • Hang you signs in center court during

**Excavation Exhibit Sponsor**  
**2 @ \$500**  
 • Signage on fence  
 • Recognition on posters  
 • Recognition in Press Releases

**Seminar Sponsor**  
**2 @ \$500**  
 • Signage in room  
 • Recognition on posters  
 • Recognition in Press Releases

**Shuttle Shelter**  
**1 @ \$250**  
 • Hang a banner (provided) on the side of the shelter for all to see when entering the show.

**Placemat Advertising**  
**8 @ \$125**  
 • Business card ad on 15,000 placemats distributed throughout Sheboygan County to local restaurants

**Shuttle Bus**  
**1 @ \$300**  
 • Hang a banner (provided) on the side of the shuttle bus

**Radio Tag Line Ads**  
**6 for \$100**  
 • Brief tag line mentioning your business at the end of radio ads promoting the Home Expo.

Thank you to the members that have consistently supported this event as past sponsors. The SCHBA Expo is consistently mentioned as one of the best in the South East portion of the state. You, the sponsors make this possible!

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

Sponsor Company Name: \_\_\_\_\_ Telephone # \_\_\_\_\_

\_\_\_\_\_ Event Partner      \_\_\_\_\_ Excavation      \_\_\_\_\_ Shuttle      \_\_\_\_\_ Radio  
 \_\_\_\_\_ Pizza Party      \_\_\_\_\_ Seminar      \_\_\_\_\_ Shelter      \_\_\_\_\_ 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 \_\_\_\_\_

# Home Listing Service



Provide details about a home or building lot you have for sale. Get the word out to consumers visiting the SCHBA web site [www.schba.org](http://www.schba.org). Post photos, specs, and more allowing you to promote your "For Sale" projects.

## New Homes or Lots For Sale

- \*First 5 listings posted Free for 1 month (set up fee applies)
- Low monthly fee of \$25 per listing
- One Time Minimal set up fee of \$25
- \*One free listing per company

Sheboygan County Home Builders Association

435 E. Mill Street, Plymouth, WI 53073

**Call 920.892.6280 for more details**

**E-mail information to [Mbinder@schba.org](mailto:Mbinder@schba.org)  
and fax payment information to 920,893.9405**

**SCHBA Builder Members Only**



## List your "For Sale" Real Estate on the SCHBA web site

Builder Members list your newly constructed (never lived in) homes, building lots or developments, for sale on the SCHBA Homes Listing Web Site. A \$25 set up fee applies per listing with a \$25 per month listing fee.

The listing can be removed at any time, however there will be no refunds of listing fee or set up fees.

The following information can be posted on the site - Information to be provided electronically in a separate documents.

**\* Bold = Required Information**

- Home Description (250 words max)
- Color photos accepted 1 MB or less in a .jpg format (max 5 photos)
- Builder Description (100 words max)
- **\*Builder Contact Name**
- **\*Builder Phone**
- **\*Builder E-mail**
- Builder URL (web site address)
- **\*Home Street, City, State, Zip**
- **\*Driving Directions to location**
- School District:
- **\*Home Type**  
 Single Family  
 Townhouse  
 Condo/Loft  
 Remodel  
 Development/Lot

- Home Name
- Selling Price:
- Contact Builder for Price
- Price Range
- Selling Price Notes:
- Under Construction
- Main Floor Sq. Ft                      Upper Floor Sq. Ft
- Lower Floor Sq. Ft.                      **\*Finished Sq. Ft.**
- Living Sq. Ft.                              Garage Sq. Ft.
- **\*Number Bedrooms**                      **\*Baths**
- Other Amenities

Realtor Information will be listed as a contact ;  
 (non member realtor information accepted as a service to builders)

Realtor Company Name: Realtor Contact:  
 Realtor Contact Phone: Realtor Contact E-mail:  
 Realtor URL: License Number:

Authorized Member Signature \_\_\_\_\_ Date \_\_\_\_\_

Print Name on Card \_\_\_\_\_ Expiration Date \_\_\_\_\_  
PERSONS NAME ON THE CARD mm/yyyy

Address \_\_\_\_\_  
STREET ADDRESS, CITY, STATE, ZIP WHERE CREDIT CARD BILLING IS SENT

Card Type: Master Card \_\_\_\_\_ Visa \_\_\_\_\_ Discover \_\_\_\_\_ American Express \_\_\_\_\_

Card Number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ Security Code \_\_\_\_\_  
3 or 4 digit # on card back

Please e-mail receipts to \_\_\_\_\_

\_\_\_\_\_ Charge my card for 1 month listing and set up fee or \$50.00      \_\_\_\_\_ Invoice me for services & listing

\_\_\_\_\_ Check enclosed payable to the SCHBA for \$50.00



What: Christmas Party  
When: Wed., December 16, 2009  
Where: Pine Hills Country Club  
4914 Superior Avenue, Sheboygan



6:00—7:00 p.m. Cocktails

7:00 p.m. Seating for buffet dinner

Menu: Grilled Rib Eye, Sauteed Trout with Citrus Pecan Sauce, Garlic Whipped Potatoes, Asparagus with Carrots Julienne, Tossed Salad, Assorted Desserts

8:00 p.m.—Entertainment—Oostburg High School Voice 35

**ENTERTAINMENT SPONSOR: Oostburg State Bank**



OOSTBURG STATE BANK

8:30 p.m. Builder/Associate of the Year & Milestone Awards

**Reservations required no later than Dec. 11, 2009—late registrations may not be accepted**

Mail or Fax to: SCHBA  
435 E. Mill Street, Plymouth 53073  
or fax to 920-893-9405

\$30 per person - Payment Enclosed \_\_\_\_\_

Charge my credit card - information below \_\_\_\_\_

Please provide name of each guest.

Company Name \_\_\_\_\_

Guest's Name: \_\_\_\_\_

Guest's Name: \_\_\_\_\_

Guest's Name: \_\_\_\_\_

Guest's Name: \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

VISA     Master Card     Discover     American Express

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Name on Credit Card \_\_\_\_\_ 3 Digit Sec. Code \_\_\_\_\_

Card Holders Signature \_\_\_\_\_

Billing Address on Card: \_\_\_\_\_



# “Building Block”, “Blue Print” or Web Site Advertising

**Sheboygan County Home Builders Association**  
 435 E. Mill Street  
 Plymouth, WI 53073  
 www.schba.org

**NEW Advertising Rates Effective September 1, 2009**

\*Each quarter your ad will be included in the quarterly issue of the printed “Building Block” and in one Monday issue of the electronic update “The Blue Print”. Ads included in the “Blue Print” will have a direct link to your web site.

<u>SIZE</u>	<u>1 Quarter</u>	<u>2 Quarters</u>	<u>3 Quarters</u>	<u>4 Quarters</u>
<u>Newsletter</u>				
Full Page - printed & online n/l only	\$200	\$400	\$600	\$800 7 1/2" w x 10" h
Full Page Inserts- <b>One month run</b>	\$200 per mo.	-printed & online n/l only		8 1/2 w x 11 h
1/2 Page*	\$150	\$300	\$450	\$600 1/2 Page 7 1/2" w x 5" h
1/4 Page*	\$ 75	\$150	\$225	\$300 1/4 Page 3 3/4" w x 5" h
1/8 Page (Business Card)*	\$ 60	\$120	\$180	\$240 3 3/4" w x 2" h
<b>Web Site Ad (FULL COLOR)</b>	<b>\$ 90</b>	<b>\$180</b>	<b>\$270</b>	<b>\$360 120 pix. w x 60 pix. h</b>

The above are association member prices, non-member prices are increased by 100%.  
 The Editor reserves the right to choose the location of the ad. We will try to honor requests.

### SCHBA Advertising Request Form

(for multiple ads, please copy this form)

Date: \_\_\_\_\_ (Copy due by the 20<sup>th</sup> of a month to be placed in the following months' publications)

Place my ad in.... \_\_\_\_\_ “Building Block” & “Blue Print” \_\_\_\_\_ Web Site \_\_\_\_\_ Classified

Place my ad for... \_\_\_\_\_ 1 Quarter \_\_\_\_\_ 2 Quarters \_\_\_\_\_ 3 Quarters \_\_\_\_\_ 4 Quarters  
 \_\_\_\_\_ Special 1 month insert (only available in the Building Block & online)

My ad is... \_\_\_\_\_ Enclosed \_\_\_\_\_ Will be E-sent to sizes as above (as .jpg)

Enclosed is my credit card information, please charge my account for \$ \_\_\_\_\_

VISA     Master Card     Discover     American Express    Security 3 digit code \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Card Holders Name: \_\_\_\_\_ Signature: \_\_\_\_\_

(PLEASE PRINT)

Card Holders Address, City, State & Zip: \_\_\_\_\_

Enclosed is my ad & check (Payable to the SCHBA) in the amount of \$ \_\_\_\_\_

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Address, City, State, Zip: \_\_\_\_\_

Please remit to: SCHBA, 435 E. Mill Street, Plymouth, WI 53073  
 Or Fax to 920-893-9405