

SCWBA NEWS



FEBRUARY 2023

A NEWSLETTER OF THE SOUTH CENTRAL WISCONSIN BUILDERS ASSOCIATION

*The South Central Wisconsin Builders Association (SCWBA) is a not-for-profit professional trade organization, which **unites** people involved in the building industry in order to **encourage** high standards of professionalism and service, **promotes** attainable, quality housing and **improves** our community through active involvement.*

Sponsored by:

AXLEY
ATTORNEYS



HIGHLIGHTS

President's Letter	Page 2	State News & Benefits	Page 10
Leadership Information	Page 3	National News & Benefits	Page 11
SCWBA Events	Pages 4 & 5	Member Spotlight Renewals	Page 12
New Members/Announcements	Page 6	Member Spotlight 3-in-1 Value	Page 13
Student Build Updates	Page 7	Photo Gallery	Page 14
Parade of Homes	Page 8	Young Professionals	Page 15
Community Impact Projects	Page 9	Membership Matters EO Letter	Page 16

PRESIDENT'S LETTER



PAULA CARLSON, BRABAZON/TITLE TEAM **2023 SCWBA PRESIDENT**

Happy February,

I hope 2023 has been off to a fabulous start for each of you. SCWBA has a great lineup of member events. Make sure you are following on Facebook and checking your emails often. Heidi does an excellent job of letting everyone know what is going on. If you are new/newer to SCWBA we look forward to meeting you at these events.

I would like to say a "Thank You" to Norm and Lori Paulson, Doug Scott and Heidi for attending the WBA Presidents installation day/evening. We are thankful to have such great representation at the State level.

I look forward to seeing each of you soon. Stay warm!

Paula Carlson
SCWBA President

2023 LEADERSHIP



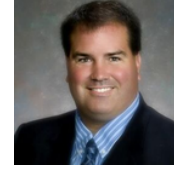
Paula Carlson
President



Tessa Dongarra
President Elect



Kevin Fanning
Vice President



Eric Scherdell
Treasurer/Secretary



Casandra Wagner
Past President



Adam Perkins
Builder Director



Eric Richards
Builder Director



Joe Kruser
Associate Director



Becky Carter
Associate Director



Tom Naatz
State Life Director



Andy Dongarra
State Director



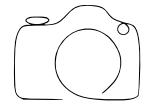
Norm Paulson
State Director



Doug Scott
State Life Director



Bob Sarow
State Life Director



Scott Engelberger
State Life Director

Photography by:

MEGAN OLEARY
PHOTOGRAPHY  DESIGN

If you have suggestions, concerns, or ideas that may help improve YOUR association, we encourage you to reach out to any of your Board Members to share your thoughts.

Even better, join a committee!

If we collaborate more, we can make SCWBA the best association possible.

To obtain email addresses for your Board Members you can access them at:

<https://www.scwba.com/about.html>

Membership Ambassadors

- Paula Carlson, Brabazon/Title Team
- Casandra Wagner, Wagner Construction
- Sara Reque, Blackhawk Bank
- Amanda McCulloch, Blackhawk Credit Union
- Becky Carter, Land Title & Closing Services
- Jackie Borgwardt, Johnson Financial Group
- Shonna Meyers, Associated Bank
- Sarah McLean, Realty Executives Premier

CALENDAR OF EVENTS

2023 EVENTS SCHEDULE

SOUTH CENTRAL WISCONSIN BUILDERS ASSOCIATION

JANUARY	FEBRUARY	MARCH
No Events	16th Members Happy Hour Knight Barry TITLE GROUP Integrity. Experience. Innovation.	16th B&B Trivia Night Bank of Milton
APRIL	MAY	JUNE
Date TBD Builders Round Table BLACKHAWK COMMUNITY CREDIT UNION	18th Comedy Night Associated Bank	15th Golf Outing MARLING LUMBER COMPANY
JULY	AUGUST	SEPTEMBER
Event TBD	Date TBD Members Happy Hour REALTY EXECUTIVES PREMIER	9, 10, 15, 16, 17 Parade of Homes PARADE OF HOMES BECOME A SPONSOR YOUR LOGO HERE Bids start at \$8,000
OCTOBER	NOVEMBER	DECEMBER
10th Forward Janesville BAS BAS business alternative SCWBA Batterman	2nd Casino Night BECOME A SPONSOR YOUR LOGO HERE \$2,500	12th Awards & Installation SCWBA

SECURE YOUR TITLE SPONSORSHIP AND BE ON THE CALENDAR ALL YEAR.
EMAIL HEIDI AT OFFICE@SCWBA.COM

02.16
2023



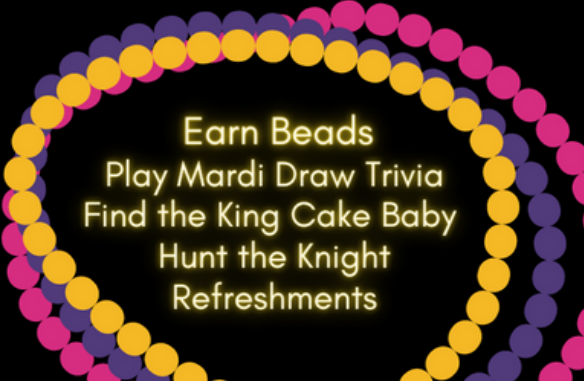
YOU ARE INVITED TO
SCWBA MEMBERS
**MARDI
GRAS**
HAPPY HOUR

Hosted by

KNIGHT BARRY TITLE GROUP
20 S. JACKSON ST.
JANESVILLE, WI
FEBRUARY 16TH
4:30 PM - 6:30 PM



**A "KNIGHT" OF FUN
AND PRIZES!!**
THEME DRESS IS OPTIONAL



Earn Beads
Play Mardi Draw Trivia
Find the King Cake Baby
Hunt the Knight
Refreshments



Knight Barry
TITLE GROUP

OPEN FORUM FOR ANY/ALL
ACTIVE SCWBA MEMBERS
TO SHARE THOUGHTS & IDEAS

**FEBRUARY
21
2023
5:00 PM**

SCWBA OFFICE
4450 MILTON AVE., SUITE 105
JANESVILLE, WI 53546

2023 DATES
FEBRUARY 21
MAY 16
OCTOBER 17



**SPEAK UP
MEMBERS
OPEN
FORUM
BE HEARD**

MEMBERS MAKING MOVES

VAL EAGAN
LAND TITLE & CLOSING SERVICES

HAPPY RETIREMENT



APPLICATION PENDING

JUSTIN LANKFORD
**LANKFORD CONSTRUCTION
& DESIGN**

*If you have feedback
regarding a New
Member Applicant
please forward
information to Heidi at
office@scwba.com*

NEW

STUDENT BUILD UPDATES

2022-2023 STUDENT BUILD UPDATE 797 WAVELAND, JANESVILLE NAATZ CONSTRUCTION



Education Committee

Co-Chair: Tom Naatz, Naatz Construction
tnaatz@hotmail.com

Co-Chair: Paula Carlson, Brabazon/Title Team
pcarlson@brabazontitleteam.com

- Joe Kruser, A+ Insulation
- Henry Londo, Century 21
- Kelly McPherson, Realty Executives Premier
- Christopher Maedke, School District of Janesville
- Ryan Naatz, Naatz Construction
- Adam Perkins, AP Designs



Students learn from our members at Ray Lloyd Plastering & Painting. Testing out the stilts, and working on the drywall and painting process. Thank you to Kevin Lloyd and his team for this great mentorship each year!



2022-2023 SCHOLARSHIP CYCLE IS OPEN! ACADEMIC OR DIRECT TO WORKFORCE



DOWNLOAD AT: <https://www.scwba.com/student-build.html>

SCWBA is extremely proud of our Student Build Program! In cooperation with the School District of Janesville, SCWBA provides an on-site classroom for students in the Advanced Construction Classes at Craig and Parker High Schools in Janesville. From its humble beginning in 1992 until today, this program has been providing a hands-on classroom experience, exposing area students to the skilled trades. And since 2007, the program has provided numerous scholarships to participants that are looking to make the construction industry their chosen profession. SCWBA is proud to be a part of training future builders in our local home building industry.

This year's Student Build Project is led by SCWBA Member, and General Contractor, Naatz Construction. Thank you to Ryan Naatz, Joe Kruser, and the entire Education Committee for all you do to support this program!



COMMUNITY EVENTS

Parade of Homes Committee

Co-Chair: Tessa Dongarra, Cabinet Country
tess@cabinetcountryltd.com

Co-Chair: Brian Kaiser, Kaiser Design/Build
kaiserdb@charter.net

- Al Herbst, First National Bank
- Kevin Ferguson, Ferguson Custom Homes
- Tom Naatz, Naatz Construction
- Gary Oehlberg, Main Street Cabinet Co.
- Steve Lauber, Janesville Gazette
- Andrea Mroz, Johnson Bank
- Preston Laws, Johnson Bank
- Brenda Knighton Slatter, Realty Executives
- Janine Birkhimer, Realty Executives
- Pam Heineck, Knight Barry Title

The 2022 Parade of Homes was a great success. Thank you to our participating members. Virtual viewing access will run through July 2023.

Visit www.scwba.com/paradeofhomes and use promo code **\$CWBA22POH**.



Sponsored by
JOHNSON FINANCIAL GROUP

2022 PARTICIPANTS

2 4515 Huntington Ave., Janesville

The Coastal Farmhouse Feels With Key-Notes of Modern Sophistication
The relaxing atmosphere of this home will make you want to kick your feet up and enjoy the view. The stunning clean lines & modern styling complements are highlighted with any chic color palette that is sure to "wow" you at first sight!

Home Features:

- Custom exterior finishes
- Light wains in first floor with oak floor down stairs
- Spacious kitchen with island and granite countertop
- Open floor plan with high ceilings
- Spacious living room with fireplace
- Hardy wains in second floor with marble staircase
- Light oak in the finished basement
- Private home 4.5 acres park, including 1.5
- Custom wood deck space, covered with a covered porch and outdoor patio

SQUARE FEET: 3,285 | BEDS: 5 | BATHS: 3
2017 N. HARMONY TOWN HALL RD., JANESVILLE, WI
BUILDADWANTAGEHOMES.COM
608-756-2989

3 3750 White Pine Dr., Janesville

Modern Scandinavian Home
Welcome to our 2022 Parade Home. We are pleased to show you our latest design, showcasing fine building features. Prepare your senses for an abundance of unique tiles with creative installation, stunning hardwood floors and beautiful custom cabinets. Please enjoy your visit. Thank you to all the wonderful individuals who helped make this project a huge success!

Home Features:

- Spacious open floor plan with wide wood floors in kitchen
- Custom cabinetry
- Hardwood floors in the bar and high ceilings
- Light wains in kitchen
- Hardwood floors in the bar and high ceilings
- Spacious open floor plan with wide wood floors in kitchen
- Custom cabinetry
- Hardwood floors in the bar and high ceilings
- Light wains in kitchen
- Hardwood floors in the bar and high ceilings

SQUARE FEET: 3,685 | BEDS: 4 | BATHS: 3
424 E. COUNTY ROAD N. EGDORVILLE, WI
608-296-8462

4 2001 Arbor Ridge Way, Janesville

BADGER MASONRY OF JANESVILLE
Built to Last with all the Modern Amenities
Welcome to our 2022 Parade Home. All brick exterior with interior brick and stone accents throughout. Thoughtful styling for an elegant finish to enhance the home in tandem with high quality craftsmanship, hand-crafted accessible, and enjoy the best of both worlds with modern and traditional. Beautifully finished, hand-crafted accessible, and enjoy the best of both worlds with modern and traditional. Beautifully finished, hand-crafted accessible, and enjoy the best of both worlds with modern and traditional.

Home Features:

- Hardwood floors in living and dining areas
- All Rooms Carpet
- Spacious open floor plan with wide wood floors in kitchen
- Custom cabinetry
- Hardwood floors in the bar and high ceilings
- Light wains in kitchen
- Hardwood floors in the bar and high ceilings
- Spacious open floor plan with wide wood floors in kitchen
- Custom cabinetry
- Hardwood floors in the bar and high ceilings

SQUARE FEET: 3,720 | BEDS: 4 | BATHS: 3
694 E. BINGHAM RD., MILTON, WI
608-296-1928

5 3921 S. Tracey Road, Janesville

EVERGREEN DESIGNS INC.
Welcome to our 2022 Parade Home
Evergreen Designs is featuring a custom home just minutes from Janesville. A big thank you to our 2022 Parade homeowners for letting us show their beautiful custom home. We welcome you to make your next home an EVERGREEN DESIGN build home.

Home Features:

- Large open concept with island kitchen
- Hardwood floors
- Custom cabinetry and built-ins
- Hardwood floors in the bar and high ceilings
- Light wains in kitchen
- Hardwood floors in the bar and high ceilings
- Spacious open floor plan with wide wood floors in kitchen
- Custom cabinetry
- Hardwood floors in the bar and high ceilings

SQUARE FEET: 3,742 | BEDS: 4 | BATHS: 4
411 S. COUNTY RD. N. JANESVILLE, WI
EVERGREENDESIGNSINC.COM
608-888-9559

6 5631 N. Harvest Ridge Drive, Milton

Ferguson Custom Homes
Mid-Century Inspiration
Like all our homes, this custom designed and built home is unique and one of a kind. This home is based around the growing family with space to enjoy family time. With a large front yard and a large walk-out basement with a finished 10th bedroom ready for family gatherings. There you're amazing homeowners and the landscape that makes this house a home!

Home Features:

- Spacious open floor plan
- Hardwood floors in living and dining areas
- All Rooms Carpet
- Spacious open floor plan with wide wood floors in kitchen
- Custom cabinetry
- Hardwood floors in the bar and high ceilings
- Light wains in kitchen
- Hardwood floors in the bar and high ceilings
- Spacious open floor plan with wide wood floors in kitchen
- Custom cabinetry
- Hardwood floors in the bar and high ceilings

SQUARE FEET: 3,295 | BEDS: 4 | BATHS: 3
400 E. 4th TOWNLINE ROAD
WWW.FERGUSONCUSTOMHOMES.COM
608-296-7000

7 2719 Woodside Drive, Beloit

HURLEY Ranch
Luxury Farm Home Charm in Craftsman Style Ranch Home
Hurley Ranch Home welcomes you to what can be your new home! This home has a sprawling front porch with cedar wrapped beams, looking beautiful, and living area with full custom ceiling. Luxury vinyl plank flooring, concrete patio in the back, 3 car garage, full basement and over 1000 square feet of living space on the main floor.

Home Features:

- White 2" Hardwood in living and dining areas
- Hardwood floors in living and dining areas
- Spacious open floor plan with wide wood floors in kitchen
- Custom cabinetry
- Hardwood floors in the bar and high ceilings
- Light wains in kitchen
- Hardwood floors in the bar and high ceilings
- Spacious open floor plan with wide wood floors in kitchen
- Custom cabinetry
- Hardwood floors in the bar and high ceilings

SQUARE FEET: 1,807 | BEDS: 3 | BATHS: 2
129 N. MADISON STREET, EVANSVILLE, WI
WWW.HURLEYRANCH.COM
608-882-1299

8 631 Locust Lane, Evansville

HURLEY Ranch
Craftsman Duplex with One mile bike trail surrounding
Hurley Ranch Homes welcomes you to the Stonewood Grove subdivision in Evansville's growing west side neighborhood. 1 mile bike trail surrounds neighborhood leads to west side park that will be home to a brand new community pool facility coming soon! This duplex has everything you need and more.

Home Features:

- Spacious open floor plan
- Hardwood floors in living and dining areas
- All Rooms Carpet
- Spacious open floor plan with wide wood floors in kitchen
- Custom cabinetry
- Hardwood floors in the bar and high ceilings
- Light wains in kitchen
- Hardwood floors in the bar and high ceilings
- Spacious open floor plan with wide wood floors in kitchen
- Custom cabinetry
- Hardwood floors in the bar and high ceilings

SQUARE FEET: 1,194 | BEDS: 2 | BATHS: 2
129 N. MADISON STREET, EVANSVILLE, WI
WWW.HURLEYRANCH.COM
608-882-1299

9 2650 Arbor Ridge Way, Janesville

Naatz Construction
Ranch Construction Inc. invites you to our 2022 Parade Home
This construction is needed in Janesville, scenic features such as natural creek, stone fire, heavy oak flooring, soft stone masonry and woodwork, and casual fabric and furnishings. The overall color scheme is heavily neutral, accented throughout with soft organic tones.

Home Features:

- Spacious open floor plan
- Hardwood floors in living and dining areas
- All Rooms Carpet
- Spacious open floor plan with wide wood floors in kitchen
- Custom cabinetry
- Hardwood floors in the bar and high ceilings
- Light wains in kitchen
- Hardwood floors in the bar and high ceilings
- Spacious open floor plan with wide wood floors in kitchen
- Custom cabinetry
- Hardwood floors in the bar and high ceilings

SQUARE FEET: 3,322 | BEDS: 2 | BATHS: 4
130 FOOTVILLE HANOVER RD., JANESVILLE, WI
WWW.NAATZCONSTRUCTION.COM
608-876-4164

10 789 Waveland, Janesville

Ferguson Custom Homes
2022 SCWBA Student Build Home
SCWBA, in partnership with Janesville Schools, presents this beautiful contemporary home built by future trades men and women through a unique educational opportunity.

Home Features:

- Spacious open floor plan
- Hardwood floors in living and dining areas
- All Rooms Carpet
- Spacious open floor plan with wide wood floors in kitchen
- Custom cabinetry
- Hardwood floors in the bar and high ceilings
- Light wains in kitchen
- Hardwood floors in the bar and high ceilings
- Spacious open floor plan with wide wood floors in kitchen
- Custom cabinetry
- Hardwood floors in the bar and high ceilings

SQUARE FEET: 2,509 | BEDS: 4 | BATHS: 3
4400 MILTON AVE #105 - JANESVILLE
WWW.SCWBA.COM
(608) 752-8075

A 4919 N. Henke Road, Milton

SOCKNESS BUILDERS, INC.
FROM 1968 to 2022...
A Practical Remodel for Everyone
This year's remodeler home is the definition of a best of both. We were able to take an old, single-level farmhouse and modernize the interior in a practical and functional way. This home had a new life that is perfect for the young family that will be enjoying the year to come. As always, Sockness Builders would like to thank you for the trust we have entrusted in us to provide you with a beautiful and quality, worthy your home.

Home Features:

- New kitchen with granite countertop
- New hardwood floors throughout main and 2nd floors
- New carpet in living and dining areas
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms

50 FT REMODELED - 1,400 AREA - ENTIRE HOME
133 FIRST ST. MILTON, WI
WWW.SOCKNESSBUILDERS.COM
608-868-6208

B 742 Waveland Road, Janesville

RH Landscape Design-Install-Maintain
Multi-Purpose Outdoor Entertainment Space
This incredible yard had endless potential, but was showing its age. The lot was completely renovated the area to create stunning outdoor living space. A custom fire pit was added to bring color to the front of the house in conjunction with a large, open-level entertainment area with space for seating and outdoor cooking. New landscape retaining walls with steps were incorporated to provide safer access to the poolside environment and lively atmosphere was installed throughout with soft organic tones.

Outdoor Features:

- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms

50 FT REMODELED - 5,000 AREA - SURROUNDING YARD
3910 S. WYOMING CR., JANESVILLE, WI
WWW.RHSCAPE.COM
608-851-6395

C 6529 North Lily Lane, Milton

terra YARD CREATIONS
Cozy Outdoor Family Living Space
You won't want to miss this cozy family park in Milton Wisconsin. Featuring a new patio, cedar pergola, custom gas grill and lighted seat walls - this space is a perfect place for entertaining.
Terra Yard Creations is a family-owned & operated landscape design and install company. We believe in designing from the outside in. Our outdoor living space is designed to be a natural extension of your home. We keep your home in mind when designing your project. Whether it's a patio, entrance driveway or pool deck, Terra Yard Creations will make it happen with our professional landscape design services.

Outdoor Features:

- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms
- New vinyl flooring in bedrooms

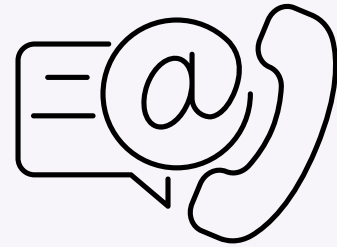
50 FT REMODELED - 700 sq ft | AREA - Backyard
2300 S. RACINE ST., KOHL, JANESVILLE, WI
TERRAYARDCREATIONS.COM
608-868-6195

SANDLOT PROJECT AFTON FIELD RESTORATION

PHASE 2 PROJECT NEEDS SPRING 2023

- Sideline Fencing: 6' x 50' each x2
- Outfield Fencing: 6' x 314' x1
- Fencing Installation: Labor and Equipment
- Concrete Excavation: Labor and Equipment
- Scoreboard: Equipment and Labor to raise

PHASE 3 PROJECT NEEDS WILL BE POSTED IN 2023.



**To donate time or materials,
contact Heidi
(608) 752-8075
office@scwba.com**

JOIN IN THE IMPACT!!!

WE NEED SOME DONATIONS OF TIME AND MATERIALS THIS SPRING

Needs listed above



Students from SCWBA's Student Build Program build and paint cubbies for the Afton Field Restoration Project. Supervised and led by instructor, Joe Kruser, and Naatz Construction.

Home Building Numbers Remain Consistent

Number of new home starts down just three percent



February 2, 2023 – The latest new home construction numbers from year-end 2022 show just a very slight decrease compared to those of 2021.

The data, submitted by all municipalities across the state, shows 11,326 permits were pulled statewide between January 1 and December 31, just 3 percent less than the 11,711 permits pulled during 2021.

“We’re pleased with these year-end numbers, after a slow start the first half of the year,” said WBA President Mike Howe. “At the culmination of the second quarter, we were down 24 percent compared to the second quarter of 2021, so to recover from that so quickly is great news for the industry.”

While down slightly compared to 2021, Wisconsin numbers are still above those nationally, with the National Association of Home Builders recently reporting single-family starts ending the year down more than 10%, its first annual decline since 2011.

“Low mortgage rates in 2021 tremendously aided the home building industry, as they helped offset high material prices,” said WBA Executive Director Brad Boycks. “The interest rates of 2022 really impacted existing home sales, along with home building. Simply put, homeowners could no longer afford mortgages on homes they may have been able to afford just a year earlier.”

Spotlight on State Membership Benefits

Member Hotline

The WBA provides complimentary access to legal, building code, and safety experts to answer any building-related issues you're facing.



Check out the Membership Matters section on the last page of the newsletter for instructions on how to access your WBA benefits.

<https://www.wisbuild.org/member-hotline>

SCWBA State Directors:

Norm Paulson, Paulson Kimball Construction and Andy Dongarra, Johnson Financial Group

Aging Housing Stock Signals Remodeling Opportunities



Feb 06, 2023

The U.S. owner-occupied housing stock is aging rapidly especially after the Great Recession, as residential construction continues to fall behind in the number of new homes built. With a lack of sufficient supply of new construction, the aging housing stock signals **a growing remodeling market**, as old structures need to add new amenities or repair/replace old components.

Rising home prices also encourage home owners to spend more on home improvement. Over the long run, the aging of the housing stock implies that remodeling may grow faster than new construction.

The median age of owner-occupied homes is 40 years, according to the latest data from the 2021 American Community Survey. A little less than half of the owner-occupied homes were built before 1980, with around 35% built before 1970. New construction added nearly 8.3 million units to the national stock from 2010 to 2021, accounting for only 10% of owner-occupied housing stock in 2021.

Due to modest supply of housing construction, the share of new construction built within past 11 years declined greatly, from 17% in 2011 to only 10% in 2021.

Na Zhao, Ph.D., a principal economist at NAHB, provides more details in **this Eye on Housing post**. <https://www.nahb.org/blog/2023/02/aging-housing-stock>

Spotlight on National Membership Benefits

Flat Rate Discounts on Shipping with UPS

NAHB and UPS took the guesswork out and put the easy in. Members now have access to new and improved flat discount pricing with savings of:

- 50% on Domestic Next Day/Deferred
- 30% on Ground Commercial / Residential and
- up to 50% on additional services

In addition, members can take advantage of UPS Smart Pickup® service for free.

Open a new account, or if you are already taking advantage of our UPS savings program, re-enroll and apply the new discounts to your existing account by visiting: www.savewithups.com/nahb or call 1-800-MEMBERS (1-800-636-2377), M-F 8 a.m. – 5 p.m., ET.

<https://www.1800member.com/nahb>



ASSOCIATE

Member Spotlights



Cabinet Country
Carpet One
Combs & Associates
Consigny Law Firm
Country Door Systems



Dale Walker Roofing



E&D Water Works



MAKING THE LIST

RENEWED MEMBERS

- Adams & Sons
- Bank of Milton
- Classic Custom Homes of Waunakee
- Knight Barry Title Services
- Northland Equipment
- Ray Lloyd Plastering
- Schwartz & Shea Insurance

UPCOMING MEMBERSHIP ANNIVERSARIES

February

- Advantage Homes
- Henry Londo, C21
- Janesville Gazette
- Next Generation Homes
- Pella Windows & Doors
- Pipe Dreams Plumbing
- Post Builders
- S&S Enterprise of Janesville
- Schwartz & Shea Insurance
- Stone Edge Landscaping
- Summit Accounting Group
- Terrill Remodeling
- Tower Designs

March

- Consigny Law Firm
- Finco Concrete
- Foundation Building Materials
- Ignatek
- Johnson Bank
- Land Title Closing Services
- Paulson Kimball Construction
- Sign A Rama
- Sullivan Signs

Anniversary months are the month of dues deadlines. To remit payment contact SCWBA or submit your payment by mail or online.

SPOTLIGHT ON SCWBA MEMBERS

BUILDER

Member Spotlights



Capstone Home Design
Classic Custom Homes of Waunakee
Connell Construction
Craig Kjendle Builders



Diversified Construction



Egge Construction
Evergreen Designs



MEMBERSHIP VALUE

Membership Committee

Co-Chair: Sara Reque, Blackhawk Bank, sreque@blackhawkbank.com

Co-Chair: Casandra Wagner, Wagner Construction
casandra@wagnerconstco.com

- Paula Carlson, Brabazon/Title Team
- Becky Carter, Land Title & Closing Services
- Jackie Borgwardt, Johnson Financial Group
- Shonna Meyers, Associated Bank
- Sarah McLean, Realty Executives Premier
- Amanda McCulloch, Blackhawk Credit Union

BUSINESS & Pleasure

We've got it all!

When you join SCWBA you gain access to benefits at three levels; local, state, and national. From discounts to education, and everything in between, we've got you covered. With opportunities to network and collaborate with professionals throughout the industry, we've got plenty of events and social gatherings to get you in front of your target audience. A SCWBA membership comes with many fun, rewarding, and prosperous incentives to help you make the most of your membership investment.

APPLY TODAY



Cash in on your membership by taking advantage of membership value incentives, by joining a committee, by attending events, and by collaborating with member partners. Your membership has value beyond measure.

PHOTO GALLERY

2022 WBA AWARDS & 2023 WBA PRESIDENT'S INSTALLATION

MANITOWOC, WI



*Life State Director, Doug Scott, State Director, Norm Paulson and PKC Administrator Lori Paulson, and Executive Officer, Heidi Van Kirk, joined representatives from across the state to celebrate 2022 Awards Recipients at the 2023 President Installation Dinner. A special honor was bestowed upon our very own, **Harvey Kessel at Wisconsin Building Supply, as he was honored with the WBA Hall of Fame award.** This honor is well deserved. Congratulations to Harvey and all honorees!*



2023 NOTHING BUT NET NETWORKING AND LEADERSHIP SESSION

BELOIT, WI

Our Executive Officer, Heidi Van Kirk, proudly represented SCWBA serving on a leadership academy fundraising panel and as a facilitator at their annual networking event. Joined by other top fundraising professionals in the area, the team mentored other professionals for an entire day of leadership training.



YOUNG PROFESSIONALS

"Why Do I need to become more involved? I'm already too busy!"

Today, it's not just about managing your already successful business or finding your next client. For many of our long time companies, your current partners are aging out and you will need to cultivate new relationships with new people and get connected with the next generation of collaborators. More importantly, consumers and partners need to begin to recognize YOU as the face of your company. It's also about making your days at work as productive as possible and making each interaction COUNT. For newer companies, there are even more reasons to dedicate yourself to becoming part of an association. Don't rest on the laurels or the sweat and hard work of those who have paved the way to success for your company. People give to, and work with, PEOPLE... not companies, and the same goes for loyalty. You now have to BECOME those PEOPLE they want to work with and are loyal to. Relationships are EVERYTHING! Associations bring like minded people within an industry TOGETHER. It's both smart and efficient business.

— Heidi Van Kirk, SCWBA

SCWBA
MEMBERSHIP MATTERS

SCWBA's Education Committee works hard to inspire the next generation of young professionals in our industry.

In 2022 we sponsored an education table at the Forward Janesville Annual Dinner to illustrate to our rising professionals what it means to be part of building a better community.



YOUNG PROFESSIONALS SPOTLIGHT

Q&A

Ashlyn Ellefson
Realty Executives Premier



What was the catalyst that led you to this industry?

My father has been in the building industry for years doing HVAC, and I always kinda knew that I wanted to be apart of it somehow, I just had to find the right fit somewhere. I loved tagging along on weekend jobs with him and watching the homes come to life. Fast Forward to my senior year of High School, I got a ring from Realty Executives Premier! Bingo - Real Estate! What an incredible opportunity to start my career, and I knew it was where I belonged!

What value have you found in your SCWBA membership?

SCWBA has allowed me to learn so much more about the building industry, along with giving me many great opportunities to network and create new relationships.

What is one reason your peers should get more involved?

I believe my peers should get more involved because it is an awesome industry that is growing with so many neat opportunities to explore.

Tell us something about you that most members wouldn't already know?

I'm very passionate about music! I love singing, dancing, and learning new instruments

Packers or Bears?

Go Pack!

Nominate a Young Professional by submitting answers to the above questions along with a photo to office@scwba.com. Include name of nominee and member company name.

FEBRUARY 2023

MEMBERSHIP MATTERS

As a member of SCWBA, you are automatically a member of WBA and NAHB. Both associations have awesome benefits available to help you grow your business and save money. Be sure to take advantage of your benefits and follow up on messages from WBA, NAHB and SCWBA.

Thank you for joining SCWBA. Your membership matters!

HEIDI VAN KIRK SCWBA EXECUTIVE OFFICER



Happy February Members and Friends of SCWBA!

This month is a great time to reflect on all the things there are to love about SCWBA. This month we have our first event of the year, our Members Happy Hour at Knight Barry Title on February 16th, with a fun Mardi Gras theme! Join us and thank your member hosts at KBT!

On February 21st we will meet four potential new members, and welcome all current members to come to our open forum at 5pm to share your thoughts and ideas with us. Our membership committee will be there to gather your feedback and take note of any concerns you may have. This is how you can be heard and get involved, without committing to a committee or board service. We hope you will take advantage of this opportunity.

We are working on planning our March Trivia Night, May Comedy Night, and June Golf Outing. We have a lot of exciting things in the works for you this year, and all dates are set so you can mark your calendars. Thank you to our Title Sponsors for your early commitment! Events are always posted in the newsletter, on our webpage, and on our Facebook page. Be sure to check back often.

Our scholarship cycle is now open. High school seniors can download our Academic and/or Direct to Workforce Scholarship Application online at www.scwba.com/education. Parade of Homes Intention Letters are now due as well so please get yours to me as soon as possible.

I'd like to thank the many members supporting the student build, our committees, our community impact efforts, and the association as a whole. SCWBA is a great organization thanks to all of you. I appreciate your efforts and dedication, tremendously.

If you'd like to get more involved, join a committee. Ask me how. As always, I'm here to support you, so reach out at any time. Feel free to call or text my cell (608) 346-2403 or email: office@scwba.com. Until next time, take care and remember to check your emails and visit our website and Facebook frequently. We keep everything updated just in case you miss our emails. After all, I am imperfect.

Check out our website:

<https://www.scwba.com/>

Follow us on Facebook:

<https://www.facebook.com/SCWBA>

Join our Members Only FB Page:

<https://www.facebook.com/groups/136476243259>

Best Regards,

MEMBERSHIP

WBA MEMBER BENEFITS

Contracts & Forms
(37 to choose from)
Member Hotline
Member Rebate Program
Coaching & Consulting
Business Insurance
Health Insurance
On-line Course Discounts
Travel Discounts
Digital Marketing Services
Financial Planning
WBA Affinity Programs

1. Go to www.wisbuild.org
2. In the bottom right corner, click the black button labeled Login/Request Login
3. When the popup box appears, click the white button labeled Request Login
4. Input the information requested and click continue
5. After you select continue, WBA will receive an email that you have created a login and will approve you within 24 hours so you can access all the information under the password-protected members only section of the website.

WBA benefits are located by clicking "Members Only" on the WBA website, then choosing "Member Benefits" from the drop-down menu

GROWTH ZONE INFORMATION

GrowthZone (formerly MemberZone) is our member management software that we use in the Association. It is used to keep track of all member data and member invoices. More importantly, it is used to create our annual membership directory, so it is critical that you log in and check your information for accuracy.

Contact GrowthZone

1.800.825.9171
Local: 218.825.9200
Fax: 360.350.4787
info@growthzone.com