

SCWBA NEWS



MARCH 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

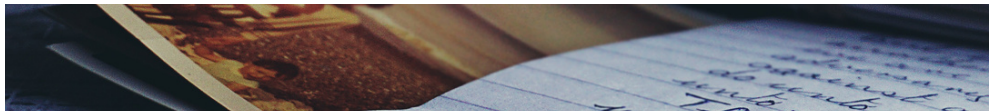


HIGHLIGHTS

Special Feature: Women in Construction on Page 17

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PRESIDENT'S LETTER



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

Greetings SCWBA Members-

March is here and spring is on its way. Spring, to me, always seems like the time to restart, refresh, and reorganize. It's a time for growth. I hope that each of you understand how much SCWBA can help you grow, both personally and professionally.

Speaking of growing- it is with great sadness, yet excitement, that I must inform you that I am retiring from my position at Brabazon Title Team on Friday 3/3/2023. You will have a new President at the wheel of this beautiful ship. Tess Dongarra will be taking over the presidency position. I know that she will do a great job and I have all the faith in her that she will continue this upward trend for SCWBA.

I have had many people asking why or where I am going. The answer is- I am taking time for growth. I am taking time to enjoy my new grandson and see him change and develop weekly, I am taking time for my aging parents to help them with tasks that last year were easy for them to do but now require help. I am taking time to work on a "side hustle" that my daughters and I started that has grown into an unbelievable dream. I am taking time for... ME.

It has brought me great pleasure to meet, and sit on committees and boards with, many of you. If you are not actively participating in events or committees I encourage you to do so. You will meet fabulous people.

While there are many people that I owe thanks or appreciation to I would like to extend special thanks to a couple in this newsletter.

Thank you to Miles Meidinger- The prior owner of The Title Team aka Modern Abstract. Thank you for hiring a 19 year old kid who didn't have a clue as to what title insurance was. Thank you for being a great first boss.

Thank you to my current and former coworkers at Brabazon Title Team. We have a true work family and I couldn't imagine spending hours per week with any other group of individuals.

Thank You to the current and past board members and all committee members who take time out of their employed workday to focus time and energy into making SCWBA what it is. Without member participation our organization would not exist. Thank you to each of you who show up.

And lastly- one last hug and thanks to Heidi Van Kirk. The growth that SCWBA has seen is because of Heidi. She has become a dear friend of mine and I will miss her greatly.

To each of you- I hope you also grow. Grow in your job, grow in your personal life. Just make sure that SCWBA is part of the growth for you.

Take Care-

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



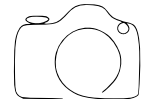
Norm Paulson
State Director



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>

SCWBA COMMITTEES

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
- Lucas Comstock, JC Builders

Parade of Homes Committee

- Co-Chair: Tessa Dongarra, Cabinet Country tess@cabinetcountryltd.com
- Co-Chair: Brian Kaiser, Kaiser Design/Build kaiserd@charter.net
- Al Herbst, First National Bank
- Chris Engstrom, Advantage 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
- Ashlyn Ellefson, Realty Executives Premier

Membership Committee

- Co-Chair: Sara Reque, Blackhawk Bank sreque@blackhawkbank.com
- Co-Chair: Casandra Wagner, Wagner Construction cassandra@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
- Chris Engstrom, Advantage Homes

Golf Committee

- Co-Chair: Casandra Wagner, Wagner Construction cassandra@wagnerconstco.com
- Co-Chair: Amanda Benway, Bank of Milton abenway@bankofmilton.com
- Tessa Dongarra, Cabinet Country
- Andy Dongarra, Johnson Financial Group
- Janine Birkhimer, Realty Executives Premier
- Chris Collins, Old National Bank
- Terri Schultz, Realty Executives Premier
- Katie Alshouse, Johnson Bank

Casino Night Committee

- Chair: Tessa Dongarra, Cabinet Country tess@cabinetcountryltd.com
- Becky Brandenburg, Richards Construction/Janesville Plumbing
- Chris Collins, Old National Bank
- Ruth Farrington, Marling Lumber & Homeworks
- Sarah McLean, Realty Executives Premier
- Paula Carlson, Brabazon/Title Team
- Shirley Carlson, Realty Executives Premier
- Jen Skubis, 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 after five SCWBA Batterman engineers surveyors planners	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

EVENTS THIS MONTH

Self Defense

Women
in
Construction



WOMEN'S SELF DEFENSE CLASS

MARCH 06, 2023

12:00-1:30 PM OR 4:00-5:30 PM

FEARLESS MMA

1233 N. TOUSON DR., JANESVILLE, WI

THIS EVENT IS **FREE** THANKS TO OUR SPONSOR



REGISTER ONLINE

<https://www.signupgenius.com/go/60b094daca629a1fe3-scwba#/>

South Central Wisconsin
SCWBA
Builders Association

SCWBA BUILDERS & BREWS

TRIVIA NIGHT

TACO BAR • HAPPY HOUR • TRIVIA CONTEST

MARCH 16TH • 5:00 - 8:00 PM

SAMMY'S HILLTOP

SPONSORED BY

Bank of Milton
Your Locally Owned Independent Hometown Bank

NEXT MONTH

South Central Wisconsin
SCWBA
Builders Association

sponsored by
**BLACKHAWK
COMMUNITY
CREDIT UNION**

BUILDERS ROUND TABLE

1:00 PM - 4:00 PM BUILDING GREEN AND SMART TOPICS (BUILDERS ONLY)
SOLAR TECHNOLOGY | SMART HOME TECHNOLOGY | GENERATORS & FIBEROPTICS | RECYCLING | CITY PERMITS AND ENFORCEMENTS | AVAILABLE INCENTIVES

4:00 PM - 4:30 PM BUILDERS ONLY HAPPY HOUR

4:30 PM - 7:00 PM FULL MEMBERSHIP INFORMATION SESSION AND SOCIAL

APRIL 6TH

BUILDING GREEN & SMART

Location: Janesville Performing Arts Center | Education/Outreach Gallery

RSVP to this FREE event!

Thank you Title Sponsors!

MARCH 2023

NEW AND TRANSITIONING MEMBERS

New!

WELCOME
NEW MEMBER
TDS TELECOM



New!

WELCOME
NEW MEMBER
JRB CONSTRUCTION



MEMBERS MAKING MOVES

PAULA CARLSON
BRABAZON/TITLE TEAM

HAPPY RETIREMENT



MEMBERSHIP INQUIRY
APPLICATION PENDING
ADVIA CREDIT UNION

advia
credit union

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

STUDENT BUILD UPDATES

2022-2023 STUDENT BUILD 797 WAVELAND, JANESVILLE NAATZ CONSTRUCTION

We were on site last month accepting applications for our 2023 scholarship cycle. The majority of students participating this year applied for either academic or direct to the workforce scholarships. Thank you Kelly McPherson for tracking our scholarship applications this year!



2022-2023 SCHOLARSHIP CYCLE IS OPEN!

ACADEMIC OR DIRECT TO WORKFORCE

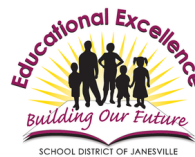
DOWNLOAD AT: <https://www.scwba.com/student-build.html>

Academic cycle closes March 31st.

Direct to Workforce closes Dec 31st.

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
- Ashlyn Ellefson, Realty Executives

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

1

3805 Huntington Ave., Janesville

Enter into this new condominium community and be ready to live at home! This parade condo displays the lush living that you can expect to have when residing in our 50+ development. We designed this condo to accommodate your needs and wants!

Home Features:

- Solid Mahogany Main entry
- Thoughtful tile combinations, such as Dine step entry, 10 doors, and a light gray subway tile in the kitchen
- A full kitchen with granite countertops and a center island
- Spacious living room open to the main level
- Full part-bath with vanity and tile shower
- High-end carpet, complete with built-in shelving
- Customized landscaping package included

SQUARE FEET: 2,350 | BEDS: 3 | BATHS: 3
2017 N. HARMONY TOWN HALL RD., JANESVILLE, WI
BUILDADVANTAGEHOMES.COM
608-756-2989

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 stay awhile! The stunning clean lines & neutral styling combinations are highlighted with any chic color palette that is sure to "wow" you at first sight!

Home Features:

- Custom exterior finishes
- Light walls in first floor with oak kitchen floor
- Hardwood floors in 2nd floor with a large open living area
- Durable finishes with full height casework
- Durable cabinet finishes throughout
- Light walls in second floor with maple trim throughout
- Light oak in the kitchen and dining
- Hardwood in full upper portion, including full bath
- Customized landscaping package, including lawn and outdoor furniture

SQUARE FEET: 3,285 | BEDS: 3 | BATHS: 3
2017 N. HARMONY TOWN HALL RD., JANESVILLE, WI
BUILDADVANTAGEHOMES.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 styling features. Prepare your senses for an abundance of unique tiles with creative installation, stunning hardwood floors and beautiful custom casework. Please enjoy your visit. Thank you to all the wonderful individuals who helped make this project a huge success!

Home Features:

- Spacious layout with full suite of modern finishes
- Custom exterior
- Hardwood floors in the 1st and 2nd floors
- Light gray trim
- Hardwood floors in the 1st and 2nd floors
- Open kitchen with island and granite countertop
- Open living area with a large fireplace
- Master bedroom with a walk-in closet
- Master bathroom with a walk-in closet
- Hardwood floors in the 1st and 2nd floors
- Hardwood floors in the 1st and 2nd floors

SQUARE FEET: 3,685 | BEDS: 4 | BATHS: 3
424 E. COUNTY ROAD N., JANESVILLE, WI
608-756-8452

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, top tier materials, and custom finishes. This home is custom with high quality craftsmanship, hand-crafted, accessible, and easy to live in. The home is built to last with attention to detail and quality. Hand-crafted, accessible, and easy to live in. The home is built to last with attention to detail and quality. Hand-crafted, accessible, and easy to live in.

Home Features:

- Hardwood floors in the 1st and 2nd floors
- Light gray trim
- Hardwood floors in the 1st and 2nd floors
- Open kitchen with island and granite countertop
- Open living area with a large fireplace
- Master bedroom with a walk-in closet
- Master bathroom with a walk-in closet
- Hardwood floors in the 1st and 2nd floors
- Hardwood floors in the 1st and 2nd floors

SQUARE FEET: 3,720 | BEDS: 4 | BATHS: 3
694 E. BINGHAM RD., MILTON, WI
608-206-1925

5

3821 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 modern finishes
- Light gray trim
- Hardwood floors in the 1st and 2nd floors
- Open kitchen with island and granite countertop
- Open living area with a large fireplace
- Master bedroom with a walk-in closet
- Master bathroom with a walk-in closet
- Hardwood floors in the 1st and 2nd floors
- Hardwood floors in the 1st and 2nd floors

SQUARE FEET: 3,742 | BEDS: 4 | BATHS: 4
411 S. COUNTY RD., 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 located around the growing family with space to enjoy family time. We have a large front yard for the kids to play and a large walk-in closet in the bedroom with a walk-in closet for the kids to play and a large walk-in closet in the bedroom with a walk-in closet for the kids to play.

Home Features:

- Hardwood floors in the 1st and 2nd floors
- Light gray trim
- Hardwood floors in the 1st and 2nd floors
- Open kitchen with island and granite countertop
- Open living area with a large fireplace
- Master bedroom with a walk-in closet
- Master bathroom with a walk-in closet
- Hardwood floors in the 1st and 2nd floors
- Hardwood floors in the 1st and 2nd floors

SQUARE FEET: 3,295 | BEDS: 4 | BATHS: 3
400 E. M.H. TOWNLINE ROAD
WWW.FERGUSONCUSTOMHOMES.COM
608-256-7000

7

2719 Woodside Drive, Beloit

HURLEY Ranch

Luxury Farm House Charm in Craftsman Style Ranch Home

Hurley Ranch Homes welcomes you to what can be your new home! This home has a sprawling front porch with cedar wrapped benches, inviting kitchen, and living area with full custom lighting. Luxury vinyl plank flooring, concrete patio in the back, giant 3 car garage, full basement and over 3000 square feet of living space on the main floor.

Home Features:

- White 2" hand-hewn oak beams and ceiling
- Hardwood floors in the 1st and 2nd floors
- Light gray trim
- Hardwood floors in the 1st and 2nd floors
- Open kitchen with island and granite countertop
- Open living area with a large fireplace
- Master bedroom with a walk-in closet
- Master bathroom with a walk-in closet
- Hardwood floors in the 1st and 2nd floors
- Hardwood floors in the 1st and 2nd floors

SQUARE FEET: 1,807 | BEDS: 3 | BATHS: 2
129 N. MADISON STREET, EVANSVILLE, WI
WWW.HURLEYRANCH.COM
608-862-1299

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:

- Hardwood floors in the 1st and 2nd floors
- Light gray trim
- Hardwood floors in the 1st and 2nd floors
- Open kitchen with island and granite countertop
- Open living area with a large fireplace
- Master bedroom with a walk-in closet
- Master bathroom with a walk-in closet
- Hardwood floors in the 1st and 2nd floors
- Hardwood floors in the 1st and 2nd floors

SQUARE FEET: 1,194 | BEDS: 2 | BATHS: 2
129 N. MADISON STREET, EVANSVILLE, WI
WWW.HURLEYRANCH.COM
608-862-1299

9

2650 Arbor Ridge Way, Janesville

Naatz Construction

Naatz Construction Inc. invites you to our 2022 Parade Home

This beautiful home is located in a desirable, scenic location with natural granite, stone, oak, maple, and light wood, soft green, and woodwork and woodwork, and casual fabric and linings. The overall color scheme is neutral, accented throughout with soft organic.

Home Features:

- Hardwood floors in the 1st and 2nd floors
- Light gray trim
- Hardwood floors in the 1st and 2nd floors
- Open kitchen with island and granite countertop
- Open living area with a large fireplace
- Master bedroom with a walk-in closet
- Master bathroom with a walk-in closet
- Hardwood floors in the 1st and 2nd floors
- Hardwood floors in the 1st and 2nd floors

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

10

789 Waveland, Janesville

Ferguson Custom Homes

2022 SCWBA Stiletto Build Home

SCWBA, in partnership with Janesville Builders, presents this beautiful contemporary home built by future trades men and women through a unique educational opportunity.

Home Features:

- Hardwood floors in the 1st and 2nd floors
- Light gray trim
- Hardwood floors in the 1st and 2nd floors
- Open kitchen with island and granite countertop
- Open living area with a large fireplace
- Master bedroom with a walk-in closet
- Master bathroom with a walk-in closet
- Hardwood floors in the 1st and 2nd floors
- Hardwood floors in the 1st and 2nd floors

SQUARE FEET: 2,508 | BEDS: 4 | BATHS: 3
4400 MILTON AVE #108, 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 fresh look. We were able to take an old, single-level home 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 it for years to come. Always, Sockness Builders would be there for you when the unexpected opportunity you are looking for arises, and we are here to help you.

Home Features:

- Hardwood floors in the 1st and 2nd floors
- Light gray trim
- Hardwood floors in the 1st and 2nd floors
- Open kitchen with island and granite countertop
- Open living area with a large fireplace
- Master bedroom with a walk-in closet
- Master bathroom with a walk-in closet
- Hardwood floors in the 1st and 2nd floors
- Hardwood floors in the 1st and 2nd floors

50 FT REMODELED - 1,400 AREA - ENTIRE HOME
113 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 with Stunning Features

This incredible yard had endless potential, but was showing its age. The lot was completely renovated the area to create a stunning outdoor living space. A large front entry 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 overall access to the poolside and entertainment area.

Outdoor Features:

- Large retaining wall with integrated lighting
- New retaining wall and concrete steps
- New, white and black retaining walls
- New, white and black retaining walls

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 paradise in Milton Wisconsin. Featuring a new patio, outdoor kitchen, outdoor gas grill and lighted seat wall - 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:

- Outdoor kitchen
- Outdoor gas grill
- Lighted seat wall
- New patio

50 FT REMODELED - 700 sq ft | AREA - Backyard
2310 S. RACINE, KEOC, JANESVILLE, WI
TERRAYARDCREATIONS.COM
608-869-6195

SANDLOT PROJECT AFTON FIELD RESTORATION

PHASE 2 PROJECT NEEDS

SPRING 2023: **FENCING NEEDED!**



- ➡ • 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. For questions contact Heidi Van Kirk or Norm Paulson.



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.

Norm Paulson joins WBA Finance Committee

SCWBA State Director accepts invitation



February 28, 2023 – Last month, while attending the IBS in Las Vegas, SCWBA State Director, Norm Paulson, engaged with many industry professionals and fellow NAHB members from across the nation. Trade shows, like IBS, bring immense value to our members, including networking and door opening opportunities.

As an active State Director, attending WBA meetings and events whenever possible, Norm has connected with leaders across the state that have recognized in him the experience, expertise, and passion that is needed to serve on State level committees.

Cory Sillars, WBA Past President, extended the invitation to Norm Paulson asking him to consider joining one of WBA's vital committees. After much discussion and a follow up conversation with WBA Executive Director, Brad Boycks, Norm has accepted a seat on the WBA Finance Committee.

Brad Boycks explains "The main goals of the committee are to keep an eye on the WBA finances and to produce a 2024 WBA budget that can be reviewed by the executive committee and board for final approval in October."

For SCWBA to continue to succeed, grow, and thrive as an association it is imperative that we not only have a voice at the State level, but have an active presence and take a seat around the tables where important decisions are made. I am thrilled to see Norm in this role, as I know he will represent our association in the very best way.

by Heidi Van Kirk, SCWBA Executive Officer

Spotlight on State Membership Benefits



Affinity Partner Benefits

Affinity partnerships are among our most valuable home builders association benefits and discounts. The WBA works with a wide range of partners to offer business insurance, small business coaching and consulting, financial planning, HBA rebates, discounts on online continuing education courses for home builders, and travel discounts. Our complimentary travel membership through Snazzy Traveler offers members and employees discounts on hotels, resorts, car rentals, cruise lines, and more – often with reduced pricing up to 75%. Find the full list of WBA affinity partners [HERE. https://www.wisbuild.org/affinity-partners](https://www.wisbuild.org/affinity-partners)

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

SCWBA State Directors: emails for our State Directors are available at scwba.com

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

Can't-Miss Live Online Courses Coming in March



February 22, 2023 - As we spring forward into the new season next month, NAHB will begin its latest slate of live online courses. Offered in a webinar format and taught by industry experts, these courses are an easy way to earn continuing education credits and gain valuable knowledge to help secure and grow your bottom line.

The following courses will take place in March:

Land Development: Getting Started, Business Management & Financing | March 7, 1-4 p.m. ET
Land development can be lucrative, and successfully doing it can substantially increase revenue for smaller builders. Learn the tips and tricks that will help you minimize risk and maximize profit when finding land for development projects.

Register today.

Site Planning: Approvals & Construction | March 9, 1-4 p.m. ET
Best taken in conjunction with the March 7 Land Development course, this course on site planning breaks down the various governing authorities and how to navigate the rules and regulations. Knowing these legal parameters will help secure future sales with maximum profit.

And members can save 10% by taking both classes as a **bundle**.

Project Management | March 14, 21 and 28; 1-3 p.m. ET
In addressing how to find and grow the perfect project manager, this interactive course will increase professional value by sharing the tips and tricks of a successful project manager. Learn the tools needed to get projects completed on budget and on time.

The New Home Sales Professional | March 16 and 23, 1-4 p.m. ET
The sales routine for some can feel repetitive and impact results. This season may be the time to try something different. Increase your value as a salesperson to improve confidence and sharpen skills to make the next successful sale.

For any questions, email nahblearning@nahb.org.

Learn more about NAHB Education by visiting nahb.org/education.

Spotlight on National Membership Benefits



Big Savings for NAHB Members in 2022, and More to Come in 2023

The NAHB Member Savings Program continues to make a big impact in boosting members' bottom lines. Through the exclusive discounts from a variety of leading companies, NAHB members saved an estimated total of \$37 million in 2022.

Much of that savings can be attributed to the program's growing list of participating companies. During the past year, two new savings programs were added: Goodyear Tires and Voyager Fuel & Fleet Management Mastercard, giving members the chance to save thousands on automobile expenses.

And the Member Savings Program will add even more value in 2023 with new opportunities for members to save money on personal and business-related items. Within the first quarter of 2023, new member-exclusive discounts will be available through T-Mobile and Farmers Insurance.

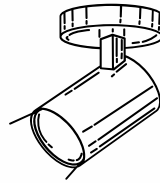
In addition to the four newest programs, the Member Savings Program will continue to feature 14 other prominent companies in 2023.

<https://www.nahb.org/blog/2022/12/big-savings-for-members-in-2022>

SPOTLIGHT ON SCWBA MEMBERS

ASSOCIATE

Member Spotlights



- Fanning Excavating**
- Finco Concrete**
- Fireplace Professionals**
- First Community Bank**
- First Community Credit Union**
- First National Bank & Trust**
- Foamtech Insulation of WI**
- Forward Janesville**
- Foundation Building Materials**
- Glen Erin Golf Club**
- Govert Well & Pump**
- Halverson Carpet Center**
- Harris Ace Hardware**
- Henry Londo, C21**
- Ignatek**
- Janesville Brick and Tile**
- Janesville Plumbing**
- Janesville Winsupply**
- Johnson Bank**

MAKING THE LIST

RENEWED MEMBERS

- Associated Bank
- Combs & Associates
- Consigny Law Firm
- Craig Kjendle Builders
- E&D Water Works
- Finco Concrete
- Henry Londo, C21
- Ignatek
- Janesville Gazette
- JC Builders
- Johnson Bank
- Land Title & Closing Services
- Marling Lumber
- Paulson Kimball Construction
- Pella Windows & Doors
- Richards Electric
- Sign A Rama
- Sullivan Signs
- Summit Accounting Group
- Tigre USA

UPCOMING MEMBERSHIP ANNIVERSARIES

March

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

April

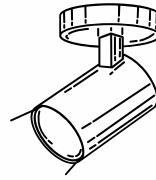
- Badger State Maintenance
- Bank of Brodhead
- Blue Line Property Development
- First Community Credit Union
- KTS Home Inspections
- Main Street Cabinet Company
- Malterer's Landscaping
- Realty Executives Premier
- Tigre USA
- Wausau Homes of Beloit



SPOTLIGHT ON SCWBA MEMBERS

BUILDER

Member Spotlights



Fanning Construction
Ferguson Custom Homes
Hughes Custom Carpentry
Hurley Ranch Homes
JC Builders

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
- Chris Engstrom, Advantage Homes

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

THE ONLY THING WE'RE MISSING is

YOU!



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

QUARTERLY MEMBERSHIP MEETING FEBRUARY 21, 2023

SCWBA, JANESVILLE, WI



Potential New Members joined our Ambassadors for a meet and greet and pre-membership informational session. We learned more about one another and our potential new members, and accepted two new applications. We also welcomed feedback during our Active Members Forum, and will take these ideas to our committees for consideration. Thank you to our Ambassadors for all you do, and to our new and active members for showing up to share your ideas and perspectives. An important part of the value of membership with SCWBA is having a voice, and being heard.

MEMBERS MARDI GRAS HAPPY HOUR FEBRUARY 23, 2023

KNIGHT BARRY TITLE, JANESVILLE, WI



We had a great turnout for our Members Happy Hour hosted by Knight Barry Title. The KBT team provided delicious jambalaya, hurricane cocktails from New Orleans, and a ton of fun games and prizes. Congratulations to our winners Becky Carter, Jen Skubis, and Robert Proctor! Thank you to all who joined us and to our members at Knight Barry Title for a great event!

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



YOUNG PROFESSIONALS SPOTLIGHT

Q & A

Lucas Comstock
JC Builders



What was the catalyst that led you to this industry?

Watching and learning from my dad running the business, then growing a personal love for the craftsmanship, and challenges that are involved. There is a line of builders and craftsmen in our family, you could say I was not lead to the industry however I was born into it. At the same time creating my own path and style within the industry, and building on the knowledge that has been passed down to me.

What value have you found in your SCWBA membership?

Starting at a young age, attending association events has allowed me quite a lot of time to simply sit back and watch rather than being personally involved. In that time, one valuable take away has been, the creation of an environment were there is a free flowing transfer of knowledge, insight, and support between members for the betterment of all. That environment and community fosters growth in many different aspects of personal and professional development in my opinion.

What is one reason your peers should get more involved?

Networking; in my opinion it feels like as time goes on there is less of a cutthroat competition between businesses competing for work and that is facilitating a community where those involved can look to other members for support to learn and grow as a business. Networking with those around you in the trades and supporting businesses will only continue to grow in importance and being more involved in the association will allow for those relationships to grow.

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

Over the last few years I have placed a large emphasis on personal growth, networking, and learning to grow productive relationships with those around me personally and professionally. Effective and intentional communication has been a milestone of this growth, learning the difference between listening to respond vs. listening to understand the wants and needs of others has been a game changer in communicating with clients to effectively assist them develop their vision on a project

Packers or Bears? Packers

→ 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.

MARCH 2023

MEMBERSHIP MATTERS

HEIDI VAN KIRK SCWBA EXECUTIVE OFFICER



Merry March, friends!

I cannot believe we are already in our third month of 2023! So many exciting things have happened so far this year, and I can only imagine how the rest of the year will take shape.

We are thrilled to bring so many wonderful opportunities to our members, and are excited to see many of you engaging in our association. We have amazing committee involvement, better than I have ever seen it. We have tons of valuable content and chances to connect on the calendar for you. And we have growing interest in our association from potential new members, returning old members, and community partnerships. Be sure to take advantage of as many opportunities as you can. There is something for everyone! This month we have our Women's Self Defense class, sponsored by Wagner Construction, and our Trivia Night, sponsored by Bank of Milton. Next month is our Builders Roundtable, sponsored by Blackhawk Community Credit Union. Our event details are outlined earlier in the newsletter. Thank you to our awesome sponsors for their support!

March is also Women In Construction month. Why do we celebrate women in construction? Check out our special section on page 17 and learn more about the importance and the relevance of this nationally recognized month and how you can nominate a fellow female within SCWBA to be honored this month.

As for me, I nominate our fabulous and fearless leader, Paula Carlson, as a Woman in Construction that most certainly deserves to be celebrated. Paula has been working with builders her entire adult career, making sure they have a positive title insurance experience. Always available to help solve any problem, ready to go whenever there is a need, giving of her time and resources to ensure her company, her partners, and her friends are well taken care of, she says yes when most others would say no. Paula is amazing and, if you read her letter, you already know that she is moving on with her next endeavor...herself and her family. Paula, we could not be where we are without your dedication, your passion, and your infectiously positive attitude and warm smile. You will be greatly missed, but we are so excited for you to be taking this step to enjoy your retirement from Brabazon/Title Team and focusing on your own dreams! Thank you for ALL you have done, and for ALL that you are. You are a treasured member, and friend, to myself and to all who know you. I wish you the ABSOLUTE best!

To the rest of our members, if you'd like to get more involved, I urge you to join a committee. Ask me how. As always, I'm here to support you, so reach out at any time. Until next time, take care and remember to check your emails and visit our website and Facebook frequently.

<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,

Heidi

KEEP READING

there's more to this article...

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

Women in Construction Month

Celebrating Women in the Building Industry



March is Women in Construction Month and to honor the occasion we are hosting a free women's self defense seminar on March 6th, courtesy of Wagner Construction.

Additionally, we will be highlighting the amazing women of SCWBA all month long on social media and in email blasts.

It is a common misconception that the construction world is full of old-fashioned attitudes toward women working in the industry. Historically, females in a male-dominated industry, such as construction, have found it challenging to walk on the jobsite and feel comfortable. Today, however, that is not so much the case and more and more women are walking onto job sites with skills, confidence, and are being welcomed by their male peers.

Female construction workers and industry leaders are changing how women in construction are perceived; and with an extreme lack of skilled workers in the construction industry, there's never been a more important time to build a diverse and inclusive workforce than right now.

With so many rewards and benefits of working in the industry, there's plenty of room for career progression and skill development, so it's an industry well worth looking into. This is why "Women in Construction" are celebrated each year, providing a great platform to honor, educate, and encourage women who are working in, or considering, construction careers.

Whether you work hands on in the field, manage and coordinate projects, are the first point of contact for your company, or are behind the scenes keeping business running smoothly, at SCWBA we value each and every one of you.

Help us show our appreciation this month by nominating a fabulous female from your builder or associate member company. Email a short paragraph about your amazing woman in construction, along with a photo, and we will do the rest. To ALL of you, we celebrate YOU!

Send nominations to Heidi at: office@scwba.com.