

# SCWBA NEWS



OCTOBER 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



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# PRESIDENT'S LETTER

## **TESSA DONGARRA, CABINET COUNTRY LTD.** **2023 SCWBA PRESIDENT**



Welcome to October SCWBA members!

I hope everyone enjoyed this year's Parade of Homes. Our new format was a big hit with our participating builders, remodelers and landscapers and we could not have been more pleased with the results. We received a lot of great feedback from the participants as well as the public. All things to help us continue to grow our biggest event. We look forward to more members getting involved and making it even more successful! A huge thank you to our sponsor, Johnson Financial Group, our committee, garage exhibitors, volunteers and of course the hardworking members who made their homes available to be showcased.

The Student Build house is off to a great start. Joe Kruser and the students are working hard and on time with the guidance of this year's builder, Adam Perkins of AP Designs. Keep up the good work! We are looking forward to seeing the finished product in the beautiful setting of the Arbor Ridge subdivision.

I hope to see everyone next week, Thursday October 12th from 5pm-7pm at the downtown Janesville Batterman offices. They are hosting the SCWBA/Forward Janesville BA5. Oktoberfest style! RSVP now.

SAVE the DATE for Casino Night on November 2nd from 5:30pm-9pm. It's a black and white themed party sponsored by Axley Attorneys. Don't worry, it's not formal, just encouraged. This event will be held at Glen Erin in the Celtic House. It's always tons of fun with games, food, drinks and cash prizes. RSVP now to save your seat.

Axley Attorneys will also be hosting Contract Education for builders and subcontractors on November 2nd from 2pm-5pm before Casino Night starts. What a great way to earn CEU Credits and have a fun evening afterwards. You'll also get a head start at the Builders Only Happy Hour from 5pm-5:30pm before the other guests arrive. Please RSVP your attendance today!

Please take a quick moment and enter your 2023 award nominations for deserving members. We also need our 2024 Board nominations. The survey has been sent via email and can also be found on our Facebook page and website. There's also a spot to give your input and feedback. If you've been wanting to get on a committee, you can sign up there too. The awards and Installation will happen on December 12th at our end of year event. Stay tuned for details.

Tessa Dongarra  
SCWBA President

# 2023 LEADERSHIP

MEGAN OLEARY  
PHOTOGRAPHY & DESIGN



*Tessa Dongarra*  
President



*Kevin Fanning*  
President Elect



*Eric Scherdell*  
Treasurer/Secretary



*Casandra Wagner*  
Past President



*Heidi Van Kirk*  
SCWBA, EO



*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



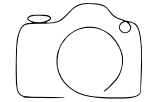
*Norm Paulson*  
State Director



*Doug Scott*  
State Life Director



*Bob Sarow*  
State Life Director



*Scott Engelberger*  
State Life Director

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](mailto:tnaatz@hotmail.com)
- Co-Chair: Paula Carlson, Brabazon/Title Team [pcarlson@brabazontitleteam.com](mailto: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
- Sarah Landherr, RH Landscape & Design

### Parade of Homes Committee

- Co-Chair: Tessa Dongarra, Cabinet Country [tess@cabinetcountryltd.com](mailto:tess@cabinetcountryltd.com)
- Co-Chair: Brian Kaiser, Kaiser Design/Build [kaiserdb@charter.net](mailto:kaiserdb@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
- Alexis Boston, Bank of Milton
- Sarah Landherr, RH Landscape & Design
- Shannon Storlie, Brabazon/Title Team
- Kevin Ferguson, Ferguson Custom Homes

Thank you all for your service!

### Membership Committee

- Co-Chair: Sara Reque, Blackhawk Bank [sreque@blackhawkbank.com](mailto:sreque@blackhawkbank.com)
- Co-Chair: Casandra Wagner, Wagner Construction [casandra@wagnerconstco.com](mailto:casandra@wagnerconstco.com)
- 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
- Shannon Storlie, Brabazon/Title Team
- Stephanie Mawhinney, Knight Barry Title

### Golf Committee

- Co-Chair: Casandra Wagner, Wagner Construction [casandra@wagnerconstco.com](mailto:casandra@wagnerconstco.com)
- Co-Chair: Amanda Benway, Bank of Milton [abenway@bankofmilton.com](mailto: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](mailto:tess@cabinetcountryltd.com)
- Becky Brandenburg, Richards Construction/Janesville Plumbing
- Chris Collins, Old National Bank
- Ruth Farrington, Marling Lumber & Homeworks
- Sarah McLean, Realty Executives Premier
- Shirley Carlson, Realty Executives Premier
- Jen Skubis, Realty Executives Premier
- Katie Alehouse, Johnson Bank

# CALENDAR OF EVENTS



# 2023 EVENTS SCHEDULE

## SOUTH CENTRAL WISCONSIN BUILDERS ASSOCIATION

**JANUARY**

No Events

Happy New Year 2023

**FEBRUARY**

16th

Members Happy Hour

**Knight Barry**  
TITLE GROUP  
Integrity. Experience. Innovation.

**MARCH**

16th

B&B Trivia Night

**Bank of Milton**  
Your Locally Owned Independent Member Bank

**APRIL**

April 6th

Builders Round Table

**BLACKHAWK COMMUNITY CREDIT UNION**

**MAY**

18th

Comedy Night

**Associated Bank**

**JUNE**

15th

Golf Outing

**MARLING LUMBER COMPANY**  
"Since 1908"

**JULY**

NONE

Summer

**AUGUST**

August 3rd  
4-7

Members Happy Hour

**REALTY EXECUTIVES**  
PREMIER

**SEPTEMBER**

21-24

Parade of Homes

**JOHNSON FINANCIAL GROUP\***

**OCTOBER**

12th

Forward Janesville BAS

**BA5 business alternative** **SCWBA**  
**Batterman**  
Empower. Support. Protect.

**NOVEMBER**

2nd

Casino Night

**AXLEY ATTORNEYS**

**DECEMBER**

12th

Awards & Installation

**SCWBA**  
South Central Wisconsin Builders Association

# FEATURE EVENTS

## October

JOIN US FOR AN

# Oktoberfest



business after five



**Free!**  
with RSVP

**THURSDAY ♦ OCTOBER 12 ♦ 5-7 P.M.**  
 Located at Batterman's Janesville Office ♦ 19 N. High Street  
 \$5 for Members ♦ \$15 for Non-members  
 Includes Networking, Food & Two Drink Tickets  
 Catering provided by Hoffman House featuring brat bites, mini reubens,  
 pretzel bites and more. Oktoberfest beer and root beer will be served.





## November

**Black & White Party!**



**CASINO NIGHT**

NOVEMBER 2, 2023

5:30PM SOCIAL  
6-9PM GAMING  
GLEN ERIN CELTIC HOUSE

- ♠ FREE TO ATTEND
- ♠ HEAVY APPETIZERS
- ♠ FREE DRINKS
- ♠ CASH PRIZES

Non-Formal  
Black and/or white attire encouraged.

SPONSORED BY  
**AXLEY ATTORNEYS**



**plus CONTRACT EDUCATION FOR BUILDERS AND SUB CONTRACTORS**

Sponsored and presented by  
**AXLEY ATTORNEYS**

NOVEMBER 2ND  
2-5PM  
AT GLEN ERIN  
BEFORE CASINO NIGHT

Builders Only Happy Hour 5-5:30

We have applied to hopefully get these hours approved for C.E.U credits

RSVP to events at: [scwba.com/memberevents](http://scwba.com/memberevents)

Thank you to our fellow members and co-hosts at RH Batterman!

OCTOBER 2023

# MEMBERSHIP ANNOUNCEMENTS



BRING YOUR  
• IDEAS  
• QUESTIONS  
• CONCERNS  
• MEMBERSHIP MATTERS  
TO OUR MEMBERSHIP COMMITTEE

**membership  
meeting**

**OCTOBER  
17  
2023**

**NEW/POTENTIAL MEMBERS 4PM  
CURRENT MEMBERS FORUM 5:00 PM**

**OPEN  
FORUM**

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

**2023 DATES**  
FEBRUARY 21  
MAY 16  
OCTOBER 17



**WELCOME  
NEW MEMBER**

**ADRIAN'S LANDSCAPING**

BELOIT, WI  
(608) 247-0901

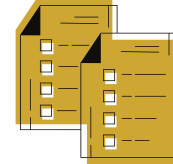
**Adrian's  
Landscaping Inc**



**NEW MEMBER  
APPLICATION PENDING**

**CROCUS HILL DESIGN  
CABINET COMPANY**

JANESVILLE, WI  
(301) 300-4842



**NEW MEMBER  
APPLICATION PENDING**

**RADKE REAL ESTATE TEAM  
KELLER WILLIAMS**

JANESVILLE, WI  
(608) 295-1172



*If you have news to share, feedback regarding a New Member Applicant, or a member we should celebrate, please forward information to Heidi at [office@scwba.com](mailto:office@scwba.com).*

# STUDENT BUILD UPDATES

## 2023-2024 STUDENT BUILD 1813 ARBOR RIDGE WAY, JANESVILLE AP DESIGNS



THIS MONTH  
**MAKING  
PROGRESS**

2023-2024

Student Build Shirt Design



**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. Thanks to the efforts of many partners, **our Student Build is now 100% self supporting!!**

This year's Student Build Project is led by SCWBA Member, and General Contractor, AP Designs. Thank you to Adam Perkins, Joe Kruser, and the entire Education Committee for all you do!



# COMMUNITY EVENTS



## GET INSPIRED

Builders | Designers | Landscape



*Congratulations on a Successful 2023 Parade of Homes!*

**Parade Visitors**

“Another year of WOW factor homes!”  
“We love that you’ve made this an actual EVENT.”  
“The Daily Attractions were a really fun addition!”  
“We think one weekend was perfect this year.”  
“I like that there’s something for everyone, from practical to dreamer.”

**Participating Builders/Landscapers**

“I couldn’t be any more happy with the 2023 attendance!”  
“Guests were really showing up this year, what a great showing!”  
“We met a LOT of great people and got a LOT of quality leads from it.”  
“This year’s Parade re-invigorated me and brought new excitement.”  
“This feels like the old days of SCWBA and the Parade of Homes again!”

**Vendor**

“I will definitely be renting a garage next year, again! So impressed!”

**Vendor**

“I can’t believe the number of people who came through this weekend! Such great exposure for all!”

**Statistics:**

- MORE THAN 10,000 VISITS
- HUNDREDS OF LEADS GENERATED
- THOUSANDS OF DOLLARS IN GIVEAWAYS

SEPTEMBER 21, 2023  
11am - 5pm

SEPTEMBER 22, 2023  
11am - 5pm

SEPTEMBER 23 - 24, 2023  
11am - 5pm

www.scwba.com





# COMMUNITY IMPACT



Did you know that SCWBA and our members were directly involved in leading the charge to erect the Marvin Roth Pavillion, being recognized with honors at the state level in 2014 for their community impact work? Today, many in the community still come out to enjoy the many events and gatherings the Marvin Roth Pavillion brings to downtown Janesville thanks to SCWBA members!

*Pictured here, concert goers enjoy a free night of entertainment at "Music at the Marv".*

*(photo provided by Norm Paulson)*

## PHASE 2 PROJECT COMPLETE!!!

PHASE 3 PROJECT NEEDS WILL BE POSTED LATER IN 2023.



- Thank you to all volunteers and financial contributors listed below!
- Benches/Cubbies provided by Student Build Program, A+ Insulation, Marling Lumber, and Naatz Construction.
- Concrete Excavation provided by Fanning Construction.
- Discounted Fencing and Labor Donation for outfield fencing provided by Simmons Fence and Specialty Products.
- Support provided by Paulson Kimball Construction.



# STATE NEWS



**SCWBA State Director**  
Andy Dongarra  
Johnson Financial Group



**SCWBA State Director**  
Norm Paulson  
Paulson Kimball Construction

*Emails for our  
State Directors are  
available at  
[scwba.com/about](http://scwba.com/about)*



**WISCONSIN  
BUILDERS  
ASSOCIATION**

CONTACT WBA  
660 JOHN NOLEN DR  
STE 320  
MADISON WI 53713  
PHONE: (608) 242-5151

## Trends in Housing Conference

November 9, 2023

Green Bay

CEU Certified

*Sign Up Now*

## Second Quarter New Home Construction Down Slightly

*The latest new home construction numbers released by the Wisconsin Builders Association (WBA) show the number of new home starts is down nearly seven percent from both quarter one of 2023 and year-to-date compared to 2022.*

*The data, submitted by all municipalities across the state, shows 3,103 new home permits were pulled statewide between April 1 and June 30, just over 200 permits shy of those pulled in quarter one.*

*“Even despite the slight decrease from quarter one to quarter two, the industry is operating at or near capacity,” said WBA President Mike Howe. “Members across the state are still busy with high demand, likely caused by low existing home inventory.”*

*The National Association of Home Builders recently released single-family permits are down nationally nearly 21% from this time last year, with a decline in the Midwest region of 19%.*

*“We’re pleased that homebuilding is still strong across Wisconsin given the increased material costs, continued labor shortage, and high interest rates,” said WBA Executive Director Brad Boycks.*

*Wisconsin Builders Association*

## Senate Bill Would Repeal Onerous Energy Codes Provision



At NAHB's urging, Sen. Mike Braun (R-Ind.) introduced S. 2806, the Homeowner Energy Freedom Act, legislation that would repeal a section of the Inflation Reduction Act that provides \$1 billion to pressure state and local governments to adopt costly and restrictive energy codes.

Joining as original co-sponsors were Sens. John Barrasso (R-Wyo.), John Thune (R-S.D.), Roger Marshall (R-Kan.), Roger Wicker (R-Miss.), Shelley Moore Capito (R-W.Va.), Eric Schmitt (R-Mo.), Marco Rubio (R-Fla.), Pete Ricketts (R-Neb.), Josh Hawley (R-Mo.), J.D. Vance (R-Ohio) and Cynthia Lummis (R-Wyo.)

"NAHB commends these 12 senators for introducing the Homeowner Energy Freedom Act, legislation that will protect energy choices for consumers while preserving housing affordability," said NAHB Chairman Alicia Huey. "While NAHB supports the adoption of cost-effective, modern energy codes, we oppose the current law that pressures state and local governments to adopt costly and restrictive energy codes to qualify for federal grants. By directly addressing this issue, the bill will help make housing more affordable for countless American families."

NAHB believes that forcing the adoption of costly energy codes to qualify for these grants would exacerbate the current housing affordability crisis and limit energy choices for consumers. Adoption of the 2021 International Energy Conservation Code can cost a home buyer as much as \$31,000 in additional costs and can take as long as 90 years for home owners to see a payback from these investments.

The Homeowner Energy Freedom Act is a Senate companion bill to legislation passed by the House earlier this year, the Lower Energy Costs Act (H.R. 1). As the legislative process moves forward, NAHB will work with lawmakers to pass the Homeowner Energy Freedom Act either as a standalone bill or by attaching it to other must-pass legislative vehicles.

## ASSOCIATE

### Membership

*In order to be approved as an Associate Member in SCWBA, you must demonstrate the following:*

- *Be engaged in a trade, industry, or profession related to shelter construction, remodeling or land development.*
- *Have been in business for at least one year.*
- *Must work within Rock and Green counties in Wisconsin.*
- *Be of good character and business reputation.*
- *Agree to abide by the provisions of the Bylaws of SCWBA.*
- *Subscribe to the purpose of SCWBA.*
- *Gain the approval of the Membership Committee and SCWBA Board of Directors.*



## MAKING THE LIST

### RECENTLY RENEWED MEMBERS

- Addie Water Systems
- Blackhawk Community Credit Union
- Bob Clapper Automotive
- Briggs Realty Group
- Connell Construction
- Dale Walker Roofing
- Govert Well & Pump
- Kaiser Design/Build
- Mary Gilbank Peterson-Shorewest
- Nelson's Hometown Recreation
- Old National Bank
- Post Builders
- Rock River Steel
- S&S Enterprise of Janesville
- Sammy's Hilltop
- Superior Technologies
- TRICOR Insurance
- Wausau Homes Beloit

# SPOTLIGHT ON SCWBA MEMBERS

## BUILDER

### Membership

*In order to be approved as a Builder Member in SCWBA, you must demonstrate the following:*

- *Be in the business of shelter construction, remodeling, or land development.*
- *Have been in business for at least one year.*
- *Must work within Rock and Green counties in Wisconsin.*
- *Be of good character and business reputation.*
- *Agree to abide by the provisions of the Bylaws of SCWBA.*
- *Subscribe to the purpose of SCWBA.*
- *Gain the approval of the Membership Committee and SCWBA Board of Directors.*



## MAKING THE LIST



### UPCOMING MEMBERSHIP ANNIVERSARIES

#### October

- JC Builders
- KM's Remodeling
- Premier Bank
- Schultz Design
- Wisconsin Building Supply

#### November

- AP Designs
- Blackhawk Bank
- Evergreen Designs
- Making Dreams Realty
- Naatz Construction
- Nelson Young Lumber
- Sockness Builders

*Anniversary months coincide with renewal deadlines.*

*Check your email for dues invoices.*

# PHOTO GALLERY

## EXCLUSIVE PARADE OF HOMES SPONSOR



### MEMBER PARADE EVENTS

- Live Radio Broadcast / Builder Olympics
- Bus Tour
- Lunch Party

### DATE

- September 16
- September 19
- September 19

### Parade of Homes Committee

- Co-Chair: Tessa Dongarra, Cabinet Country [tess@cabinetcountryltd.com](mailto:tess@cabinetcountryltd.com)
- Co-Chair: Brian Kaiser, Kaiser Design/Build [kaiserd@charter.net](mailto: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
- Alexis Boston, Bank of Milton
- Sarah Landherr, RH Landscape & Design
- Shannon Storlie, Brabazon/Title Team
- Kevin Ferguson, Ferguson Custom Homes



# YOUNG PROFESSIONALS



This Month's  
**Young Professionals Spotlight**  
**AMANDA MCCULLOCH**

*Blackhawk Community Credit Union  
SCWBA Ambassador*

## **What was the catalyst that led you to your profession within this industry?**

*I was brought into the banking industry simply as a part time job. I was going to college for Criminal Justice and needed another source of income, so I started with Blackhawk Community Credit Union as a part time teller. From there, my promotion to a Member Advisor allowed me to start learning about lending while working one on one with our members. My mentors within the organization supported me in transitioning in to the mortgage lending field, starting as a Mortgage Loan Processor, and working my way up to my current position as a Mortgage Loan Officer. I have always loved working with people, and it is truly humbling to help them get into their dream homes!*

## **What value have you found in your SCWBA membership?**

*SCWBA has given me a lot of insight into the construction industry, while building network connections with valuable partners in the field.*

## **What is one reason your peers should get more involved?**

*Aside from the fact that our members are just a good time, I have found that being involved with this group has helped me interact with people in the community I wouldn't have otherwise had the chance to meet. I have made a lot of new friends, acquired business leads and gained a substantial amount of general industry knowledge.*

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

*I love sports and athletic activities. I also work as a trainer at a local CrossFit gym in town. Being involved in the community makes me happy!*

## **Packers or Bears?**

*I CANNOT believe this is even a question! Ha! GO PACK GO!*

## **SUBMISSIONS**

*Nominate a Young Professional (under age 45)  
by submitting answers to the questions above along with a photo of the nominee  
to [office@scwba.com](mailto:office@scwba.com).*

*Include name of nominee and member company name.*

# 3 — IN — 1

## MEMBERSHIP HIGHLIGHTS

### LOCAL BENEFITS HIGHLIGHT

As a valuable and valued member of SCWBA you have numerous opportunities to tap into the local pipeline and grow your business.

SCWBA Members have exclusive access to our events and showcases such as the Parade of Homes, attended by over 10,000 visits in 2023.

You have various FUN networking opportunities.

You have leadership staying in touch within the community for you, in order to keep your businesses up to date and relevant with our community members and leaders.

### STATE BENEFITS HIGHLIGHT

- Access to construction/remodeling contracts and other legally-vetted forms worth thousands
- Complimentary use of Member Hotline - your legal, building code, and construction safety questions answered
- Insider news and regulatory updates on issues affecting the Wisconsin housing industry
- Real, return-on-your-dues affinity programs, including a hassle-free rebate program, continuing education discounts, exclusive business insurance services, travel benefits, small business coaching & consulting opportunities, financial planning services, and more.

### NATIONAL BENEFITS HIGHLIGHT

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.

Thousands of members of local and state home builders associations utilize the NAHB member savings programs to receive numerous exclusive discounts.

## MEMBER ACCESS

### 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](http://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](mailto:info@growthzone.com)

*Three memberships, one annual dues payment! Wisconsin Builders Association membership and National Association of Home Builders membership are included with your annual SCWBA membership. All Association members have access to a variety of resources at local, state, and national levels.*



# EXECUTIVE OFFICER'S LETTER

## HEIDI VAN KIRK

### SCWBA EXECUTIVE OFFICER



Happy Fall Y'All!

What can I say besides thank you and congratulations! You have all made our 2023 Parade of Homes a great success! By sharing our posts, talking about SCWBA and the event, renting garages, showcasing your work, opening up your homes, giving your time, showing up for our member festivities, and by being good sports and fun partners in business. Thank you to our strong and amazing Parade of Homes Committee, our participating members, and our sponsors at Johnson Financial Group! Below are some exciting highlights to recap!!!

#### Radio Broadcast:

- Our builders showed up and were great sports, competing in our ever so "strenuous" Builder Olympics. Congrats to our first place winner, Lucas Comstock with JC Builders!
- Spirit Award Honors are deservedly bestowed upon Tessa Dongarra and Kevin Ferguson for taking a total of 10 pies to the face for a good cause, and looking so good doing it. So many laughs, thank you both!
- Member support was awesome, engaging our young visitors in the kids builder activity tent, helping with our young obstacle competitors, and by chatting with anyone who stopped by to learn more about SCWBA! So many smiles, and the camaraderie of the day made my heart happy.

#### Bus Tour and Launch Party:

- We heard about all of our Parade Homes from the builders themselves, having so much fun touring them all together, playing games, networking, accepting challenges, and laughing and celebrating together.
- We learned that 18 people can fit in one Parade Home shower, that you shouldn't turn said shower on while people are playing the game, poker rules are subject to change, and that nobody can identify a Glen Miller song no matter what generation they are born in. WHAT?!
- We had some cash winners, prize winners, and a TON of FUN! We got some very funny photos along the way as well from the "send a selfie in your favorite space" challenge. Apparently everyone likes a nice toilet...haha.
- We wrapped the day up with some grub and fun at Sammy's Hilltop, playing bags, beer pong, and talking with our fellow members. Thank you to Andy Dongarra for donating some quality bourbon for our door prizes!

#### Parade of Homes Event Highlights:

- We had more than 10,000 visits.
- We had great conversations and many quality leads were generated.
- We gave away \$1,000 in cash thanks to the addition of our 50/50 raffle.
- We had great community feedback about the entire event.
- We simply had a VERY successful year!

So what's next? Read the newsletter, it's all in here. If you only had a minute I hope you read Tessa's letter because she touched on the most important reminders. As for me, I just want to say I appreciate you all, thank you!

That is all for now. 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.

#### **Follow us on Facebook:**

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

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

Cheers!

Heidi