

# SCWBA NEWS

## 2023 Parade of Homes

### Dates/Times

September 21st (11am-5pm)  
September 22nd (3pm-8pm)  
September 23rd (11am-5pm)  
September 24th (11am-5pm)

## Parade of Homes Special Edition

September 2023

SCWBA News is sponsored by Axley Attorneys.  
2023 Parade of Homes is sponsored by Johnson Financial Group.

sponsored by



## President's Letter

**It's time for the 2023 South Central Wisconsin Builders Association Parade of Homes!**

Our fellow dedicated members have been featuring the latest industry products through newly constructed and remodeled homes for the past 36 years. Our event includes outdoor living spaces to showcase what consumers can do to enhance any new or existing home.

This year's Parade includes 10 new homes, 1 remodeled home and 2 outdoor spaces. Along the tour, visitors will find a variety of the newest materials, and the latest styles and trends in technology. Each builder's unique touch and tastes come to life in the diverse range of homes showcased in the Parade.

As visitors make their way through the tour, they will have the opportunity to meet and connect with the area's leading home professionals, our fellow members. Although this is just a small example of what our builder members can offer, we have all worked very hard to present these beautiful spaces to the public.

Help me in congratulating all of the builders, associate members and supporting staff for all their hard work. Truly a job well done by all. Thank you to the Parade of Homes Committee for organizing this year's parade and especially our Executive Officer Heidi Van Kirk for her endless efforts to make our parade a huge success.

A very special thank you goes out to all the homeowner's for opening your doors and allowing our SCWBA members to present their craftsmanship and products.

I hope you will come out and enjoy the 2023 Parade of Homes and remember, when considering your own next outdoor space, remodeling project or new construction home, contact a fellow SCWBA member as your local trusted professional. For professional results, hire a member! Share the mission and spread the word. Enjoy the Parade and all of our other event highlights this month!

Tessa Dongarra  
2023 SCWBA President

# Member Parade Events

**September 14th**

(participants)

8:30am

SCWBA Office

Mandatory Pre Meeting/Materials Pick Up

**September 16th**

11am-1pm

Johnson Bank Downtown

Live Radio Broadcast Celebration

**September 19th**

10am-4:30pm

Depart/Return Marling

Members Only Parade Bus Tour

*rspv online required*

**September 19th**

5pm-7pm

Sammy's Hilltop

Parade Pre-Launch Party

**September 28th**

(participants)

8:30am

SCWBA Office

Mandatory Post Meeting/Materials Dropoff

PRESENTED BY  
SOUTH CENTRAL WISCONSIN BUILDERS ASSOCIATION  
AND JOHNSON FINANCIAL GROUP

**SATURDAY SEPTEMBER 16, 2023**

**LIVE RADIO  
REMOTE BROADCAST**

PROMOTING THE UPCOMING  
2023 SCWBA PARADE OF HOMES

HOSTED BY  
**99.9 FM  
WJVL**  
*All the Best Country*

**KEN SCOTT  
WJVL RADIO**

PARADE  
HOMES

GET INSPIRED  
Builders | Designers | Landscape

FEATURING  
**FOOD TRUCKS - GAMES - TICKET SALES  
DAILY DEALS - CASH DRAWINGS - FUN**

SATURDAY SEPTEMBER 16TH  
11AM - 1PM  
OUTSIDE OF JOHNSON BANK IN DOWNTOWN JANESVILLE

**GET INSPIRED**  
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SCWBA  
SOUTH CENTRAL WISCONSIN BUILDERS ASSOCIATION

JOHNSON  
FINANCIAL GROUP

Event Location: One South Main St. in Janesville  
Can't make it?  
Purchase tickets at [scwba.com/paradeofhomes](http://scwba.com/paradeofhomes) or at any parade home.

Members Only  
**bus tour**

tickets **\$25**  
per person

PARADE  
of  
HOMES

September 19th  
10am - 4 pm

Departing/Returning - Marling Lumber  
Food, Drink, Games & Prizes

**GET INSPIRED**

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**LAUNCH PARTY**

PARADE  
of  
HOMES

September 21-24

**GET INSPIRED**

Builders | Designers | Landscape



TUESDAY  
SEPTEMBER 19  
5PM- 7PM

**LAUNCH PARTY**

MEMBERS ONLY  
AT  
SAMMY'S HILLTOP

JOIN US FOR  
FOOD, DRINKS, GAMES, AND FUN!  
FREE TO ATTEND  
RSVP ONLINE

let's go!



Must RSVP for bus tour at [scwba.com/memberevents](http://scwba.com/memberevents)

# Parade of Homes Tickets

## Check out our Daily Deals




**DAILY DEAL #1**

**PARADE of HOMES**  
September 21-24

**GET INSPIRED**  
Builders | Designers | Landscape

**THURSDAY SEPTEMBER 21**  
11AM - 5PM

**Senior Day**  
BUY ONE GET ONE 1/2 PRICE  
AGES 55 & UP

TO REDEEM DAILY DEALS  
PURCHASE TICKETS ONLINE OR AT ANY PARADE HOME

Parade Map and Online Tickets available at [www.scwba.com/paradeofhomes](http://www.scwba.com/paradeofhomes)







**DAILY DEAL #2**

**PARADE of HOMES**  
September 21-24

**GET INSPIRED**  
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**FRIDAY SEPTEMBER 22**  
3PM - 8PM

**Date Night**  
SHOW YOUR TICKET AT SAMMY'S HILLTOP FOR DINNER DISCOUNTS PLUS LIGHTED EVENING VIEWING

TO REDEEM DAILY DEALS  
PURCHASE TICKETS ONLINE OR AT ANY PARADE HOME

Parade Map and Online Tickets available at [www.scwba.com/paradeofhomes](http://www.scwba.com/paradeofhomes)




**DAILY DEAL #3**




**PARADE of HOMES**  
September 21-24

**GET INSPIRED**  
Builders | Designers | Landscape

**SATURDAY SEPTEMBER 23**  
11AM - 5PM

**Food Truck Tour**  
VISIT ONE OF OUR SPONSORED FOOD TRUCKS AT JOHNSON BANK LOCATIONS. WHILE TOURING AND GET EXTRA CASH DRAWING TICKETS!

TO REDEEM DAILY DEALS  
PURCHASE TICKETS ONLINE OR AT ANY PARADE HOME

Parade Map and Online Tickets available at [www.scwba.com/paradeofhomes](http://www.scwba.com/paradeofhomes)




**DAILY DEAL #4**




**PARADE of HOMES**  
September 21-24

**GET INSPIRED**  
Builders | Designers | Landscape

**SUNDAY SEPTEMBER 24**  
11AM - 5PM

**Sunday Sports Fun Day**  
WEAR YOUR FAVORITE SPORTS SPIRIT WEAR AND GET EXTRA CASH DRAWING TICKETS!

Plus a chance to WIN a SIGNED "Rudy" jersey. Enter for the jersey at the student build Parade Home!

TO REDEEM DAILY DEALS  
PURCHASE TICKETS ONLINE OR AT ANY PARADE HOME

Parade Map and Online Tickets available at [www.scwba.com/paradeofhomes](http://www.scwba.com/paradeofhomes)




**EVERY DAY DEAL**




**PARADE of HOMES**  
September 21-24

**GET INSPIRED**  
Builders | Designers | Landscape

**WEEKEND CUMMULATIVE MEGA 50/50 RAFFLE**  
WINNER GETS 1/2 THE CASH!! THIS CASH PRIZE COULD GET HUGE AS IT GROWS DAILY! COME PREPARED WITH CASH AND BUY YOUR 50/50 TICKETS AT ANY PARADE HOME!

TO REDEEM DAILY DEALS  
PURCHASE TICKETS ONLINE OR AT ANY PARADE HOME

Parade Map and Online Tickets available at [www.scwba.com/paradeofhomes](http://www.scwba.com/paradeofhomes)




- Purchase Tickets at [scwba.com/paradeofhomes](http://scwba.com/paradeofhomes).
- or Purchase Tickets at any Parade Home during the event.
  - see map on the next page.
  - 16 & Up \$10
  - 15 & Under FREE with an adult
  - Ticket includes virtual viewing access through July 2024 when you save your promo code.
- To cash in on senior day you must purchase tickets in person.
- Date Night discount at Sammy's Hilltop when you show your ticket. Then visit the parade homes for evening lighted viewing.
- Extra Cash Raffle tickets at the food trucks during the event if you show your parade ticket.
- Extra Cash Raffle tickets if you wear your sports wear to parade homes on Sunday during the event.
- MEGA 50/50 Raffle is cash purchase only at any/all parade homes.
- *Participating Builders will get complimentary ticket vouchers at pre-meeting.*

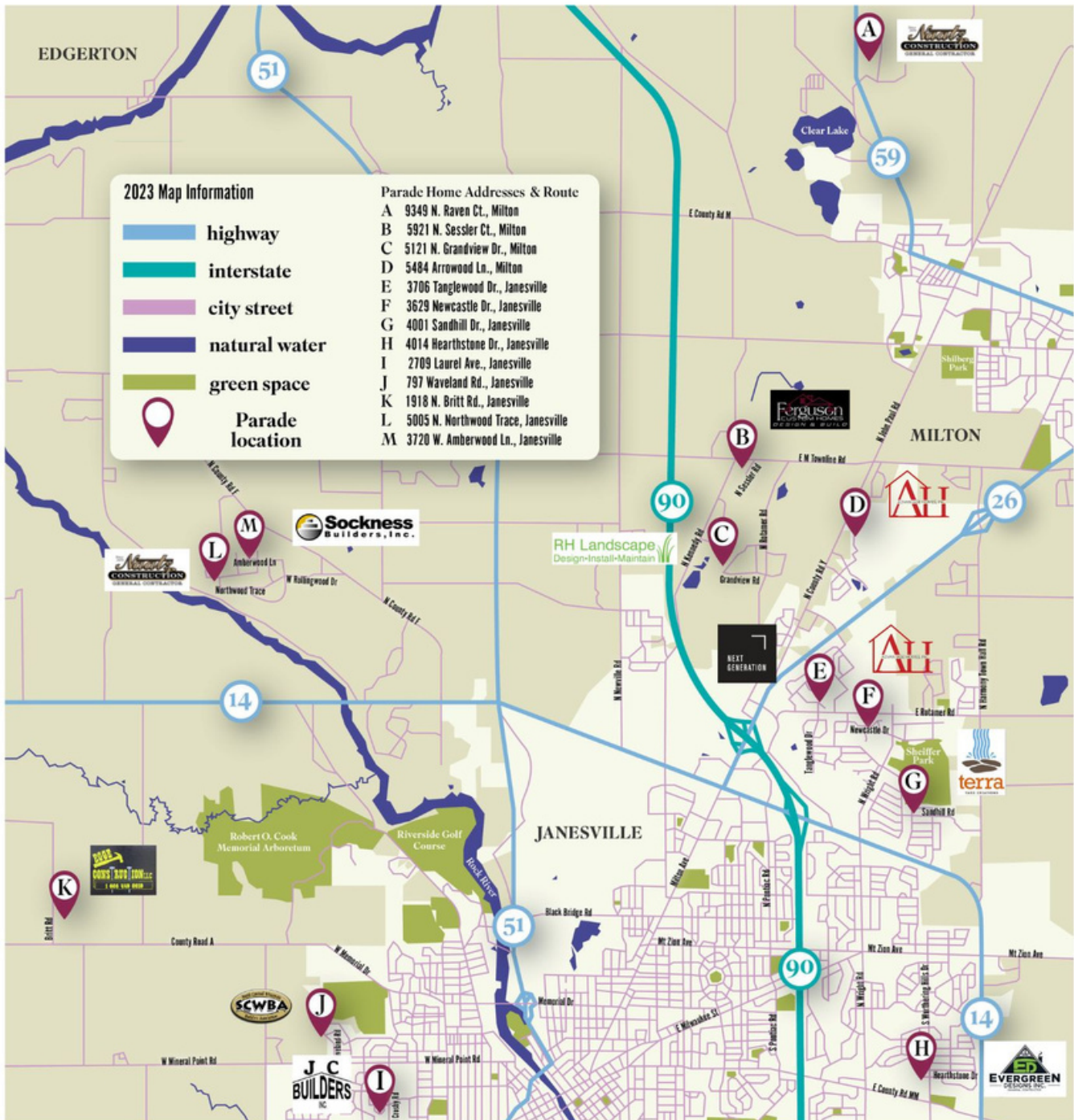
# Parade of Homes Map

- A. Naatz Construction (N)
- B. Ferguson Custom Homes (N)
- C. RH Landscape & Design (O)
- D. Advantage Homes (N)
- E. Next Generation Homes (N)
- F. Advantage Homes (N)
- G. Terra Yard Creations (O)
- H. Evergreen Designs (R)
- I. JC Builders (N)
- J. SCWBA Student Build (N)
- K. Egge Construction (N)
- L. Naatz Construction (N)
- M. Sockness Builders (N)



**GET INSPIRED**  
Builders | Designers | Landscape

(N) = New Construction    (R) = Remodel Home    (O) = Outdoor Space / Landscape



# Parade Homes Descriptions

**ADVANTAGE HOMES**  
2017 N. HARBOR TOWN FALLS RD.  
JANESVILLE, WI 53546  
608.754.2000 EXT 101

**3408 Arrowwood Lane  
Milton**  
SQUARE FEET: 2,100 | BDR: 3 | BATH: 2

**A Must-See, Charming Custom Built Ranch**

**Home Features:**

- FINISH FLOORING IN BOWEN BATHROOM AND GREAT ROOM
- CEILING IN MAIN FLOOR
- 12" VAPOR BARRIER BERM
- BUILT FOR GAS FIREPLACE WITH LACING TO BARGE
- BOWEN'S SUITE WITH LARLE, WOOD CLOSET
- 100% RECYCLED FLOORING
- FINISH BROWN CROWNMOULD
- HARDY FINISHES THROUGHOUT AND CABINET FINISHES
- 1.5 CAR GARAGE

www.buildadvantagehomes.com

**ADVANTAGE HOMES**  
2017 N. HARBOR TOWN FALLS RD.  
JANESVILLE, WI 53546  
608.754.2000 EXT 101

**36250 Neveastle Drive  
Janesville**  
SQUARE FEET: 1,614 | BDR: 2 | BATH: 2

**A Must-See, Charming Custom Built Ranch**

**Home Features:**

- 12" CEILING IN MAIN FLOOR AND PLASTER WALLS
- FINISH FLOORING THROUGHOUT
- HARDY FINISHES THROUGHOUT AND CABINET FINISHES
- 100% RECYCLED FLOORING
- FINISH BROWN CROWNMOULD
- HARDY FINISHES THROUGHOUT AND CABINET FINISHES
- 1.5 CAR GARAGE

www.buildadvantagehomes.com

**EDGE CONSTRUCTION**  
6322 W RIDGE VIEW CT  
JANESVILLE, WI 53548  
608.443.5000

**1918 North Britt Road  
Janesville**  
SQUARE FEET: 2,100 | BDR: 2 | BATH: 2

**Quality Custom Built Home with a View**

**Home Features:**

- 100% RECYCLED FLOORING THROUGHOUT
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD

www.edgeconstructionjanesville.com

**EVERGREEN**  
GENERAL CONTRACTOR  
4113 N. COUNTY RD. S. SUITE 42  
JANESVILLE, WI 53524  
608.839.8000

**4011 Heartstone Drive  
Janesville**  
SQUARE FEET: 1,847

**Welcome to Evergreen Design's 2023 Parade of Homes Remodel!**

**Home Features:**

- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD

www.evergreendesign.com

**Ferguson CUSTOM HOMES**  
740 S. JANESVILLE ST., SUITE 100  
MILTON, WI 53552  
608.293.2662

**3921 N. Sessler Court  
Milton**  
SQUARE FEET: 2,800 | BDR: 3 | BATH: 3

**Yes a Contemporary House in Milton!**

**Home Features:**

- 12" CEILING IN GREAT ROOM
- 12" VAPOR BARRIER BERM
- 100% RECYCLED FLOORING
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD

www.fergusoncustomhomes.com

**J.C BUILDERS**  
P.O. BOX 1030  
JANESVILLE, WI 53547  
608.753.7722

**2700 Laurel Avenue  
Janesville**  
SQUARE FEET: 1,506 | BDR: 2 | BATH: 2.5

**Cape Cod Style Home with Accessibility in Mind**

**Home Features:**

- 100% RECYCLED FLOORING THROUGHOUT
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD

www.jcbuilders.com

**Naatz CONSTRUCTION**  
130 W. FOOTVILLE HARBOR DR.  
JANESVILLE, WI 53548  
608.876.6164

**300G N. Northwood Trace  
Janesville**  
SQUARE FEET: 2,762 | BDR: 4 | BATH: 3.5

**Modern Industrial Home in a Wooded Setting**

**Home Features:**

- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD

www.naatzconstruction.com

**Naatz CONSTRUCTION**  
130 W. FOOTVILLE HARBOR DR.  
JANESVILLE, WI 53548  
608.876.6164

**934D N. Haves Court  
Milton**  
SQUARE FEET: 2,370 | BDR: 2 | BATH: 2.5

**Unique Modern Home in a Tree-Laden Neighborhood**

**Home Features:**

- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD

www.naatzconstruction.com

**Naatz CONSTRUCTION**  
130 W. FOOTVILLE HARBOR DR.  
JANESVILLE, WI 53548  
608.876.6164

**3700 Tanglewood Place  
Janesville**  
SQUARE FEET: 2,100 | BDR: 4 | BATH: 2.5

**Quality new build in Briar Crest Meadows subdivision!**

**Home Features:**

- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD

www.naatzconstruction.com

**NEXT GENERATION**  
430 EAST GRAND AVENUE  
MILTON, WI 53551  
608.293.2206

**3700 Tanglewood Place  
Janesville**  
SQUARE FEET: 2,100 | BDR: 4 | BATH: 2.5

**Quality new build in Briar Crest Meadows subdivision!**

**Home Features:**

- FINISH BROWN CROWNMOULD
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- FINISH BROWN CROWNMOULD

www.nextgenbuilds.com

**rhucap**  
3215 S WYOMING COURT  
JANESVILLE, WI 53545  
608.821.6393

**3212 North Grandview Drive  
Milton**  
SQUARE FEET: 1,600

**Entertainer's Paradise Complete with Outdoor Kitchen, Distinctive Dining, and Relaxing Outdoor Features**

**Backyard Features:**

- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD

http://rhucap.com

**Sockness BUILDERS, INC.**  
133 WEST 21ST ST.  
MILTON, WI 53552  
608.839.8000

**3720 W. Underwood Lane  
Janesville**  
SQUARE FEET: 2,470 | BDR: 4 | BATH: 4

**Modern Prairie Meets Luxury**

**Home Features:**

- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
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- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD

www.socknessbuilders.com

**TERRA YARD CREATIONS**  
2022 GRAND STREET  
MILTON, WI 53552  
608.365.8195

**4001 Sandhill Drive  
Janesville**  
SQUARE FEET: 1,800

**Revitalized For Outdoor Entertaining**

**Yard Features:**

- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD
- FINISH BROWN CROWNMOULD

www.terriaryardcreations.com

All descriptions and map will be featured in the parade books which will be distributed at each home during the event and through print advertising with Janesville Gazette.

Virtual Tours will be available October 2023 - July 2024.



# Executive Officer's Letter



Thank you for reading SCWBA News, Parade of Homes Special Edition.

As you see we have many exciting opportunities for our members to get into the spirit of the 2023 Parade of Homes and plenty to attract our community and visitors to this year's event.

This year we have invested more than ever before into our marketing plan. We have also seen a tremendous growth in our Parade of Homes Committee, whose efforts you can see illustrated throughout this newsletter.

Stop by the event or any pre-event festivities and show your support for our participants and your appreciation for our committee!

I'd like to take the time to thank some amazing people, for their dedication to SCWBA and their commitment to the success of this year's Parade of Homes.

- Thank you to our **Parade of Homes Sponsor**, Johnson Financial Group. Your investment makes all the difference in what we are able to bring forth in our planning and marketing. We truly appreciate you!
- Thank you to our **2023 Parade of Homes Participating Builders/Landscapers**; Advantage Homes, Egge Construction, Evergreen Designs, Ferguson Custom Homes, JC Builders, Naatz Construction, Next Generation Homes, RH Landscape and Design, SCWBA Student Build Program, Sockness Builders, and Terra Yard Creations.
- Thank you to our **Garage Rental Vendors**; Advia Credit Union, Bank of Milton, Blackhawk Bank, Blackhawk Community Credit Union, Cabinet Design Studio, Johnson Financial Group, Main Street Cabinet Company, Nelson Young, Old National Bank, Premier Bank, and TDS Telecom.
- Thank you to our **Ticket Sponsors** at Culvers and Nelson Young Lumber Company, and our fellow members at Adams Publishing Group for putting together our virtual tours and parade plan books.
- Last and certainly not least, thank you to our **2023 Parade of Homes Committee**; Tessa Dongarra (Chair), Brian Kaiser (Chair), Al Herbst, Alexis Boston, Chris Engstrom, Tom Naatz, Kevin Ferguson, Gary Oehlberg, Steve Lauber, Preston Laws, Andrea Mroz, Brenda Slatter, Janine Birkhimer, Ashlyn Ellefson, Shannon Storlie, Sarah Landherr, and Pam Heineck.

We still have a lot of excitement and fun coming for you after this event. Details about our October BA5 with Batterman, our November Casino Night, and our December Awards and Installation will be coming to your inbox and our next edition of SCWBA News.

Until then, I hope to see you at one, or all, of our Parade of Homes events, and remember to keep doing your business with your fellow SCWBA members! Cheers...*or in an October teaser*...Prost!

Best,

Heidi Van Kirk