



AUGUST 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.





ISSUE

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PRESIDENT'S LETTER

TESSA DONGARRA, CABINET COUNTRY LTD.

2023 SCWBA PRESIDENT

Happy August SCWBA members!

I hope everyone has been enjoying their summer. It's soon to be over so take it all in while you still can. Last Thursday, Realty Executives Premier graciously hosted a membership happy hour. "Summertime Sizzle" was tons of fun! Thank you to everyone who made it out to celebrate summer while enjoying some delicious cocktails. There were some tasty and unique concoctions. Congratulations to all the winners! If you'd like to host a membership happy hour, give Heidi a call and get signed up.

The most exciting event of the year, the Parade of Homes, is approaching fast. Please help spread the word of this year's change in events. We will host the 10 new homes, 1 remodeled home and 2 outdoor spaces on September 21st-24th with each day having a new attraction. We will start by having a pre-event on September 16th in the Johnson Financial Group parking lot in downtown Janesville. We hope this will get people excited for the big event the following week. The Parade of Homes Bus Tour is also ready to sign up for on September 19th followed by the Kickoff Party at Sammy's Hilltop. It would be great for as many members as possible to get out and support the builders showcasing their work. I'll see you all then! None of this would have been possible without our generous sponsorship from Johnson Financial Group.

The SCWBA website will have home information and a map to all Parade locations available, along with all the festivities happening throughout the parade week. You can also get updated information on our Facebook page too, as well as chances to win free tickets. Please encourage other members, clients, neighbors, family and friends to get out and support our local builders and see some wonderful homes!

Thank you,

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



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
- $\hbox{Co-Chair: Paula Carlson, Brabazon/Title Team} \ pcarlson@brabazontitleteam.com$
- 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
- Sarah Landherr, RH Landscape & Design

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
- Chris Engstrom, Advantage Homes
- Tom Naatz, Naatz Consctruction
- 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

State Life Director

- Membership Committee Co-Chair: Sara Reque, Blackhawk Bank sreque@blackhawkbank.com
- Co-Chair: Casandra Wagner, Wagner Construction casandra@wagnerconstco.com

Thank you all for your service!

- 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
- 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
- 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



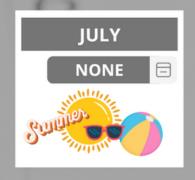
























JOIN US ON SEPTEMBER 19TH FOR OUR MEMBERS ONLY BUS TOUR AND PARADE OF HOMES LAUNCH PARTY!!

- BUS DEPARTS MARLING AT 10 AM SHARP RETURNING TO MARLING BETWEEN 4:30-5:00PM
 - RSVP TO ATTEND THE BUS TOUR. <u>HTTPS://WWW.SIGNUPGENIUS.COM/GO/60B094DACA629A1FE3-PARADE3</u>
 - \$25 EACH DUE CASH OR CHECK PRIOR TO BOARDING THE BUS.
 - INCLUDES ADULT BEVERAGES, BOXED LUNCHES, FIRST LOOK TOURS, NETWORKING, GAMES, PRIZES, AND MORE!
- PARADE LAUNCH PARTY IMMEDIATELY FOLLOWING AT SAMMY'S HILLTOP WITH FOOD, DRINKS, FREE POH TIX, RAFFLES AND MORE!

Contact Heidi for questions/payment options: office@scwba.com



RETENTION RATES

MEMBER RETENTION RATES ARE ON THE RISE

THANK YOU TO ALL RENEWING AND RETURNING MEMBERS!





CONGRATULATIONS!

2022-2023 STUDENT BUILD SOLD

ADAM BRIGGS, BRIGGS REALTY GROUP



JOB POSTING

STUDENT APPRENTICE

THE SUCCESS TEAM



Established Janesville Real estate business is seeking an outgoing student looking to continue their studies in business; marketing, digital media, and advertising. You will be working in a professional office environment where you will be challenged to implement knowledge learned in real world situations. The ideal candidate will be responsible for maintaining Social Media accounts, managing drip mail programs, draft procedures, and special projects as requested.

Must be a self-starter capable of working in a fast-paced environment. This is a paid position 2 hours a day, five days a week with flexible hours.

If interested, contact Henry Londo at henrylondo@tstrealtors.com or via text (608) 751-2344

@TheSuccessTeamWI

YOUR REAL ESTATE DREAM-OUR REAL ESTATE TEAM
SERVING WISCONSIN FOR 46 YEARS



NEW HIRE

DUSTIN WOHLFERT

JOHNSON FINANCIAL GROUP AVP, SR MORTGAGE LOAN OFFICER



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.

STUDENT BUILD UPDATES

2023-2024 STUDENT BUILD LOT 23 ARBOR RIDGE, JANESVILLE AP DESIGNS









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



SOUTH CENTRAL WISCONSIN BUILDERS ASSOCIATION



GET YOUR TICKETS AT ANY PARADE HOME

ADDRESSES POSTED IN SEPTEMBER VISIT:WWW.SCWBA.COM/PARADEOFHOMES FOR PARADE MAP

\$10 EACH

AGES 12 & UP 11 & UNDER TOUR FREE Valid on In-Person and Virtual Viewing

4 DAILY DEALS



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SEPT. 16TH (11AM-1PM)

WJVL PARADE OF HOMES REMOTE BROADCAST WITH KEN SCOTT JOHNSON BANK DOWNTOWN

SEPT. 19TH (10AM-4:30PM)

MEMBERS ONLY BUS TOUR: \$25 INCLUDES LUNCH, TOURS, DRINKS, PRIZES DEPARTS/RETURNS MARLING LUMBER

SEPT 19TH (5PM-7PM)

PARADE LAUNCH PARTY

SAMMY'S HILLTOP

SEPT 21-24 (see hours below)

PARADE OF HOMES EVENT

21st 11am-5pm | 22nd 3-8pm | 23rd 11am-5pm | 24th 11am-5pm



GET INSPIRED

Builders | Designers | Landscape





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!!!







- 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



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

Local Representation at State Level

SCWBA State Director Updates

Greetings Everyone,

We had the pleasure of attending the WBA membership meeting as well as the Board of Directors meeting in the Dells on June 21. Many great topics were discussed and addressed. Most of the recent topics are addressing housing shortages and how to assist builders and developers in being able to build and offer more affordable housing. The great news is the 4 bills listed below, which the WBA was in heavy support of, all passed!

- · Assembly Bill 264 relating to residential housing infrastructure revolving loan fund and revolving loan program
- · Assembly Bill 265 relating to a main street housing rehabilitation revolving loan fund and loan program
- · Assembly Bill 268 relating to commercial-to-housing conversion revolving loan fund and loan program
- · Assembly Bill 267 relating to housing rehabilitation loans awarded by the Wisconsin Housing and Economic Development Authority (WHEDA)

There is a large workforce housing shortage in Wisconsin and these bills/loans will assist with the challenges faced in creating workforce housing.

The story is the same in communities all across the country. We simply need more homes. While much more work is needed with an all-hands-on-deck mentality, these bills that were passed are a great start.

Thank you to all of our members who advocate for a better construction outlook in our area and in our state. Please know that if you ever want your voices heard at the state level, or you ever have any questions regarding WBA info, please feel free to reach out to either of us. We are advocating at the state level for SCWBA and are here for you!

Thanks and enjoy the rest of your summer!

Andy Dongarra – Johnson Financial Group Norm Paulson – Paulson Kimball Construction, LLC

NATIONAL NEWS

New HUD Guides for Builders Help Increase the Resilience of Homes



August 04, 2023

The U.S. Department of Housing and Urban Development (HUD) recently published a series of guides, <u>Designing for Natural Hazards</u>: A <u>Resilience Guide for Builders & Developers</u>, to help home builders incorporate resilience in their home designs.

The guides were authored by Home Innovation Research Labs with technical assistance from NAHB members and staff.

The United States spends billions of dollars annually helping communities recover from natural disasters caused by wildfires, hurricanes, floods, tornadoes, blizzards and other natural hazards. To reduce the impacts associated with these natural hazard events, federal agencies, including HUD, pursue initiatives to improve the resilience of housing, including the development of technical guidance.

Home Innovation Research Labs was tasked by HUD to convene a technical advisory group of industry stakeholders including builders, architects, structural engineers and building officials charged with developing a set of practical, cost-effective guidelines to assist home builders and developers in designing and constructing residential buildings and structures to improve their resistance to natural hazards and promote community resiliency.

The resilience guides provide technical content in a straightforward way that is easy to understand, while also providing full details for design professionals, builders, developers and public officials. The guides can be used for new construction, retrofits and remodeling, and post-disaster repair and reconstruction.

The guide comprises five volumes, each focusing on a major category of natural hazard that may impact a given project:

- Designing for Natural Hazards Series Volume 1: Wind
- Designing for Natural Hazards Series Volume 2: Water
- Designing for Natural Hazards Series Volume 3: Fire
- Designing for Natural Hazards Series Volume 4: Earth
- <u>Designing for Natural Hazards Series Volume 5: Auxiliary</u> (volcanoes, temperature extremes, etc.)

The technical advisory group recognized that natural hazards are more likely to cause certain types of damage. To address this, the guidelines provide a mitigation strategy that prioritizes high-frequency damage as identified in post-event damage assessments over damage that rarely occurs. This novel approach encourages improving those elements of a house that are most susceptible to damage and can be used to leverage disaster mitigation grants intended to reduce future damage to our housing stock.

Former NAHB Chairman Randy Noel served as the chair of the technical advisory group, which included many prominent NAHB members. Additional NAHB members and staff also served on the task groups for each guide.

ASSOCIATE



Member Spotlights

MAKING THE LIST

- TDS Metrocom
- Tigre USA
- Tower Designs
- Wisconsin Building Supply

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.



RECENTLY RENEWED MEMBERS

- Badgerland Disposal
- Bank of Brodhead
- Big Radio
- Bloyer Well and Pump
- Bob's Custom Windows and Siding
- Cabinet Country
- Ferguson Custom Homes
- Foamtech Insulation
- Foundation Building Materials
- Halverson Flooring
- Lycon
- Main Street Cabinet Country
- R&W Heating and Cooling
- RH Landscape and Design
- Simmons Fence and Specialty Products
- Tower Designs
- Wellnitz and Sarow Builders

SPOTLIGHT ON SCWBA MEMBERS

BUILDER

Member Spotlights



MAKING THE LIST

UPCOMING

MEMBERSHIP ANNIVERSARIES

<u>August</u>

- Bloyer Well & Pump
- Bob Clapper Automotive
- Hurley Ranch Homes
- Nelson's HomeTown Recreation
- Sammy's Hilltop

<u>September</u>

- Addie Water Systems
- Blackhawk
 Community Credit
 Union
- Briggs Realty Group
- Hughes Custom Carpentry
- Kaiser Design/Build
- Mary Gilbank
 Peterson Shorewest
- Trademark
 Restoration

Anniversary months coincide with renewal deadlines.

Check your email for dues invoices.

- Terrill Remodeling
- Trademark Restoration
- Wagner Construction
- Wellnitz & Sarow Builders

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.



PHOTO GALLERY

AUGUST 03, 2023

SUMMERTIME SIZZLE

Realty Executives Premier



Tess Dongara, 1st Place
Kelly McPherson, 2nd Place
Becky Carter/Deb Dongarra, 3rd Place
Kelly McPherson, Cherry's Choice
Shannon Storlie, Door Prize Winner
Brenda Slatter, Rockin' the Rear

Summertime Sizzle Awards

Thank you to our hosts and sponsors at Realty Executives Premier!





































YOUNG PROFESSIONALS



This Month's Young Professionals Spotlight Alexis Boston

Bank of Milton

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

 I was always interested in obtaining a career in which I was able to help others reach their financial goals. Once entering the banking industry, I knew it was where I belonged. Whether it is a new construction, first-time homebuyer, business owner, etc., I enjoy the excitement customers get when taking that next step.

What value have you found in your SCWBA membership?

• SCWBA has allowed me to expand my knowledge within the building industry. It also has given me many great opportunities to network and develop new relationships.

What is one reason your peers should get more involved?

 SCWBA provides opportunities to grow personally and professionally. The ability to meet and collaborate with others in the building industry is rewarding. It is a great group of people who are welcoming and share similar goals.

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

I enjoy the outdoors – hunting, fishing, hiking, golfing, etc.

Packers or Bears?

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.

Include name of nominee and member company name.

3 — IN — 1 MEMBERSHIP HIGHLIGHTS

LOCAL SUCCESS STORY

As a commercial builder, I didn't expect to benefit from my SCWBA membership in the same way that residential builders would. Even so, I knew I still wanted to be involved and I have benefited a great deal over the years.

Local builders that don't do commercial work, often refer their contacts to us.

Our business has been thriving, in part, due to these fellow member referrals.

~ Norm Paulson Paulson Kimball Construction

STATE

SUCCESS STORY

Over the years I have been involved with SCWBA my business has not collected a single dime from the student build or other partnering benefits of membership, because that is not why we are members. Instead, we have found a ton of value provided to us from our other involvement with SCWBA networking and 3-in-1 benefit utilization.

For example, we have utilized the legal hotline, helping us to file liens in order to receive payment from past due customers. This benefit alone pays for our membership.

~ Casandra Wagner Wagner Construction

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.

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.

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
- 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

EXECUTIVE OFFICER'S LETTER

HEIDI VAN KIRK

SCWBA EXECUTIVE OFFICER

Hello friends and members of SCWBA,



I can't believe we are already putting together our August newsletter. Where has the time gone? Although it's quickly coming to a close, I am so glad for the many fun times we shared as an association this summer. From the SCWBA Golf Outing, to our State Member Days, to our recent Summertime Sizzle at Realty Executives Premier, many great memories were made and connections deepened. While it is my responsibility to deliver on the directives of the Board of Directors, I take the most pride in seeing how you all find ways to do better business together, utilizing the resources and events we offer to you through the networking opportunities provided. I do my absolute best to provide value for everyone, being as inclusive as possible. So thank you for engaging and being such a positive group to collaborate with.

As we head into our fall schedule, we are thrilled to launch our 2023 Parade of Homes with a lot of new and exciting attractions and incentives for our members and the community. You can find our schedule for the 2023 Parade of Homes on page 8 of this newsletter. Be sure to sign up online for our members only bus tour on September 19th as seats are limited. Every year this event is a total blast, allowing members to tour all of our parade homes before anyone else while enjoying food, cocktails, fun, and prizes! Right after the bus returns to Marling we will roll right into our launch party at Sammy's Hilltop. Save this date and clear your calendar as you won't want to miss out. We have plenty of other event attractions as well, including a live remote broadcast with our members at Big Radio, taking place on September 16th. All of this is possible thanks to the generosity of our title sponsor, Johnson Financial Group. Be sure to say thank you when you see the JFG team!

Lastly, we will be working this fall on solidifying our 2024 calendar, rolling out that schedule along with our sponsorship packages for the year. As always, and to keep things as fair as possible, the title sponsorships are first come first serve and, where appropriate, bids will be invited and accepted. It is our utmost priority to help ensure the best interest of SCWBA, as a whole, is kept at the forefront of our mission driven activities so we can serve each and every one of you. As you work your individual fiscal budgets, be sure to earmark funds for your SCWBA investments in the form of sponsorships, involvement, and engagement. And especially remember to pay your annual dues, on time, to ensure no lapse in membership. This helps you remain eligible for any events that require a one year membership or more and also helps us with our retention efforts so we can cast the widest and most professional industry net possible.

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

Join our Members Only FB Page:

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

Cheers!

