

APRIL 2025

SCWBA NEWSLETTER

SCWBA News is sponsored by Axley Attorneys and Builders First Source



TOP STORIES

Check out this edition of our newsletter for important association updates. These Top Stories, and more, can be found inside this issue of SCWBA News.

- Who Turned Up the Heat? More About Red Hot Comedy
- Wisconsin Home Building Sees Modest Growth
- April Membership Anniversaries and New Members
- SCWBA Education Photo Updates
- Upcoming Spring Events
- Soft Lumber Continues to Lead Price Growth
- 2025 SCWBA President's Letter



THINGS ARE HEATING UP!

The weather is getting warmer, and SCWBA is heating up!

Our hottest events are coming soon, and the fun begins with Red Hot Comedy this month! (see page 2)

WHO TURNED UP THE HEAT?!

Learn more about our “Red Hot Comedy” headliner, Mike Mercury, and other Guests!

SCWBA RED HOT COMEDY

Fermenting Cellars
2004 W. Manogue Rd, Janesville

CATERED HOT AND COLD APPETIZERS INCLUDED
CASH BAR
50/50 RAFFLE
(BENEFITING HARD HATS WITH HEART ROCK COUNTY)
NETWORKING & ENGAGEMENT PRIZES

Sponsored by
BRABAZON | Title Team
GROUP, LLC

APRIL 24

th

**5-6 PM
COCKTAIL
SOCIAL**

**6-8 PM
COMEDY
SHOW**

BUY NOW

TICKETS

**\$30
EACH**
**\$200
TABLE (8)**



WHO TURNED UP THE HEAT?!

Comedian Mike Mercury has performed thousands of shows for groups just like yours – everything from annual awards banquets for small-town fire departments to fancy Fortune 500 galas.

Mike started his comedy career at the world-renowned Comedy Store in Los Angeles with an improv group called High Adventure. He went on to headline comedy clubs and casinos all over the country, appeared on TV as the co-host of Hot Tonight and has been heard nationally on Garrison Keillor's A Prairie Home Companion on public radio.

Mike's combination of smart observational humor, audience interaction and lightning-quick wit is a sure-fire hit with most any audience.



HEADLINER
Mike Mercury

Greg Bach is a touring stand up comedian & comedy producer. Greg's lovable persona & hilarious storytelling has won fans over for many years and made him a staple in the Milwaukee Comedy Scene.



FEATURE ACT
Greg Bach



HOST
Geoff LaFleur

First appearing as headliner of SCWBA's inaugural comedy night, Geoff LaFleur has become a familiar face among SCWBA's members, serving as the host and emcee for the annual SCWBA event. Geoff has opened for Dave Chapelle, Larry the Cable Guy, Pauly Shore. Thank you Geoff for keeping us laughing year after year!

**WITH
SPECIAL
GUEST**



tickets online: scwba.com

WISCONSIN HOMEBUILDING SEES MODEST GROWTH IN 2024, WITH MAJOR REGIONAL VARIATIONS

March 11, 2025

The Wisconsin Builders Association (WBA) has released 2024 year-end numbers, showing a one percent increase in new home construction permits in Q4 2024 compared to Q4 2023, with year-end figures showing a 10% growth in home building activity. The latest data is compiled of county-specific statistics through December for building permits submitted to the Wisconsin Department of Safety and Professional Services.

“The data underscores the resilience and challenges of Wisconsin’s housing market,” said WBA President Mike Derrick. “While some counties are experiencing a surge in development, other face declining permit numbers which could impact housing affordability and availability in those areas.”

- **Major Growth Areas:** Several counties experienced notable surges in new home permits, including Milwaukee (+111.8%), Racine (+618.2%), Rock (+46.9%), Winnebago (+69.2%), and Washburn (+57.6%). These increases suggest heightened demand in urban and suburban markets.
- **Counties with Declines:** Some areas saw significant slowdowns, including Dane County (-18.6%), Marathon (-21.6%), Columbia (-25.7%), and Door (-40.9%). These decreases may be tied to economic conditions, regulatory hurdles, or local housing supply challenges.
- **Extreme Outliers:** The most dramatic increase occurred in Racine County, which saw a staggering 618.2% jump in Q4 permits, while Dane County saw an 88.1% decline in the same period—one of the sharpest drops in the state.
- **Steady Growth in Rural Areas:** Counties such as Sauk (+28.7%), Oconto (+16.1%), and Trempealeau (+25.6%) saw moderate and steady increases, indicating sustained demand in rural housing markets.

“We will continue to monitor homebuilding activity which will be included in ongoing discussions on regulatory impacts, affordability concerns, and the economic conditions impacting both the industry and homeowners across the state,” said WBA Executive Director Brad Boycks.



For more information on state association news and updates, contact one of your State Directors, Norm Paulson or Andy Dongarra.

MEMBERSHIP HIGHLIGHTS

April SCWBA Membership Anniversaries

- Air Control Heating and Cooling
- Badger State Maintenance LLC
- Bank of Brodhead
- Blue Line Property Development
- First Community Credit Union
- Focus on Energy
- Main Street Cabinet Company
- Making Dreams Realty w/ Keller Williams
- Malterer's Landscaping & Lawncare Inc.
- Realty Executives Premier
- Ritter Lawn LLC
- Shumway Appliance Inc
- Sockness Builders, Inc.
- Wausau Homes Beloit

Happy
Anniversary

Welcome
New Members



SCWBA STUDENT BUILD PHOTO UPDATES

3301 Silver Maple Trail, Arbor Ridge
2024-2025 General Contractor: Post Builders



SCWBA has a Dedicated Education Webpage; full of information on industry education, youth outreach, student build progress, and scholarship details. Learn more by clicking [HERE](#).

UPCOMING EVENTS

Full Calendar, Details, Tickets, and Sign Ups Available Online:
<https://www.scwba.com/member-eventsresources.html>

Mark Your Calendars for these Spring Events!

APRIL

All Members



SCWBA RED HOT COMEDY

APRIL 24

BUY NOW

\$30 EACH
\$200 TABLE (8)

5-6 PM COCKTAIL SOCIAL
CATERED APPETIZERS
6-8 PM COMEDY SHOW

HEADLINER **MIKE MERCURY**

FERMENTING CELLARS
2004 W. MANOQUERD., JANESVILLE

SPONSORED BY **BRABAZON Title Team GROUP, LLC**

South Central Wisconsin Builders Association

MAY

Young Professionals (<age 45)



MAY 22 2025 6PM

SAVE THE DATE!

TAKING YOU OUT TO THE BALLGAME

FAMILY FRIENDLY

NIGHT OUT

FOOD, FUN, & BASEBALL ON THE OUTFIELD PARTY DECK

HOSTED BY SCWBA'S YOUNG PROFESSIONALS COUNCIL
OPEN TO SCWBA MEMBERS UNDER AGE 45 AND THEIR FAMILIES

BECOME A SPONSOR

ADD YOUR LOGO HERE FOR JUST \$100 INCLUDES 2 VIP TICKETS

South Central Wisconsin Builders Association

Logos: Bank of Milton, REALTY EXECUTIVES PREMIER, RH Landscape Design/Install/Maintain, BRABAZON Title Team, J C BUILDERS INC., SUPERIOR TECHNOLOGIES, TRICOR INSURANCE

JUNE

All Members



SCWBA GOLF OUTING

2025

Sponsored by **WAGNER CONSTRUCTION**

PAR-TEE TIME

JUNE 18

GLEN ERIN GOLF CLUB

10AM REGISTRATION
11AM SHOTGUN START
\$125 PER GOLFER

MEMBERS ONLY THROUGH APRIL, THEN OPEN
MAX 144 GOLFERS ACCEPTED

[scwba.com/member-eventsresources](https://www.scwba.com/member-eventsresources)

South Central Wisconsin Builders Association

SOFTWOOD LUMBER PRICES CONTINUE TO LEAD PRICE GROWTH FOR BUILDING MATERIALS



*Published: March 13, 2025
NAHB Eye on Housing*

Prices for inputs to new residential construction—excluding capital investment, labor, and imports—were up 0.5% in February according to the most recent Producer Price Index (PPI) report published by the U.S. Bureau of Labor Statistics. The increase in January was revised downward to 1.1%. The Producer Price Index measures prices that domestic producers receive for their goods and services, this differs from the Consumer Price Index which measures what consumers pay and includes both domestic products as well as imports.

The inputs to the New Residential Construction Price Index grew 0.7% from February of last year. The index can be broken into two components—the goods component increased 1.2% over the year, while services decreased 0.1%. For comparison, the total final demand index, which measures all goods and services across the economy, increased 3.2% over the year, with final demand with respect to goods up 1.7% and final demand for services up 3.9% over the year.

The goods component has a larger importance to the total residential construction inputs price index, representing around 60%. For the month, the price of input goods to new residential construction was up 0.6% in February.

The input goods to residential construction index can be further broken down into two separate components, one measuring energy inputs with the other measuring goods less energy inputs. The latter of these two components simply represents building materials used in residential construction, which makes up around 93% of the goods index.

Energy input prices grew 2.6% between January and February but remained 8.5% lower compared to one year ago. Building material prices were up 0.5% between January and February while they were up 2.0% compared to one year ago.

Among materials used in residential construction, lumber and wood products ranks 3rd in terms of importance for the Inputs to New Residential Construction Index. Nonmetallic mineral products and metal products rank 1st and 2nd, respectively. The top lumber and wood products include general millwork, prefabricated structural members, not-edge worked softwood lumber, softwood veneer/plywood and hardwood veneer/plywood. Prices for these wood commodities experienced little growth for most of 2024. Currently, softwood lumber prices were 11.7% higher compared to one year ago while on a monthly basis, prices rose 3.0%. This marks the fourth straight month where yearly price growth was above 10% for softwood lumber.

While prices of inputs to residential construction for services were down 0.1% over the year, they were up 0.4% in February from January. The price index for service inputs to residential construction can be broken out into three separate components: a trade services component, a transportation and warehousing services component, and a services excluding trade, transportation and warehousing component. The most significant component is trade services (around 60%), followed by services less trade, transportation and warehousing (around 29%), and finally transportation and warehousing services (around 11%). The largest component, trade services, was down 1.5% from a year ago. The services less trade, transportation and warehousing component was up 1.6% over the year. Lastly, prices for transportation and warehousing services advanced 2.2% compared to February last year.



PRESIDENT'S LETTER

April 2025

Happy Spring, SCWBA!

Thank you for the many warm birthday messages and posts. It made my day extra special. I am proud of the inclusive culture we continue to cultivate at SCWBA.

I enjoyed seeing all the highlights posted for Women in Construction Week earlier in March. Each year we highlight the growing demographic serving our industry. Gender diversity has made the talent pipeline stronger than it has been in years, which is exciting for all of us as we face labor shortages.

Our members only library is growing. Did you check it out yet? If not please do! If you don't watch any other of the segments, please review the WBA Benefits overview, linked here. YPC has added a members directory geared toward member-to-member promotions. There is a form you can fill out to have your company's fellow member incentives added. Get in there and use these resources   The page is password protected, so if you wish to browse the library get the password from Heidi.

This month we will host our Red Hot Comedy Night on April 24th at Fermenting Cellars Winery. Thank you to SCWBA Events and Engagement Committee for their hard work on this great event, and to our sponsors at Brabazon/Title Team for the support. Tickets are selling fast, and are available to purchase via our [website](#). You can purchase individual tickets or buy a table. By the way, I am just as curious as you are about this hyped up mystery guest... I can't even begin to guess who or what is coming?!

I remain steady in the pursuit of my 2025 goal, to catch a walleye in every month of the year. As I write this month's letter, I have caught my March Walleye (inset photo), a 29 inch female which just might be the biggest catch I will see this year. I feel great having accomplished my goal every month since beginning the journey. Are you still plugging away at your own goals and aspirations? I'd like to hear about it! Find me at the next event and let's swap success stories.

As always, I am here to help in any way I can. Please lean into me and your SCWBA leadership as needed.

Kevin

