July 2026

SCWBA NEWS

PRESIDENT'S LETTER

July 2026

SCWBA members,

As we move through the heart of summer, it's a great time to focus on jobsite safety and staying hydrated. With warmer temperatures, starting the workday early, taking regular breaks, and looking out for one another can help ensure everyone stays safe throughout this busy season.

I want to thank each of our members for the dedication, craftsmanship, and professionalism you bring to our industry every day. Summer continues to be one of the busiest times of the year, and your hard work leaves a lasting impact on the homes, businesses, and communities we serve across South Central Wisconsin.

We're also looking ahead to one of the highlights of our year the South Central Wisconsin Parade of Homes this September. This event is an outstanding opportunity to showcase the quality, innovation, and craftsmanship of our builders while inspiring future homeowners and demonstrating the exceptional work our members do every day. I encourage everyone to help promote the Parade of Homes by inviting friends, family, clients, and community members to attend and by supporting our participating builders and industry partners.

Thank you for your continued commitment to the South Central Wisconsin Builders Association and for everything you do to strengthen our industry, our businesses, and our communities. I wish you a safe, productive, and successful August, and I look forward to seeing many of you at the Parade of Homes this September.

Sincerely,
Chris Engstrom, Advantage Homes
2026 SCWBA President

SCWBA Committees

Education and Industry Advancement: Youth Education, Member Education, Industry Alliance, Student Build

Community Events and Impact: Government Relations, Industry Advocacy, Special Community Events, Philanthropy, Parade of Homes

Member Events and Engagement: Member Events, Membership Recruitment-Engagement-Retention

SCWBA Young Professionals: Young Professionals Council, Young Professionals Network, Professional Leadership Development

SCWBA Board of Directors: Financial, Bylaws, Mission, and Vision oversight.

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EVENTS AND SPECIAL ANNOUNCEMENTS

NEW PRICE

2025-2026 Student Build for sale with newly improved price. Contact Kelly McPherson, Realty Executives Premier, to schedule your showing today.

The 2026-2027 SCWBA Student Build program partnership with School District of Janesville broke ground this month, prepping the site and forming the foundation for the 2026-2027 build. This year's build site is located at 805 Waveland Road, led by SCWBA member, Sockness Builders.

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MEMBER ANNIVERSARIES

AUGUST 2026

- Bloyer Well & Pump
- Connell Construction
- E&D Water Works
- Govert Well & Pump
- Lloyd's Plumbing & Heating
- Mayhew Real Estate
- Nelson's Hometowne Recreation
- Pipe Dreams Plumbing
- Rock River Steel
- Sammy's Hilltop
- Superior Technologies
- TDS Metrocom
- The Bank of New Glarus

3-IN-1 MEMBERSHIP BENEFIT HIGHLIGHT

Ford Pro Member Savings

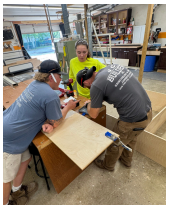
NAHB members can now enjoy discounts of $500-$5,000 on Ford Pro's world-class cars, trucks, vans, and SUVs. There is no minimum purchase to take advantage of this special fleet incentive. This member offer cannot be combined with other retail or fleet incentives. Vehicle purchased should be titled/registered under a business name. Learn More HERE.

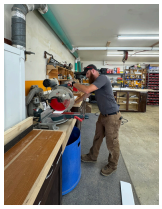
PROFESSIONAL DEVELOPMENT

SCWBA Young Professionals: Project Teams Update

SCWBA Young Professionals are strengthening our association through project-based leadership development. Small teams take on big projects, delivering meaningful results while giving back to the community. Longtime SCWBA members serve as legacy mentors, providing support and resources to bridge the generational gap and ensure continuity in leadership. We were honored to get off the ground with some leadership development training courtesy of Jamie Karns with Leadership Development Academy of Rock County. This is how you strengthen and sustain an organization as important as South Central Wisconsin Builders Association.

Lucas Comstock (JC Builders), Jolea Wallisch (Badger State Maintenance), and Jordan Stivarius (Budget Blinds) are tackling the first team project: creating a custom drop station as part of our "Carpenter for a Day" donation to House of Mercy homeless shelter. The project is in the build phase, with the group meeting for special build days to plan, prep, and create a custom woodworking piece from start to finish. Once complete, the team will deliver and install the piece for its new owner in Illinois. After finalization, the three members will split into new groups, carrying their leadership lessons forward to strengthen future teams.





Meanwhile, our second team is preparing to launch a new outreach and educational tool for SCWBA: a vodcast entitled "This D.A.M.N. Punch List." They will interview professionals and leaders about all things home building while delivering educational insights for members and viewers. Meghan Werner (Brabazon Title Team), Dick King (King Design Services), Alex Coffman (ATC Remodeling), and Alex Held (First Community Bank of Milton) are hard at work creating topic outlines and scheduling guests. Their legacy mentor is Norm Paulson (Paulson Kimball Construction). The first film date took place on July 23rd and is live on our SCWBA YouTube Channel. **Click the vodcast logo below to check out Episode 1**: "This D.A.M.N. Foundation".

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SCWBA ADVOCACY UPDATES

National, State & Local Advocacy Highlights

The South Central Wisconsin Builders Association (SCWBA) continues to advocate for policies that support quality housing, affordability, workforce development, and a strong construction industry. Through our partnerships with the National Association of Home Builders (NAHB), Wisconsin Builders Association (WBA), and local community leaders, we remain engaged in the conversations shaping the future of our industry.

Quarterly National & State Updates

Over the past quarter, both NAHB and WBA have continued to champion initiatives designed to reduce barriers to housing production and strengthen the residential construction workforce. Key advocacy efforts have included:

- Continued advocacy for regulatory reform to reduce unnecessary costs associated with residential construction and improve housing affordability.
- Ongoing engagement with federal and state policymakers regarding workforce shortages, skilled trades development, and career and technical education initiatives.
- Support for legislation and policy solutions that encourage housing supply through zoning modernization, permitting efficiencies, and infrastructure investment.
- Monitoring tariff, material cost, and supply chain impacts affecting builders and consumers while advocating for policies that promote market stability.
- Continued efforts to protect homeownership opportunities through responsible tax policy and housing finance initiatives.
- Advancement of workforce development programs that expand pathways into the skilled trades and address the industry's long-term labor needs.

These efforts directly support the mission of providing attainable housing while ensuring builders have the resources necessary to meet growing demand.

Local Advocacy in Action

SCWBA remains actively engaged at the local level by participating in strategic conversations that influence the future of our region. Current areas of involvement include:

- Participating in discussions and focus groups surrounding the proposed GM/JATCO development and its potential impacts on workforce, infrastructure, and housing demand.
- Engaging in conversations regarding proposed data center developments to better understand opportunities, challenges, utility considerations, and community impacts.
- Supporting discussions around demonstrable skills-based education and alternative career pathways that strengthen Wisconsin's construction workforce and connect students with meaningful careers.
- Participating in local housing conversations with municipal leaders, economic development organizations, and community partners to share the perspectives of the building industry while gathering valuable feedback from local officials and stakeholders.

Our goal is to ensure the voice of the residential construction industry is represented as communities and government make decisions that will shape housing availability, economic growth, and workforce development throughout South Central Wisconsin. SCWBA will continue working alongside our state and national partners while maintaining strong relationships with local governments and community organizations to advocate for practical, balanced solutions that benefit our members, our communities, and future homeowners.

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