

# The Builder News

Volume 8 – Issue 8

The Official Publication Of The Wolf River Builders Association

## Calendar of Events

### August 2014

- | <u>Date</u>       | <u>Event Listing</u>   |
|-------------------|--|
| Aug. 15           | Dynamic Designs Ribbon Cutting Event at new location – 1142 Mountain Bay Drive, 3:00   |
| Aug. 19           | Chamber Business Connection – Ho-Chunk Gaming Wittenberg, N7198 US Highway 45, Wittenberg 5 p.m. – 6:30, RSVP required                               |
| Aug. 20           | WRBA “Parade/Showcase” Planning Meeting, Conference Rm, 4:30 p.m.  |
| Aug. 21           | Wolf River Habitat for Humanity Golf Outing, Pine Hills Golf Course, 10 am shot gun start, \$75/person. Call Pine Hills for more info – 715-787-3778 |
| Aug. 26           | WRBA Board of Directors Meeting Launching Pad, 5:30 p.m.   |
| Aug. 27 – Sept. 1 | <i>Shawano County Fair</i>   |
|                   | <b><u>Coming Events</u></b>  |
| Sept. 1           | <i>Labor Day</i>   |
| Sept. 9           | WRBA General Membership Mtg Spinning Wheel Inn, RSVP req'd.  |
| Sept. 12          | Woodstock Design Center 10 yr Anniversary Celebration, 3 - 9p.m  |
| Sept. 16          | Chamber Business Connection – Verkuilen Family Chiropractic, 1401 E. Elizabeth St., Shawano 5 p.m. – 6:30, RSVP required                             |

## Mission Statement

The Wolf River Builders Association's purpose is to associate the builders within Menominee, Oconto and Shawano Counties for the purpose of mutual advantage and cooperation; to collaborate with all fields related to the building industry for the benefit of the industry as a whole; and to assist in the accomplishment of the mutual objectives of the National Association of Home Builders and Wisconsin Builders Association.



# WRBA

Wolf River Builders Association

*Professionals You Can Trust!*

## Highlighted Events

### WRBA Picnic/Potluck in July



*Socializing after the wonderful meal at the Pella Park.*



Check out the Member Benefits through NAHB –

<http://www.nahb.org/ma>

## Golf Outing

The WRBA 2014 Golf Outing was held on August 5<sup>th</sup> at the Golden Sands Golf Course. Thank you to **Sherwin-Williams** for sponsoring this event and to **Drew Basten** from Sherwin-Williams for being our chairperson.

Thanks also to our Hole Sponsors for the event including **Sherwin-Williams, Gary's Doors & Service, Golden Sands Golf Course, Cellcom, CoVantage C.U., Bank Mutual, KerberRose S.C., Floors Unlimited, Dearco Glass, Paint & Decorating, Bill Biese Masonry Inc., Wolf River Habitat for Humanity, Stone Creations, and Brady's Septic Service Inc.**



Cellcom Team: Tom Krause, Jenny Olson, John LaShua and Tom Swiecichowski. They took 1<sup>st</sup> place!



Sherwin-Williams Team: Drew Basten, Sam Reiter, Ryan DeCaluwe and Jeremy Lee. They took 2<sup>nd</sup> place.

Last but not least - thank you to those who so generously donated door prizes for the event as well: **Woodstock Hardwood Flooring, Jill's Pet Shoppe, Twig's Beverage Inc., Dearco Glass, Paint & Decorating, Sherwin-Williams, Bank Mutual, Launching Pad, Wallrich Agency, Stone Creations, CoVantage Credit Union, and Ted & Dorothy Foster.**



Maule Const., CoVantage, Bohm, Wallrich Team: John Maule, Darci Kotter, Randy Bohm and Cap Wallrich.



Wolf River Habitat for Humanity Team: Leo Spittlemiester, Ted Foster, Tom Moutvic and Dick Kohls



Woodstock Hardwood Flooring, M.J. Electric, Top Shelf Team: Philip Kersten, Kyle VanOrder, Mike Johnson, and Bill Rapaich. They took last place, but had a good time doing so!

Crazy rules were again the plan for the day; check out our **Facebook page** for more pictures.

## Activities –

With the August meeting being the 1<sup>st</sup> Tuesday in August rather than the 2<sup>nd</sup>, our August newsletter is running late. Golf Outing had to be the priority! The September 9<sup>th</sup> meeting will be at the Spinning Wheel Inn, Shawano. We are hoping to be doing a tour at Heritage Park with the Historical Society prior to that meeting. Details are still being firmed up. We are anticipating a start time of about 4:30/4:45 for the tour, and then we will go directly to the Spinning Wheel. Watch for confirmation of details in Sept. newsletter.  
*Chairperson: Mark Flunker – 715-584-5995*

## Member Services –

### **Shopper Ad – Reserve your spot today!**

WRBA is in the third quarter of the advertising program with the Shawano Shopper. Deadline for additions or changes is August 12<sup>th</sup>, with the issue coming out on August 19<sup>th</sup>.

If you would like to get your business included, or if you are unfamiliar with this program please call Tammy at 920-655-4587. Pricing for one space is \$90 per quarter (three issues--one ad/month--a cost of only \$30/month). Ad space is available on a first come, first served basis.  
*Chairperson: Tammy Brzeczowski – 920-655-4587*

## Education Committee

There are a number of classes being offered by the area builders associations this fall...check out the education listings at [www.wisbuild.org](http://www.wisbuild.org).

Is there a topic that you would like us to bring in? Contracts, Work Orders, Lien Laws, Social Media topics, Business Management, OSHA Training, Wall Bracing, UDC? Let us know – we will try to get what you'd like scheduled!

**The WBA Foundation** also has seven different online classes for member contractors who need credits for their Dwelling Contractor Qualifier Credential. Cost for each of the seven classes for members is \$35 and each class is worth two credits. Non-member cost is \$50.  
*Chairperson: Greg Brown – 715-526-2175 ext.1212*

## Kwik Trip Scrip Gift Cards Available!

Thanks to those of you who have purchased the Kwik Trip Cards from WRBA, we have had to replenish our supply of Kwik Trip Gift Cards! We again have cards in \$10, \$20, \$25, \$50 and \$100 denominations. Feel free to contact Diane to make arrangements to purchase them or they are available at the General Membership Meetings. Use them to purchase your gas or other items at Kwik Trip stores, as gifts, incentives for employees, etc., or members can sell them for the association to friends, family, fellow employees, etc. WRBA has purchased the cards at 10% off face value, so we can make 10% on each purchase as non-dues revenue for WRBA. Support WRBA!



## **Monday Morning Review**

July 21, 2014

### **Prosecutor runs from “criminal scheme” claim**

On the same day that presumptive democrat nominee for governor Mary Burke began running a new ad entitled “[June 19, 2014](#)” which uses news clips outlining accusations of Governor Walker’s involvement in a “criminal scheme”, prosecutors began backing off those same claims.

A statement released recently by an attorney for one of the John Doe II prosecutors Francis Schmitz stated, “Contained in these documents is a reference to the request for production of documents that relates to an alleged criminal scheme. Gov. Walker’s name was included in this reference.”

The statement goes on to say “while these documents outlined the prosecutor’s legal theory, they did not establish the existence of a crime; rather, they were arguments in support of further investigation to determine if criminal charges against any person or entity are warranted.”

Unfortunately all of the bluster created last week with the release of several legal documents related to the John Doe II investigation appear to be a classic example of “guilty until proven innocent.”

It will be interesting to watch if the Walker campaign responds quickly with a response ad to Burke’s ad outlining the above mentioned quotes and goes back on offense before the 4<sup>th</sup> of July break.

### **Governor Walker leads Mary Burke in the money race**

Campaign finance reports are not due to the Wisconsin Government Accountability Board until Tuesday, July 21 but recently the Burke campaign and then the Walker campaign both announced their fundraising numbers.

The Burke campaign released their numbers first showing that she raised \$3.6 million between January 1 and June 30 of this year and had \$2.5 million cash on hand.

A few hours later the Walker campaign announced their fundraising numbers. Rumor on the street that Walker would be reporting a “monster fundraising number” came true when he reported raising \$8.2 million during the period and having \$7.6 million cash on hand.

Walker’s numbers are very impressive but Burke’s are also good and ahead of the pace that former Governor Jim Doyle was at during the same period as he ramped up for his reelection bid in 2006.

The reporting periods get shorter as we move to the primary election on August 12 and then the general

election on November 4, so tracking where each candidate is on fundraising will be easier in the next few months.

The next big date as far as the race for governor goes is July 23 when the next Marquette Law School poll is released that will show the head to head Walker-Burke number. The last poll had the race tied while the previous two polls done in 2014 had Walker leading by seven points.

### **Leibham up on TV and radio in CD 6**

With the conclusion of the Fourth of July holiday came another GOP candidate in the 6<sup>th</sup> Congressional District primary going up with television ads. This time around State Senator Joe Leibham (R-Sheboygan) went up with an introductory ad that plays off of the fact that he is one of thirteen children while also touching on a number of his legislative victories while in the State Senate.

The ad titled "Meet Joe Leibham", which was filmed in the actual kitchen of the house that Senator Leibham grew up in can be found [here](#). In addition to the radio ad, the Leibham campaign is also up with an introductory radio ad that expands on some of the issues mentioned in the television ad while also mentioning a number of awards he has won as a state senator. The Leibham radio ad can be found by clicking [here](#).

Now two of the three major candidates for the GOP nomination to replace Congressman Tom Petri are up with paid media. No word yet from Senator Glenn Grothman's campaign for congress when he will be going up with paid media before the August 12 primary.

### **Senator Kedzie resigns from State Senate**

Recently State Senator Neal Kedzie (R-Elkhorn) announced that he was resigning from the State Senate before the end of his current term in January of 2015. Kedzie announced earlier that he would not seek re-election to the state senate seat he was first elected to in 2002 before serving two terms in the state assembly.

In a press release explaining his resignation, Kedzie stated, "A new opportunity has come before me, however in order to pursue it further, I must resign from the Senate at this time rather than finish my full term of office. The office of the 11th Senate District will remain a functioning entity through the end of the year for constituents in need of assistance with state government or other such matters."

Kedzie went on to say, "Serving the people of Wisconsin these last seventeen and a half years in both the State Assembly and State Senate has been one of the most memorable times in my life. I have been blessed to be part of such a unique institution and hopefully have made a positive change, at least in some small way. As elected officials, our time here is limited, and now my time has come to turn the page and begin the next chapter of my life."

Kedzie follows the same path as former State Senator Bob Welch (R-Redgranite) who resigned early from the state senate after a third place finish in the GOP primary

for U.S. Senate so he could launch his now very successful lobbying career.

Senator Kedzie latter accepted the position of President of the Wisconsin Motor Carriers Association which is a Madison-based trade association that represents truck and bus companies (both owners and officers).

### **Charlie Cook's crystal ball not good for Democrats**

It may not be the wave of the 2010 elections for the GOP according to prognosticators. Things continue to look bad for democrats heading into the 2014 general elections. The main reason for the pessimistic outlook is the fact that midterm elections are largely driven on the approval rating for the incumbent president. In other words, President Obama's approval rating that is currently in the low 40% is becoming a big drag on democrats in 2014, especially those running for U.S. Senate in red states carried by Romney in 2012.

It is hard to tell this story any better than Charlie Cook who is the editor and publisher of The Cook Report and columnist for the National Journal in an article that can be found [here](#) titled "Democrats Face Unfair Fight in Midterms."

Brad Boycks

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Visit our web site: [www.wisbuild.org](http://www.wisbuild.org)

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### **Be Aware of Android Ransomware**

#### ***Submitted by Cellcom***

Ransomware is a virus that takes over your device, encrypts your files and demands payment in order to restore full usage of your phone or PC. The desktop version of this is commonly called Cryptolocker and the Android/mobile version is called Simplocker or Simplelocker.

Simplocker acts just like its desktop counterpart in that it encrypts your files, locks up the phone, and demands payment in order to unlock everything. This means that things like pictures, movies, or phonebook contacts could all be lost or unusable. The ransomware can infect your device through the downloading and installation of applications found outside of the Google Play store. It has not been found on Google Play. The PC version commonly spreads through email attachments.

To protect yourself you should:

- Back up your contacts, photos, videos and other files on your device and store that backup information somewhere other than your memory card. If your device becomes infected, your memory card and its contents will also be locked by the virus.

- Be discerning and responsible with the apps you choose to download. Apps available outside the app store have not been reviewed or vetted in anyway and you should avoid downloading.
- If you go to a website and it asks you about downloading or opening a file, do not do it. If somehow the file does download to the phone, delete it.
- Keep the installation of “unknown sources” option unchecked in your settings. This prevents files outside of Google Play from being installed without a warning popping up on your screen warning you of the dangers.
- Do not open email attachments that you are not expecting or from unknown sources. While there have not been cases reported on mobile from email attachments, this is a good rule to follow across the board.

If your device gets infected:

- Do NOT pay the ransom to unlock your files. There are no guarantees that your device will be unlocked if payment was made and you would be giving out their credit card information to someone with malicious intent. Additionally, by paying to get their device unlocked, you’re actually encouraging more people to continue to create other types of ransomware.
- There are applications available on Google Play from reputable mobile security developers that tout the ability to remove Simlocker and restore a user’s files. You may need to remotely install the app from the desktop version of Google Play if the virus locks the Google Play app.
- You can also perform a factory reset on your device. This will delete all contents from your device, which is why it’s important to have your personal information backed up outside of your phones memory card.

For more tips on protecting your device and personal information, visit [www.cellcom.com/security.html](http://www.cellcom.com/security.html).

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Cellcom is an innovative wireless company that provides nationwide service for its customer base throughout Wisconsin and Michigan, with nearly 70 retail and agent locations. Cellcom is respected for its long-standing reputation of delivering extraordinary customer care, being a strong community partner, and for its renowned network, which is customized to its rural markets. As a subsidiary of Nsight, Cellcom is part of a family of companies offering complete telecommunications services.

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## Members Do Business with Other Members!

*News Release from Energy Center of Wisconsin and Wisconsin Builders Association –*

### **Energy Center of Wisconsin and the Wisconsin Builders Association announce groundbreaking partnership for 2015 housing industry conference**

When the state organization that represents Wisconsin home builders and the organization that produces the largest conference to advance cold-climate home performance get together, great things are going to happen. And the winners will include home owners who are looking for quality, efficient and comfortable homes. For more than a decade, the Energy Center of Wisconsin and the Wisconsin Builders Association (WBA) have designed and delivered premier conferences for building industry professionals. In 2015, they will team up to offer their audiences double the impact at one big event. Together, they will create and host the **Better Buildings: Better Business Conference**—an event expected to draw more than 1,000 Wisconsin home builders, contractors, suppliers and industry professionals.

The combined conference will feature nationally-recognized expertise and continuing education to drive business success for home builders and help them meet customer demands for better, healthier homes through quality construction and energy efficiency.

“Successful builders put more people to work and grow our state’s economic health, while better homes contribute significant energy savings—another plus for our state,” said Marge Anderson, the Energy Center’s executive vice president.

Wisconsin homes account for 23% of the energy used in the state. The conference courses will equip builders and remodelers with current, advanced technical skills to meet customer demands for healthy and efficient homes. In addition, content will be designed to help builders stay current on legal, business, marketing and customer service trends.

“It is a win-win for home owners and home builders,” said Kirsten Lee Villegas, state executive officer of the WBA and Executive Director of the WBA Foundation. “Consumers are looking for new homes with advanced technology and healthy alternatives that provide lower operating costs. Residential builders who learn how to deliver an even better home product with these features in a cost-effective way will be even more successful in the years ahead.”

The Energy Center and WBA bring complementary experience and content to the conference to amplify the learning opportunities for all participants. WBA contributes executive education, the strength of 23 local associations and a solid connection to market trends. The Energy Center has produced the Better Buildings: Better Business Conference for 12 years and brings nationally-recognized faculty with deep expertise in high-performance homes, building science and the link between construction and human health. The strength of these partners will create a more vibrant peer exchange, increase the return on investment for exhibitors and sponsors and accelerate quality construction in the state. “Two powerful organizations with complementary strengths and a commitment to doing the right thing for the industry and for home owners—I can’t think of a better combination,” said Joe Nagan, owner of Home Building Technology Service. “This conference is going to set a new standard for quality and market transformation.”

“I believe that the common goals of our conference audiences and their shared passion and skills are going to make this a powerful experience,” said Mark Etrheim, officer of MasterCraft Homes, Inc. and chair of the WBA Foundation Board. “The super-charged agenda will make our members more successful. It’s a great collaboration.”

The 2015 conference will be held March 11-13 at the Kalahari Resort in Wisconsin Dells. For more information, visit [www.betterbuildingswi.org](http://www.betterbuildingswi.org). Conference registration opens October 30, 2014.

### **About the Energy Center of Wisconsin**

The Energy Center promotes sustainability through research, education, demonstration and hands-on work in buildings nationwide. The Energy Center delivers measurable impact with practical and economical solutions and balances some of the most advanced expertise in the country with hands-on field experience, customer insights and rigorous economic filters. For more than 15 years, the Energy Center has developed and delivered award winning professional continuing education classroom trainings, webinars and conferences to several thousand customers each year. Our programs have won national awards from the American Institute of Architects and the International Association of Continuing Education and Training.

### **About Wisconsin Builders Association**

Founded in 1947, the Wisconsin Builders Association serves 23 local associations across the state and represents more than 4,800 member companies involved in residential and light commercial construction, development, and remodeling, as well as sub-contractors, suppliers, manufacturers, lenders and other businesses associated with the home-building industry. The WBA represents the interests of the industry to the

state legislature and regulatory agencies and offers educational programs, publications, networking events and a variety of recognition and leadership development opportunities. The WBA Foundation is the charitable arm of the WBA. As a nonprofit organization, the Foundation provides charitable relief to those in need, promotes the building industry as an excellent career choice, encourages on-going training for industry professionals and supports research for the advancement of the industry.

## **We Are On Facebook! Like Us Today**

### **Election of Officers – Sept. 9 General Member Mtg**

If you are interested in getting more involved with WRBA, please let John Maule, Mark Flunker or Diane know...we can put you on the ballot for our 2014-2015 Election. We are looking for both builder and associate members to serve – positions on ballot include President Elect, Treasurer, Secretary, Builder Directors and Associate Director. Contact us today!

### **Homes & Landscape Parade/Showcase Meeting**

If you are interested in being in on the ground level with designing a format and planning for a possible Home/Landscape Parade, please plan to attend the Wednesday, August 20 meeting in the conference room of the Wallrich Agency building at 4:30 p.m. All are welcome! Let Diane know if you plan to be there.

### **Wolf River Habitat for Humanity Golf Outing**

The Wolf River Habitat for Humanity Golf Outing will be held on Thursday, August 21 at Pine Hills Golf Course in Gresham. It will be a 4 person scramble format, 18 holes of golf with cart, rolling lunch and dinner, door prizes, raffle, silent auction and hole prizes. \$300 per team or \$75 for individuals, there is 9 a.m. registration with a 10 a.m. shot gun start. All proceeds go to the Wolf River Habitat for Humanity. For more information, call Pine Hills Golf & Supper Club at 715-787-3778.

### **Golf Outing Hole Event Winners – Congratulations!**

- Hole #1 – Longest Drive in Fairway – Darci Kotter
- Hole #2 – Closest 2<sup>nd</sup> Shot – Tom Swiecichowski
- Hole #3 – Longest Putt – Dick Kohls
- Hole #4 – Shortest Drive – Sam Reiter
- Hole #5 – Longest Putt – Ted Foster
- Hole #6 – Closest 3<sup>rd</sup> Shot – Jeremy Lee
- Hole #7 – Closest Chip Shot – Tom Swiecichowski
- Hole #8 – Closest to Pin – Ryan DeCaluwe
- Hole #9 – Longest Putt – Cap Wallrich
- Hole #10 – Closest to 100 Yard Marker – Jenny Olson
- Hole #11 – Closest to Pin – Darci Kotter
- Hole #12 – Longest Drive – Leo Spittlemiester
- Hole #13 – Longest Putt – Phil Kersten

# WRBA Membership News

## Members Renewed – Welcome Back!

- Wolf River Media  
Representative: Chris Kennedy
- J. C. Santy  
Representative: Brad Santy

## Members – Renewal Due September

- Bohm LLC – Randy Bohm
- Crossroads Custom Cabinetry – Cory Klement
- Gary's Doors & Service – Gary Felckowski
- Top Shelf Builders – Bill Rapaich
- Cellcom Wireless Phone – Jennifer Olson
- CoVantage Credit Union – Darci Kotter
- Dearco Paint & Decorating – Greg Rusch
- Floors Unlimited – Tim Coffey
- Knope Heating & A/C – Reese DeVeau
- L J Sperberg Construction – Larry Sperberg
- Perry Seamless Gutters – Henry Perry
- Raddant Electric Service – Rich Raddant
- Wallrich Agency – Cap Wallrich

## Members – Renewal Due October

- Associated Bank – Dan Miller
- Gorman Plumbing – Bill Gorman

## Membership Dues — Installment Payments

If desired, you may make installment payments on your membership dues renewal. You may split the payment up into two or three payments, with the final payment due by your renewal date. There will be no refunds if dues are not paid in full. And one payment in full when due is always an option!

## Reminder – Incentive to Recruit New Members!

You can benefit by recruiting new members for WRBA this month and every month! Receive \$20 off your next membership renewal for each Associate member you recruit; \$40 for each Builder member you recruit.

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### Thoughts

"Those who cannot change their minds cannot change anything." - George Bernard Shaw

"You can tell whether a man is clever by his answers. You can tell whether a man is wise by his questions." - Naguib Mahfouz

## Wolf River Builders Association 2013/2014 Board of Directors

President	John Maule Maule Construction LLC 206 E. Freeborn Street Cecil, WI 54111 (715) 745-2256
President-Elect	Mark Flunker Sandy Drive Remodeling LLC W5344 Sandy Drive Shawano, WI 54166 (715) 584-5995
Treasurer	Steve Grover Kerber, Rose & Associates, S.C. 115 E. Fifth Street Shawano, WI 54166 (715) 526-9400
Secretary	Tammy Brzeczowski Dynamic Designs Unlimited LLC 220A S. St. Augustine P O Box 470 Pulaski, WI 54162 (920) 822-4450
Past President	Mark Flunker Sandy Drive Remodeling (715-584-5995)
Builder Directors	Bill Rapaich – Top Shelf Builders (524-2016) Randy Bohm – Bohm LLC (526-5580) Ted Foster – Wolf River Habitat for Humanity (524-3007) Mary Huntington – Crossroads Custom Cabinetry (526-3261)
Associate Directors	Jenny Olson – Cellcom (715-851-2355) Cap Wallrich – Wallrich Agency (526-2156) Brian Heins – Heins Appliances (526-5120) Darci Kotter – CoVantage (715-524-8200)
State Directors	John Maule – Maule Construction LLC Tammy Brzeczowski – Dynamic Designs Unlimited LLC
Executive Officer	Diane Montour Email: <a href="mailto:wolfriverbuilders@gmail.com">wolfriverbuilders@gmail.com</a> Website: <a href="http://www.wolfriverbuilders.com">www.wolfriverbuilders.com</a> Ph: 715-853-2310