# SCWBA NEWS



MARCH/APRIL 2021

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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LIGHTS

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# PRESIDENT'S LETTER



# CASANDRA WAGNER, WAGNER CONSTRUCTION

# 2021 SCWBA PRESIDENT

Hello SCWBA Members.

Happy Spring to everyone! The weather is getting nicer (minus the rain this week) and building is still crazy! SCWBA is hard at work planning IN PERSON events again, which is great news as gatherings have been greatly missed by many of us.

Up first is Builders & Brews Trivia Night on 4/21 at Sammy's Hill Top. Please join us for some drinks and food, and trivia if you want to share your knowledge.

The Golf Outing this year will be at Glen Erin on June 17th. More information will be coming soon. Thank you all who participated in the golf survey and helped us pick the location for this year. We are working hard to offer you many opportunities to be heard, so keep taking these polls when you get them.

The Student Build is looking great and getting close to the finish line. It has definitely been a tough year with the kids not being able to be onsite as much as they typically are. We have a great team that works well together to stay on schedule.

More good news to share, the Parade of Homes will be back in person and also available to view virtually online after the in person tour closes. Intent letters have gone out and are due April 2nd so if you have not received yours, please contact Heidi at the office (608) 752-8075 or by email.

Speaking of email, SCWBA has transitioned to a new email address thanks to our new members at Ignatek. This secure email is now office@scwba.com. Please save it in your contacts list for SCWBA.

I look forward to seeing you all at one of our upcoming events! Until then, take care.

Casandra

# **LEADERSHIP**

# Introducing your 2021 Board of Firectors

President
Casandra Wagner
Wagner Construction



Builder Director Norm Paulson Paulson Kimball



Associate Director Val Eagan Land Title



President Elect Paula Carlson Brabazon/Title Team



Builder Director Adam Perkins AP Designs



State Director Brian Kaiser Kaiser Design/Build



Vice President Chris Engstrom Advantage Homes



Builder Director Matt Bonson Bonson Construction



State Director Matt Hirsch RJ Hirsch Builder



Treasurer/Secretary
Eric Scherdell
Summit Accounting



Associate Director Tessa Dongarra Cabinet Country



Executive Officer Heidi Van Kirk SCWBA



Immediate Past President Andy Dongarra Johnson Financial Group



Associate Director Ruth Farrington Marling HomeWorks



State Life Directors









Tom Bradley, Tom Naatz, Doug Scott, Bob Sarow, George Mark

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. If we collaborate more, we can make SCWBA the best association possible.

To obtain email addresses for 2021 Board Members you can access them at: https://www.scwba.com/about.html



Contact your Executive Officer, Heidi Van Kirk, at: office@scwba.com or call (608) 752-8075.





STUDENT BUILD **OPEN HOUSE & APPRECIATION NIGHT** 

WEDNESDAY • MAY 26TH

MEMBER TOURS • 4-5 PM STUDENTS & FAMILIES • 5-6 PM



September 11, 12, 17 18, 19 Saturday & Sunday 11a - 5p Friday 3p - 7p

#### WE NEED YOUR SIGNED INTENTION (SEE PAGE 2)

INTENTIONS DUE APRIL 2, 2021

South Central Wisconsin Builders Associ 608-752-8075

deposit, filming fee

#### Remodeled Homes

\$1,000 per entry includes entry fee. deposit, filming fee

#### Outdoor Spaces

\$1,000 per entry deposit, filming fee



Save the







# 2021

### HAPPENING NOW

**EVENT CALENDAR** 

Virtual Parade of Homes runs through July 2021

#### **Click Here**

sponsored by: Johnson Financial Group

#### MARCH

Women in Construction Week March 7-13

see pages 7-8 for highlights

#### **APRIL**

**Builders & Brews Trivia Night** April 21st see details flyer this page

#### **MAY**

General Membership Meeting May 19th - Zoom watch for invite and link in emails Student build Open House May 26th see details this page

#### JUNE

2021 Golf Outing June 17th survey sent I details to come

### **SEPTEMBER**

2021 Parade of Homes September 11-19th see this page I more details to come **Builders and Brews** Date TBD I Details to come

## **OCTOBER**

General Membership Meeting October 20th - Zoom watch for invite and link in emails

#### **NOVEMBER**

**PAC Fund Silent Auction** 

Date TBD watch for invite n emails

#### **DECEMBER**

2021 Awards & Installation

Date TRD

watch for invite n emails

# **WELCOME NEW MEMBERS**





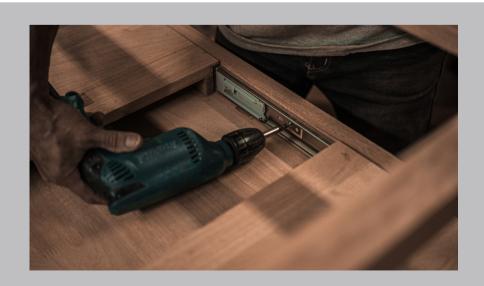
2300 E. Racine St. Janesville, WI 53548 (608) 314-0895 www.ignatek.com

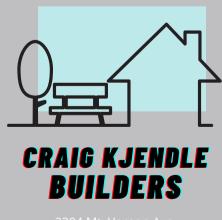






5469 Pine Lane; Roscoe, Illinois 61073 815-270-0551 Hours Monday-Friday 9:00 - 5:00 or by appointment https://www.mainstreetcabinetcompany.com/





Janesville, WI 53545 (608) 931-1962

# STUDENT BUILD UPDATES









# 2020-2021 UPDATE

781 WAVELAND, JANESVILLE, WI

# RJ HIRSCH BUILDER, INC.

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.













# **WOMEN IN CONSTRUCTION WEEK**

March 7 - 13, 2021

# Women in Construction Week

"Yes my nails are done and I have a pink leather tool belt but I can stand up and be proud of my skills in carpentry."



Casandra Wagner

WAGNER CONSTRUCTION

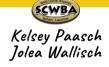
AS SUPPLIES OF THE PROPERTY OF

March 7 - 13, 2021

# Women in Construction Week

"Thank you to all the dedicated, hardworking women making a difference in the building industry! It is an honor to be working alongside of you!"

 Kelsey Paasch and the Advantage Homes, Inc. team



ADVANTAGE HOMES, INC.



March 7 - 13, 2021

# Women in Construction Week

Kim's is the first face you see when you visit Bob's Custom Windows & Siding. She greets every visitor with a warm smile. She is reliable, even showing up early most days.



Kim

**BOB'S CUSTOM WINDOWS & SIDING** 



March 7 - 13 2021

# Women in Construction Week

"Creative, friendly, and driven.
Always eager to help me with my
business and customers with their

~ Dennis Pilev



March 7 - 13, 20.



# Women in Construction Week





**Nina** 



March 7 - 13, 2021

# Women in Construction Week

"We are happy to have Becky as a point of contact for our construction clients, so if you think construction you think Becky, no need to try and remember who your contact is."



Becky Carter

LAND TITLE AND CLOSING SERVICES

# **WOMEN IN CONSTRUCTION WEEK**

March 7 - 13, 2021

# Women in Construction Week

"As a woman working in a male dominated industry, try not to get caught up in the gender games. Be your best authentic self. Work hard, stay focused and be confident. Most often than not, you will surmount."

Danielle Rogers



Vicky, Danielle,Heidi

left to right

BADGER STATE MAINTENANCE

Women in Construction Week

"I have been involved in the Construction Industry my whole life. I never remember seeing a woman on any job site I visited with my dad as a little girl. Now, I am extremely proud to have these two amazing women by my side every day. Not just brains and beauty, but hardworking, strong and determined women I am happy to navigate this crazy industry with. Cheers to

~ Tessa Dongarra





Tessa Dongarra & Team

CABINET COUNTRY, LTD.

March 7 - 13, 202

# Women in Construction Week

"Breaking the stereotype and being a woman in the construction industry is something I'm really excited about. I think that there are so many advantages that I can bring to the table, and so many ways that I can uniquely serve our building clients. Here's to all of the amazing women helping make the industry what it is!"



Erin Weberpal SOCKNESS BUILDERS.

# Women in Construction Week





"Working in the construction industry is a one-of-a-kind experience. The industry as a whole does a great job pushing individuals to learn and grow on both a professional and personal level. Though the landscape construction industry tends to be more geared toward men, it only drives the women within the trade to work even harder to break those barriers and prove that we can play a big role as well! Working with RH Landscap has been a wonderful way to help homeowners reach their dreams by creating individualized outdoor living areas. Not only do we have the privilege of designing these spaces, but we also get to be on the job site to install and see the project through to completion."



March 7 - 13, 2021

# Women in Construction Week

We stopped in today and had a chance to catch up with Kara Dunlavy at Lloyd's Plumbing & Heating. Kara proudly represents the "ladies of Lloyd's" as we celebrate Women in Construction week!



Kara Dunlavy
LLOYD'S PLUMBING & HEATING

# Women in Construction Week

March 7 - 13, 2021



"We are proud to work with so many inspiring women in the construction industry. Our association has grown tremendously, largely in part thanks to the many women featured this week and those working hard behind the scenes. We celebrate each one of you, not only this week, but EVERY week of the year!"

~Heidi Van Kirk



# **STATE NEWS**

# WHAT'S NEW AT WBA?

### BADGER CRAFTSMAN AWARDS ARE BACK



Not just for builders! Join the best in our industry by entering the 2021

Badger Craftsman Awards, presented by the Wisconsin Builders

Association and Johnson Financial Group. The Badger Craftsman Awards offer recognition to members of the association for excellence in new home development, construction, and remodeling, while also highlighting our associate members' accomplishments. Take advantage of this opportunity to showcase your outstanding achievements!

Visit www.wisbuild.org/badgercraftsman to apply

## WE CAN'T WAIT TO SEE YOU!

July 14: WBA Member Meeting Day | The Ridge Hotel, Lake Geneva

- Three meetings in one! Speakers TBA

July 14: 2021 Celebration of Housing | The Ridge Hotel, Lake Geneva

- Join us for a fun night (with two complimentary cocktail hours) and celebrate all the accomplishments of the housing industry!

July 15: WB Foundation Golf Outing  $\,$  I Geneva National Resort & Club, Trevino Course, Lake Geneva

- Your attendance will go towards promoting and supporting future WI builders

VISIT WWW.WISBUILD.ORG/WBA-EVENTS TO REGISTER



### QUICK LEGISLATIVE RECAP

#### Bills Already Passed this Session:

- No state taxation of PPP loans; 2021 WI Act 1
- Immunity from COVID-19 related lawsuits except in case of reckless or wanton conduit, intentional misconduct;  $2021~\mathrm{WI}$  Act 4

#### Actively Working to Pass:

- Permit extension and guidance for occupancy permits allowed w/o some inspections
- Additional POWTS plan review positions at DSPS
- Easier approval of small commercial plan reviews
- State budget that does not increase cost of housing & encourages workforce housing



# **NATIONAL NEWS**

Data at a Glance





The NAHB/Wells Fargo Housing Market Index (HMI) is based on a monthly survey of NAHB members designed to take the pulse of the single-family housing market. The survey asks respondents to rate market conditions for the sale of new homes at the present time and in the next six months as well as the traffic of prospective buyers of new homes.

# Learn All About Land Development in NAHB Live Online Courses

Becoming a land developer is not for the meek. But successful land development can substantially increase revenue and profit for smaller home builders. Tom Stephani, GMB, MIRM, Owner, Custom Construction Concepts Back by popular demand, NAHB Education is offering two dynamic land development live online courses during the month of March taught by veteran instructor Tom Stephani, GMB, MIRM.

Land Development: Getting Started, Business Management & Financing Thursday, March 11, 1-4 p.m. ET

Explore the land acquisition and development process and discover the crucial first steps to becoming a successful developer. This dynamic novice course will help you develop strategies for finding land development opportunities for small projects (2 – 50 lots) and discuss which business structure is best for your business. You'll get a balanced perspective on what it takes to develop land and, more important, learn approaches to limit risk and maximize profits.

Site Planning, Approvals & Construction Wednesday, March 18, 1-4 p.m. ET

Learn about the typical approval and final platting process through a governing authority. Tom Stephani will help you take the next step to becoming a small volume land developer by exploring actual site planning and preliminary platting. During this live online course, you will discuss construction improvements and getting the property ready to sell or develop. The content level in this course is for individuals new to the land development process.

Participants in these courses can earn six hours of NAHB Continuing Education Credits for the following designations: CAPS, CGA, CGB, CGR, GMB, GMR, CGP, CSP, Master CGP, and Master CSP.

# **NATIONAL NEWS**

### More from NAHB

03/11/2021



- RELIEF PACKAGE Today President Biden signed into law a \$1.9 trillion COVID-19 relief package. This package was supported by NAHB, with a letter being sent in support. While there are many provisions in this bill and even key provisions below are a few of note:
  - **Paid medical and sick leave credits.** Employers offering their employees COVID-related paid medical and sick leave would be eligible for an expanded tax credit through Sept. 30.
  - **Employee Retention Tax Credit.** Eligible employers would be able to claim this credit through the end of 2021.
  - Additional aid for small businesses. The legislation provides an additional \$7.25 billion for the Paycheck Protection Program (PPP). Existing eligibility rules remain in place for small businesses seeking to participate in the PPP, including 501(c)(6) organizations, which include state and local home builders associations. The measure also provides an additional \$15 billion for the targeted Economic Injury Disaster Loan (EIDL) advance program.
  - \$27.5 billion for emergency rental aid. The rental component includes the following:
    - \$21.5 billion for the Emergency Rental Assistance Program.
      - Unlike previous funds, there is no specific language mandating a portion of the funds for rental arrears.
    - \$5 billion for emergency Housing Choice Vouchers.
    - \$100 million for unassisted households in USDA-subsidized properties.
    - \$750 million for the Indian Housing Block Grant program and the Indian Community Development Block Grant program.
    - \$100 million for NeighborWorks housing counseling.
  - **Extension of unemployment benefits**. The existing \$300 weekly federal unemployment benefits that were due to expire on March 14 will be extended through Sept. 6. The first \$10,200 of unemployment benefits will be tax-free for households earning less than \$150,000.
  - Home owner assistance efforts. The bill includes \$10 billion for home owner assistance efforts, including
    direct relief with mortgage payments, small 1-4 rental unit properties, property tax payments and utility
    costs
  - Homelessness assistance funding. The legislation provides \$5 billion for homelessness assistance funding.
  - \$350 billion in state and local pandemic relief. Additional funding will enable state and local
    governments to avoid layoffs of police, teachers and firefighters, and discourage local jurisdictions from
    increasing impact fees and other construction fees that harm housing affordability.
- HUD SECRETARY Marcia Fudge was confirmed as HUD secretary yesterday. NAHB sent a letter in support of her confirmation. Fudge previously served as a democratic house member from Ohio.
- PRO ACT Some of you may remember the PRO Act from last Congress as it has been an NAHB key vote (in opposition) for two congress' now. NAHB has long opposed this organized labor "wish list" which passed the House again this week. The bill is bad policy as it would:
  - Eliminate right-to-work protections nationwide;
  - Strip employer and employee free choice and privacy in union elections; and
  - Curb opportunities for independent work and subcontracting.
- LUMBER Lumber is our #1 priority right now, for more information and tools we have set up this website
  https://www.nahb.org/advocacy/top-priorities/material-costs/solving-the-lumber-crisis. Further, last week Reps.
  Jim Costa (D-Calif.) and Jodey Arrington (R-Texas) sent a letter to President Biden and the Department of Justice
  on March 4 urging the administration to respond to rising building materials prices and supply shortages,
  particularly, lumber, that are harming the housing market and threaten the economic recovery.

# **OTHER NEWS**

# **ENATEK**

# **Cyber Security**





**CLICK IMAGE FOR VIDEO** 

# A Few Things You Should Know

We recently had the pleasure of meeting up with Trever Brandenburg, owner of Ignatek, new member, and SCWBA's IT services provider. With the steady increase in scamming and cyber attacks, we wanted to learn more about how to protect the association. We also wanted to share this valuable information so that our members can protect their own residential and business accounts from these real and relevant threats. Thank you Trever, and the entire Ignatek team, for sharing such important information with us. Here is what we learned.

## Q: What is most important to understand about cyber security?

A: The more layers to your cyber security, the better. User knowledge is critical. Know what to click and what not to click, whether in text or email. That is very important.

### Q: What are some of the most common scams or threats to cyber security?

A: <u>Spoofing</u> is when someone puts information in the header that makes the message look like it came from someone you know and trust. If you hover over the sender you can see if it is a valid email or just a long series of numbers and letters. The latter should not be clicked or opened. <u>Phishing</u> is like click baiting. There is subject matter that may attract you. Common ones to watch for are subscription expiration notices, alerts, fixes notifications, and pop ups. Rule of thumb is to know when your subscriptions are going to expire. Use a plug in or IT services provider to track and remind you, and NEVER accept a call or call back a number that is sent to you. Your QuickBooks, Microsoft, and Apple accounts won't call you or email you and ask you to call them. <u>Verify</u> contact numbers by googling the company and calling the verifiable number associated with it if you are unsure. Verify web addresses by looking at the search bar all the way to the left. If there is a padlock that informs you that the site is secured. Don't trust sites that are not secure.

"Apple, Microsoft etc... will never ever call you, and make sure you let NO ONE (except your IT provider) remote into your computer." ~ Trever Brandenburg

## Q: What are some best practices or strategies to implement for cyber security?

A: Have a layered security approach including; firewall, antivirus, and back up processes. And of course end user knowledge is huge. Know what you are looking at. And get a good IT provider to help ensure you are protected.

### Q: What are some of the best security software?

A: The top three are Webroot, which Ignatek uses, Semantic, and Trend. These all include spam protection.

### Q: Why did you decide to join South Central Wisconsin Builders Association?

A: "I was asked and saw an opportunity to help. Some just really don't know and people are actually getting hurt. Business owner to business owner I want to see people win." ~Trever Brandenburg

# SPOTLIGHT ON SCWBA MEMBERS









## ASSOCIATE MEMBER SPOTLIGHT

Megan O' Leary Photography Hello SCWBA members and fans! My name is Megan O'leary -- I have a photography business here in Janesville and one of my absolute favorite sessions to do is home/real estate photography. It's the perfect mix between high school seniors and toddlers that cry/run away from me these walls don't move, they don't talk back and they're often a work of art that I thoroughly enjoy staring at. I have worked with a few local builders and many amazing tradesmen and women! I would love to share a few photos from some local projects that i've collaborated with on taking photos. If you would like to get some amazing photos of your finished products, please don't hesitate to reach out to me! Parade of Homes is one of my favorite annual events and I'm thrilled we are getting back on track this year (fingers crossed). My email is molearyphoto@hotmaill.com if you are interested in working together or if you have any questions. Also, if there is a DOG present - i will always take a photo of that four-legged friend. It's just part of my creative process Thanks to all of your continued support over the years and those of you I haven't met, i look forward to meeting you! Good luck in 2021!!!!! We got this! Visit: http://meganolearyphotography.com/

















# **MAKING THE LIST**

## WELCOME

# **NEW MEMBERS**

- Ignatek
- Main Street Cabinet Company
- Craig Kjendle Construction

### **RENEWED**

### **MEMBERS**

- ABC Supply
- Advantage Homes
- Bank of Milton
- Beran Concrete
- Bloyer Well & Pump
- Carpet One
- Consigny Law Firm
- Dale Walker Roofing
- Diversified Construction
- E&D Water Works
- Egge Construction
- Fanning Construction
- Johnson Bank
- Land Title
- Lloyd's Plumbing & Heating
- Lycon
- Menards
- Next Generation Homes
- Northland Equipment
- Pella Windows
- Pipe Dreams Plumbing
- Ray Lloyd Plastering
- Richards Electric
- Schwartz & Shea Insurance
- Sign-A-Rama
- Tower Designs
- Wagner Construction
- Wellnitz & Sarow Builders

# SPOTLIGHT ON SCWBA MEMBERS



# **BUILDER MEMBER SPOTLIGHT**

Fanning Construction has been a valued member since 2013. Owner, Kevin Fanning, has served SCWBA in various leadership capacities including past chair of the SCWBA Golf Committee. We have been lucky to have his strong leadership in our association. Fanning Construction has a reputation for being a quality contractor with quality service. Contact Fanning Construction to learn more.

4042 Commercial Dr. Janesville, WI 53545 (608) 295-2606 kfanning@fanningconstruction.com



# **COMMITTEE MEETINGS**

#### **Home Show**

Chair: Norm Paulson Next Meeting - March 25th 8:00 am

#### **Parade of Homes**

Chair: Chris Engstrom Next Meeting - April 14th 1:00 pm

#### Education

Chair: Tom Naatz Next Meeting-April 14th 12:00 pm

### Membership

Co-Chairs: Paula Carlson
Casandra Wagner
Next Meeting - TBD

#### **Golf Outing**

Co-Chairs: Amanda Benway
Candace Schleisner
Next Meeting - Spring 2021

# **Board of Directors Elected**

Next Meeting-April 21st 4:30 pm

JOIN A COMMITTEE WE WELCOME YOU!

To become involved please contact Heidi Van Kirk at SCWBA email: office@scwba.com or call: (608) 752-8075

### **UPCOMING**

## MEMBERSHIP ANNIVERSARIES

- Malterer's Landscaping
- Nelson Truss
- Phillips Contracting
- Sockness Builders
- Todd Thiele Roofing

# MEMBERSHIP MATTERS

As a member of SCWBA, you are automatically a member of WBA and NAHB. Both associations have awesome benefits available to help you grow your business and save money. Be sure to take advatage of your benefits and follow up on messages from WBA, NAHB and SCWBA. Thank you for joining SCWBA. Your membership matters!

### HEIDI VAN KIRK

### SCWBA EXECUTIVE OFFICER





Hello Valued Members.

Spring has sprung and that means many of you are getting busier, if that is even possible. I know you have all been working hard trying to keep up with the demands of our neighbors. We are grateful to have a strong membership that goes above and beyond to take care of our community.

We are going to be gathering for the first time in a long time, and I cannot wait! We hope you will all make it out to Sammy's Hilltop on April 21st for Builders and Brews Trivia Night, sponsored by Land Title & Closing Services. You don't have to play to come, we encourage you to stop by and say hi to your fellow members and to help us welcome some new faces.

The annual golf outing is on for June 17th and we are gathering all the important details to get them to you as soon as possible. This will be another great opportunity to get together and enjoy some fun in the sun.

In March, we had a blast recognizing many of our amazing women in membership as we celebrated Women in Construction week. I had a great time getting to know some of you better, stopping in and chatting with you on a more personal level. I wish I could have met with every single one of you. Truly inspiring!

We are also excited to be going back to a walking Parade of Homes in 2021 so stay tuned for updates as the fall grows closer.

We have a new email address so please put us in your contacts and try to get used to using it. That email is listed below.

Thank you for supporting the SCWBA mission. Continue to do business with members, and try some new ones out if you haven't already. As always, I'm here to support you, so reach out at any time. Feel free to call or text my cell (608) 346-2403 or email: office@scwba.com. Until next time, take care and remember to check your emails and visit our website and Facebook frequently. Click the links below.

https://www.scwba.com/ https://www.facebook.com/SCWBA



# **MEMBERSHIP**

#### 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

# **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, member invoices, immediately pay any invoices, immediately pay any invoices, etc. More importantly, it is used to create our annual membership directory, so it is critical that you lig in and check your information for accuracy. Add as many emails as you wish, so we can invite your entire team to our events. Each company membership includes membership for the whole team.

### **Contact GrowthZone**

1.800.825.9171 Local: 218.825.9200 Fax: 360.350.4787 info@growthzone.com

Best regards, Heidi