



# HNBA Happenings

## Oct. General Membership Meeting & Elections

October 13, 2011

Rice Lake Moose Lodge, 40 E Newton St, Rice Lake

### CONTINUING EDUCATION—4:30pm

**Basic Building Science**, presented by Mike Adams with the Wisconsin Energy Conservation Corp/Focus on Energy. Information includes:

- How the Home Performance with Energy Star® program operates in WI and its role in the nation's efforts to save energy.
- Diagnostic tools, procedures, and their role in performance testing.
- How to recognize air sealing opportunities.
- The role air infiltration plays in determining comfort, energy efficiency, durability, and indoor air quality.
- The various types of air sealing products and insulation types.
- How energy is transferred.
- How air movement takes place in homes.
- The consequences of uncontrolled air movement.
- How moisture movement takes place in homes.
- The relationship of water vapor to relative humidity and dew point.
- The consequences of uncontrolled moisture movement.
- The need for mechanical ventilation and how to determine properly sized equipment.



**{free for all  
DCQ  
holders—  
invite  
potential  
members!}**

**Social Hour—6:00pm, Dinner & Meeting—7:00pm**

**Menu: RIBS & Fixin's! \$13.00**

Guest Speaker will be **Brad Boycks**, who will be talking about WBA Government and Political Affairs: What we've done and where do we go from here?



**From Brad:** "I would like to invite all members of Heart of the North Builders Association to attend the General Membership meeting on Thursday, October 13 at the Rice Lake Moose Lodge. As Wisconsin Builders Association's (WBA) Chief Lobbyist, I will give you an update on what *your association* has been able to accomplish this year at the state Capitol in Madison.

"Even during the chaos of the capitol protests this spring, your state association was able to influence some dramatic changes to state law that will clear the way for our industry to be more successful now and in the future. In the state budget alone we were able to eliminate the conversion fee on land and requiring developers to pay prevailing wages on residential infrastructure. We were also able to guard against expensive code changes with a state budget provision that requires code changes of over \$1000 to be approved by the entire legislature.

"I will also summarize the recent state Senate recall elections and update you on WBA's legislative goals to close out the 2011-12 legislative session.

"The focus on government affairs issues is a major key to the success of your businesses now and in the future and this is a terrific opportunity to hear about the value your 3-in-1 membership brings you."

Attend the Oct 13th General Membership Meeting and you will receive **\$100 in Funny Money** at the Nov. 12 Installation Banquet! Bring a potential member to the Oct 13th meeting, and receive another **\$100 in Funny Money!**  
Make sure to RSVP for you & your guest by Oct 11th!

**UPCOMING  
EVENTS/  
DETAILS**

Mon, Oct 3—**Exec. Committee** Meeting, 6pm at Drag's, RL

Wed, Oct 5—WBA Leadership Training, Chula Vista, WI Dells. HNBA office closed.

Thurs, Oct 6—WBA Board Day, Chula Vista, WI Dells. HNBA office closed.

Mon, Oct 10—HNBA **Board of Directors** meeting, 6pm at Adventures, RL

Tues, Oct 11—**Gov Affairs Committee** meeting, 7:30AM at Perkins, RL

Thurs, Oct 13—**Continuing Education** (1CE credit for DCQ): Basic Building Science, presented by WI Energy Conservation Corp. 4:30pm at Moose Lodge, RL

Thurs, Oct 13—**Membership Committee** Meeting, 5pm at Moose Lodge, RL

Thurs, Oct 13—**General Membership** Meeting, 6pm Social Hour, 7pm Dinner/Meeting. Guest Speaker: Brad Boycks from WBA. RSVP by Oct 11!

# OCTOBER 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3 Exec Cmt	4	5 WBA Leadership	6 WBA Board Day	7	8
9	10 Board of Directors	11 Gov Affairs	12	13 Educa- tion, GMM, Membership	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

## HNBA Elections

You will be electing officers and 2 directors (one builder, one associate) at the October 13 General Membership Meeting. The ballot is shown below. Please keep in mind that nominations for all positions can be accepted from the floor, however, the nominee must accept the nomination prior to the election. If you would like your name put into consideration for any position, please contact Barb Ritzinger at 715-736-4622.

Thanks to all who help lead HNBA—current and past directors & officers and those willing to put their name into nomination. We could not move forward without you!

### Official Ballot

2011-2012 Heart of the North Builders Association

<p><b>Officers</b></p> <p><b>President-Elect*:</b></p> <p><input type="checkbox"/> Michelle Beyreis, WESTconsin Credit Union</p> <p><input type="checkbox"/> _____</p> <p><b>Secretary (1-year term):</b></p> <p><input type="checkbox"/> Bridget Cunningham, Hometown Title Co.</p> <p><input type="checkbox"/> _____</p> <p><b>Treasurer (1-year term):</b></p> <p><input type="checkbox"/> Keith Kubala, Perfection Paving</p> <p><input type="checkbox"/> _____</p>	<p><b>Board of Directors (3-year terms)</b></p> <p><b>Builder:</b></p> <p><input type="checkbox"/> Mike Crotteau, MAC Construction of Barron Cty</p> <p><input type="checkbox"/> _____</p> <p><b>Associate: (vote for <u>one</u>)</b></p> <p><input type="checkbox"/> Ryan Vavra, American Excelsior</p> <p><input type="checkbox"/> Joe Woodard, Arrow Building Center</p> <p><input type="checkbox"/> _____</p> <p><small>*The office of President-Elect serves one year as President-Elect, one year as President, and one year as Past-President.</small></p>
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*Nominations will be accepted from the floor.*

## Committee Reports

### Parade of Homes

Preliminary reports indicate that this was a very good Parade of Homes season! Thanks to our builders and their fabulous entries, some great press in the local newspapers, and fairly extensive Facebook advertising (did you see it?—over 9200 within the area did—an average of 44 time each!) we sold over 500 tickets. Traffic seemed to be steady over the course of the two weekends, with lots of “oohs” and “ahhhs” to be heard.

Thanks to **Lamperts** for sponsoring this year’s Parade, and also to

**Perfection Paving** for offering a Driveway Seal Coating (valued up to \$500) for a door prize! Finally, thanks to all who advertised in this year’s Parade of Homes booklet. We hope you find your investment worthwhile. We distributed 22,000 books via the Early Bird and Tri-County Advertiser and several member locations. In addition, the entire book was downloaded from our website over 190 times. We’ll keep the book available on the website to allow your ads to have even longer reach to potential customers.

At the 9/27/11 Wrap-up meeting,

we reviewed the contract for next year, making a few adjustments regarding eligibility of remodeled projects. The final review will be next Spring with the 2012 committee.



Carrie Glaser  
Kitchen & Floor  
Décor  
715-234-1790

If you didn’t get to see all the homes in this year’s Parade, visit HNBA’s Facebook page for photos of each project. While you’re there, click on the LIKE button to get HNBA updates as they’re posted!

### Government Affairs

What to do with construction and demolition waste? That’s the question being presented to the Barron County Solid Waste committee. Kevin Sunderland attended their September meeting asking for clarification on WHAT will be accepted at the Barron County Waste-to-Energy facility (incinerator) in Al-

mena, and what needs to be separated. More and more often, builders are being turned away with loads of construction debris, and consistency seems to be an issue.

A dialog has been started, and we need YOUR input! If you’ve had issues with disposal of construction or demolition materials, please send an email to barb@hnbawi.org de-

scribing your experience(s) and we’ll make sure the Solid Waste Committee knows what’s happening, and get their suggestions on where these materials should be taken.



Kevin Sunderland,  
Sunderland Con-  
struction  
715-418-0119

### Membership

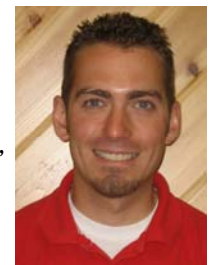
#### FREE MONEY\* AVAILABLE!

The Membership Committee is challenging ALL members to attend the October General Membership Meeting—and we’re willing to PAY YOU to be there, and to bring a prospective member! Yes, if you show up at the October 13 meeting at the Rice Lake Moose Lodge, we’ll give you

\$100 in Funny Money to gamble and bid with at the November 12 Installation & Awards Banquet. And if you bring a potential member, we’ll give you another \$100 in Funny Money!! We’ll even keep track of it for you and give you the Funny Money at the Installation Banquet!

We’re working on other ideas to make your membership even more

valuable. If you have any ideas we should consider, please let Joe know, or join us at our next meeting on Oct 13, 5pm at the Moose Lodge in Rice Lake!



Joe Woodard,  
Arrow Building  
Center  
715-234-6932

\*Funny Money, that is!



## Local Political Happenings

### Barron County

The Town of Sumner is recommending to Barron County that property be rezoned for a Frac Sand mine. This is the first such rezoning in the County for this purpose. Other efforts are being concentrated in un-zoned Towns. Expect many, many more of these requests in the near future. It is conceivable that a few hundred jobs will soon be the result of these mines. That's big for a county this size.

### Rusk County

It was expected that the long, sad saga/ battle of Rusk County vs. FEMA would be over by September 1, 2011. It isn't over. For a whole

variety of reasons it isn't over.

When will it be over is anyone's guess right now. Hopefully by next spring Rusk County residents will be able to purchase flood insurance?

### Washburn County

The sign on Highway 53 reads *Washburn County - Vacationland*. Will criteria being developed by the Zoning Committee allow for Short-term Rental homes ... or will it discourage them as does Burnett County? Will Washburn County remain a Vacationland? Stay tuned.

### Gogebic Mine

The Ashland County Board of Supervisors approved a resolution en-

dorsing

"responsible iron ore mining" in the Gogebic-Penokee Range of southern Ashland County.

The Bad River Tribe has outlined their opposition to this mine to Governor Walker.

Senator Bob Jauch expects to be named to the committee in Madison which will consider changes to the present mining laws in WI.



Al Arnold  
Government  
Affairs Dir,  
HNBA &  
RANWW  
715-234-6196

# Save the Date!

## Installation & Awards Banquet

Saturday, Nov. 12, Elks Club, Rice Lake

Watch your mailbox for details. RSVP and pre-payment will be required.

**Sponsorships & door prizes are being sought—if your company would like to contribute, please contact Michelle Beyreis at 715-296-6443.**

- Social Hour Appetizers & Mid-Party Snacks** *Thanks, Werner Electric Supply!*
- Dessert** *Thanks, Werner Electric Supply!*
- Game Tables:** \$100 each (4 total)  
Will include signage thanking sponsoring companies, and mention in the agenda
- Invitation Printing & Postage: \$100**  
Will include "Invitation Sponsored by (Your company)" printed on the invitations **(MUST be received by Oct. 7!)**
- Door Prize(s):** \$25+ value, to be auctioned with "funny money"
- Yes!** My company, \_\_\_\_\_, will sponsor as indicated above!

Mail this page with check by Nov. 4, 2011 to HNBA, PO Box 6, Rice Lake WI 54868

## Monday Morning Review 9.19.11

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### US Senate race heats up on both sides

Since U.S. Senator Herb Kohl announced he would not seek re-election it was expected the flood gates would open and the jockeying on both sides of the political aisle would begin. Last week that is exactly what happened.

First out of the gate with an official announcement was former U.S. Congressman Mark Neumann. Mr. Neumann announced his intentions to run for the open U.S. Senate seat first on the Charlie Sykes Show on Milwaukee's AM 620 on Monday, August 29.

"I'm running for the Senate because the \$14 trillion debt is destroying our country. This debt not only hurts our economy in the near term, but also threatens to end the American dream. The day of reckoning isn't in 50 years, it's coming now," Neumann stated. "We see it already in our credit rating downgrade. That won't be the last one without getting the debt under control. Poor credit ratings mean high interest rates, high unemployment, lower housing values, and a fundamentally altered America."

Following a week later was the announcement by Congresswomen Tammy Baldwin (D-Madison) that she too would be forgoing another run for Congress to instead run for the U.S. Senate.

In a video posted on YouTube Baldwin said, "I've heard story after story from people across Wisconsin on how their families and communities have been hurt by the economy, they feel like no one cares, like no one's listening to them. That's why I'm running for the U.S. Senate, to stand up for you no matter how tough the odds or how powerful the special interest it means fighting against."

### Who else is likely to run for U.S. Senate?

There are a number of other names that have been mentioned as possible candidates for U.S. Senate, many who will likely make their intentions known in the next few weeks or months.

Many expect that former Governor Tommy Thompson will take the plunge and run this time around after having passed on a number of previous opportunities to restart his political career. Tommy announced campaign co-chairs in the past few weeks along with the hiring of well-known fundraisers which seem to indicate a formal announcement is just around the corner.

Assembly Speaker Jeff Fitzgerald is looking like a candidate for U.S. Senate as well but appears to be moving a little slower while still also focusing running the state Assembly and finishing up the fall floor period. Fitzgerald was able to build name recognition in early 2010 as a leader on issues such as the budget repair bill and the state budget that helped finally balance the state's budget with a possible surplus. Fitzgerald hopes to capitalize on those looking for a new face to lead the Wisconsin GOP in the U.S. Senate.

Finally, former State Senator Ted Kanavas (R-Brookfield) has also been toying with making a run as well. Kanavas decided against another run for state Senate last fall after having served in the upper house since a special election in 2001. Kanavas would also be a fresh face on the state stage and would bring a number key contacts in GOP rich Waukesha County as well.

In a Democratic primary, two names get mentioned the most as possible opponents to Tammy Baldwin are former Congressman Steve Kagen (D-Green Bay) and current Congressman Ron Kind (D-La Crosse). It appears that Kagen is likely to run for U.S. Senate citing the fact that you need to carry the Fox River Valley to win a statewide election in Wisconsin and he did that with two successful runs for congress.



**Brad Boycks**  
WBA's Director  
of Gov Affairs  
888-285-9066 X  
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## Monday Morning Review (Continued)

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After the Baldwin announcement all eyes were again on Congressman Ron Kind to make a decision about his political future. Kind announced that he would sit out a race for U.S. Senate leaving Congresswoman Baldwin as the only announced candidate on the democrat side so far.

### **Walker addresses NAHB**

Recently over sixty WBA members along with several hundred NAHB members from across the country were treated to a speech by Governor Scott Walker. Walker appeared as part of the NAHB Fall Board Meeting that took place last week in downtown Milwaukee.

Walker spoke of the work that has been done in this state to get our budget back on track and contrasted that with other states (most notably Illinois) who have raised taxes and laid off thousands of people and still do not have a balanced budget.

In addition to state issues, Walker also touched briefly on federal issues, bringing to light comments that President Obama made just the night before chiding both Walker and Ohio Governor John Kasich for the changes they both championed this winter to collective bargaining laws. After the speech, some WBA members wondered if the slight focus on national issues indicated a look to a future, higher office someday for Governor Walker.

### **Permit reform passes assembly**

Recently both the state senate and assembly were back in session for the first time since July and the first time both houses have met since the recall elections of this summer. While the state senate mostly took care of some house-keeping matters, like swearing in their two new state senators (Senators King and Schilling), the assembly voted on a number of bills as well.

One bill that WBA has been very supportive of is Assembly Bill 177 (AB 177) which will help shorten the timing and the bureaucratic hoops to jump through in order to receive a Chapter 30 permit.

If AB 177 becomes law, it will:

- Require the DNR to approve a Chapter 30 permit with specific time deadlines in place.
- Not weaken environmental protection. Nothing in AB 177 changes ANY environmental standard.
- Avoid the request-for-information merry-go-round. It allows the DNR to request more information from an applicant, but that request needs to be clear, timely and complete.
- Tighten up the deadlines for permit applications. In today's electronic world, interested parties have nearly instant access to chapter 30 permit applications; there's no reason to wait a month for those parties to decide whether to request a public hearing.

We are very happy to report that AB 177 received a strong bipartisan vote in the state assembly this week and is now in committee in the state senate. All GOP members of the state assembly voted in favor of the bill in addition to independent Bob Ziegelbauer and democrats Hintz, Steinbrink, Young, and Vruwink.

### **Domino effect for Congress**

Tammy Baldwin's announcement that she will run for U.S. Senate now creates an open congressional seat and those dominos also began to fall. Recently two Madison area state Representatives both announced they would be running for Congress as Democrats, Mark Pocan and Kelda Helen Roys.

## Monday Morning Review (Continued)

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Pocan actually followed Baldwin once before by taking her seat in the state Assembly after she ran for Congress in 1998. Pocan has a solid liberal voting record as a member of the state Assembly but is also a small business owner and at one time worked as a local government affairs staff member for the Wisconsin Realtors Association.

Roys has served as a member of the state Assembly since 2009 and has served in a leadership role for the minority Democrats since the start of this session. It appears Roys is also asking Democrats to send a younger, “next generation” person like herself to Washington.

Roys stated, “There is a vacuum in the next generation of progressive leaders in Washington, D.C. Congress has become less responsive to the public, and especially, to the concerns of my generation and our children’s generation. For too long, huge corporations have bent not only our economy to their advantage, but our government as well. Corporate interests have won out at the expense of the public interest, and that is wrong.”

## Hair Gel, Change Orders, and Trust

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Guest post on **Builder Buzz Blog** by Cara Luecht

One day, I went to get my hair done at a popular “upper scale” salon.

I looked great. She cut my hair the exact length and she offered the perfect amount of pointless conversation to take my attention off her strangely applied eyeliner. I walked up to the counter feeling spiffed up and ready for the rest of my day.

She, extending the camaraderie (or so I thought), walked with me, chatted with the cheery receptionist, and commenced to pull bottles off the shelves. She placed them in front of me, “you’re gonna’ love how easy this style is to maintain.” She waved at the clerk and bounced off to her next victim.



And there I stood; buying bottles of junk I didn’t want.

I walked to my car, convincing myself I had not just been duped, but I knew better. She employed a tactic that worked on me, and probably a lot of other people as well. You know the one. It’s the one where the customer unwittingly buys a bunch of stuff they didn’t plan on buying.

Last week, I was talking to another contractor who had recently lost a bid to a competitor. The competitor bid low and planned to make up the difference in change orders. It’s sad to say, but this is a standard practice for many builders. Unfortunately, clients don’t talk about it much, because no one likes to admit they feel cheated.

After I got my hair cut, my friends all complimented me. Do you think I told them the truth about my experience? No way. I told them the name of the stylist and pretended like her up-sale at the end of the transaction was normal.

But it wasn’t. And it didn’t have to be.

If she wanted to style my hair in a way so I would have to buy bottles of goo, she should have told me, and I would have probably been on board – maybe even excited about the change. I definitely would not be writing this.

The fact is every sales transaction involves a level of trust. I will not return to that stylist. Not because my bill was too

## Hair Gel, Change Orders, and Trust (continued)

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much, but because of the surprise at the end of the process. In essence, no matter how good the cut was, I do not trust her to work in my best interest.

So what about contractors who work with this surprise-at-the-end philosophy, and do so successfully? Why do they get away with it? Why do people still use that styling salon?

It goes back to not wanting to be the person who was taken advantage of.

As contractors, this is frustrating. We are professionals and we know how much something costs. To have another “professional” under-bid to get the homeowner to sign the bottom line is just plain dishonest, but there is little we as contractors can do about it.

However, there is a lot that you, as a customer, can do [note: and you, as a builder, should encourage].

To begin, call the builder’s references, keeping in mind (like me not telling my friends about how I was duped) people don’t want to think they have been taken advantage of. They probably won’t admit it if they went with the lowest bid and their finished project cost them more than the highest bid. Ask specific questions that go beyond if they liked their experience. Questions like:

- How many change orders were there in total? What was the dollar amount?
- What was the reason for the change orders?
- Were the contractor’s allowances realistic for your goals? Appliances, Flooring, Landscape, Lighting, Decorating, Painting...
- Did you feel like you had the option to reject change orders, or did you feel forced into them?
- After you reflected on the allowances you were given, did you feel like they met your original expectations?

A \$50.00 haircut is not exactly what I would call low cost, but it still was a lot less than I ended up paying for the privilege of the experience.

How much will your experience cost? If you want an expensive faucet, you should find it in your bid, and not buried in an allowance that doesn’t get close to paying for it. On the flip side, if it turns out to be more than you wanted to spend, your builder should help you trim your budget in a way that will not come back to bite you in the end.

Working with unrealistic allowances cheats the homeowner, the builder, and everyone involved. With the help of your builder, you have to power to control your costs. The end of the transaction should never leave you walking to your car, wondering what just happened, and why your \$50.00 haircut turned into a \$100.00 experience.

Reprinted with permission from Degan Design Builders  
Cara Luecht is the Office Manager- Degnan Design Builders, Inc.  
<http://www.degnandesignbuilders.com/>  
<http://blog.degnandesignbuilders.com/>



## A Brave New World

The Ritzingers are entering month 2 with exchange student #2, and all is going well. We were able to do a little picking and choosing among students, as there were several scheduled to arrive this fall and very few host families lined up. We reviewed four brief biographies, and chose a Czech girl with 3 younger brothers who was active in her school and church. We thought she'd be a good match for our loud, busy, running-here-and-running-there kind of family. Bingo!

Kristyna is not phased by the arguing boys, barking dogs, or hectic schedule. By the second week of school, she started meeting with other Algebra II students to do homework after school. She started practicing with the tennis team. She attends a church youth

group. She's making friends, getting involved, and making the most of her time here in Rice Lake.

So what does this have to do with HNBA? I think we can all learn something from Kristyna.

She arrived a month ago knowing just one other person. While it helps when someone introduces themselves to her and invites her to join them, she doesn't wait around for it. She tries new things. She's not afraid of making mistakes—when she does, she says "I'm new to the country!" and moves on. Undoubtedly, she'll have a great experience this year.



Barb Ritzinger  
Exec. Officer,  
HNBA

Follow the example of this petite exchange student: introduce yourself, try new things, get involved, and if you make mistakes just shrug it off and move on. It will make your experience with the Association (and everything you do) more worthwhile.

P.S. Host families are needed for 2 students later this school year. If you might be interested, contact me!

## HNBA Officers & Directors

### President

Dan Rassbach, Werner Electric Supply  
715-855-0578

### President-Elect

Dave Pond, DP Carpentry & Remodeling  
715-205-1280

### Treasurer

Keith Kubala, Perfection Paving  
715-568-1113

### Secretary

Bridget Cunningham, Hometown Title Co.  
715-736-5050

### Past President

Pat Mattmiller, Dobiehill Timberworks  
715-234-1096 or 790-9096

### Board of Directors

Cory Lehn, Lehn Construction  
715-837-1760

Doug Larson, D. Larson Construction  
715-458-4666

Bruce Abshire, Finewood Inc.  
715-236-7822

Steve Skoug, Watertight Foundation Systems  
715-205-9433

Dan Ringwelski, Shell Lake Woodcrafters  
715-468-7061

### Appointed Positions

PAC Rep—Bill Kurshinsky

### WBA Directors

Clint Doege  
Michelle Beyreis  
Bill Kurshinsky

### Executive Officer

Barb Ritzinger  
PO Box 6  
Rice Lake WI 54868  
barb@hnbawi.org  
715-736-4622

### Committee Chairs

Community Projects  
Mike Crotteau, MAC Const. of Barron Cty

Education/Programs  
Michelle Beyreis, WESTconsin CU

Executive Committee  
Dave Pond, DP Carpentry & Remodeling

Golf Outing  
Bill Kurshinsky, Kurshinsky Drafting & Design

Government Affairs  
Kevin Sunderland, Sunderland Construction

Home Show  
Doug Larson, D Larson Construction

Installation/Awards Banquet  
Michelle Beyreis, WESTconsin CU  
Mike Crotteau, MAC Const. of Barron Cty

Membership  
Joe Woodard, Arrow Building Center

Parade of Homes  
Carrie Glaser, Kitchen & Floor Décor

Scholarships  
Mark Larson, Briarwood II Construction

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