

# The FOUNDATION

This is an official publication of the Manitowoc County Home Builders Association  
Phone: 920-684-6222 \* Fax: 920-684-6277  
www.manitowocountyhomebuilders.com

Volume 12 Issue 3

March 2010

**March 25th GMM**  
**General Membership Mingle**  
**at Extreme Audio**  
**1104 South 26th St, Manitowoc**  
**Starts at 6:30**  
**Relax, Mingle, Mix & Network**  
**Enjoy refreshments & hors d'oeuvres**  
**while visiting at a members business**  
**please RSVP so we have enough food & drinks**

**30th Annual**  
**Home Show**  
**"Building Homes & Families"**  
**April 16-18**  
**at the**  
**Manitowoc County Ice Center**  
**See flyer for ways to help**

## Calendar of Events

**CUT OUT AND PUT  
BY YOUR COMPUTER  
OR YOUR CALENDAR**

March 25  
General Membership at  
Extreme Audio

March 27  
Home Professional Radio Show  
8:30-9:00 on WOMT

April 7  
Membership Committee Meeting  
8:30am HBA office

April 8  
Board of Directors Meeting  
MCHBA Office 11:00am

April 16-18  
Home Show  
Manitowoc County Ice Center

April 22  
General Membership Meeting

April 28  
8 hr Lead Safe Renovator Seminar  
Manitowoc City Hall 8am-5pm

April 29  
WBA Board Day  
Chula Vista, Wisconsin Dells

May 5  
Membership Committee Meeting  
8:30am HBA office

May 11  
8 hr Lead Safe Renovator Seminar



# President's Message

### OFFICERS

- President.....Eric Roffers
- President-Elect.....Todd Stelmach
- Secretary.....Jeremy Reindl
- Treasurer.....Chad Zeller
- Past President.....Jim Reif

### DIRECTORS

- Brandon Bartow                      Jim Check
- Lawrence Hansen                 Leroy Hardrath
- Mike Howe                         Eric Wergin
- Rick Manlick

### WBA DIRECTORS

- Brandon Bartow, Eric Roffers, Marty Karnopp
- Life Directors: Mike Check, Jim Reif

### NAHB DIRECTOR

- Director.....Brandon Bartow
- Senior Life Director.....Mike Check

### MCHBA Office

- [www.manitowocountyhomebuilders.com](http://www.manitowocountyhomebuilders.com)
- [info@manitowocountyhomebuilders.com](mailto:info@manitowocountyhomebuilders.com)
- Executive Officer.....Jayne Hagman
- [jayne@manitowocountyhomebuilders.com](mailto:jayne@manitowocountyhomebuilders.com)
- Government Affairs.....Dave Johnson
- [dave@manitowocountyhomebuilders.com](mailto:dave@manitowocountyhomebuilders.com)

Hello members,

The signs of spring are finally here, warm sun, song birds, and melting snow. With the arrival of spring comes one of our most important events, the "Building Homes and Families" Home Show 2010. The success and continuation of this event is vitally important to our association and the community at large. Your continued help and support is greatly appreciated.

During our last board meeting I was reminded of the hard work and dedication put forth by our various committees, without which our association could not exist. These committees are often stretched to their limit and could use more help to make these important events a success. Please consider volunteering to serve on a committee. You can call our office for more details about the various committees. To all our committee members out there volunteering your time to make things happen, I would like to say thank you and that you are appreciated.

On a political note, our U.S. Congress seems to believe that "government knows best" when it comes to solving the challenges of a free market. It appears they believe their idea for "fixing health care" is so good, that they have to force feed it to us whether we like it or not. I encourage everyone to take a careful look at their proposal and let them know where you stand on the issue, before another entitlement is created.

Thank You,  
Eric Roffers

"Three groups spend other people's money: children, thieves, and politicians. All three need supervision." **Dick Arney**

### OUR MISSION

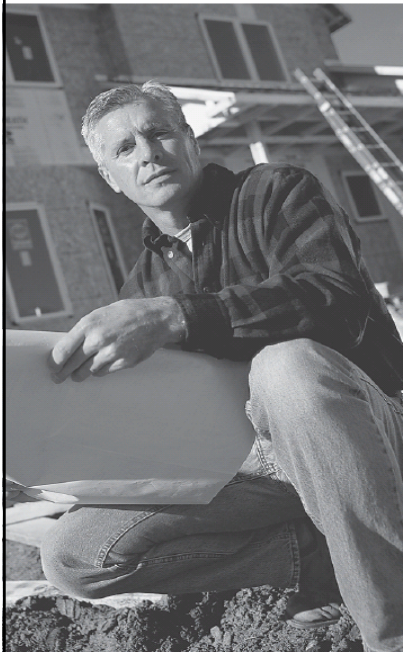
Manitowoc County Home Builders Association, a professional not-for-profit organization of builders and related businesses, promotes attainable, safe and quality housing.

We serve our members and our communities through education, government affairs and public service.



The "Foundation" is the official monthly publication of the Manitowoc County Home Builders Association. The acceptance of advertising in this newsletter does not indicate approval or endorsement of the advertiser or advertiser's product by MCHBA. The MCHBA makes no warranties and assumes no responsibility for the accuracy or completeness of the information contained here in. The opinions expressed in the articles are not necessarily the opinions of the Manitowoc County Home Builders Association...

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## Membership

**Renewal Reminder:** The MCHBA office must have a current Liability Insurance Certificate on file for every member . When you renew your membership please have your insurance company fax us a new certificate!

### *Membership at a Glance*

Builders	31
Associates	144
Total Members	175



### Memberships Up For Renewal

**April renewals continued**  
Tuschl Septic Systems  
VerHalen Inc-Pella  
Vinyl Pro  
Workingman's Friend

### Remodelers Council New Member

Mike Howe Builders

### Pending Members

*The following business has applied for membership. Should you have any reason for concern, please submit them, in writing within 10 days.*

#### **Budget Blinds**

2754 Belle Plane Rd, Green Bay  
Kurt Deney  
Sponsor: Jeremy Reindl

#### **PDJ Cutting and Fabricating**

4005 Thunder Ridge Rd, Manitowoc  
Patrick Weier  
Sponsor: Brandon Bartow

#### **Sun Comfort Inc**

1985 American Dr, Neenah  
Bernie Bos  
Sponsor: Dan Schneider

### Welcome New Member

**Greg Harris Masonry LLC**  
Greg Harris

4090 Hackberry Ct, Green Bay  
P & F: 920-465-8991

[gregharrismasonry@ameritech.net](mailto:gregharrismasonry@ameritech.net)

#### **January**

Apple Clinic  
Herald Times Reporter

#### **February**

WaterCare Sales & Service

#### **March**

Brown County Cabinets  
Ferguson Inc  
Manitowoc Garage Door  
Radue Homes  
Stemper Construction  
Wisconsin Public Service

#### **April**

American Carpet  
Ant's Tile & Stone  
Associated Bank  
Century 21 Action Realty  
Community 1st Credit Union  
CRW Insurance Services  
R & J Fricke  
John Koss Builders  
Lakeland Landscape Services  
Luedtke Builders  
Brian Peterson Builders  
Sherwin Williams  
Shimeks Furniture

**Thank You for Renewing!!!**  
*We appreciate your continued  
Support and Involvement*  
Anniversary Year

Alpine Insulation	1990
Fuhrmann Heating	2005
Manitowoc Glass	1992
Northern Concrete	2005
Ringmeier Drywall	1980

### Cancelled Memberships

*The following members have chosen not to renew their membership or have been cancelled by NAHB. If you do business with any, please encourage them to rejoin.*

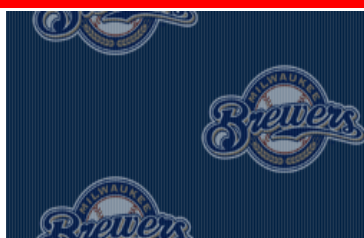
None this month...Yeah

COMING TOGETHER IS A BEGINNING

KEEPING TOGETHER IS PROCESS

WORKING TOGETHER IS SUCCESS

*HENRY FORD*



*Milwaukee Brewer Game May 14th  
Call and reserve your tickets & spot on the bus...  
only **22 tickets** left*



**Location-Based Services:  
Helping You Find Your Way**

Submitted by Cellcom

Have you ever stopped at a gas station to ask directions? Been asked where the next gas station is? Wonder where you are even at? Location-based services (LBS) can help.

LBS applications are an information and entertainment service, accessible with a mobile device through a cellular network such as Cellcom's. LBS applications make use of Assisted Global Positioning System (AGPS) technology to deliver information to a user.

Four components are needed to use location-based services: the GPS satellite network, which is already in place; an AGPS cellular network, such as Cellcom's; an LBS service provider/application, downloadable from the application markets on smartphones; and an AGPS enabled device, which include all of the newest Windows Mobile, Blackberry and Android™ devices.

While there are a variety of applications for each device, popular ones include: Layar for the Android™ platform, Poynt for Blackberry devices, and Where® for Windows Mobile devices. Each of these LBS applications, although using different interfaces, allow users to search their area using their AGPS location to find the closest gas station, restaurant, movie theatre, coffee shop, etc. Depending on the application you can read reviews, find show times, view specials, find the lowest gas price and get directions to it.

If you plan to use the applications frequently, Cellcom recommends using a car charger, since LBS applications use a large amount of data and in turn use a lot of battery power. Cellcom also suggests turning your GPS signal off when not specifically using an application to help conserve battery life.

#####

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**Home Professionals  
Radio Show**

Starts March 27 through  
June 19

See the attached flyer...

There is still time to create your ad for the show. This half hour show is "our" Radio Show, with only association members allowed to advertise and speak.

This is another opportunity for you to align your business with the Home Professionals in Manitowoc County...contact the office to sign up today.

Phone: 684.6222

Fax: 684.6277

**8 Hr Lead Safe Renovator Seminar**

Another seminar has been added:

**Tuesday, May 11  
8:00am to 5:00pm  
Location details to come**

Two sold out seminars have already been held, the third one on April 28 is also sold out and I'm still getting phone calls...so a fourth seminar has been added.

If you know of anyone interested...member or non member...have them contact me or go on the [www.wisbuild.org](http://www.wisbuild.org) site and register. I don't control registration, but we are the host site.



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**Marty Karnopp, CIC, AAI, CISR**

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# Monday Morning Review

*This is a monthly report from the Wisconsin Builders Association, our "political arm" at the state Capitol in Madison. Each month, the Monday Morning Review highlights the going's on under the Capitol Dome with an eye toward what matters to the housing industry.*

## Supreme Court Supports Free Speech

In mid-January the U.S. Supreme Court handed down a much anticipated decision in the Citizens United v FEC case. Court watchers have been expecting this case for the past few months and on recently the decision was finally announced.

In a 5-4 decision the court decided that:

- Corporate spending on issue advocacy communications cannot be restricted, which will bar provisions of McCain-Feingold and efforts by states to place restrictions on when issues ads can be aired before an election.
- Disclaimer and disclosure requirements are permissible for independent expenditures and issue advocacy communications.
- Direct corporate campaign contributions still may be prohibited. In other words, states like Wisconsin that forbid corporations from making direct contributions to candidates and political action committees may continue to do so.

"Good government" groups have issued statements that this change will have a horrible effect on Campaign 2010. Others noted that they believed this decision was going to go even further by allowing direct corporate contributions to campaigns and political action committees and would also forbid government from disclosure requirements.

The attorney that WBA and the Building Industry Council (BIC) uses for election and grass roots lobbying matters summarized the decision like this: "As expected, Citizens United is a landmark campaign finance decision that will have direct implications on political speech in 2010 and beyond. In the next few weeks, regulators will need to decide how to try to address unconstitutional regulations while legislators will need to try to address unconstitutional state laws that conflict with today's holding. Government bodies that do not act quickly are likely to face litigation challenging speech restrictions that remain in place. We will, of course, continue to study and evaluate the broad effects of Citizens United on state or federal campaign finance law as well as other areas of political speech."

## Save the Date: April 21, 2010 for NAHB Legislative Conference

This year NAHB's annual lobby day is set for Wednesday, April 21, 2010 in Washington D.C. Members can begin registering on line starting this coming Monday, February 8, 2010.

Much like our Business Day in Madison this is the last opportunity to join other members from throughout Wisconsin and the country to advocate for important housing issues directly to your member of Congress.

For more information including a draft agenda, please visit [www.nahb.org/Legcon](http://www.nahb.org/Legcon).

## Kanavas decides against 3rd full term in State Senate; Rep. Zipperer frontrunner

In a surprise announcement State Senator Ted Kanavas (R-Brookfield) announced that he would not be seeking a third full term in the state Senate. Kanavas was first elected to the state Senate in a special election in the summer of 2001 to replace Margaret Farrow who was selected by then Governor Scott McCallum to serve as Wisconsin's first female Lieutenant Governor.

It was rumored that Kanavas was leaving the state Senate to explore a run against U.S. Senator Russ Feingold but by the end of the week Kanavas announced that was not in his future plans. The bottom line on why Kanavas decided against another run for the state Senate in his very safe, very Republican Senate seat is he wanted to spend more time perusing business opportunities in the private sector. In other words he wanted to make more money at a job outside of politics.

Quickly after Kanavas' retirement announcement Representative Rich Zipperer (R-Brookfield) announced he would not run for re-election to his state Assembly seat in order to run for Kanavas' state Senate seat.

Zipperer is the early front runner for this seat for a number of reasons starting with the fact that his current assembly seat is a 71.5% GOP seat, he was endorsed today by former Lieutenant Governor and state Senator Margaret Farrow, and it is very likely he will receive the early endorsement of both Kanavas and Congressman F. James Sensenbrenner (Zipperer served as a longtime staff member for Sensenbrenner).

All of the above reasons in addition to the fact that Zipperer received 59% of the vote in the Republican primary for his current Assembly seat in a five way primary.

## Convention fundraiser recap

Thank you to those who hosted and attended the fundraiser during our state convention to raise funds for the WBA Building a Better Wisconsin PAC and the NAHB BUILD-PAC. I am happy to report that your efforts on this event helped raise over \$5000 for both PACs.

A special thank you to our special invited guests, Rep. Roger Roth, Reid Ribble and Sen. Kapanke, all members running for Congress in 2010.

We look forward to incorporating an event like this to be part of WBA conventions in the future!

## CO bill passes State Senate and Assembly

Recently the bill to require the installation of carbon monoxide detectors in one and two-family homes (SB 415) was passed by the state Senate and state Assembly. The bill passed the state Senate on a voice vote and the state Assembly by a vote of

Ayes 69, Noes 27.

You may remember that part of the 2009-2010 WBA GA Agenda, which was approved by the WBA Board of Directors in October 2008, included a provision to support legislation that would require carbon monoxide alarms to be installed in Wisconsin homes. Existing homes would be required to install a plug-in alarm and any new one or two-family home would be required to install a hard-wired carbon monoxide alarm.

These bills mirror the current smoke detector law which essentially means that to comply with this new requirement you would simply need to replace a smoke alarm with a "combo alarm" that acts as both a smoke and carbon monoxide detector in new homes. If this bill is ultimately signed into law by the governor it would not take effect until February 1, 2011.

We expect Governor Doyle to sign this bill into law soon and are hopefully that it will be a public bill signing that we can participate in.

Thank you to members who helped lobby on this, without your efforts this would have not moved this quickly.

## Feingold down in hypothetical race against TGT

A poll was recently released that showed U.S. Senator Russ Feingold trailing in hypothetical match up against former Wisconsin Governor Tommy Thompson by a margin of 47-43.

The poll, conducted with a sample size of 500 likely voters in Wisconsin also showed that Tommy had much better favorability numbers than Feingold. Tommy had a 56-39 favorable/unfavorable ratio while Feingold's numbers came in at 47-48. A 47-48 favorable/unfavorable ratio, regardless of who the GOP candidate will be is not good news for Senator Feingold in his efforts to win a third full term in the U.S. Senate.

For the GOP all eyes continue to be on Tommy Thompson to see if he will actually "make the plunge" and challenge Feingold this fall.

For more information on the above legislative matters please contact WBA Director of Government and Political Affairs Brad Boycks ([bboycks@wisbuid.org](mailto:bboycks@wisbuid.org)) or 608-242-5155, ext. 16).



## BOWL-A-THON

### THANKS

The 5th annual Bowl-a-thon took place at Meadow Lanes West on Saturday, February 20th. Many members stepped up to partner for the event, however our participation was way down. So a HUGE THANK YOU to the following members/businesses that were Partners with us for this event. This event serves a number of purposes, a source of relaxing networking fun and a source of non dues revenue to help make your Association stronger.

### THANKS PARTNERS

#### Lunch Partner

**Jim Reif Builders**  
**Investors Community Bank**

#### Lane Partner

**Certified Builders**  
**Dug Out Bar**  
**Ellerman Glass**  
**Etched In Stone**  
**Garage Door Specialty**  
**Guns Plastering**  
**Mike Howe Builders**  
**Kiel Building Supply**  
**Manitowoc Heating & Refrigeration**  
**Brian Peterson Builders**  
**Quality Service & Repair**  
**Schneider & Schneider Construction**  
**Smokey Barbier Heating**

#### Dessert Partner

**Associated Bank**  
**First American Title Insurance Co.**

Thanks to the Membership Committee: Lawrence Hansen, Rick Manlick, Shannon Gretz, Vicky Koeppen, and Brandon Bartow for all there help with this event.

Since the participation was so low the committee will be discussing if this event will continue. If you know that you want this event to continue...please contact the office or any member of the committee to help spark more excitement for next years Bowl-a-thon.

### THANKS TO THE TEAMS THAT BOWLED...

**Mike Howe Builders**  
**Bartow Builders**  
**Ellerman Glass**  
**Reindl Builders**  
**Manitowoc Heating & Refrigeration**  
**Menards**

### Win Win Negotiating Coming to Manitowoc in April

The association's Education Committee is in negotiations with a national speaker to present this seminar.

**Look for more details to come!!!**

**May 27 GMM**  
**At the Elks Club featuring our annual Fish Boil**

**We heard you and we are responding...**

What do I get for my membership, what does the association do, we've got a website?? Really...tell me about it, what is WBA and how can I get onto their website & use the information & services. There's a national level?? NAHB...what does that stand for (National Association of Home Builders) what do they do for me and the industry?

**Plan on attending so you can learn how to use the association to YOUR BENEFIT!**

**Working together...we are stronger**



# 30th annual Home Show

## April 16-18

held at **Manitowoc County Ice Center**

The show is fast approaching and we need your help. We need volunteers for chalking the floor and bringing supplies to the Ice Center, help with final preparation before the show opens on Friday, admission volunteers throughout the weekend, help in the Kid's Korner on Saturday, help with teardown Sunday night and picking up signs on Monday.

This event is the largest event produced by the association and is almost SOLD OUT, and from what I've heard from other locals...I'm looking forward to a very successful event...with your help!

See the attached flyer asking for your assistance...please contact Jayne with your available times.

We only get stronger by the involvement of our members...the more that get involved...the less time each individual has to give...**Please consider getting involved!!!**

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# Home Show 2010 “Building Homes & Families”

## WE NEED YOU!!! Volunteer Sign Up Sheet

Call 684-6222, Fax 684-6277 or email [mchba@lakefield.net](mailto:mchba@lakefield.net)

### SET UP- Tuesday, April 13

carpet loading & setup

Time TBD (Meet at Sonnenburg Builders)

Name Phone number

- 1.
- 2.
- 3.
- 4.

### TEAR DOWN-Sunday, April 18

carpet vacuum & loading

4:00 – 6:00 (At the Ice Center)

Name Phone number

- 1.
- 2.
- 3.
- 4.

### ADMISSION - TAKING TICKETS

#### Friday April 16

3:30 - 6:00

Name Phone Number

- 1.
- 2.

#### Friday April 16

5:45 - 8:00

Name Phone Number

- 1.
- 2.

#### Saturday April 17

9:45 - 12:00

Name Phone Number

UnitedOne Credit Union  
UnitedOne Credit Union

11:45 - 2:00

Name Phone Number

- 1.
- 2.

1:45 - 4:00

Name Phone Number

- 1.
- 2.

#### Sunday April 18

9:45 - 12:00

Name Phone Number

- 1.
- 2.

11:45 - 2:00

Name Phone Number

- 1.
- 2.

1:45 - 4:00 (help box food)

Name Phone Number

- 1.
- 2.

### KID’S KORNER

#### Saturday April 17

10:00 – 1:00

Name Phone Number

- 1.
- 2.
- 3.

1:00 – 4:00

Name Phone Number

- 1.
- 2.
- 3.

### PICK UP 4 X 8 SIGNS

Monday April 18 return to 1011 South 10<sup>th</sup> St.

- 1.
- 3.

- 2.
- 4.

# The Home Professionals

## MCHBA 2010 SPRING RADIO SHOW

Saturday Mornings from 8:30-9:00am on WDMT (1240am)

March 27th ~ June 19th

Advertise your business on the #1 Rated Radio Station  
in Manitowoc County!

Reaching over half of the adult population each week!

### Advertising Opportunities

3 Great Options to Choose From...

Whole Show	Half Show	Third Show
<b>12 Week</b> 12 - 30 second ads (1 each week of the show!)	<b>6 Week</b> 6 - 30 Second ads	<b>4 Week</b> 4 - 30 Second ads
<b>\$480</b>	<b>\$240</b>	<b>\$160</b>

Please Mail Invoice to : \_\_\_\_\_

\_\_\_\_\_ Payment enclosed: Check #: \_\_\_\_\_ \$ Amount: \_\_\_\_\_

\_\_\_\_\_ Apply to MC \_\_\_\_\_ Visa \_\_\_\_\_ Card #: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Exp Date: \_\_\_\_\_

V Code: \_\_\_\_\_ Signature: \_\_\_\_\_

**All proceeds go to help build  
a stronger Association!!**

*Send Form to:*

Manitowoc County Home Builders Association  
1011 South 10th St., Suite 103 Manitowoc, WI 54220

Phone: 920-684-6222 Fax: 920-684-6277

mchba@lakefield.net or manitowocountyhomebuilders.com

**Speaking opportunities on reverse!**

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# The Home Professionals

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## MCHBA 2010 SPRING RADIO SHOW

Saturday Mornings from 8:30-9:00am on WDMT (1240am)

March 27th ~ June 19th

Promote your expertise on the #1 Rated Radio Station  
in Manitowoc County!

Reaching over half of the adult population each week!

### Co-Host the Show!!

Do you have the knack for speaking on the radio? Do you know the  
answers to many questions home owners or home buyers ask?

Then the Radio Show wants YOU!

Here are a few ideas ... OR ... Give us your suggestion

Energy Star

Green Building/Living

Design Trends

Plumbing

Heating & Windows

Mortgages

Home selling in today's market

Interior Decorating

How to add Value to your home

How to retire in your home

Home Audio/Home Theatre

Geo-Thermal

Landscape

Buying your first home

Septic & Water Wells

Decorative Concrete

How to take the stress out of building

Why do a home inspection

### All proceeds help build a stronger Association!!

*Send Form to:*

Manitowoc County Home Builders Association  
1011 South 10th St., Suite 103 Manitowoc, WI 54220  
Phone: 920-684-6222 Fax: 920-684-6277  
mchba@lakefield.net  
www.manitowocountyhomebuilders.com



**Advertising opportunities on reverse!**

# Brewers Anyone

Join Fellow members, family & friends of  
Manitowoc County Home Builders Association  
and members, family & friends of the Racine Kenosha Builders Association  
For our first ever combined Brewer Tailgate Party



*Friday May 14th, 2010  
vs Philadelphia Phillies*

*\$45.00 per person*

*Includes: game ticket (value of \$50), transportation,  
pre game food and refreshments  
and did I mention games...fun...laughs...games...fun...laughs*

*GO BREWERS!!!!*

We will load a Coach Bus at 4:00 p.m.  
At: Hwy 151 Park & Ride (across from Perkins Restaurant)

There are only **50 tickets** so RSVP right away

Hit a Home Run... be a partner...\$200 will get your  
Business Name Recognized, 2 tickets and loads of fun!!!

*Sign up NOW*

Take me out to the old ball game:

Name: \_\_\_\_\_

Number of tickets: \_\_\_\_\_ @ \$45 each    Total Due: \_\_\_\_\_

YES \_\_\_\_\_ I want to be a Brewer game Partner for only \$200.00  
With my partnership I get two tickets to the event.

Check # \_\_\_\_\_ enclosed Or Invoice me \_\_\_\_\_