



issue 200

june 2010

the Floorplan



Greg Stellrecht and Jeremy Parsneau grill some brats at the 2009 LABA family picnic.

One 2009 foursome practices posing for "Golf Magazine."



LABA Family Picnic

Tuesday, June 15th
5:30 PM dinner, 6:00 PM
games

First adult attendee, FREE;
Additional adult attendees,
\$10; Kids (6-12), \$4; Kids
(5 and under) free.

The Big Event Company will
entertain the kids from 6:00-
8:00PM after the meal

Registration Form on page 9

Golf Outing Information

See pages 10-11

LA CROSSE AREA
BUILDERS
 ASSOCIATION

816 2nd Avenue S. Fax: (608) 781-5221
 Onalaska, WI 54650 info@labaonline.com
 (608) 781-5242 www.labaonline.com

The La Crosse Area Builders Association is a professional organization that unites and represents people in the building industry. We promote safe, attainable, quality housing through education and interaction.

LABA OFFICERS:

President: Tony Szak (Empire Development, Inc.)
 Vice-President: Jeremy Parsneau (La Crosse Fireplace)
 Secretary/Treasurer: Jason Sobotta (Signature Design & Const.)
 Past President: John Lautz (Lautz Custom Builders)

LABA DIRECTORS:

Sarah Cash (Community Credit Union)
 Harry Helfrich (Midwest Professional Appraisal)
 Jon Olson (Jon Olson Construction)
 Dave Rohde (Rohde Custom Painting)
 Steve Sader (Sader Construction)

NAHB (NATIONAL) DIRECTORS:

Tom Thompson (life) (T.N. Thompson Enterprises)
 Jon Olson (Olson Construction)
 Bruce Henslin (Wieser Bros.)
 Steve Lange (alternate) (Solarworks)

WBA (STATE) DIRECTORS:

Mark Etrheim (life dir.) (Mastercraft Homes)
 John Lautz (life) (Lautz Custom Builders)
 Jon Olson (life) (Jon Olson Construction)
 Lonnie Organ (life) (Heating & Cooling Specialists)
 Tom Thompson (life) (T.N. Thompson Enterprises)
 Steve Treu (life) (E & B Insulation)
 Scott Flatten (Metrohome Corp.)
 Jerry Hockersmith (Hockersmith Electric)
 Steve Lange (Solarworks)
 Bert Jeske (Elegant Stone Products, Inc.)
 Jeremy Parsneau (La Crosse Fireplace, Inc.)
 Tony Szak (Empire Development, Inc.)
 Sandy Thompson (Millennium Homes)
 Greg Wilhelm (GTS Homes)
 VACANCY TBD

WBA SW AREA VICE-PRESIDENTS:

Builder: Tony Szak (Empire Development)
 Associate: Steve Treu (E & B Insulation)

LABA STAFF:

Office Support — Amy Heinz
 PR Intern (part time) — Meg Petershack
 Student Help (part time) — Jonathan Heinz

The Floorplan is the official monthly newsletter of the La Crosse Area Builders Association. The acceptance of advertising in this publication does not indicate approval or endorsement of the advertisers or their products.

president's message



Tony Szak
 President

It just seems like yesterday that we were at the Omni Center wrapping up the Home Show and now we are rolling right in to the Parade of Homes! Time flies when you're having fun. And I hope you are having fun with the great weather we have been having. I also hope that you as a member are taking advantage of the things LABA provides to get people in your doors. For most companies the Parade of Homes is one of the best advertising tools you can use. You get huge exposure to people that can touch and feel your product in a real life setting. You have the chance to talk to prospective clients and get to plant that seed for future business. I am excited for the Parade this year and hope to see you there. Even though the economy is struggling, we still have good participation by our builders.

Update: You all should have received an email but if you didn't know yet we have hired Sue Weidemann as our new Executive Office Manager. Congratulations, Sue! The personnel committee was in charge of reviewing the applications but this was mainly spearheaded by Harry Helfrich. Harry really stepped up and put a lot of effort into going through resumes and interviews. There were over 60 applicants that were narrowed down to a handful of interviews and from there the top 5 were interviewed for a second time with the Board of Directors. I have to say we had 5 fantastic applicants and I give Harry and the personnel committee all the credit for getting us to that point. It was a lot of work so thank you! From those 5 we picked Sue. A lot of you know Sue. She was a LABA past member and is very active in the community. Again, thank you Harry and welcome Sue.

We are looking forward to another great picnic this year at Rowe Park Shelter #1. The Board of Directors will be taking care of the food again so bring the entire family and enjoy a great time in the park. There will be games for the kids and beverages for the adults. Find someone you may be doing business with that isn't a member and bring them along. I know they will have a good time.

Have a safe June!

Tony

Trying to Fill a Position?

If you are looking to fill a position, try posting the opening on wisconsintechconnect.com. It is a web site created by the 16 technical schools in Wisconsin, and posting is free. You are able to post job openings which are seen by current students as well as alumni searching for jobs. Back in 2007, over 60,000 jobs were posted. Posting a job is easy, and it is a great way to get the position seen by many high quality candidates. For more information, contact Western Technical College.

Make-A-Wish Foundation

The Make-A-Wish Foundation is looking for contractors to assemble a playhouse. It will take approximately two men about 6 1/2 hours to put the playhouse together. If you are interested contact Joe Bartel at 783-6124 (home) or 317-6124 (cell).

Thank You!

A great big "thank you" goes to Jody Swenson from the Title Company. Jody helped in the office with filing and researching on May 14th.



Lead Renovation Rule Update

Patrick Stevens, WBA General Counsel

Recently, the Environmental Protection Agency (EPA) came out with two changes to the lead renovation rule. In addition, EPA announced some other changes to the rule that are being considered, but have not yet been finalized. While in Wisconsin the Wisconsin Department of Health Services (DHS) administers the lead renovation program and administrative rule, Wisconsin's program is required to be at least as restrictive as the federal requirements.

Dust -Wipe Testing

EPA is also considering modifying its rule to require dust-wipe testing after most renovations and provide the results of the testing to the owners and occupants of the building. For some of these renovations, the proposal would require clearance testing demonstrating that lead dust levels after the renovation are below the regulatory hazard standards (note that Wisconsin defines "lead paint" as paint containing 600 parts per million which is much lower than the EPA's definition of 5,000 parts per million). EPA is taking comment on this proposal for 60 days, and anticipates finalizing the rule by July 2011.

This is a significant change to the rule that would trigger the need to modify Wisconsin's rule. This is different than the post renovation cleaning verification procedure currently contained in EPA's and Wisconsin's rule. WBA, and we anticipate NAHB, will be submitting comments on this proposal.

In addition, EPA announced its intention to apply lead-safe work practices to renovations on public and commercial buildings, which would also require a modification to Wisconsin. We anticipate that this rule will come out after the clearance testing rule mentioned above.

Plea to Delay the Lead Rule

Letter sent to State Legislature from Jerry Deschane, CAE, WBA Executive Vice President

I am writing this letter on behalf of the Wisconsin Builders Association (WBA) to request that you consider cosponsoring a bill that would delay the Environmental Protection Agency's (EPA) Lead Renovation Rule, which became effective on April 22nd of this year. We understand that Senator Jim Inhofe (R-OK) will be introducing a Senate companion bill to H.R. 5177. This bill delays the implementation of this rule until EPA demonstrates that classes have been held in the state for at least one year.

Many of our members are engaged in remodeling or other work in homes constructed prior to 1978, and therefore are directly impacted by this rule. Moreover, WBA has been engaged in an extensive effort to provide the necessary training for our members, and others. To date, WBA has sponsored 40 classes, and provided training to approximately 864 people. In addition, please note that the EPA limits the number of individuals who may be trained in each class to 24 with 3 instructors. While there are a few other entities that also offer this training, the amount of classes that have been provided is woefully short of the number necessary to educate the estimated 10,000 – 15,000 people who fall within the scope of this requirement in Wisconsin. Consequently, this bill would provide some breathing room for our members to obtain the required training.

We recognize that the Wisconsin Department of Health Services has been authorized to administer this program in Wisconsin in lieu of EPA's rules. Given that Wisconsin's rule largely follows EPA's rule, we would hope Wisconsin would delay the implementation of its rules if Congress passed this bill.



WBA capitol review



**Brad
Boycks**

Wisconsin
Government Affairs

Global Warming Bill Fails to Pass Legislature

One of the most debated and lobbied bill of the session, the global warming bill, failed to pass either house of the legislature upon adjournment of the legislature in late April.

Both pro and con sides of the equation were fighting on this bill until the end of the session. The state senate adjourned at approximately 2:00 pm without taking action on the bill and the assembly removed the legislation from the calendar at around 5 pm killing the legislation for the session.

Defeat of this legislation is widely regarded as a victory for utility rate payers as the growing consensus of business groups like WBA was that passage of this bill would have meant substantial increases to both residential and commercial utility rates in Wisconsin.

Department of Commerce says Amish need Permits, Registration

WBA staff met with officials for the Department of Commerce, Safety and Buildings Division recently as part of our regularly scheduled quarterly meetings. One topic that we discuss was the ongoing debate on whether the Amish in Wisconsin need to follow the UDC and if they need to be registered with the Department of Commerce.

Short answer to both questions is yes.

We were told that anyone, including those in the Amish community, need to follow the UDC and either need to have the BCR credential or the 12 credit/two year credential depending on what type of work they are doing.

Van Hollen announces run for 2nd Term

Recently Attorney General J.B. Van Hollen announced his intention to see a second term and run for re-election this fall.

Van Hollen's election in 2006 was one bright spot for the GOP nationwide in what was the first of two disastrous elections cycles.

Most insiders on both sides of the political aisle see Van Hollen's re-election prospects as very strong against presumed Democratic candidate and former DNR secretary Scott Hass

GA Planning session date set, register on-line

Today!

As a follow-up to the recent WBA GA meeting in late April we have finalized a date for a meeting to discuss what should be included in our upcoming WBA Government Affairs Agenda for 2011-2012.

Tuesday, June 22 1:30 pm to 4:30 pm WBA Conference Room 4868 High Crossing Blvd., Madison WI 53704

You may remember we held a similar meeting during the summer of 2008 with good attendance and we would like to have another large group that represents all areas of the state.

We will be discussing a number of issues including those dealing with development, codes, remodeler's issues and general government affairs issues dealing with housing.

A very special thank you to Axley Brynelson, LLP (www.axley.com) for agreeing to be the sponsor of this upcoming planning session!

We can fit 45 people in our conference room comfortably.

In order to ensure we have enough space we are asking members to go to: https://builderfusion.wisbuild.org/bf/website/simple/eventView.jsp?event_id=4321&monthView=false to register by June 14.

There is no charge to attend this event.

If we exceed 45 registrants we will secure a larger venue for the meeting close to the WBA office on the eastside of Madison.

Lassa to run for Obey seat

With the surprise retirement announcement of long-time Congressman Dave Obey that he would not be seeking re-election this fall, Democrats were sent scrambling to unite behind alternate candidates.

A meeting between Obey and a number of those that were interested in running took place recently. Sources in the know said those at the table included state Senators Lassa, Kreitlow, Decker and state Representative Seidel. This week Kreitlow and Decker announced they would not run and state Senator Julie Lassa (D-Stevens Point) announced her candidacy.

Unlike Kreitlow and Decker, Lassa has a "free shot" at this seat meaning she does not need to give up her state Senate seat to run for Congress because she won another four-year term in 2008.

Only one current office holder on the Democratic side is still considering a run for this open congressional seat, Representative Louie Molepske, Jr. (D-Stevens Point).

Whoever emerges from the Democratic side will likely take on Republican Sean Duffy for the right to replace Dave Obey in Congress this fall.

Important Tax Information from Johnson, Jackel & Riutzel

Recently, three pieces of legislation have been passed which could impact your tax situation for 2010 and beyond. To encourage employers to hire new employees in 2010, the Act combines Social Security tax forgiveness for newly added employees and a tax credit for retaining those employees for at least 52 consecutive weeks.

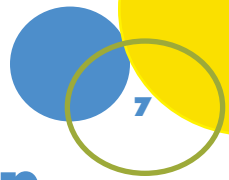
To read the full article visit our website at www.labaonline.com.

THINKING ABOUT
BUILDING OR REMODELING?
→ LET'S CONNECT. ←

Keep your project on schedule. Call our Builders Call Line at 1-800-628-2121 to schedule your service connection or fill out the online application at XcelEnergy.com/BuildersAndDevelopers.



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membership happenings

renewals (as of May 18, 2010) Member Since

Advance Comfort Heating & AC	Dave Barth	2006
Advanced Seamless, Inc.	Chase Miller	1991
Bluff Country Builders, LLC	Pat Burchell	2007
Gorman Construction, Inc.	Kenneth Gorman	1993
Jake Wieser Construction, Inc.	Jake Wieser	2000
Jon Olson Construction, Inc.	Jon Olson	1990
Phillips Fence	Lauri Phillips	2009
United Products Corp.	Bill Santjer	2008
Solarworks	Steve Lange	1996
Coulee Kitchen and Baths	George Stangl	2006
Every Plumbing and heating	Dennis Every	1993
Feyen Concrete	Corey Feyen	2006
Fleis Insurance	Steven Fleis	2002
Heating and Cooling Specialists	Lonnie Organ	1990
Kirchner Custom Builders	Marty Kirchner	2006
Mastercraft Homes (Affiliate)	Mike Volden	1986
Midwest LeafGuard	Katy Schaefer	2003
ProBuild	LaVern Weibel	1975
River City Ready Mix	Craig Reedy	1992
Service Plus Htg and Gooling	George Mack	2008
Ulrich Construction	Dennis Ulrich	1993
Window World	Kurt Scott	2008

new members

Doggie Business	Karla Toppen	2010
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dropped members (April 20)

Delta Design, LLC	Dan Baldrige
Evenson & Company, Inc	Dave Evenson
Paradise Pool & Spa	Dave Schliebe
River City Irrigation, LLC	Joseph Tilley
True Line Construction, LLC	Sylvester Weaver
Big River Lumber Co.	Justin Sanders
Ehler Insurance	Matthew Ehler

Membership

Event Opportunities as a LABA member By Sandy Thompson – T. N. Thompson Enterprises

As a long time LABA member I have attended many events that have turned out to be excellent networking and educational opportunities. Let me share a little about those opportunities, why I attend them, and how they have benefited my husband and me in our construction businesses.

WBA's State Convention, in its current format, is just about the best "bang for your buck" that you can get in your membership. Vendors (typically about 20 of them!) host hospitality rooms to introduce new products, promote their services, and provide the opportunity to meet with their experts and establish relationships with their innovative sales representatives. All the while they are providing you with an almost endless supply of beverages, food, and even games of chance to tempt you to spend time with them and get you to know them better. We have regularly come away from state convention with not only an abundance of new friends, but also the inside track on the latest and greatest products to use to promote our own businesses, and creative new ways to best serve our customers.

NAHB's National Convention is combined with national board of directors meetings and is held in either Orlando, FL or Las Vegas, NV annually. This event attracts an average of 80,000 to 100,000 folks in vendors, builders, associates, and seminar trainers and also gives attendees a chance to get to know many of the NAHB staff and leadership who are always available to members. The International Builders Show (trade show and seminars) is the largest in the country. There is NO better way to be in on the latest and greatest products in our business and state-of-the-art technology updates. Although these networking opportunities are not always the kind you might be in touch with daily in your business, they are an invaluable resource to keep in PDA or Roladex when you need it. The Spring and Fall board meetings are held in many different cities around the country and are the very best way to stay on top of what's happening in our industry on the regulatory level, what the economic forecast is for new home starts around the country, and who in NAHB you can turn to if you need help. They also offer a wide variety of educational seminars and continuing education opportunities to help make you better at what you do.

Tom and I are working on our plans right now to travel to New York City in September for the NAHB Fall Board meeting, and to Orlando in January for the IBS show and national convention and board meetings. We look forward to these events to see friends from other parts of the country that we have come to know, and to find out more about what's expected to happen in our industry. Although there are many meetings and national functions to keep our schedule very busy, we try to schedule our travel to allow extra time for sightseeing and a little vacation in connection with these events. We have had the good fortune to be able to visit Maui and Honolulu, Nashville, Dallas, San Diego, and Washington, DC to name only a few of the wonderful places these events have taken us.

(continued on page 8)



(Membership continued from page 7)

To say its all work and no play would be misleading. These are all excellent ways to advance our competitive edge and have a lot of fun in the process. We do it because it brings the "big picture" perspective to our business. There is always something new to learn, some new product that our customers might want us to know about for them, and some new friend and business contact that we can turn to as a positive networking resource.

Your LABA membership is so much more than just what's happening in your hometown. Being involved on the State and National

level can make you better at what your already love doing. I hope you will consider giving yourself these opportunities also.

Continuing Education Opportunity NASECA- WI Upcoming Event

Stormwater Conveyance and Treatment: Trying a Natural Approach

NASECA-WI Field Seminar

Earn 5 CE Credits

June 22, 2010

8:00 am - 4:30 pm

Myrick Hixon EcoCenter

789 Myrick Park Drive

La Crosse, WI 54601

REGISTER ONLINE at https://wisconsin.naseca.org/field_events/field_events.php

NASECA Members: \$75

Non-Members: \$85

Event Sponsorship: \$175

This workshop will feature case studies on a variety of post construction stormwater best management practices (BMPs), as well as a municipal reservoir access road that met the challenge of steep slopes and a limited right of way. We'll tour several sites and review installed BMPs with discussion from designers and owners regarding the challenges of reducing peak flow rates while treating total suspended solids. With heightened enforcement of storm water discharges by the Environmental Protection Agency and Wisconsin Department of Natural Resources, this is a great opportunity for all to share their issues and concerns with post construction design and installation. Breakfast and lunch will be provided.

Morning tours:

- Municipal reservoir access - steep access and limited ROW
- Stormwater practices at the EcoCenter
- Stormwater controls on small commercial sites
- Retrofitting a municipal pond to meet water quality requirements

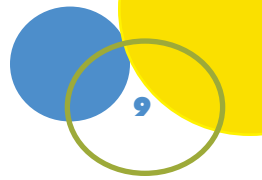
Afternoon tour:

- Stormwater controls on small commercial sites
- Retrofitting a municipal pond to meet water quality requirements

Continuing Education - Earn 5 CE Credits:

The Wisconsin Department of Commerce has approved this program for five (5) hours of continuing education credit for contractors (DCQ), master plumbers (MP), and soil testers (ST).

(Note: space is limited, if possible please register online to guarantee your spot)



La Crosse Area Builders Association's 2010 Family



Tuesday, June 15th at Rowe Park in Onalaska
(behind Onalaska High School)

Dinner at 5:30 PM and Games and Fun beginning at 6:00 PM

Your LABA Board of Directors will be grilling brats for adults and hot dogs for the kids. Beans, potato salad, and chips will also be provided. Free beer and soda.

Special thank you to our beverage sponsor Scott Kainz of Elite Electric Solutions LLC

Please register through Builder Fusion at www.labaonline.com, fax to 608.781.5221, email officesupport@labaonline.com, or call Amy at

Due to the nature of this event, please register by Monday, June 14th.

Company _____

No. _____ First Adult Attendee (FREE!)

No. _____ Additional Adult Attendees (\$10 each)

No. _____ Kids (6 -12, \$4 - kids menu only)

No. _____ Kids (5 and under, FREE - kids menu)

Please charge my credit card:

No. _____

Exp. _____ / _____

Signature _____

2010 Golf Outing

WEDNESDAY, JULY 14

AT CEDAR CREEK COUNTRY CLUB

In case of rain, dinner will still be held. Outing will be rescheduled for Wednesday, September 22nd. An additional \$13 per person will be charged for the rain date dinner.

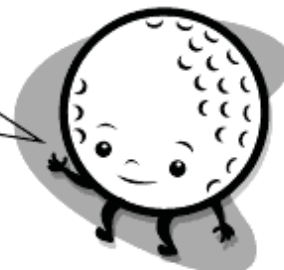
**Pick Your Team or Sign Up Alone,
 But Do it Now! We Fill Up Quickly.**

If you do not sign up as a foursome, LABA will place you in open slots on teams as registrations are received. This is a scramble format with best ball, 18 holes with a cart.



SCHEDULE	
Time	Event
11:30 AM	Golfers Check-in, Lunch
12:30 PM	Shot-gun Start
5:00 PM	Social Hour
6:00 PM	Dinner & Prizes

Seeking Sponsors!
 See Reverse side of
 this form for
 more details.



All refunds are at LABA's discretion.

Sign Up!

____ Sponsorship: _____ \$ _____
Type of Sponsorship

Golf & Dinner

____ Non-Cedar Creek Members (\$85/golfer) \$ _____

____ Cedar Creek Members (\$60/golfer) \$ _____

____ (#) Dinner Only (\$20/dinner) \$ _____

TOTAL: \$ _____

Company Name (if applicable)
Golfer #1 (please clearly print full names)
Golfer #2
Golfer #3
Golfer #4

Payment Methods

(Due to an expected sell-out event, we must have advance payment to reserve your spot.)

____ Check enclosed

____ Credit Card #: _____ Expiration ____/____

Name on Card _____

Signature _____

**Please send Registration
 & Payment to:**

**816 Second Ave South
 Onalaska, WI 54650
 P: (608) 781.5242
 F: (608) 781.5221**



Sponsorship Opportunities



Bottled Water Sponsorship \$100

- Quantity Available: 2
- Your logo printed on labels that are placed on water bottles given out to the players
- Your name displayed in the program handed out to each of the 144 players

Cocktail Hour Refreshments Sponsorship \$225



- Quantity Available: 1
- Your logo/name displayed in the program handed out to each of the 144 players describing the various games
- Your company's name displayed next to the beer at the bar during the cocktail hour and throughout dinner
- Your company's name mentioned before the dinner and during the prize give-away ceremony

Beverage Cart Sponsorship \$180

Each Golfer receives a ticket for one beverage during the golf outing.

- Quantity Available: 2 (non-competing businesses)
- Your logo/name displayed in the program handed out to each of the 144 players describing the various games
- Your logo/name on the ticket redeemed for a beverage during the golf outing
- Your company's logo/name displayed on the beverage cart as it travels from hole to hole (LABA will provide signage or you can think creatively and decorate the cart how you choose with approval from LABA)
- Your company's name mentioned before the dinner and during the prize give-away ceremony

Hole Sponsorship \$50

- Quantity Available: 18
- You provide the prize(s) to be given away to winners
- Your name displayed in the program handed out to each of the 144 players describing the various games
- Your company's name displayed at your sponsored hole (LABA provides the sign or you can provide)
- Your company's name mentioned during the prize give-away ceremony.



Golf Goodies Sponsorships

LABA will be handing out small golf goody bags with the following sponsored items (1 sponsor per type of item):

- Golf Ball Sponsorship **\$250**
Your logo on the ball given to each of the 144 golfers
- Golf Tees **\$150**
Your company's name on all of the golf tees given to each

of the 144 golfers

- All logos and lettering will be in blue ink. All sponsors will be thanked during the prize giveaway ceremony.

Paid sponsorship and company logo must be received by June 30 to accommodate production schedule.

Call LABA at 608.781.5242 for Availability

Office Space for Rent

FEATURES/INCLUDES:

- Highly-visible, Onalaska location (Hwy. 35 next to Dairy Queen & I-90)
- Handicap accessible building
- Ample parking in our lot
- 24 seat conference room accessible to all tenants
- 10-years old so very energy efficient
- Public bathrooms on both levels
- Kitchenettes on both levels (refrigerator, microwave, sink, cabinets for food storage)
- All utilities except electricity
- Owner occupied building (we take pride in our maintenance and accessibility)

SUITES AVAILABLE:

- Downstairs SE= 614 sq. ft.
 - Combined Lower SE & South = 1089 sq. ft.
- *For pricing call Marty at (608) 386-0307

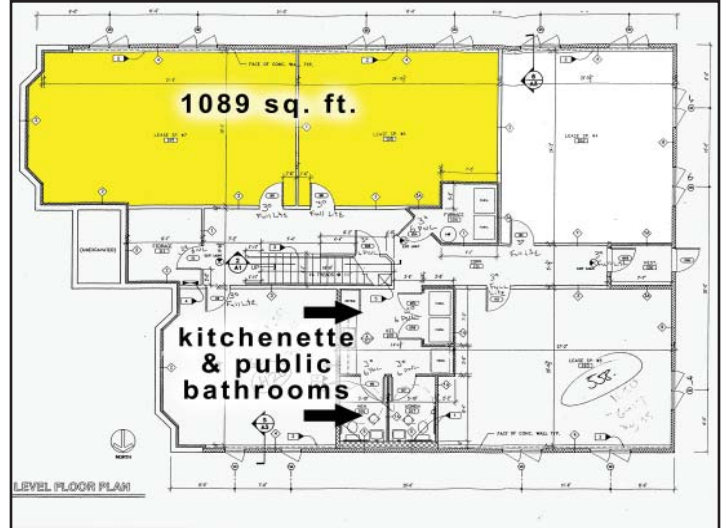
DISCOUNTS AVAILABLE:

- **On-time discount**
- **Builders Association Member Discount**
- **Each additional year lease signed**

ELECTRICITY:

The building was built in 1998 so it is very energy efficient. Estimated at \$25/month.

1,089 available by combining two offices
Go to labaonline.com for a floorplan



See more photos
labaonline.com



La Crosse Area Builders Association

816 Second Avenue South
Onalaska, WI 54650

608.781.5242

ADDRESS SERVICE REQUESTED

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