



January  
February  
2021

# NEW BEGINNINGS

[maba.org](http://maba.org)



**400 SERIES**

Wisconsin Building Supply and Andersen  
Why choose anyone else?

# WORRYPROOF. TIMEPROOF.\*

Wisconsin Building Supply has partnered with Andersen to supply time tested windows and patio doors that deliver the worry-free performance you want. With their durability, weathertight fit and overall quality it's easy to see why for 20 years running, builders have used Andersen windows more than any other brand.\*\*



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**(608) 846-5445**  
<http://www.wibuildingsupply.com/>



\*Visit [andersenwindows.com/warranty](http://andersenwindows.com/warranty) for details  
\*\*Hanley Wood Builder Brand Use Study 1998-2018, Windows - Wood & Clad-Wood Category.  
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[www.audiocontractorsllc.com](http://www.audiocontractorsllc.com) • We are Happy to Supply References!

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When it comes to building homes, we know how important it is to get the job done right, right on budget, and right on time. We know, because we've been working with home builders, project managers, and contractors for over 40 years, installing the same dependable waterproofing solutions. It's why so many home builders continue to count on us for their waterproofing needs—so they can continue to finish their builds on schedule, under budget, and above expectations.



*Call us today at 1-833-928-1429  
to learn about our special offer  
for new home builder clients.*

**LOCATIONS IN MADISON & MILWAUKEE**

# 2021 PRESIDENT'S WELCOME



**DANNY LOWERY**

Happy New Year to all our Members! I am honored for the opportunity to serve as MABA's 2021 President. I would like to thank my wife, Kristen, my family, and my TOH teammates for your support in my life and our wonderful industry of building homes!

I would also like to thank Jim Lampe for his leadership in 2020 as MABA's President. Jim's year as President changed drastically with the onset of COVID-19 and we were all lucky to have him leading MABA! Jim led us to remain in a strong financial position at the end of 2020! He really pulled us together and helped lead us through truly uncharted territory!

One of Jim's goals for 2020 was "Returning to Growth". Despite the pandemic, we saw the best year for membership retention in a decade and are doubling down on our efforts to grow in 2021 and continue to increase Value to our members. MABA expanded its marketing opportunities for Builder and Associate members by expanding the Parade of Homes and we went virtual to ensure that more people could see the great craftsmanship and products of our members.

We recently introduced the MABA Tropical Vacation, which provides members with an opportunity to recruit members and earn a free tropical vacation. Unable to recruit enough members, you will be able to buy-in on the trip and use it as a great way to network and relax on a beach while its cold and snowing back home. Membership is one of the pillars to MABA's strategic plan, so we are dedicating even more resources through the hire of a Membership Director, Peggy Meskan, who will focus on all things membership. We want to ensure all members gain value through MABA, WBA and NAHB; so, let Peggy know how MABA can help you and your business!

Twenty twenty-one is a great year to get involved! From the first of its kind Women's Conference, to a new Parade of Homes format (including scattered sites in the Spring Parade of Homes), to our expanded work with schools to engage the workforce of tomorrow, there is a lot going on in 2021 and I look forward to working with all of you!

As President, if you have any issues, please know that I am a call or email away. From minor to major issues or to help provide guidance, I'm more than happy to assist, as the MABA staff and I truly value you as members!

# 2021 BOARD OF DIRECTORS



MADISON AREA  
BUILDERS ASSOCIATION

## PLATINUM SPONSORS



## GOLD SPONSOR



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### OFFICERS:

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Chad Lawler

### OPERATIONS MANAGER:

Lisa Kratz

### MARKETING MANAGER:

Katelyn Gladem

### MEMBERSHIP DIRECTOR:

Peggy Meskan

# 2020 WBA HIGHLIGHTS



Our successes in 2020 were the direct result of listening to you – our nearly 4,000 members – and providing the resources, education, and network opportunities to help drive the industry forward together. Thank you for joining or continuing your membership; we see great opportunities ahead!

## Educating, Connecting & Supporting

905

Views on 10 Blueprint webcasts on housing-specific information just for members

120

continuing education courses accessed by members

\$12,275

scholarships and educational grants for students pursuing an education in the building trades



11,000+

Issues of the Badger Builder distributed state-wide

41

Calls and e-mails to legal and code hotlines



\$50,000+

\$\$\$ redeemed through member rebate program

## 2020 Election Cycle Spending

\$354,500

raised by members to support pro-housing candidates



## Influencing & Advocating

31 bills/rules lobbied in favor

3 bills/rules lobbied against

6 additional bills/rules monitored



## Covid-19 Support

The WBA was proud to support its members in navigating the challenges faced by the COVID-19 Pandemic. In addition to successfully working with Governor Evers' office to keep homebuilding and construction open during the shutdown, WBA provided the following for members:

- Legal guidance on **30+** member-submitted questions
- Over **15** emails after new orders and information was released
- **Free** Covid response plans and contract change language
- Labor & Employment Information
- Stimulus Resources

Protecting the American Dream



# ARE YOU AWARE OF THIS WBA MEMBER BENEFIT?



## Redeem Your BPA in 3 easy steps!

100% of the cost for your BPA is covered by your Association Membership

BPA stands for Business Diagnostic & Plan of Actions and is an exclusive and private business planning tool from Small Business Growth Partners, developed through focusing on the issues of builders, remodelers, HBA Associate members and how to solve them.

01

GO TO [SMALLBUSINESSGROWTHPARTNERS.COM](http://SMALLBUSINESSGROWTHPARTNERS.COM)

02

CLICK "REDEEM YOUR BPA"

03

CHOOSE "HBA MEMBERS"

\*The deliverable is an extremely accurate and personalized 30+ page, step-by-step and time-based 12-month plan for you and your business.



# PARADE OF HOMES

With 33+ homes already entered, don't miss your chance to be a 2021 Parade of Homes Builder!

Clustered-site and scattered-site home entries are due by Thursday, February 18th!

**FIVE CLUSTERED SITES WITH PARADE LOTS STILL AVAILABLE!**

*Fahey Fields* 

Fitchburg, WI

THE   
RESERVE

Sun Prairie, WI

*Westbridge*  
WAUNAKEE, WISCONSIN  
MAKE IT YOUR LIVABLE COMMUNITY

Wauunakee, WI

*Windsor*  
GARDENS  
MAKE IT YOUR LIVABLE COMMUNITY

Windsor, WI

*Savannah*  
BROOKS  
DEFOREST, WISCONSIN  
MAKE IT YOUR LIVABLE COMMUNITY

DeForest, WI

**HAVE YOUR OWN LOT OR HOME IN MIND?  
ENTER A HOME OF YOUR CHOICE AS A SCATTERED-SITE ENTRY!**

**JUNE 18-27**

**2021**





# PARADE OF HOMES GARAGE RENTALS

JUNE 18-27, 2021

## SPONSORING A GARAGE SPACE DURING THE MADISON AREA PARADE OF HOMES HAS MANY BENEFITS!

- Interact with thousands of consumers
- Low cost way to exhibit your brand at the Parade of Homes
- Show a builder support, rent stalls of your choice
- Flexibility- stalls may be staffed or unstaffed

**\$500**

PARADE HOME GARAGE STALL

**\$750**

PARADE HOME GARAGE STALL AT PREVIEW PARTY SITE\*  
2021 PREVIEW PARTY SITE IS WINDSOR GARDENS

Contact Chad Lawler to reserve a garage space today!  
clawler@maba.org | (608) 288-1135

\*Preview Party will be hosted in accordance with Dane County capacity limits

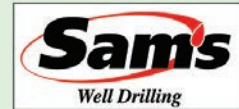


## MADISON AREA BUILDERS ASSOCIATION



**DISCLAIMER:** The Right Angle is the official newsletter of the Madison Area Builders Association. The Madison Area Builders Association is a non-profit trade organization dedicated to promoting a positive business environment by uniting, serving, and representing all aspects of the building industry.

The Right Angle is published seven times per year. Notice of local, state, and national programs/events is a service to Association members. Such notices do not indicate Association endorsement or sponsorship unless specifically noted. The acceptance of advertising in The Right Angle does not indicate approval or endorsement of the advertiser or the advertiser's product by Association. Madison Area Builders Association makes no warranties and assumes no responsibility for completeness of the information contained herein.



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MADISON AREA BUILDERS ASSOCIATION

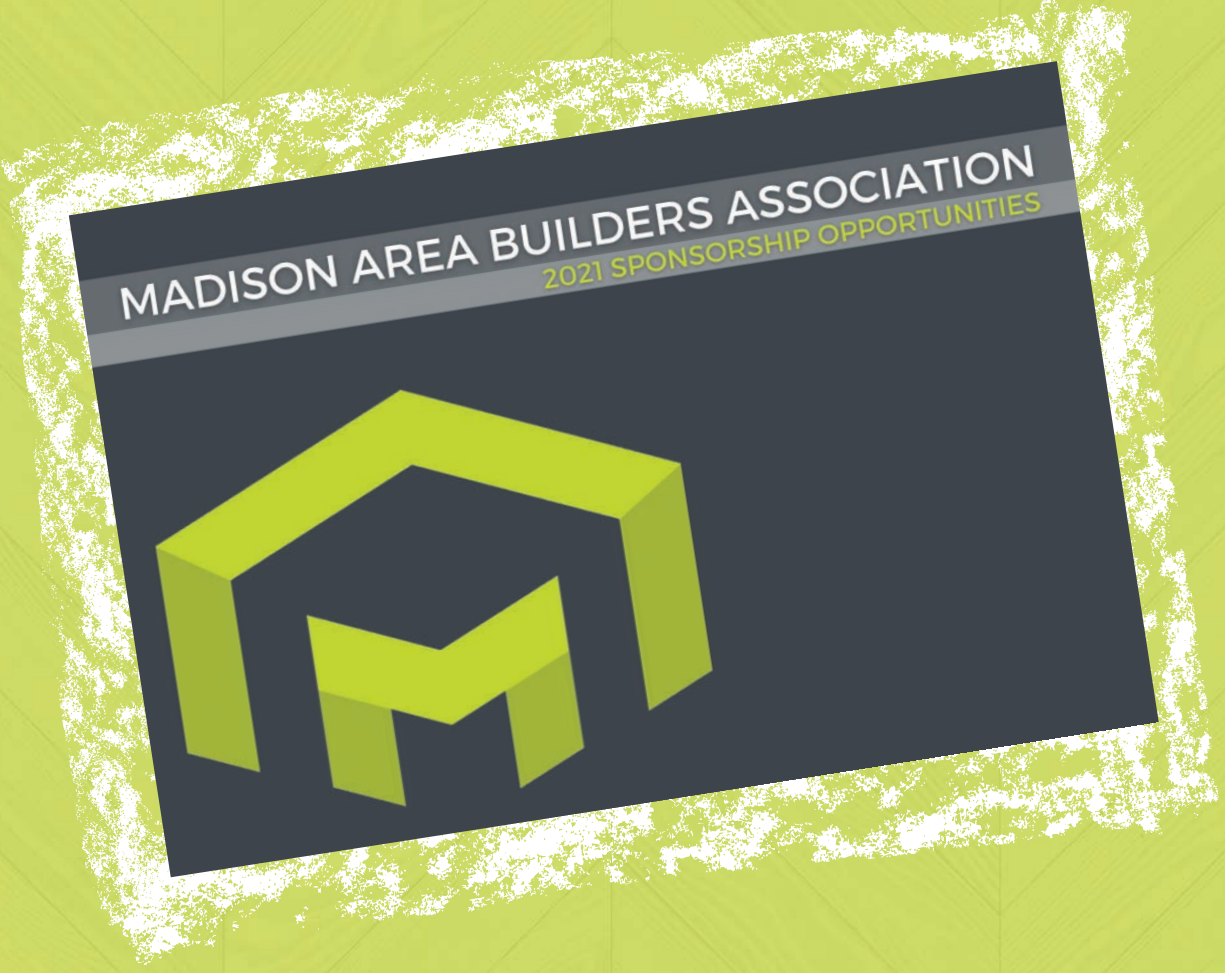
# MEMBERSHIP RATE INCREASE IN 2022

**MABA membership rates will not increase in 2021.**

**MABA membership rates will increase slightly in 2022 to offset increasing WBA membership rates and future MABA costs.**



# 2021 SPONSORSHIPS AVAILABLE



## FIND THE 2021 MABA SPONSORSHIP BOOKLET IN YOUR EMAIL!

### PACKAGE & EVENT SPONSORSHIPS AVAILABLE

- Outdoor Events
- Parade of Homes
- Happy Hours
- Builder-only Events
- Golf Outings
- People's Choice Awards
- Clay Shoots
- Membership Meetings

Contact MABA for more information! [builders@maba.org](mailto:builders@maba.org) | (608) 288-1133



## MABA IS EXCITED TO ANNOUNCE ITS NEWEST MEMBERSHIP PROGRAM, **THE ANNUAL MABA TROPICAL VACATION!**

That's right! When you help MABA grow through membership, you can earn a free all-inclusive trip to a tropical destination! No one enjoys membership drives or other boring ways to grow membership, but who doesn't enjoy a cold cocktail on a warm beach while it is cold and snowing back home?!

How can you earn a free trip? Refer new members to the Association and if they join, you receive credit; one (1) point for an Associate member and one and one-half (1.5) points for a Builder member. If you reach six points in a single calendar year, you will receive an all expense paid trip to the Annual MABA Tropical Vacation! The 2022 trip will be in late February to Riviera Maya, Mexico! More details and exact dates will be released in early 2021.



Don't wait until 2021 to start recruiting! All new members who join between October 1, 2020 and November 30, 2021 count toward the inaugural trip in 2022.



Contact Chad Lawler at [clawler@maba.org](mailto:clawler@maba.org) or (608) 288-1135 with any questions.



## MABA TROPICAL VACATION LEADERBOARD

1)	<b>Ed Hoksbergen</b>	<b>Encore Homes</b>	<b>6</b>
2)	<b>Abe Degnan</b>	<b>Degnan Design-Build-Remodel</b>	<b>3</b>
3)	<b>Jim Lampe</b>	<b>Dane Building Concepts</b>	<b>2.5</b>
4)	<b>Brad Burrs</b>	<b>Urso Bros.</b>	<b>2</b>
4)	<b>Angie Kieta</b>	<b>LP Building Solutions</b>	<b>2</b>
4)	<b>Joe Crary</b>	<b>Crary Construction</b>	<b>2</b>
4)	<b>Jason DeNoble</b>	<b>Hart DeNoble Builders</b>	<b>2</b>
4)	<b>Ken Nelson</b>	<b>Victory Homes of Wisconsin</b>	<b>2</b>
4)	<b>Sarah Bennett</b>	<b>Alterra Design Homes</b>	<b>2</b>
4)	<b>Shaun Scullion</b>	<b>Scullion Builders</b>	<b>2</b>

One All-Inclusive Trip Ticket = 6 points

Recruit a Builder Member = 1.5 points

Recruit an Associate Member = 1 point

Current points are valid through **November 30th, 2021**  
for use towards the 2022 MABA Tropical Trip.



**SAVE THE DATE**



**VIEWING PARTY**

**FOOD + DRINKS + GAMES**

**THURSDAY, MARCH 18, 2021  
3 - 7 PM**

**COME & GO AS YOU PLEASE**

**HOSTED BY**



**2425 S STOUGHTON RD. MADISON, WI  
NO COST TO ATTEND**

## JANUARY 2021

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

## FEBRUARY 2021

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28						

## MARCH 2021

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## APRIL 2021

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## MAY 2021

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## JUNE 2021

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27	28	29	30			



MADISON AREA BUILDERS ASSOCIATION  
**2021 EVENT CALENDAR**

### JANUARY

22 - WBA Member Meeting & Installation (V)

### FEBRUARY

24 - Membership Meeting (T)

### MARCH

18 - March Madness

### APRIL

TBD - Spring Sporting Clays

### MAY

5 - Cinco De Mayo Happy Hour

TBD - Spring Golf Outing

26 - Beer, Brats & Builders

### JUNE

17 - Parade of Homes Preview Party

18-27 - Parade of Homes

### JULY

14 - WBA Member Meeting Day

15 - Wisconsin Builders Foundation Golf Outing

22 - Moon-sheim Happy Hour

### AUGUST

12 - People's Choice Awards

### SEPTEMBER

15 - Fall Golf Outing

30 - BUILDX Conference

30 - Oktoberfest

### OCTOBER

6 - Fall Sporting Clays

7 - WBA Member Meeting Day

15-17 & 22-24 - Fall Parade of Homes

### NOVEMBER

3 - Silent Auction & Mayor's Club

17 - Annual Membership Meeting

### DECEMBER

9 - Holiday Party

## JULY 2021

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25	26	27	28	29	30	31

## AUGUST 2021

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29	30	31				

## SEPTEMBER 2021

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19	20	21	22	23	24	25
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## OCTOBER 2021

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31						

## NOVEMBER 2021

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14	15	16	17	18	19	20
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28	29	30				

## DECEMBER 2021

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12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

VISIT [MEMBER.MABA.ORG/EVENTS/CALENDAR](http://MEMBER.MABA.ORG/EVENTS/CALENDAR) FOR MORE EVENT DETAILS



# *Taste the Tropics* *Virtual Event*

**Thursday, March 4th at 3pm**

Hosted via Zoom

Free to Attend



Featuring  
**Sarah Young**  
Founder of Zing Collaborative

Contact Katelyn at [kgladem@maba.org](mailto:kgladem@maba.org) to RSVP!

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**Single Family and Duplex Permits Issued**
2020 Dane County December YTD Comparison
**Municipality Report**

<i>Municipality</i>	<i>2020 Total</i>	<i>2019 Total</i>	<i>2020 Starts</i>	<i>2019 Starts</i>	<i>2020 Avg. Value</i>	<i>2019 Avg. Value</i>	<i>2020 Avg. Sq Ft</i>	<i>2019 Avg. Sq Ft</i>
Albion (T)	\$1,400,000	\$2,000,000	5	6	\$280,000	\$333,333	2,410	2,767
Berry (T)	\$1,872,000	\$1,800,000	4	4	\$468,000	\$450,000	3,250	3,838
Black Earth (T)	\$1,578,000	\$1,465,000	3	3	\$526,000	\$488,333	4,067	3,867
Blooming Grove (T)	\$220,000	\$250,000	1	1	\$220,000	\$250,000	1,850	2,500
Blue Mounds		\$290,000		1		\$290,000		2,550
Blue Mounds (T)	\$1,023,000	\$799,000	3	2	\$341,000	\$399,500	2,950	3,050
Bristol (T)	\$5,923,000	\$6,856,000	14	18	\$423,071	\$380,889	3,096	2,959
Burke (T)	\$430,000	\$441,000	1	2	\$430,000	\$220,500	3,300	1,950
Cambridge		\$855,000		3		\$285,000		2,744
Christiana (T)	\$544,000	\$810,000	1	2	\$544,000	\$405,000	4,100	3,175
Cottage Grove	\$8,780,000	\$3,843,000	22	11	\$399,091	\$349,364	2,953	2,802
Cottage Grove (T)	\$3,576,000	\$700,000	8	2	\$447,000	\$350,000	3,463	3,050
Cross Plains	\$602,000	\$803,000	2	3	\$301,000	\$267,667	1,809	2,452
Cross Plains (T)	\$1,691,000	\$3,117,000	3	5	\$563,667	\$623,400	3,967	4,770
Dane (T)	\$962,000	\$1,535,000	2	4	\$481,000	\$383,750	3,175	2,909
Deerfield (T)	\$1,640,000	\$2,515,000	4	8	\$410,000	\$314,375	3,300	2,713
DeForest	\$23,169,000	\$26,280,000	57	77	\$406,474	\$341,299	2,871	2,632
Dunkirk (T)	\$350,000	\$350,000	1	1	\$350,000	\$350,000	3,100	3,350
Dunn (T)	\$3,677,000	\$7,189,000	8	12	\$459,625	\$599,083	3,431	4,883
Eagle (T)	\$450,000		1		\$450,000		4,394	
Fitchburg	\$35,965,000	\$21,629,000	108	67	\$333,009	\$322,821	2,542	2,536
Madison	\$132,098,720	\$120,571,000	371	373	\$356,061	\$323,247	2,292	2,252
Marshall	\$3,395,000	\$2,475,000	19	13	\$178,684	\$190,385	1,673	1,842
Mazomanie (T)	\$809,000	\$520,000	2	2	\$404,500	\$260,000	2,975	2,550
McFarland	\$21,292,000	\$28,453,000	54	81	\$394,296	\$351,272	2,588	2,582
Medina (T)	\$1,300,000	\$1,332,000	3	4	\$433,333	\$333,000	3,483	2,875

<i>Municipality</i>	<i>2020 Total</i>	<i>2019 Total</i>	<i>2020 Starts</i>	<i>2019 Starts</i>	<i>2020 Avg. Value</i>	<i>2019 Avg. Value</i>	<i>2020 Avg. Sq Ft</i>	<i>2019 Avg. Sq Ft</i>
Middleton	\$13,089,000	\$11,827,000	25	23	\$523,560	\$514,217	3,192	3,364
Middleton (T)	\$28,456,000	\$25,890,000	47	39	\$605,447	\$663,846	4,442	4,890
Montrose (T)	\$300,000	\$1,175,000	1	3	\$300,000	\$391,667	2,550	2,983
Mount Horeb	\$8,514,000	\$7,141,000	22	21	\$387,000	\$340,048	2,788	2,571
Oregon	\$22,787,000	\$27,012,000	55	73	\$414,309	\$370,027	2,741	2,778
Oregon (T)	\$3,355,000	\$1,646,000	5	3	\$671,000	\$548,667	4,706	4,233
Perry (T)	\$786,000	\$545,000	2	1	\$393,000	\$545,000	3,300	3,850
Pleasant Springs (T)	\$6,320,000	\$5,098,000	12	10	\$526,667	\$509,800	3,833	4,085
Primrose (T)	\$1,182,000	\$1,050,000	3	3	\$394,000	\$350,000	3,350	2,977
Roxbury (T)	\$2,211,000	\$1,665,000	6	5	\$368,500	\$333,000	2,792	2,816
Rutland (T)	\$1,455,000	\$1,016,000	4	3	\$363,750	\$338,667	3,225	2,650
Springdale (T)	\$1,305,000		2		\$652,500		4,975	
Springfield (T)	\$1,896,000	\$1,705,000	4	4	\$474,000	\$426,250	3,425	3,375
Stoughton	\$5,608,000	\$5,199,000	18	18	\$311,556	\$288,833	2,424	2,466
Summit	\$241,000		1		\$241,000		2,090	
Sumner (T)		\$305,000		1		\$305,000		1,665
Sun Prairie	\$54,820,000	\$30,820,774	171	98	\$320,585	\$314,498	2,559	2,522
Sun Prairie (T)	\$2,298,000		5		\$459,600		3,340	
Vermont (T)	\$1,921,000	\$560,000	3	1	\$640,333	\$560,000	5,000	4,300
Verona	\$16,898,000	\$17,036,000	47	48	\$359,532	\$354,917	2,292	2,198
Verona (T)	\$12,477,000	\$6,230,000	17	10	\$733,941	\$623,000	5,494	4,885
Vienna (T)	\$450,000	\$938,000	1	2	\$450,000	\$469,000	3,100	3,700
Waunakee	\$30,013,999	\$26,660,000	66	62	\$454,758	\$430,000	3,070	2,828
Westport (T)	\$25,578,000	\$5,988,000	35	11	\$730,800	\$544,364	4,278	3,612
Windsor (T)	\$26,636,000	\$21,669,000	65	55	\$409,785	\$393,982	2,654	2,593

# Year to Year December Comparision

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2010	13,106,000	42	312,047	2,974
2011	10,859,000	33	329,060	3,041
2012	17,388,000	63	276,000	2,695
2013	21,799,400	74	294,586	2,654
2014	21,546,000	72	299,250	2,527
2015	29,736,000	90	330,400	2,577
2016	30,903,000	89	347,224	2,770
2017	31,298,000	89	351,662	2,675
2018	42,044,000	111	378,774	2,692
2019	36,235,000	86	421,337	2,798
2020	41,833,999	108	387,351	2,590

# Year to Date Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2010	161,895,000	609	265,837	2,592
2011	160,906,000	591	272,260	2,644
2012	207,683,112	774	268,324	2,602
2013	298,915,400	1085	275,498	2,596
2014	310,566,000	1042	298,047	2,612
2015	361,148,000	1165	309,998	2,589
2016	396,336,669	1220	324,866	2,612
2017	428,143,465	1256	340,878	2,651
2018	463,379,000	1292	358,652	2,649
2019	438,053,774	1199	365,349	2,670
2020	521,343,719	1314	396,760	2,758



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# MABA Financial Statement Update

## As of December 31st, 2020



**CASH**  
Current Balance  
\$181K



**MEMBERSHIP**  
Year to Date  
Membership Gain/Loss  
0 Members



**INVESTMENTS**  
Current Balance  
\$1.32M



**SPRING  
PARADE OF HOMES**  
\$98K Net Income



**FALL  
PARADE OF HOMES**  
\$28K Net Income



**NET INCOME**  
Net Income \$161K  
As of 12/31/20



**AARON MEYER**  
Mortgage Sales Officer  
608.842.5024  
NMLS #594379



**CARISSA PETERSON**  
Mortgage Loan Officer  
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# THE MABA OFFICE HAS MOVED... BUT NOT FAR!

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**NEW ADDRESS:**

5936 Seminole Centre Ct

**Suite 203**

Madison, WI 53711

