



**WISCONSIN  
BUILDERS  
ASSOCIATION**

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*Protecting the American Dream*

**2021-2024  
Strategic Plan**

July 23, 2021

## Who We Are

The Wisconsin Builders Association (WBA) is a professional trade association comprised of 21 local associations dedicated to helping members build communities around the state. Established in 1947, we've been Protecting the American Dream for over 70 years.

## What We Do

### **ADVOCACY**

We advocate the interests of 4,000 home building industry members at the state legislative level, resulting in improved laws and regulations that keep housing affordable for Wisconsin families.

### **EDUCATION & PHILANTHROPY**

Through our philanthropic arm, the Wisconsin Builders Foundation, we offer training, scholarships, and charitable resources to improve residential construction in Wisconsin.

### **SUPPORT MEMBERS**

Our members receive exclusive access to a variety of useful and complementary resources that support their business and interests, including construction & remodeling contracts and forms, a member hotline for legal, building code, and safety questions, and a variety of R-O-I affinity partner discounts on anything from building materials to small business coaching services to insurance and travel. We also make accessing these benefits easy, and are proud to have recently received the 2017 Best Website Award through NAHB's Association Excellence Awards program.

### **EMPOWER HOMEOWNERS**

Both builders and homeowners deserve the proper resources and rights to build their dreams. We provide informational and educational resources that consumers can rely upon to guide them through the home building process.

## Mission

As a professional trade association, the Wisconsin Builders Association advances the housing industry through government involvement, education, and promotion.

## Vision

Affordable, innovative, and environmentally conscious homes accessible to all.

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## Strategic Planning Process

The strategic planning process consisted of multiple events that took place in July, 2021. These steps included:

- “Voice of the Stakeholder” online survey work targeting feedback from Wisconsin Builders Association members was conducted via Survey Monkey!® between July 1-16. The feedback from the respondents can be found in exhibit A of this plan.
- A day-long strategic planning session with the planning team was conducted on July 23 at Trappers Turn Golf Club in Wisconsin Dells, WI. The team and the facilitator engaged in the following:
  - o An examination of the perceived current state of the organization;
  - o Ideation around the desired future state;
  - o The development of Key Focus Areas and Action Items;
  - o The identification of “90 day” priorities, owners and timelines; and
  - o The development of Cascading Messages.

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## Strategic Planning Team

### **Builders:**

Abe Degnan, MABA  
Cory Sillars, Wausau  
John Stoker, Metro  
Mike Derrick, St. Croix Valley

### **Associates:**

Terry Welnicke, Manitowoc  
Angie Kieta, MABA  
Fred Wilmsen, Brown County

### **Local HBA EO:**

Tena Bailey, La Crosse

### **WBA:**

Brad Boycks  
Joan Olson  
Alicia Naleid

The process was facilitated by Dean Stewart Ed.D. of Strategie LLC

## Current State

### What is going well?

- Advocacy is going well and is appreciated by our members;
- Our staff is a strength - they are professional and approachable;
- We have good relationships between the state and local associations - this contributed to our success through COVID;
- Our lobbying efforts at the state level - looking out for the interests of the industry;
- We are lean, efficient and financially stable;
- We maintain good communication with our members - right amount of emails;
- We are continually evolving and focused on the future - forward looking;
- We are focused - not trying to do more than we can handle, consistent;
- Positive connection with locals leads to opportunities to support gaps at that level;
- We maintain good relationships which creates a "family" atmosphere - we are all supporting a common cause;
- We are making a difference in our industry;
- We do a fantastic job in involving locals in the process;
- We maintain a watchful eye on new member growth for the long term sustainability of our organization;
- The team is intentional about being visible to the entire state - we are not just Madison;
- We provide solid value added benefits for members - example: affinity discounts; and
- We are a great resource for current critical information - example: wisbuild.org

### What could be going better?

- Our staff is potentially at maximum capacity;
- Non members are benefitting from the work and contributions of members;
- How do we better show the value of membership and change perceptions?
- We need better public name recognition - example Realtors Association;
- We need to create more opportunities to connect with our members/prospective members throughout the state;
- It's hard to connect with all of our members on a personal level with a small core team;
- We need to do a better job of sharing "best practices" on how to recruit new members;
- There is an opportunity to offer more benefits for our associate members;
- We need to define our role in workforce development, and determine a strategy to support those efforts;

- Increased membership needs to be a priority - this supports overall revenue growth and financial viability;
- We need more diversity - to represent the changing face of our industry and communities;
- We could do a better job of fundraising - there is an opportunity to find new sources of funding beyond dues adjustments;
- We need better ways to retain members - example: assumptive renewals;
- How do we more clearly communicate the benefits of membership;
- We must clarify our role in supporting housing affordability;
- We need new "faces" in critical roles - on committees, engagement opportunities; and
- We want to re-engage local associations to host political fundraising events.

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## Future State

### Ultimately we desire to create an organization that:

- Supports the needs of our local associations - in areas such as membership, local advocacy, accounting and finance, common job descriptions;
- Maintains a strong relationship with the national association;
- Is THE most trusted source of building related information in the state;
- Represents the needs of all members....large and small, builders and associates;
- Has enhanced diversity and is representative of the communities that we serve;
- Recruits and retains younger, active members;
- Supports and grows workforce development in the skilled trades for the industry;
- Attracts more sponsors and creates a diversified revenue stream to support our needs;
- Maintains a staff that is approachable and supportive;
- Provides additional support for advocacy efforts at the state level;
- Enjoys top of mind awareness of our brand, message and value with the media, our members, prospective members, and community;
- Provides and supports educational opportunities for our current and future workforce;
- Is focused on membership growth - supports locals with recruitment and retention efforts;
- Maintains great relationships with the Executive Officers throughout the state; and
- Provides enhanced opportunities for networking.

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## Key Focus Areas

Four key focus areas developed out of the evaluation of the current and desired future states, data and survey responses, review of critical challenges and opportunities, and the subsequent team discussion.

**Building Careers** - a focus on supporting the growth, vitality and sustainability of the residential building industry in Wisconsin through the development of our current and future workforce

**Messaging and Brand Awareness** - a focus on establishing top of mind awareness regarding the critical importance of our programs, services and overall impact with key stakeholders in our industry, and the media

**Diversified Revenue**- a focus on developing a robust, diversified revenue strategy to ensure the sustained viability of our programs and services

**Value Proposition** - a focus on clarifying the value of membership in the WBA; supported by a strong messaging strategy

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## Action Items and 180 day priorities

With the establishment of the four **Key Focus Areas**, the strategic planning team developed **Action Items** within each segment.

Over the next three years the planning team would like to achieve the following outcomes:

### Building Careers

1. Create a task force of key stakeholders (members, WBA staff, WB Foundation and local association staff) to identify priorities and provide oversight
2. Research other Associations efforts in workforce development and create recommendations
3. Identify and research current state and national programs and create recommendations
4. Develop an overall strategy for collaboration with the Wisconsin Builders Foundation

### Messaging and Brand Awareness

1. Assign the oversight of this key focus area to the current standing committee or group
2. Identify best practices and create a strategy for building relationships with the media
3. Identify and define our target audiences

4. Create an overall marketing strategy consisting of:
  - a. Clear and meaningful messaging for each of our identified target audiences, and
  - b. Robust marketing tactics to reach our intended audiences

### **Diversified Revenue**

1. Create a task force of key stakeholders (members, WBA staff, finance committee) to identify priorities and provide oversight
2. Research and evaluate current fundraising activities and make recommendations
3. Benchmark fundraising activities used by other "like minded" organizations and create recommendations
4. Identify potential sources of funding and revenue; donors, sponsors and legacy - create an overall strategy based on recommendations
5. Identify areas of need - uses for additional revenue

### **Value Proposition**

1. Assign the oversight of this key focus area to a current standing committee or group
2. Audit and review current benefits provided by the WBA and create recommendations
3. Research and evaluate other similar associations (state and national) member benefits and create recommendations
4. Create a unique value proposition for the WBA - "why you should belong" - for our builder and associate members
5. Develop WBA "best practices" for sharing at the local level on the importance and value of the state association
6. Create and execute a strategy for enhanced member communications

### **180 day priorities**

A typical three-year planning period for a volunteer based organization is divided into six 180-day periods. The significance of each period is to maintain a tight focus on the most important action items to move the organization forward. Essentially the organization identifies what is going to get done, who is responsible for holding the team accountable, and when the identified activities will be completed.

The strategic planning team identified several action items for the initial planning period:

1. What:           **Value Proposition #1**  
Assign the oversight of this key focus area to a current standing committee or group
- Who:             Brad Boycks
- When:            TBD

2. What: **Messaging and Brand Awareness #1**  
Assign the oversight of this key focus area to the current standing committee or group  
Who: Brad Boycks  
When: TBD
3. What: **Value Proposition #2**  
Audit and review current benefits provided by the WBA and create recommendations  
Who: Alex Forer, Alicia Naleid  
When: TBD
4. What: **Value Proposition #5**  
Develop WBA “best practices” for sharing at the local level on the importance and value of the state association  
Who: Alex Forer, Alicia Naleid  
When: TBD
5. What: **Diversified Revenue #1**  
Create a task force of key stakeholders (members, WBA staff, finance committee) to identify priorities and provide oversight  
Who: Brad Boycks, Abe Degnan  
When: TBD
6. What: **Diversified Revenue #2**  
Research and evaluate current fundraising activities and make recommendations  
Who: Chad Wubben, Joan Olson  
When: TBD
7. What: **Building Careers #1**  
Create a task force of key stakeholders (members, WBA staff, WB Foundation and local association staff) to identify priorities and provide oversight  
Who: Brad Boycks, Abe Degnan  
When: TBD
8. What: **Building Careers #4**  
Develop an overall strategy for collaboration with the Wisconsin Builders Foundation  
Who: Harvey Kessel, Joan Olson  
When: TBD



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## Cascading Messages

The team created a communication plan to inform key stakeholders about the strategic planning process and outcomes. The tactics and timeline are as follows:

Who: WBA Executive Committee  
When: August 12, 2021  
What: Full plan review  
How: Email - follow up virtual meeting

Who: WBA Finance Committee  
When: Early September - TBD  
What: Full plan review  
How: Email - follow up virtual meeting

Who: WB Foundation  
When: August 19, 2021  
What: Executive Summary  
How: Virtual task force meeting

Who: WBA Board of Directors and Executive Officers  
When: October 7, 2021 - Fall Member Meeting  
What: Full plan review  
How: Email - follow up virtual meeting

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## Organizational Rhythm

The established the following meeting strategy to review progress, maintain focus and establish priorities:

- Checkpoints – during quarterly board and executive meetings
- Strategic Planning Priority Sessions – at 180 day intervals with the strategic planning team (Brad to schedule)

Created by:

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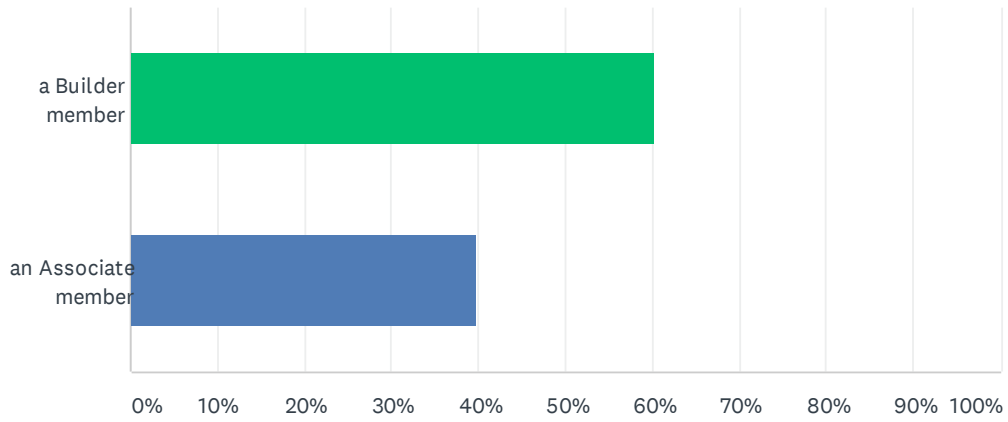


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Strategic Business Consulting

### Q1 I am:

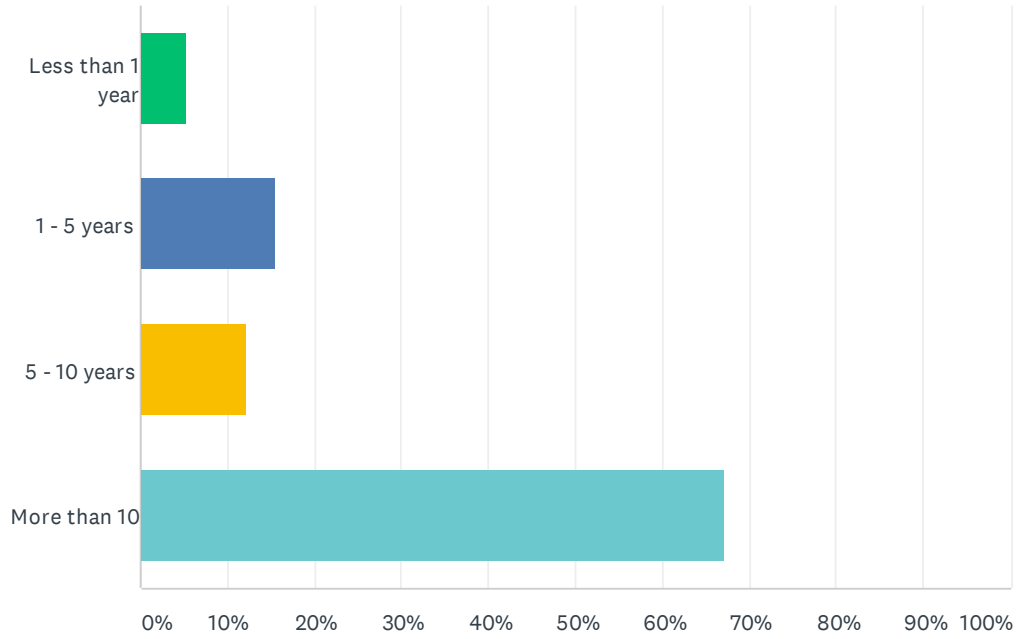
Answered: 58 Skipped: 0



ANSWER CHOICES	RESPONSES	
a Builder member	60.34%	35
an Associate member	39.66%	23
TOTAL		58

## Q2 I have been a member of the Wisconsin Builders Association for:

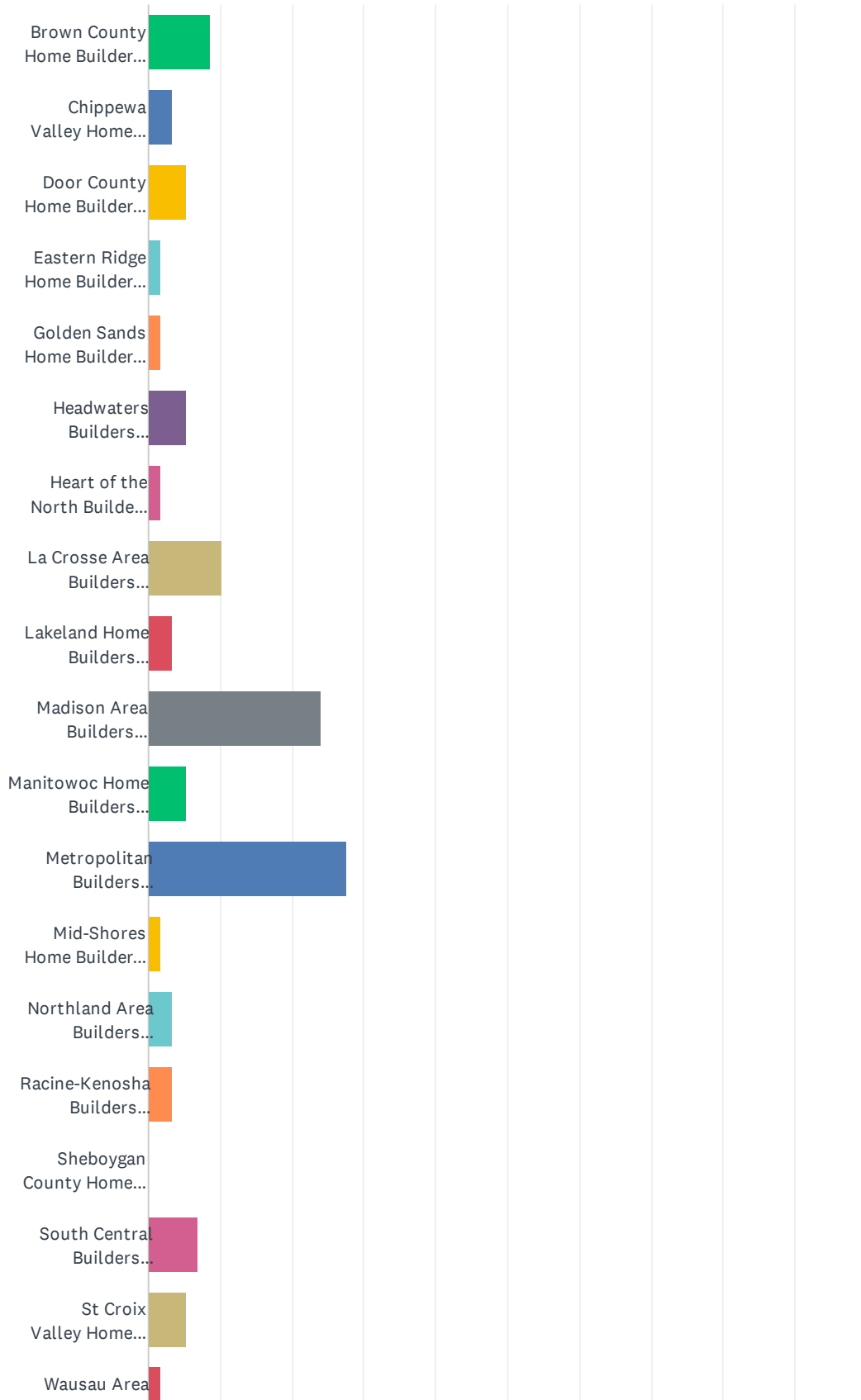
Answered: 58 Skipped: 0



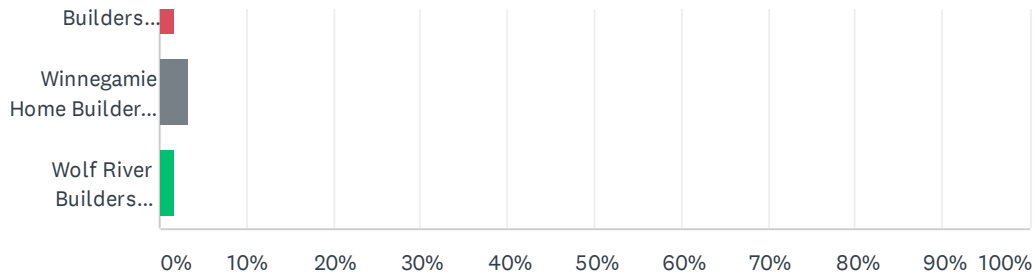
ANSWER CHOICES	RESPONSES	
Less than 1 year	5.17%	3
1 - 5 years	15.52%	9
5 - 10 years	12.07%	7
More than 10	67.24%	39
<b>TOTAL</b>		<b>58</b>

### Q3 I am affiliated with: (select all that apply)

Answered: 58 Skipped: 0



## Wisconsin Builders Association - Membership Survey



ANSWER CHOICES	RESPONSES	
Brown County Home Builders Association	8.62%	5
Chippewa Valley Home Builders Association	3.45%	2
Door County Home Builders Association	5.17%	3
Eastern Ridge Home Builders Association	1.72%	1
Golden Sands Home Builders Association	1.72%	1
Headwaters Builders Association	5.17%	3
Heart of the North Builders Association	1.72%	1
La Crosse Area Builders Association	10.34%	6
Lakeland Home Builders Association	3.45%	2
Madison Area Builders Association	24.14%	14
Manitowoc Home Builders Association	5.17%	3
Metropolitan Builders Association	27.59%	16
Mid-Shores Home Builders Association	1.72%	1
Northland Area Builders Association	3.45%	2
Racine-Kenosha Builders Association	3.45%	2
Sheboygan County Home Builders Association	0.00%	0
South Central Builders Association	6.90%	4
St Croix Valley Home Builders Association	5.17%	3
Wausau Area Builders Association	1.72%	1
Winnegamie Home Builders Association	3.45%	2
Wolf River Builders Association	1.72%	1
Total Respondents: 58		

## Q4 I belong to the Builders Association and its affiliated organizations because:

Answered: 58 Skipped: 0

#	RESPONSES	DATE
1	Grass Roots Political, business referrals and to stay current on industry information	7/19/2021 9:35 AM
2	Voice for industry	7/16/2021 3:30 PM
3	I need to stay on top of what happens in the business that helps feed my family.	7/16/2021 3:00 PM
4	Networking and business growth	7/16/2021 11:33 AM
5	Because of the common commitment to have safe and affordable construction for commercial and residential development.	7/16/2021 10:32 AM
6	I feel it is a great platform to help grow and create demand for my products	7/16/2021 9:53 AM
7	I want to support the industry and connect with my professional peers	7/16/2021 9:24 AM
8	Of the value it brings from a networking perspective, but also what the Association provides from a governmental affairs aspect and keeping costs for housing down	7/16/2021 9:19 AM
9	Business contact and political representation	7/16/2021 8:02 AM
10	Recognition, access to potential customers, legal and code hotline, and advocacy	7/16/2021 7:50 AM
11	we (our company) has been actively involved with HBA for over 20 years to help promote and maintain the integrity of our industry in the north-woods.	7/16/2021 7:35 AM
12	1) Networking; 2) To support the industry	7/16/2021 7:18 AM
13	I am able to reach out to the Association for information and net working	7/16/2021 6:13 AM
14	It supports the industry I make my living in	7/15/2021 8:36 PM
15	I am and have been very active and now am a past leader. I belong to better the industry, learn and improve my business.	7/15/2021 7:15 PM
16	They provide builders a voice and community. Although I often question the political philosophies I believe the intentions are good.	7/15/2021 6:34 PM
17	There are many reasons. Here are a few: Educational opportunities, mentoring, legal and technical help and code related issues.	7/15/2021 6:32 PM
18	I want to support my industry and meet other local and state suppliers and competitors.	7/15/2021 5:33 PM
19	Networking Comradery Staying in front of Building Industry needs and changes (codes) Learning leadership and learning alternative ideas to lead and practice business	7/15/2021 5:32 PM
20	Getting our company name out to contractors and homeowners	7/15/2021 5:29 PM
21	Are used to meet Builders there doesn't seem to happen anymore it's a shame that the valley homebuilders became me what's in it for me	7/15/2021 5:15 PM
22	Marketing	7/15/2021 5:11 PM
23	I value the association and what it does for our members	7/15/2021 1:36 PM
24	Political advocacy, local networking, chance to get to know other members	7/14/2021 3:45 PM
25	I believe in power in numbers... the strength of the whole is far more powerful than any individual. Advocacy!	7/12/2021 11:59 PM
26	Networking, State and National Legislation activities	7/11/2021 5:45 PM

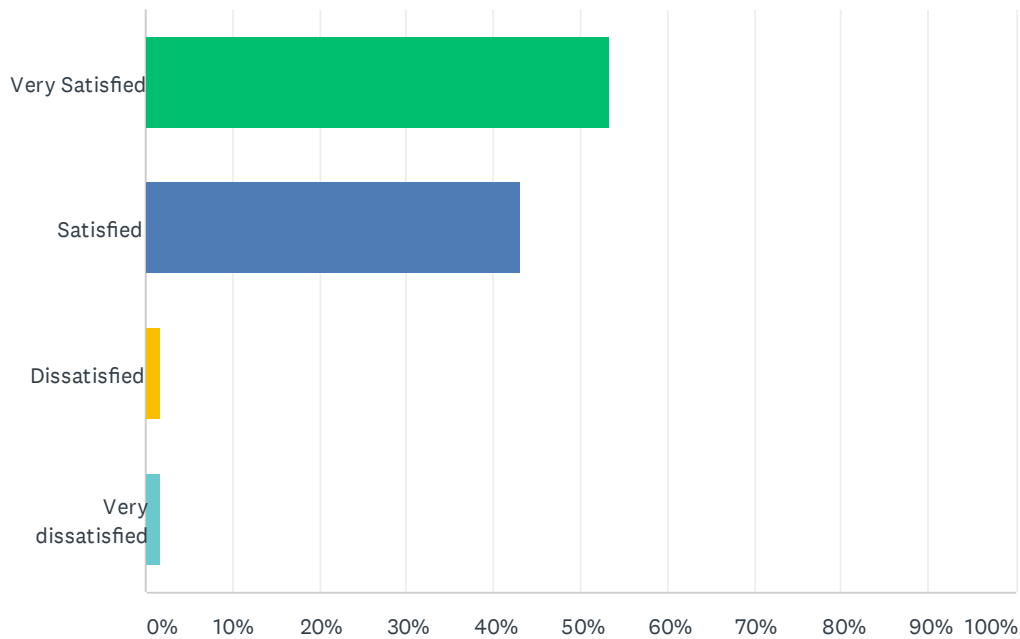
## Wisconsin Builders Association - Membership Survey

27	To have a voice within our industry and without to our legislators	7/6/2021 12:44 PM
28	Networking	7/6/2021 9:21 AM
29	Of access to forms and legal hotline.	7/5/2021 8:54 AM
30	industry networking and knowledge base	7/3/2021 3:13 PM
31	I want to support the local chapter and get to know local businesses. I also appreciate the contracts supplied	7/3/2021 7:25 AM
32	I believe wba does a great job on everything	7/2/2021 1:53 PM
33	I need to maintain my NAHB CAPS designation	7/2/2021 8:57 AM
34	I want to network with and get to know our area builders.	7/1/2021 4:42 PM
35	to be involved in the politics of local, state and federal levels	7/1/2021 4:18 PM
36	I belong to the Builders Association to obtain information and give back to the profession that has been very good to me	7/1/2021 4:13 PM
37	Networking and benefits	7/1/2021 4:04 PM
38	Business networking	7/1/2021 1:08 PM
39	Buisness opportunities.	7/1/2021 11:44 AM
40	To promote and advocate for the construction trades; to work together for pro-building legislation locally & at state & national level; for advertising; for trade discounts, for networking	7/1/2021 11:03 AM
41	It's a great place to build a network, get to know people and gain insight to the political landscape. It also helps us as builders to advocate on behalf of the people and the businesses that are in the trenches.	7/1/2021 10:51 AM
42	Business development and to give back	7/1/2021 10:37 AM
43	I am a builder and land developer and advocacy is the main reason I am a member	7/1/2021 9:52 AM
44	I originally joined because of the Remodelers Council - I wanted to be both a builder and remodeler, so WBA provided both instead of NARI. Now, I continue my membership because the WBA focuses on lobbying for remodeling in Wisconsin, protecting my business from changes that could harm it. I also enjoy the social aspects and camaraderie.	7/1/2021 9:12 AM
45	I believe the associations have a positive impact on their members and their communities. The associations offer excellent information and also are great resources.	7/1/2021 9:03 AM
46	The networking	7/1/2021 8:47 AM
47	I am employed by them	7/1/2021 8:36 AM
48	Political input and access to information critical to our industry.	7/1/2021 8:31 AM
49	Great way to network	7/1/2021 8:29 AM
50	I want to support the residential building industry at a State and Nationwide level that I am unable to do individually on my own. I also want to connect with other home builders.	7/1/2021 8:14 AM
51	It has helped and will continue to help the industry. I have met many people throughout the state that have been willing to share thoughts without concern of hurting their business.	7/1/2021 8:09 AM
52	Lobbying, parade of homes, education, networking.	7/1/2021 8:08 AM
53	I love the benefits, and that they look out for best interest at a state and national level.	7/1/2021 8:07 AM
54	Parade of homes, contracts, and state advocacy	7/1/2021 8:06 AM
55	Networking, Advocacy Efforts, Support the overall industry	7/1/2021 8:03 AM
56	credibility	7/1/2021 7:55 AM
57	Originally to be included in Parade of Homes. Now enjoy networking and comradery in addition	7/1/2021 7:55 AM
58	Because we provide flooring to more new residential homes in Wisconsin than anyone else	7/1/2021 7:47 AM



## Q5 Overall, how satisfied are you with the Wisconsin Builders Association?

Answered: 58 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very Satisfied	53.45%	31
Satisfied	43.10%	25
Dissatisfied	1.72%	1
Very dissatisfied	1.72%	1
<b>TOTAL</b>		<b>58</b>

#	WHY?	DATE
1	Address Industry problems could be more ahead of issues such as energy	7/16/2021 3:30 PM
2	They do a lot of the extra info gathering that I need but don't have time for. They also keep us together as a group although many members compete against each other.	7/16/2021 3:00 PM
3	Brad, Alicia and Joan are always very helpful and gracious	7/16/2021 11:33 AM
4	The association applies too much time/resources to advocacy, which is important but does not balance the interests of other members looking for other resources from its association. Unbalanced approach.	7/16/2021 9:24 AM
5	I feel that they advocate for the right reasons....to promote housing in Wisconsin!	7/16/2021 9:19 AM
6	Great team, great results legislatively	7/16/2021 7:50 AM
7	Continued commitment to our industry through advocating legislation, and supporting here at the local level	7/16/2021 7:35 AM
8	I like that the WBA is looking out for the housing industry, and all of the resources it provides its members.	7/16/2021 7:18 AM
9	The Return on investment is huge with the WBA. They have a huge advocacy impact on our industry	7/15/2021 7:15 PM

## Wisconsin Builders Association - Membership Survey

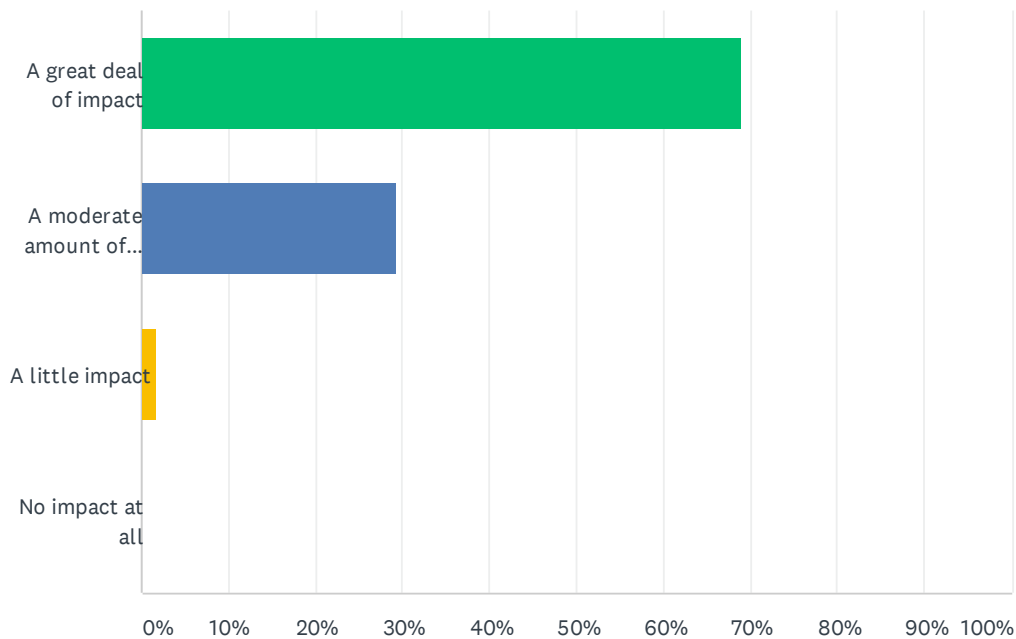
10	I think they do as good as they can	7/15/2021 6:34 PM
11	Very dedicated professionals who are giving back to the community.	7/15/2021 6:32 PM
12	They do a great job locally and statewide to help builders be more successful.	7/15/2021 5:33 PM
13	Strong and efficient staff and leaders	7/15/2021 5:32 PM
14	because of the advocacy work they do for the association and look out for what is best for both associate members and builder members	7/15/2021 1:36 PM
15	Does a great job with political advocacy	7/14/2021 3:45 PM
16	MABA is very well run, has outstanding communication, and offers numerous opportunities to be involved.	7/12/2021 11:59 PM
17	They have been faithful to keep important issues at the forefront with legislators	7/6/2021 12:44 PM
18	Brad keeps us very informed of what's happening With legislation	7/6/2021 9:21 AM
19	I appreciate the WBA's efforts to work with my local on ordinance and regulation issues	7/3/2021 3:13 PM
20	Brad is great	7/2/2021 1:53 PM
21	I'd prefer not to have to pay for an expensive local HBA membership that I do not utilize the benefits from	7/2/2021 8:57 AM
22	The association holds good events where I can meet members and network.	7/1/2021 4:42 PM
23	We are largely successful in keeping poor regulations to a minimum, many friends have been met thru the WBA	7/1/2021 4:18 PM
24	The WBA does things for me that I can not do by myself	7/1/2021 4:13 PM
25	Well run.	7/1/2021 11:44 AM
26	Have helped in all areas I mentioned in question 4	7/1/2021 11:03 AM
27	Not much is noticed when things are going well, however we really got struck with the current pandemic. Keeping builders a part of essential business and keeping the economy moving forward even if it was moving slow. That is where we really see the work that is being done and how important it is	7/1/2021 10:51 AM
28	Brad does a great job with advocacy and management of his staff.	7/1/2021 9:52 AM
29	Lobbying, organized staff, connections statewide.	7/1/2021 9:12 AM
30	I can't imagine a member who is not very satisfied with what WBA has done/offered it's members through the COVID times. Top info in a very efficient timeframe kept builders and associates in the know as soon as new info was being released. The WBA team is full of knowledge and always helpful when I, or my local, have questions.	7/1/2021 9:03 AM
31	Great place to meet builders and remodelers from around the state to make connections.	7/1/2021 8:47 AM
32	Great advocacy asset	7/1/2021 8:36 AM
33	In general I am satisfied. I am concerned with how we tend to climb in bed with the most ignorant and narrow minded of politicians just to get what we want. This is not a good practice for our state and country as a whole.	7/1/2021 8:31 AM
34	Overall, good work is being accomplished. I think they have a bit of a narrow focus, but best interests in mind.	7/1/2021 8:14 AM
35	They have done what it takes to continue their mission in good times and bad/	7/1/2021 8:09 AM
36	we have a great lobbyist in Brad and we are known as the experts or leaders for the industry for the public to rely upon. public being/meaning legislators or the press or general public	7/1/2021 8:08 AM
37	Always looking out for the builders best interest.	7/1/2021 8:07 AM
38	I value the meetings and networking with like minded people	7/1/2021 8:06 AM
39	further support of local goals and looking for more future teamwork in skilled trades	7/1/2021 7:55 AM

development

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## Q6 In your opinion, how much impact does the Wisconsin Builders Association provide through advocacy at the state legislative level, resulting in improved laws and regulations?

Answered: 58 Skipped: 0



ANSWER CHOICES	RESPONSES	
A great deal of impact	68.97%	40
A moderate amount of impact	29.31%	17
A little impact	1.72%	1
No impact at all	0.00%	0
<b>TOTAL</b>		<b>58</b>

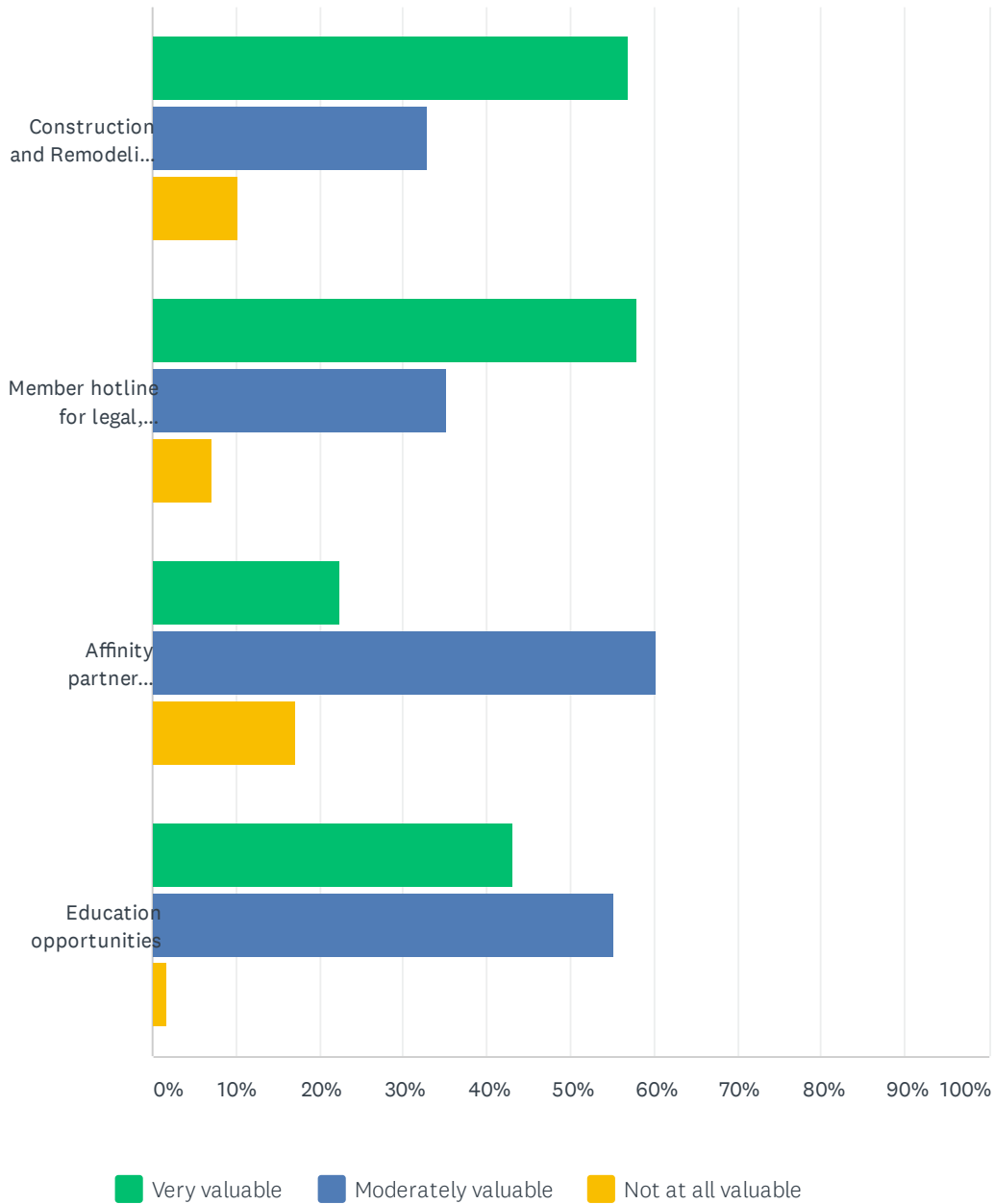
#	WHY?	DATE
1	I have seen the results of their work.	7/16/2021 3:00 PM
2	The knowledge and experience of Brad Boycks and Robert Procter.	7/16/2021 10:32 AM
3	I believe there is a point of diminishing returns. See comment above.	7/16/2021 9:24 AM
4	We see the results of their impact by how the items that we push for typically get accomplished	7/16/2021 9:19 AM
5	Very little gets done that we don't get consulted on	7/16/2021 7:50 AM
6	The WBA protects the development process to help control the costs of developing new residential development.	7/16/2021 7:18 AM
7	I am unaware because I don't receive weekly/monthly updates	7/16/2021 6:13 AM
8	Brads involvement and knowledge and relationships at the capital as well as members sharing their challenges they face	7/15/2021 7:15 PM

## Wisconsin Builders Association - Membership Survey

9	I do feel regulatory agencies usually get there way more than they should. I'm actually not an anti-regulation person. Anti-regulation brought the housing crash a decade ago. We need smart regulation and I don't think our industry has been very good at that. I believe our industry and associations are a bit myopic When it comes to these sorts of interactions and policies	7/15/2021 6:34 PM
10	State government listens to many different lobbyists and their laws passed do not always coincide with what builders want, especially with this administration.	7/15/2021 5:33 PM
11	because the bills they have passed or are working on are for the betterment of the association	7/15/2021 1:36 PM
12	Results!	7/14/2021 3:45 PM
13	The WBA is more important and successful with all areas of advocacy than any individual association.	7/12/2021 11:59 PM
14	Strong partnerships with our legislators and fully understanding current regulations	7/6/2021 9:21 AM
15	Provides us with a conduit to address pressing regulatory issues	7/3/2021 3:13 PM
16	Brad is well known at the capital and does a great job	7/2/2021 1:53 PM
17	Advocacy is just that, it is an earnest attempt to change somebody else's mind. As long as the legislature is tipped in favor of the industry it's an easier sell. As me again if it swings left.	7/2/2021 8:57 AM
18	When we want to we can get a lot of pressure on particular bill, our members step up when asked.	7/1/2021 4:18 PM
19	We have the best Lobbyist in the State of Wisconsin	7/1/2021 4:13 PM
20	Many small locals do not have the knowledge of what is happening in the legislature.	7/1/2021 4:04 PM
21	Positive results.	7/1/2021 11:44 AM
22	They are our voice. We are far too busy to take time off and advocate for our concerns	7/1/2021 10:51 AM
23	Brad has a great relationship with a number of people at the Capital and without those relationships, our industry would not have been at the table for conversations regarding topics that impact our industry.	7/1/2021 9:52 AM
24	Because I'm personally involved so I know what is happening. We lobby on bills, we are present on the UDC council, etc.	7/1/2021 9:12 AM
25	Advocacy is not my strong point but there are unfortunately many who feel the benefit and few who do the work. If we could encourage more to join the cause (members & non-members) our voice could be even stronger.	7/1/2021 9:03 AM
26	It's Brad's passion	7/1/2021 8:47 AM
27	Brad is knowledgeable and easy to communicate with	7/1/2021 8:36 AM
28	We again are 1 sided in our backing of politicians. We need to be more open to the other side of the aisle.	7/1/2021 8:31 AM
29	Changes are made but not quickly	7/1/2021 8:29 AM
30	codes sprinklers zoning Just to name a few.	7/1/2021 8:09 AM
31	the legislature asks us about certain laws they are reviewing or considering, and we are helping create legislation to promote housing and laws that affect affordability of housing in WI	7/1/2021 8:08 AM
32	Always looking out for the builders best interest.	7/1/2021 8:07 AM
33	We make sure bills that are friendly get passed and unfriendly bills don't get passed	7/1/2021 8:06 AM

### Q7 In your opinion, how valuable are the complementary resources that are provided through the Wisconsin Builders Association to your membership:

Answered: 58 Skipped: 0

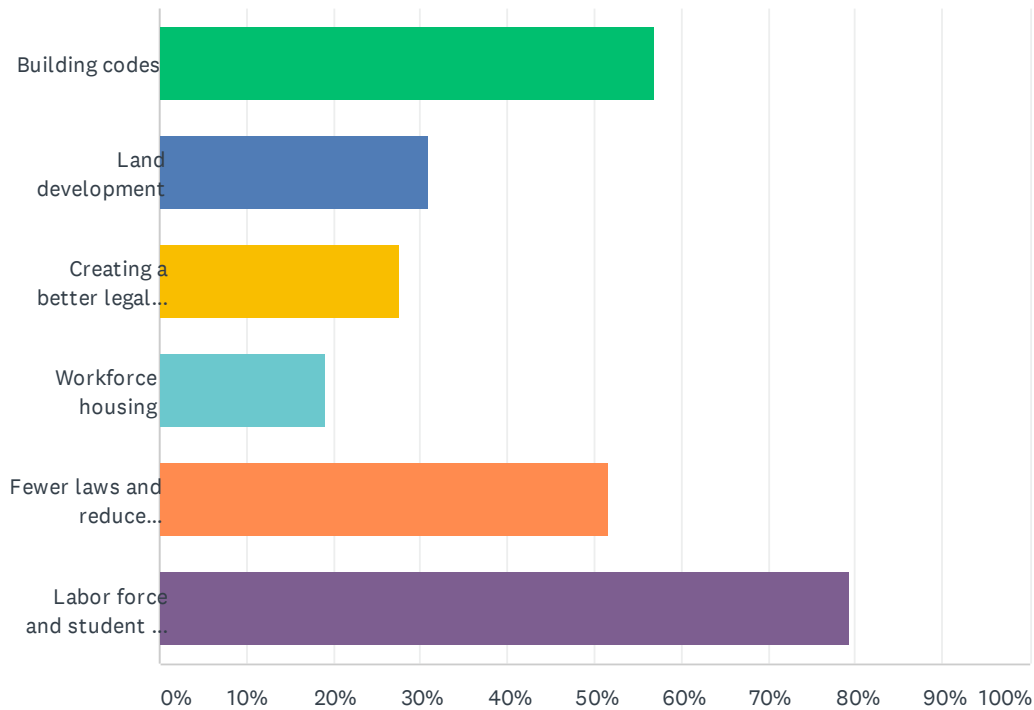


Wisconsin Builders Association - Membership Survey

	VERY VALUABLE	MODERATELY VALUABLE	NOT AT ALL VALUABLE	TOTAL	WEIGHTED AVERAGE
Construction and Remodeling contracts and forms	56.90% 33	32.76% 19	10.34% 6	58	1.53
Member hotline for legal, building code, and safety questions	57.89% 33	35.09% 20	7.02% 4	57	1.49
Affinity partner discounts on building materials, small business coaching services, insurance and travel	22.41% 13	60.34% 35	17.24% 10	58	1.95
Education opportunities	43.10% 25	55.17% 32	1.72% 1	58	1.59

## Q8 What topics would you like to see the WBA be more involved in/tackle over the next few years?

Answered: 58 Skipped: 0



ANSWER CHOICES	RESPONSES	
Building codes	56.90%	33
Land development	31.03%	18
Creating a better legal environment for all businesses	27.59%	16
Workforce housing	18.97%	11
Fewer laws and reduce regulations	51.72%	30
Labor force and student in the trades	79.31%	46
Total Respondents: 58		

#	OTHER (PLEASE SPECIFY)	DATE
1	We wont be building anything without trades/labor. There needs to be a much larger focus here. Otherwise, no builders, no members.	7/16/2021 9:24 AM
2	Worker Comp Reform	7/16/2021 6:13 AM
3	Housing affordability	7/15/2021 7:15 PM
4	Really all of the Above. However we need to be more focused on responsible and realistic developments as our industry is getting priced out of reach for too many of our customers.	7/15/2021 6:34 PM
5	really work on ways to promote the trades in the schools and getting the vocational programs going again. Work with local schools and bunisesses to make this happen. It will take time.	7/15/2021 1:36 PM



## Wisconsin Builders Association - Membership Survey

6	More open borders between neighboring states as to employment taxation and income tax.	7/1/2021 8:31 AM
7	better working relationships between inspectors and builders	7/1/2021 7:55 AM

## Q9 In your opinion, what is the Wisconsin Builders Association doing well?

Answered: 58 Skipped: 0

#	RESPONSES	DATE
1	Grass roots political, business referral and dissemination of industry current information.	7/19/2021 9:35 AM
2	Fiscal mgt. lobby effort	7/16/2021 3:30 PM
3	Being at the front lines of code changes and law implementation. Keeping opportunities for education open and available if needed. Keeping members updated on all that they can for our trade.	7/16/2021 3:00 PM
4	Everything	7/16/2021 11:33 AM
5	The WBA is doing well, but in order to get better, there needs to be consistent support from the Locals.	7/16/2021 10:32 AM
6	Surveys like this	7/16/2021 9:53 AM
7	Communication. Advocacy (too much though)	7/16/2021 9:24 AM
8	Advocating for everyone in the Industry	7/16/2021 9:19 AM
9	Political representation	7/16/2021 8:02 AM
10	Keeping members informed. Preserving the integrity of the Uniform Dwelling Code	7/16/2021 7:50 AM
11	Connection with state legislature	7/16/2021 7:35 AM
12	1) Advocacy; 2) Education; and 3) providing resources.	7/16/2021 7:18 AM
13	Legal	7/16/2021 6:13 AM
14	Helping Leading the building industry in the right direction	7/15/2021 8:36 PM
15	Advocacy, communication of accomplishments, and providing lots of value to members for the dues you pay	7/15/2021 7:15 PM
16	Excellent legal forms. Always gets us a good seat at the table with government agencies and political folks	7/15/2021 6:34 PM
17	Education and legal.	7/15/2021 6:32 PM
18	They influence the decisions made statewide in government. They also provide expert direction when needed.	7/15/2021 5:33 PM
19	Advocacy Education Resource for builders	7/15/2021 5:32 PM
20	Communication with members	7/15/2021 5:29 PM
21	I feel like it's a what's in it for me	7/15/2021 5:15 PM
22	Promoting the organization	7/15/2021 5:11 PM
23	There communication is good and the way they are getting information to the members	7/15/2021 1:36 PM
24	Political Advocacy, running lean.	7/14/2021 3:45 PM
25	Advocacy, communication, and support for the Federation	7/12/2021 11:59 PM
26	On The Capital recognized by Legislators	7/11/2021 5:45 PM
27	Advocacy	7/6/2021 12:44 PM
28	Sharing information with locals	7/6/2021 9:21 AM
29	Improving laws and regs.	7/5/2021 8:54 AM

## Wisconsin Builders Association - Membership Survey

30	advocacy	7/3/2021 3:13 PM
31	I do appreciate the emailed updates on the continually changing covid regulations from the state over the last year. The WBA's quick interpretations were very helpful to my business.	7/3/2021 7:25 AM
32	advocacy	7/2/2021 1:53 PM
33	Brad and his team do well for my interests. I have no issue with the WBA. It's the local HBA that I struggle with. Remodelers are just a revenue stream.	7/2/2021 8:57 AM
34	Providing opportunities for affiliates to network with builder members.	7/1/2021 4:42 PM
35	Advocacy of our position politically	7/1/2021 4:18 PM
36	Informing it's members, limiting regulations,	7/1/2021 4:13 PM
37	Advocacy and legal resources	7/1/2021 4:04 PM
38	they lead a good team	7/1/2021 1:08 PM
39	Provides a platform for the home building industry.	7/1/2021 11:44 AM
40	PAC and legislation	7/1/2021 11:03 AM
41	Advocacy communication with associations	7/1/2021 10:51 AM
42	advocating for builders on a state level	7/1/2021 10:37 AM
43	Advocacy and communications with the local associations.	7/1/2021 9:52 AM
44	Lobbying & codes	7/1/2021 9:12 AM
45	Leadership. We have a very strong team at WBA that listens, takes action and is there to help members and locals. The team is very approachable and full of knowledge. The group has a well respected, strong voice within state government. WBA is a great resource for locals and members. The contracts and legal hotline are topics I hear discussed at my local often.	7/1/2021 9:03 AM
46	Political pull	7/1/2021 8:47 AM
47	Advocacy and connecting EOs	7/1/2021 8:36 AM
48	They do a very good job of working the system as to the building codes. They also keep us up to date on continuing education.	7/1/2021 8:31 AM
49	Communication	7/1/2021 8:29 AM
50	Advocating for legislation that benefits home builders and the construction industry. Working with select partners for benefits that are hard to accomplish on a small scale (ie: health insurance, travel benefits, etc)	7/1/2021 8:14 AM
51	Communications and advocacy.	7/1/2021 8:09 AM
52	Lobbying, support for locals associations, providing value not just in lobbying, but in member benefits also	7/1/2021 8:08 AM
53	Advocacy, Building contracts	7/1/2021 8:07 AM
54	Advocating and contracts	7/1/2021 8:06 AM
55	Does advocacy best	7/1/2021 8:03 AM
56	bringing credibility to legitimate professional builders and remodelers	7/1/2021 7:55 AM
57	WBA doing well on all fronts. Happy with direction	7/1/2021 7:55 AM
58	Lobbying	7/1/2021 7:47 AM

## Q10 In your opinion, what could the Wisconsin Builders Association do even better?

Answered: 58 Skipped: 0

#	RESPONSES	DATE
1	Membership drive both builders and associates.	7/19/2021 9:35 AM
2	support an agenda for business and not both sides Believe we must first support free speech and freedom Then housing.	7/16/2021 3:30 PM
3	Good Question. I think we are doing all we can at this point. Reducing regulation is an uphill struggle, but would be nice.	7/16/2021 3:00 PM
4	No opinion	7/16/2021 11:33 AM
5	Collecting dues... Monthly dues with auto-deducted payments. A lot of time and expense goes into membership renewals.	7/16/2021 10:32 AM
6	Not better, but a bigger effort into helping local high schools with developing programs that focus on home building.	7/16/2021 9:53 AM
7	Connect locals together more. Skilled trades legislation; here's an opportunity for advocacy!	7/16/2021 9:24 AM
8	Continue to advocate and keep us all informed	7/16/2021 9:19 AM
9	Work force developement	7/16/2021 8:02 AM
10	Promote ourselves more	7/16/2021 7:50 AM
11	put more emphasis on code legislation effecting rural communities	7/16/2021 7:35 AM
12	Have more involvement at its Board meetings. We need to get more builders to attend.	7/16/2021 7:18 AM
13	Work Comp Reform	7/16/2021 6:13 AM
14	Don't know	7/15/2021 8:36 PM
15	Increase engagement with other members and provide more support to locals for membership growth	7/15/2021 7:15 PM
16	I think our industry is not politically positioned well with our customers. I would like to see you as truly less partisan in our political support and interactions. I would like to see is work towards responsible regulation, not the end of it.	7/15/2021 6:34 PM
17	Education	7/15/2021 6:32 PM
18	Don't know	7/15/2021 5:33 PM
19	Communication	7/15/2021 5:32 PM
20	N/a	7/15/2021 5:29 PM
21	Better traction in the Fox Valley	7/15/2021 5:15 PM
22	Develop a better network with affiliates	7/15/2021 5:11 PM
23	Promotion of the association to the younger generation. There are very few members that are younger than 40	7/15/2021 1:36 PM
24	Educational opportunities	7/14/2021 3:45 PM
25	Nothing	7/12/2021 11:59 PM
26	Codes	7/11/2021 5:45 PM
27	More virtual events	7/6/2021 12:44 PM

## Wisconsin Builders Association - Membership Survey

28	Tie in for the locals highlights from the national level	7/6/2021 9:21 AM
29	Standardize building inspectors.	7/5/2021 8:54 AM
30	member outreach	7/3/2021 3:13 PM
31	NA	7/3/2021 7:25 AM
32	More members	7/2/2021 1:53 PM
33	I'm satisfied with the WBA's efforts	7/2/2021 8:57 AM
34	Better communication with all affiliate members on advocacy and networking opportunities.	7/1/2021 4:42 PM
35	Additional HR resources to expand our reach and impact.	7/1/2021 4:18 PM
36	Not Sure	7/1/2021 4:13 PM
37	General education topics have disappeared.	7/1/2021 4:04 PM
38	x	7/1/2021 1:08 PM
39	Get back to in person meetings and events.	7/1/2021 11:44 AM
40	More to promote trades in schools, maybe a PR campaign targeted at high schools, although it is often the parents that need educating.	7/1/2021 11:03 AM
41	n/a	7/1/2021 10:51 AM
42	get more involved on a local level. have reps attend local association meetings/events	7/1/2021 10:37 AM
43	Continue the exposure to the local associations. Continue to help with local issues that may have an impact statewide.	7/1/2021 9:52 AM
44	Associations and In-person meetings have changed forever, starting with the millennials and Gen-Z getting involved (or not joining at all!) and further by covid. Be sure we continue to adapt and make it easy to be involved. Some in person stuff, some remote stuff, and no duplication of reports in meetings. Be there for committee meetings, and if you're not there, view it online and get an email report. Or, save it all for the Board and don't talk about it at committees first.	7/1/2021 9:12 AM
45	Assist in educating members/locals on the impacts that are made with pac dollars. I'm just beginning to learn what/how these dollars work for all members. Hit the road~we've had Brad at our local a few times and now that travel is back, I'd love to see that again. He's a wealth of knowledge and is always a highly favored speaker at our local membership meetings.	7/1/2021 9:03 AM
46	Help grow the labor force	7/1/2021 8:47 AM
47	Have more frequent gatherings	7/1/2021 8:36 AM
48	Open their mind as to the big picture of where our state is headed with the people they are backing for political positions. Just a reminder, having a box of cash in your casket is of no real value.	7/1/2021 8:31 AM
49	Promotion	7/1/2021 8:29 AM
50	Engage members/increase membership, support growing the labor force, worker's compensation laws in WI, overall promote the residential building industry (compared to commercial building).	7/1/2021 8:14 AM
51	Grass roots to new members.	7/1/2021 8:09 AM
52	this may be a "doing More" versus "doing Better", but promoting the professionalism of doing business with an association member as the membership is lobbying on behalf of ALL housing and potential home owners. This might encourage more contractors or vendors to become members as well as side benefit of getting the public/consumer more business with members. The issue has always been budget is PR is expensive.	7/1/2021 8:08 AM
53	Getting local associations involved more, showing up at your local association meetings showing you exist.	7/1/2021 8:07 AM
54	Maybe more involved with the building codes?	7/1/2021 8:06 AM

## Wisconsin Builders Association - Membership Survey

55	get more builders involved	7/1/2021 8:03 AM
56	focus on better relations with individual cities and remodelers so that the city isn't a stumbling block to getting someone's project started. Plan reviews in Wauwatosa and Milwaukee have gotten terrible since COVID.	7/1/2021 7:55 AM
57	improving relationships with schools etc to develop a future work force	7/1/2021 7:55 AM
58	Provide more housing data on the market in Wisconsin	7/1/2021 7:47 AM

## Q11 Is there anything else that you would like to share about your experience that we didn't ask in this survey?

Answered: 34 Skipped: 24

#	RESPONSES	DATE
1	"Do you feel you can reach out to someone in your specific trade for help that is a member if needed? Without feeling embarrassed?" YES____ or No___ (yes for me)	7/16/2021 3:00 PM
2	No	7/16/2021 11:33 AM
3	No	7/16/2021 9:53 AM
4	I feel the WBA needs more balance in their approach to serving members. Great strength in advocacy, but to the detriment of other areas of focus needed for our industry. Like skilled trades.	7/16/2021 9:24 AM
5	Thank you for your efforts, support and representing Wisconsin on a national level!	7/16/2021 9:19 AM
6	No	7/16/2021 8:02 AM
7	Keep it moving forward!!	7/16/2021 7:35 AM
8	Move the Golf Outing to different locations through out the state	7/16/2021 6:13 AM
9	No	7/15/2021 8:36 PM
10	WBA needs to do additional vetting or have clearer requirements for awards. Several people recently have won major awards without being involved in the organization. Not sure that sends the proper message to future volunteers	7/15/2021 7:15 PM
11	Thank you for asking. Looking at becoming more involved as post pandemic time allows	7/15/2021 6:34 PM
12	No.	7/15/2021 6:32 PM
13	no	7/15/2021 5:33 PM
14	No	7/15/2021 5:29 PM
15	No	7/15/2021 5:15 PM
16	No	7/14/2021 3:45 PM
17	Thank you for the work you do	7/6/2021 9:21 AM
18	No.	7/3/2021 7:25 AM
19	No, thank you	7/2/2021 8:57 AM
20	keep up the good work.	7/1/2021 4:18 PM
21	I enjoy being a member of the WBA	7/1/2021 4:13 PM
22	s	7/1/2021 1:08 PM
23	no	7/1/2021 11:44 AM
24	no thank you	7/1/2021 11:03 AM
25	no	7/1/2021 10:51 AM
26	Nothing	7/1/2021 9:52 AM
27	Keep pushing to let all WBA members know that the state meetings are open to ALL members, not just board members. If we can possibly start an interest building we may more easily be able to fill board openings in the future.	7/1/2021 9:03 AM

## Wisconsin Builders Association - Membership Survey

28	none	7/1/2021 8:47 AM
29	Yes, I think the WBA has to re-think what Scooter Walkers distruction of the collective bargaining has done to our school systems. We are suffering from a shortage of educators coming into the system and that (in my opinion) does not help our case with advancing the building trades in the 9 thru 12th grades. We put to much faith in this guy.	7/1/2021 8:31 AM
30	I don't believe all of the WBA members know the benefits of membership and what the WBA is doing on their behalf - partially due to their own lack of reading emails/newsletters. These members need to somehow be connected with better. I think a lot of emphasis is put on home builders/remodelers, who are important, but sometimes associate and subcontractor members are forgotten about although they could be a large group of supporters.	7/1/2021 8:14 AM
31	I have not been active in years. I may step back in now that I have more time. I have always enjoyed the networking.	7/1/2021 8:09 AM
32	We have an excellent staff that is passionate about the industry and our members	7/1/2021 8:08 AM
33	Getting old, need to get the younger builders involved.	7/1/2021 8:07 AM
34	no	7/1/2021 7:55 AM