



Wisconsin Roofing Contractors Association

660 East Mason Street, Milwaukee, Wisconsin 53202
Phone 414/227-1230 • Beiriger@cf-law.com • Fax: 414/227-1290

Fall 2010

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Legislative Report – News from Madison



The elections are over! Now what?

Republican governor-elect Scott Walker still doesn't want a high-speed rail line and he and Governor Doyle have already been busy playing politics with the train locally while the president and Representative Paul Ryan have been playing politics on the national stage. All along the proposed route, municipalities have taken a "wait and see" attitude before investing in the infrastructure improvements necessary to support a rail station. The message from Tuesday is loud and clear – no new taxes! With that, the waiting is probably over. And so too is the train....

In the meantime, Walker has suggested that he might be open to creating express toll lanes in Wisconsin in order to help provide the funding necessary to continue to support road construction and maintenance. If he goes that way, expect people to complain that this is a new tax – which it is – and take him to task. But finding money for construction projects, whether horizontal, underground, or vertical will be challenging, and this sort of user fee may be the only palatable way to go.

The construction industry has been supportive of the Walker campaign and of Republicans in general. Mostly, they have been supportive in a way that recognizes the reality of the current fiscal crisis of the state – they don't expect a lot of public money, but they would like regulatory relief and to see investments into greater economic development. Expect water to become an issue as Walker promotes our significant resources to states in the south and southwest and even abroad.

In the legislature, Republicans swept into significant majorities in both the Assembly (60-39) and the Senate (18-15). The current Assembly Speaker, Mike Sheridan, and Senate Majority Leader, Russ Decker, both lost their elections – probably a bigger reminder that become a leader is a product of being popular among your peers and the party more than being popular among your constituents. Several long-term Democrats were also defeated by relative newcomers on the political scene, an indication of anti-incumbent feeling, and several Republicans that narrowly won in 2006, such as Attorney General J.B. Van Hollen, posted landslide victories this year.

Next for this group is the selection of leadership and committee assignments. Meanwhile, Walker will begin selecting cabinet secretaries and department heads and begin the process of putting together what will certainly be a challenging budget given the nearly \$1.6 billion structural deficit the state faces.

Legislative Report – News from Washington

As for the national scene, we recommend that you attend our November membership meeting to hear from Reid Ribble - fellow roofing contactor and Congressman-Elect from the 8th District of Wisconsin! Reid won his election on Tuesday by a 55 to 45percent vote over Democratic Incumbent Steve Kagen.

Along with Reid's seat, 60 additional Congressional seats switched sides, giving Republicans a 239 to 185 edge (several seats remain undecided pending recounts). In the Senate, Republicans picked up several seats, including the seat held by Russ Feingold for 18 years, but did not gain majority control. Senate rules basically require 60 votes to guarantee passage of any legislation anyways, so even majority control, while useful, wouldn't allow for Republicans to pass their agenda.

As Congress reconvenes, look for a potentially divisive "lame duck" session between now and January as Democrats use the power they have remaining to address several key pieces of legislation, including legislation to deal with the expiring tax cuts. A failure to act – something Democrats would no doubt like to pin on Republicans – will result in significant tax increases in everything from the income tax to the estate tax to capital gains tax.

Mostly, people seem to be taking a "wait and see" approach still. One survey already has the electorate wondering how well Republicans will use the new-found gains to help turn the country around. Much will depend on the signals from the White House, but for certain any remaining pieces of Obama's legislative agenda are dead for at least two years. More than that, the House will likely take action to restrict funding for many Obama initiatives and to conduct hearings on many of the administrative agency actions in an effort to turn them back as well.

And even if all of this sounds like gridlock, much of the business community is cash-rich, waiting for a clear signal as to what to do with their money. They'll know the tax policy soon enough. And they'll know that there will be no more major policy initiatives for two years or more. That just may be enough to stimulate the economy far more than nearly a trillion dollars in public investments did.

Time will tell....



Wisconsin Roofing Contractors Association

660 East Mason Street, Milwaukee, Wisconsin 53202-3877

phone: 414/227-1230 • fax: 414/227-1290



WRCA Christmas Party
Saturday, December 4, 2010
6:00 p.m. to 11:00 p.m.



Heidel House
Resort & Spa

643 Illinois Avenue
Green Lake, WI 54941-9750
(800) 444-2812
www.heidelhouse.com

A limited number of rooms are reserved for Friday (12/3) and Saturday (12/4).
Mention "Wisconsin Roofing Contractors Association (WRCA)" to get our rate.

Reservation cut-off for reserved rooms and special pricing is November 4.
The hotel is expected to be sold out on Saturday night, so make your reservations early!
Your credit card will be used to reserve your room but will not be charged.
You may cancel your reservation up to 3 days before your stay without penalty.

Deluxe Lakeview Room (or Better)
\$99.00+ taxes for Saturday, December 4
Make your reservation today!

For dinner, see the attached registration information.
For hotel rooms, call the Heidel House Resort at (800) 444-2812.

Wisconsin Roofing Contractors Association



Christmas Party
Saturday, December 4, 2010

6:00 p.m. Cocktails **7:00 p.m. Dinner**

Heidel House Resort & Spa
643 Illinois Avenue
Green Lake, Wisconsin
(800) 444-2812

\$80 per person

Hors d'oeuvres, Soup, Salad, Dessert and your choice of:

Bistro Filet – Filet topped with red wine demi
Chicken Andrea – Chicken served over a sun-dried tomato cream sauce
Encrusted Walleye – Walleye filets in walnut breading with cherry relish

(Contact us with any special meal requests.)

Registration Form
(copy for additional registrants)

Company: _____

Name(s):	Beef	Chicken	Fish
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Send form and payment (payable to WRCA) to:

WRCA	Phone: 414/227-1230
660 East Mason Street	Fax: 414/227-1290
Milwaukee, WI 53202-3877	E-Mail: beiriger@cf-law.com

Deadline for registration is Wednesday, December 1.
Space is limited, so reserve today!

WRCA Hospitality Suite



Sometimes, there's no competing with a local establishment, so this year, we're foregoing the hospitality suite and inviting everyone to stop by the Goose Blind Grill & Bar in Green Lake before the Christmas Party!

Located at 512 Gold Street in Green Lake – just minutes from the Heidel House – the Goose Blind calls itself "...the place where fun begins and never ends!" Stop by any time the afternoon of December 4 and you're likely to find us there!

Find out more and find a map at <http://www.gooseblind.com>. See you there!

Give Yourself Some Credit

WRCA is now accepting credit cards! You can use your credit card to pay for your Christmas Party registration and/or sponsorship, for your membership dues renewal, and for any of the upcoming meetings/events in 2011. There may be a modest cost to allow us to offer this convenience, but no fees will be added for events through the balance of 2010.

We do not have an online method for processing your card, so you will be asked to provide it on registration forms in the future. If you prefer, you can contact our office and give us your credit card information over the phone. Note that the Christmas Party registration form does not include credit card information, but you can give us a call and we will register you and charge your card. For security reasons, we recommend that you not send us credit card information by email or by fax. If you provide us with credit card information, provide it only by mail or by calling us.



All credit card information, in compliance with our merchant agreement, is securely stored and destroyed after it has been processed. We do not keep your credit card information on file.



Christmas Party Sponsorships Available!

The WRCA Christmas Party will be held Saturday, December 4 at The Heidel House Resort & Spa in Green Lake. This is sure to be one of the highlights of the holiday season - cocktails, hors d'oeuvres, dinner, and a DJ at one of Wisconsin's most unique hotel settings.

Below you'll find information about sponsorship opportunities for the party. We appreciate your consideration and your support of WRCA and the industry! Sponsors will be recognized in registration mailing, the night of the event, and in our newsletter.

If you have any questions, call the WRCA office at (414) 227-1230.

WRCA Christmas Party - Sponsorship

Yes, we will sponsor this year's WRCA Christmas Party!
 \$300 \$200 \$100

Door Prize Donation: _____
 (No logo items, please.)

Company: _____

Name: _____

Phone: _____

Send Sponsorship Form and payment (payable to WRCA) to:

WRCA	Phone:	414/227-1230
660 East Mason Street	Fax:	414/227-1290
Milwaukee, WI 53202-3877	E-Mail:	beiriger@cf-law.com

Deadline for sponsorship is Friday, November 26, 2010!

See you on December 4!

WRCA and MRCA Hold Successful “Road Show”



On behalf of WRCA, we want to extend a thank you to our friends at MRCA for bringing us a very successful program in September! The room was filled and so were the seats at Miller Park and participants heard from (among others) David Turiciano of Mawicke & Goisman; Tom McRae of Chortek & Gottschalk LLP; Brian Krimpelbein of HNI Risk Services; and Rene Dupuis, PhD PE of Structural Research, Inc.

Golf Outing 2011 – New Location

After many very good years at Camelot Golf Club, we’ve decided to make a move with our golf event – to give you a look at a new course. Mark your calendar and plan to join us on Wednesday, July 20 at Scenic View Country Club in Slinger.



The first 9 holes at Scenic View were built in 1959, with the back nine added in 1961. An extensive re-design was done to the clubhouse in 2002 and 2004 which included upgrades to the banquet facility, locker rooms, offices and golfers' lounge. They’ve also added a complimentary business center/conference room for our customers' use. The club’s "hands on" philosophy is to provide a fun, affordable round of golf in a serene setting and they’ve been great to work with as we make the change.

To learn more about our new course, go to <http://www.scenicviewcc.com/>.

Safety News



The number of workplace fatalities decreased in 2009 by more than 17 percent – and to the lowest level of fatalities since 1992. The decrease continues a trend from 2008, when fatalities dropped by more than 10 percent.

While that’s good news, the number of fatalities is still more than 4,300 per year. In addition, the reduced number of fatalities also reflects that there are fewer hours being worked, especially in a high-risk industry such as construction. When there are hours to work, most companies have retained their most highly-skilled mechanics, often ones with long-term relationships with the employer so they are more aware of jobsite safety requirements.

In years when the economy is bad – such as 2009 – the number of workplace fatalities resulting from suicide and homicide typically increase. In 2009, the numbers for both declined, to 237 and 521 respectively.

The deadliest occupation? You can believe what they say about “The Deadliest Catch” on TV. With a fatality rate more than sixty times the average, commercial fishing is the nation’s most dangerous industry.

Calendar of Events



The schedule of programs and events for the balance of the year is just about complete. Be sure to mark your calendar for the following programs/events:

December 4	Christmas Party	Heidel House (Green Lake)
December 15	Annual Meeting	Saz’s (Milwaukee)
January (TBD)	Education Workshop	TBD
	Vendor Showcase	
February 14-18	NRCA Convention	Las Vegas, NV


Membership

Membership is the life-blood of organizations such as WRCA and there's simply no better way to increase our membership than by having our members reach out to their peers and industry partners.

Membership meetings are the perfect opportunity for a guest to come and "test drive" the association and its services, and to encourage you to invite guests to our meetings, the Board of Directors recently agreed to provide drink tickets as a reward to those who bring guests to the meeting. The tickets can be used for yourself and for your guest.

Imagine if every member brought in just one new member in the next year. Could we do more for you with the additional financial resources? Could we do more for you in our working with state and local government? Could we introduce you to more vendors or contractors who may have the experience or the product/service to meet one of your business needs?

It's a win-win situation for everyone – you and your guest get to enjoy an informative and enjoyable meeting, we get to talk with your guest about membership, our association becomes stronger, and the drinks are on us! (The guest policy does not apply to events – Golf Outing and/or Christmas Party).


Wisconsin Roofing Contractors Association
APPLICATION FOR CONTRACTOR MEMBERSHIP

Firm Name _____
Street Address _____
P.O. Box _____
City _____ State _____ ZIP _____
Phone (____) _____ Fax (____) _____
E-mail _____ Web _____

Names and titles of stockholders, owners, officers, or managers authorized to represent the Company at membership meetings:

<u>Name</u>	<u>Title</u>
_____	_____
_____	_____
_____	_____
_____	_____

Date _____ Authorized Signature _____
Title _____

Return to: Wisconsin Roofing Contractors Association, Inc.
660 East Mason Street
Milwaukee, WI 53202-3877
(414) 227-1230 Fax (414) 227-1290

Membership dues of \$400 enclosed.



WRCA Membership Meeting
Wednesday, November 10, 2010
11:30 a.m. – 1:30 p.m.

Maggiano's
2500 N. Mayfair Road
Wauwatosa, WI 53226
(Mayfair Mall - Highway 45 at North Avenue)

Reception – 11:30 a.m. Lunch - 11:45 a.m. Meeting/Presentation – 12:30 p.m.

Our speaker for the November meeting is **Reid Ribble**, Congressman-Elect from Wisconsin's 8th Congressional District. Reid is a friend and a peer – a roofing contractor and a member of both WRCA and NRCA (among numerous other organizations).



Join us as the industry hears, first-hand, about the journey – from frustration to action; from a conversation around the dinner table to a decision to enter the fray; from battling in a primary to a general election. This is your chance to “pull back the curtain” and see just what it takes to run for office – and win! Better still, this is a chance for you to start a dialogue – sharing your thoughts and concerns about the direction of our nation.

And with elections affecting what's happening in Madison as well, there will also be a short presentation about what we can expect there as well, including the future of the Safety & Buildings Division within the Department of Commerce.

We encourage you to come to this informative meeting!
Guests are welcome!

To register, use the attached form.



**MEMBERSHIP MEETING
Wednesday, November 10, 2010**

REGISTRATION FORM

Company: _____

Name(s): _____

COST: \$25 per person, payable to WRCA.

Payable by credit card:

Name on Card: _____

Type of Card: _____

Account #: _____

Exp. Date: _____

CVV Code: _____

Billing Address: _____

Reply to:

**WRCA
660 East Mason Street
Milwaukee, WI 53202-3877**

**Phone: 414/227-1230
Fax: 414/227-1290
E-Mail: Beiriger@cf-law.com**

Deadline for Registration is Friday, November 5.



**WISCONSIN ROOFING CONTRACTORS ASSOCIATION
Annual Meeting & Holiday Luncheon**

WEDNESDAY, DECEMBER 15, 2010

**11:30 a.m. Reception/Lunch
1:00 p.m. Annual Meeting**

**Saz's State House
5539 W. State Street
Milwaukee, WI**

(For directions, visit <http://www.sazs.com/Contact/Map.html>)

Agenda – Annual Meeting

- I. Call to order
- II. Annual Report
- III. Election of Directors/Officers
- IV. New Business
- V. Adjourn

**WRCA ANNUAL MEETING & HOLIDAY LUNCHEON (12/15/10)
REGISTRATION FORM**

Company: _____
Name(s): _____

COST: \$20 per person, payable by check to WRCA.
Payable by credit card:

Name on Card:		Type of Card:	
Account #:		Expiration Date:	
Billing Address:		CVV Code:	

Reply to: **WRCA** Phone: 414/227-1230
660 East Mason Street Fax: 414/227-1290
Milwaukee, WI 53202-3877 E-Mail: beiriger@cf-law.com

Deadline for Registration is Friday, December 10, 2010



NRCA News

NRCA is lobbying to support favorable changes in the tax laws. Absent any action by Congress during the lame duck session, tax increases that are scheduled to phase out at the end of this year will be reinstated. Congress will have another crack at modifying the laws after the new Congress is sworn in come January, but the continued uncertainty about the direction of taxes may prolong an already slow recovery.

The NRCA's 2011 convention and expo will be held February 14-18, 2011 in Las Vegas. Registration for the event is now open. For information, go to www.nrca.net or to the International roofing Expo site at www.theroofingexpo.com/.

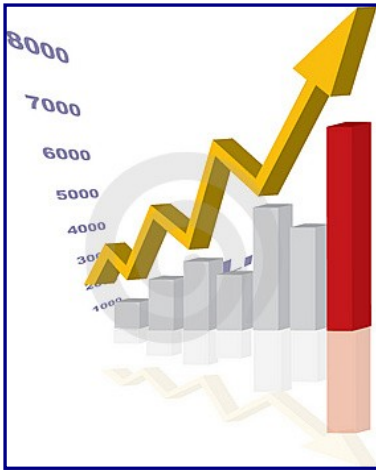
The dates and locations for future conferences are (subject to change):

2012

February 20 - 24, 2012
Orlando, FL

2013

February 3 - 7, 2013
San Antonio, TX



Facts and Figures

- * Construction employment declined in 236 out of 337 metropolitan areas between September 2009 and September 2010, according to a new analysis of federal employment data released recently by the Associated General Contractors of America.
- * The Chicago area lost more construction jobs (20,500 jobs, 15 percent) than any other metro area while Napa (1,000 jobs, 33 percent), lost the highest percentage. Columbus, Ohio added more construction jobs (2,200 jobs, 7 percent) than any other metro area while Hanford-Corcoran, Calif., added the highest percentage (300 jobs, 33 percent).
- * In Wisconsin, 2,500 construction jobs were lost in the past year. The Milwaukee area was hardest hit (1,300). Madison lost 500 jobs in the last year. No areas of the state added jobs but Eau Claire, Green Bay, Janesville, La Crosse, Fond du Lac and Wausau didn't see any reductions in their construction job base.
- * According to the *Wall Street Journal*, most of the job losses at the end of last year and this year are occurring in small businesses. Companies with fewer than 50 employees account for more than 68 percent of the job losses – despite employing only 29 percent of the nation's workforce. The good news is, most of the jobs created are still coming from small businesses – well more than 50 percent of them. Despite the news about large corporations and their plant closings – whether here or elsewhere in the country – it is the small business that continues to be the source of strength (or weakness) in our economy.

Congratulations!

- Reid Ribble on his election to Wisconsin's 8th Congressional District by a 55 to 45 percent margin!
- April Weatherston of HNI Risk Services has been awarded the professional insurance designation of Chartered Property Casualty Underwriter (CPCU®) by the American Institute for CPCU.
- The American Institute for CPCU is an independent, nonprofit educational organization that confers the CPCU designation on persons who complete eight rigorous courses and national examinations and meet its ethics and experience requirements. All CPCUs are required to maintain and improve their professional knowledge, skills, and competence through their commitment to the American Institute's Code of Professional Ethics.
- In addition to her CPCU designation, Weatherston is also a Construction Risk and Insurance Specialist (CRIS).
- The Milwaukee City Hall appeared on the cover of *Professional Roofing Magazine* in October. The featured roofing project was done by F.J.A. Christiansen Roofing.
- Velcheck & Finger was listed in *The Business Journal's* recognition of fastest growing firms in the area.

If you have news you'd like us to consider, please be sure to let us know!



WRCA Board of Directors

- | | |
|-----------------------|--|
| President | Randy Christiansen
Northern Metal & Roofing
Green Bay |
| 1st VP | Dean Englebert
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Director | Jeffrey J. Beiriger, CAE
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Milwaukee, WI |

Contact Us

For more information about any of the articles in this newsletter, or if there is any way that we can be of service to you, please be sure to contact our office at:

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