

MARCH/APRIL 2026

Huge Success
for BuildX

Big Wins
at IBS

Member
Spotlight



THE RIGHT ANGLE

A Publication of the Madison Area Builder's Association

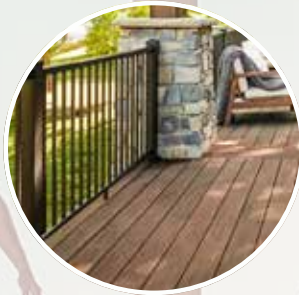


maba.org | mababuilds.org | webuildmadison.org

TRANSFORM YOUR NEXT BUILD OR REMODEL WITH WISCONSIN BUILDING SUPPLY EXPERTISE YOU CAN TRUST



CABINETS



DECKING & RAILING



ROOFING & SIDING



WINDOWS & DOORS

Connect with Wisconsin Building Supply today for expert guidance, competitive pricing, and the largest inventory in the Upper Midwest.

With unmatched product selection, expert services, and no delivery fees, we're the partner that helps you win more jobs and wow more customers.

Contact us now and let's accelerate your success.

wisconsinbuildingsupply.com

6368 Lake Rd, Windsor, WI | (608) 846-5445



A Division of 

PROUDLY SUPPLYING



Are you considering purchasing a home? Get in touch with us to explore your options!

Whether you're looking for your first home, moving up to a large home or want to custom build, Bell Bank Mortgage is here to help.

Your dream home awaits. If you're interested in learning more about the loan process and your loan options, we'd love to help!

Jason Weber
608.345.1138
NMLS# 631944



Alison Beilke
608.217.3418
NMLS# 867156



Annisa Baker
608.219.1915
NMLS# 238748



Corey Randl
608.669.7355
NMLS# 500032



Haiying Zhang
206.384.7089
NMLS# 832150



Jurga Jokimciute
608.358.9954
NMLS# 791901



Jason Ford
608.225.9918
NMLS# 1900724



bellbankmortgage.com





LETTER FROM CHAD LAWLER, EXECUTIVE DIRECTOR

As we enter the second quarter of 2026, residential construction across the Madison region continues to show both resilience and urgency. Housing demand remains strong, but the

pressures facing our industry have not eased. Labor shortages, rising material costs, and increasing regulatory complexity continue to impact the pace and feasibility of new development.

Amid these challenges, the Association remains focused on delivering meaningful value to our members. This spring and early summer, we are offering a range of opportunities to connect, learn, and engage. Invest in your company, your industry and your Association through educational sessions on integrating AI into your construction practices, networking events at local breweries, and showcasing your work during the Spring Parade of Homes. These initiatives, our featured Quarter

2 opportunities, support your business while strengthening our industry as a whole. Advocacy also remains a central priority. We are actively working with local officials and stakeholders to advance policies that promote attainable housing, streamline approval processes, and position our region for responsible growth. Your involvement—through committees, local engagement, and sharing on-the-ground insights—continues to be essential to these efforts.

At the same time, we are doubling down on workforce development. Through expanded partnerships and hands-on training opportunities, we are building a stronger pipeline of skilled trades professionals. Investing in the next generation is critical to the long-term success of our industry.

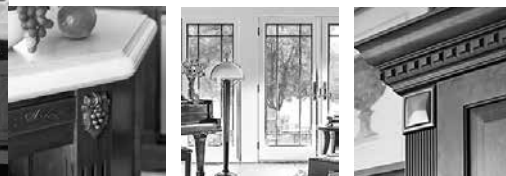
Thank you for your continued commitment to excellence and for the vital role you play in shaping the homebuilding landscape across the Greater Madison area.



QUALITY

Starts Here

- Doors
- Design
- Windows
- Cabinetry
- Custom Millwork
- Lumber Supplies
- Wall Panels
- Trusses



Madison Location
4611 W. Beltline Hwy. Madison, WI 54711
608.275.7171 800.295.7178

Component Division
1204 E. Lincoln St. Mt. Horeb, WI 53572
608.437.7183

www.brunsell.com



THEIR STYLE *our expertise*

With our design-driven collection of finishes and expert team of interior designers, project managers, schedulers, installers and service coordinators, FLOOR360 brings your clients' dreams to life. In fact, we install more floors in more new construction Wisconsin homes than anyone else. Call or visit floor360.com to begin your hassle-free experience and schedule a showroom appointment today. *Proud sponsor of Design for a Difference.*



MICHELLE BELGIANO
Director of Residential Sales
608 274.2500



FLOORING | CABINETSRY | COUNTERS | WINDOW COVERINGS
5117 VERONA RD | 608 274.2500 | FLOOR360.COM



Your Hometown Home Builder

At Eldon Homes, we're more than just builders — we're neighbors, friends, and proud members of the community we serve. We build homes with the same care and craftsmanship we'd expect for our own families. Whether you're starting out, growing, or rightsizing, we offer homes for every stage of life, built with honesty, transparency, and heart.

Now Building in Albany, Cottage Grove, Edgerton, Evansville, Mount Horeb, Oregon, and Stoughton



Eldon Homes
YOUR HOMETOWN HOMEBUILDER

135 West Main Street, Suite 100 Stoughton, WI 53589
Info@eldonhomes.com • 608-480-9432 • eldonhomes.com

PLATINUM SPONSORS



WINDOWS & DOORS
OF WISCONSIN



GOLD SPONSORS



DIRECTORY >>>

ASSOCIATION OFFICERS: >>>



KEN NELSON
President
Victory Homes of Wisconsin



JAMIE SCHOENEMANN
First Vice President
Builders FirstSource



MOLLI BABLER
Secretary
Willow Ridge Design Build



PAUL SIMON
President-Elect
Michael F. Simon Builders



BRENDAN WOODS
Treasurer
Baer Insurance Services



SHAUN SCULLION
Immediate Past President
Scullion Builders

STAFF: >>>

CHAD LAWLER
Executive Director

LISA KRATZ
Associate Director

FAITH BARRETT
Events & Office Associate

PAT HATLEN
CTE Instr & Workforce Spec

ERIKA SPAHN
Director of Marketing

ISMAIL CHAQUI
Government Affairs Assoc

DIRECTORS: >>>

BRAD BURRS
Builder Director
Urso Builders

JOE CRARY
Builder Director
Crary Construction

ANGIE KIETA
Associate Director
LP Building Solutions

ANDY VOELTNER
Associate Director
Omni Financial

ROB CAREY
Builder Director
Precision Design Build

LINDA HEIPP
Associate Director
Hallmark Building Supplies

JIM LAMPE
Builder Director
Dane Building Concepts

CRYSTAL WELSH
Associate Director
Coyle Carpet One Floor & Home

CONTACT >>>

VISIT US: maba.org **CALL US:** 608-288-1133 **EMAIL US:** builders@maba.org



**Single Family and Duplex Permits Issued
Municipality Report**

<i>Municipality</i>	<i>2026 Total</i>	<i>2025 Total</i>	<i>2026 Starts</i>	<i>2025 Starts</i>	<i>2026 Avg. Value</i>	<i>2025 Avg. Value</i>	<i>2026 Avg. Sq Ft</i>	<i>2025 Avg. Sq Ft</i>
Albion (T)	\$900,000	\$1,900,000	2	2	\$450,000	\$950,000	1,673	2,583
Black Earth		\$1,100,000		1		\$1,100,000		2,750
Burke (T)	\$750,000	\$504,000	1	1	\$750,000	\$504,000	2,788	1,257
Cottage Grove	\$4,006,000	\$699,000	9	1	\$445,111	\$699,000	2,637	3,571
Cottage Grove (T)	\$496,000		1		\$496,000		1,992	
Cross Plains	\$550,000	\$3,104,000	1	5	\$550,000	\$620,800	2,320	2,143
Cross Plains (T)	\$2,538,000	\$850,000	1	1	\$2,538,000	\$850,000	9,438	2,125
Dane		\$1,002,000		2		\$501,000		2,688
Deerfield (T)		\$1,220,000		1		\$1,220,000		3,050
DeForest	\$1,350,000	\$1,400,000	2	2	\$675,000	\$700,000	3,620	3,483
Dunkirk (T)	\$950,000		2		\$475,000		1,766	
Dunn (T)	\$1,603,000	\$3,268,000	2	3	\$801,500	\$1,089,333	2,980	2,783
Fitchburg	\$5,811,000	\$5,728,000	12	13	\$484,250	\$440,615	1,800	1,932
Madison	\$12,693,000	\$24,662,368	29	44	\$437,690	\$560,508	2,008	2,354
Maple Bluff	\$1,500,000		1		\$1,500,000		3,750	
Mazomanie	\$1,150,000		1		\$1,150,000		4,275	
Mazomanie (T)	\$825,000		1		\$825,000		3,067	
McFarland	\$2,704,000	\$1,995,000	6	4	\$450,667	\$498,750	2,245	2,276
Middleton	\$9,820,000	\$8,285,000	20	13	\$491,000	\$637,308	2,411	2,708
Middleton (T)	\$1,080,000	\$2,535,000	1	2	\$1,080,000	\$1,267,500	4,015	3,169
Mount Horeb	\$1,070,000	\$2,155,000	2	4	\$535,000	\$538,750	1,989	2,030
Oregon	\$8,736,000	\$8,126,000	18	18	\$485,333	\$451,444	2,013	2,202
Perry (T)		\$650,000		1		\$650,000		1,625
Rutland (T)	\$895,000		1		\$895,000		3,327	
Springdale (T)		\$634,000		1		\$634,000		2,110
Stoughton	\$2,664,000	\$3,910,000	11	9	\$242,182	\$434,444	1,133	3,907

Municipality	2026 Total	2025 Total	2026 Starts	2025 Starts	2026 Avg. Value	2025 Avg. Value	2026 Avg. Sq Ft	2025 Avg. Sq Ft
Sun Prairie	\$5,488,000	\$7,990,523	12	18	\$457,333	\$443,918	1,811	1,948
Verona	\$3,836,000	\$5,755,148	7	10	\$548,000	\$575,515	2,954	2,044
Verona (T)	\$1,706,000		2		\$853,000		3,171	
Wauaukee	\$10,972,000	\$17,281,000	15	26	\$731,467	\$664,654	3,402	3,066
Westport (T)	\$5,323,000	\$596,000	5	1	\$1,064,600	\$596,000	5,232	3,642
Windsor (T)	\$1,150,000	\$9,198,600	1	15	\$1,150,000	\$613,240	4,294	2,666

Year to Year February Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2016	29,057,000	90	322,855	2,530
2017	32,221,000	101	319,019	2,485
2018	33,671,000	99	340,111	2,528
2019	29,143,774	84	346,949	2,675
2020	44,325,000	116	382,112	2,602
2021	38,444,000	93	413,376	2,702
2022	50,192,000	109	460,477	2,772
2023	50,097,000	103	486,378	2,760
2024	40,986,000	87	471,103	2,447
2025	59,753,039	104	574,548	2,384
2026	49,054,000	82	598,219	2,548

Year to Date Comparison

YEAR	SUM	COUNT	AVG VALUE	AVG SQ FT
2016	48,188,000	157	306,929	2,473
2017	65,883,000	199	331,070	2,642
2018	72,804,000	206	353,417	2,623
2019	58,249,774	164	355,181	2,707
2020	80,920,000	210	385,333	2,648
2021	88,094,000	212	415,537	2,687
2022	90,713,000	199	455,844	2,756
2023	91,355,000	175	522,028	2,976
2024	92,850,000	189	491,269	2,467
2025	114,548,639	198	578,528	2,495
2026	90,566,000	166	545,578	2,429

(T) = Township
Prepared by MTD Marketing

Contact: Dan Lallensack 920-981-8733
dan.lallensack@mtdmarketingwi.com

Information contained in this report is not to be distributed in whole or part without express written permission of MTD Marketing Services of Wisconsin.



MUNICIPALITY MARKET REPORT

Challenges Persist, But Conditions Begin to Improve

Market Intel	Trend	Rate	Prior
Housing Permit Starts (MTD Jan 26' v Jan 25')	Down	166	198
Housing Permit Starts (YOY Feb 26' v. Feb 25')	Down	82	104
Vacancy Rates (Feb 2026)	Up	8.9%	8.3%
Month's Supply of Inventory (YoY Dec 2025 v. 2024)	Up	2.1	1.8
WI Consumer Price Index (Jan 2026)	Up	2%	1.3%
U.S. Interest Rate (Feb 2026)	-	3.64%	3.64%
30yr Fixed Rate Mortgage (Feb 2026)	Down	6.05%	6.10%
10yr U.S. Treasury Note (Feb 2026)	Down	4.18%	4.2%
Lumber Futures (Mar 6 th v Feb 6 th)	Down	561	585.5
Builders Confidence Coming Soon...	X	X	X

Persistent affordability challenges and slowing development activity continue to shape the early 2026 housing outlook. Single-family permit starts remain down both year-to-date and year-over-year, with YTD permits falling to 166 compared to 198 last year and February permits dropping to 82 from 104. At the same time, vacancy rates have risen to 8.9%, and months of housing inventory increased to 2.1, signaling an easing of supply pressures but continued uncertainty in the market. Wisconsin's consumer price index also increased to 2.0%, reflecting ongoing cost pressures for builders and homebuyers.

On the positive side, financial conditions have slightly improved. The 30-year fixed mortgage rate declined to 6.05%, while the 10-year U.S. Treasury note dropped to 4.18%. Although housing supply remains limited and permit starts have slowed, declining borrowing costs could help support gradual housing market stabilization as 2026 progresses.

Lumber Availability and Cost Updates

Lumber futures are down from last month to \$561 per 1,000 board feet, compared to \$585.5 on Feb. 6th. In 2026, depending on housing production, lumber prices could enter a period of volatility. Mills across North America were producing at a loss for much of 2025, creating conditions where closures and curtailments negatively impacted the supply of lumber heading into 2026.





STRATEGIC PLAN RESULTS

From Frozen to Flourishing: MABA's Q1 Momentum

Despite Blizzard Elsa's best efforts, Spring is nearly upon us and the building season is warming up. While the temperatures left us frozen, MABA stayed hot when it comes to accomplishing our strategic goals. For MABA, Q1 saw significant gains on several goals related to workforce development, government affairs, and the creation of new committees.

In 2026, the newly established Young Professionals Committee blossomed into a vibrant community of over 50 members, highlighted by a sold-out trivia night held at Gerhard's Kitchen and Bath Store. The enthusiasm from this first event carried over to the Committee meetings and future event planning. Look for YP events and education sessions in the future, as the Committee strives to host a monthly activity for its members!

Not to be outdone, MABA's Latino/Spanish Speaking Group held its first committee meeting to discuss the challenges, opportunities, and needs

of this segment of our MABA family. The group will focus on networking, education, and creating resources available in both English and Spanish. If you are interested in this group or know of a colleague who would be interested, please connect them with MABA. We want to amplify their voice!

MABA is nearing the finish line on several new goals, including establishing an annual student home build. MABA will finance a student home build that the MABA Foundation and Encore Homes will lead. By partnering with the McKenzie Regional Workforce Center and Middleton High School, the student home build will provide participants with a truly hands-on residential construction experience. The partners are finalizing the details and we should see a foundation in the ground this Summer!

Through focused leadership and strong engagement, MABA's Strategic Plan is setting the stage for continued growth, innovation, and long-term success.

Celebrate the Wins!

Strategic Goal Accomplished:

Expand the number of unique builders participating in the Parade of Homes:

Seven new Builders entered the Parade of Homes during the 2025 year.

Strategic Goal Accomplished:

Developed Builder Government Advocacy Tools:

- HMI Survey launches November 2025.
- Elected Official Scorecard completed; ready for post-election candidate customization.

Strategic Goal Accomplished:

Create Government Affairs Executive Committee:

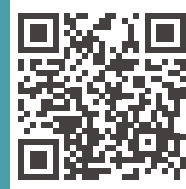
Committee has been successfully established and is now meeting on the first Wednesday of each month.





COMMITTEE UPDATE

Register here:



Spanish Version



English Version

Empowering Latino Voices in the Building Industry

Connect with fellow Latino professionals in the building, design, real estate, and trades industries through this growing MABA community. This group focuses on building meaningful connections, supporting professional growth, and creating opportunities for mentorship, leadership, and representation within the construction and housing industry.

Not Latino? You can still play an important role. Please share this opportunity with colleagues who would benefit from being part of a supportive network that celebrates culture, strengthens industry relationships, and helps amplify Latino voices in our field.

Conéctese con otros profesionales latinos de las industrias de la construcción, el diseño, los bienes raíces y los oficios a través de esta creciente comunidad de MABA. Este grupo busca crear conexiones significativas, apoyar el crecimiento profesional y ofrecer oportunidades de mentoría, liderazgo y representación en la industria de la construcción y la vivienda.

¿No es latino? También puede ayudar compartiendo esta oportunidad con colegas que se beneficiarían de una red que celebra la cultura, fortalece relaciones en la industria y amplifica las voces latinas.

It's never too early to break ground on your clients' dreams.



HOWARD CAGLE

NMLS 593729 | 608.203.3825
hcagle@johnsonfinancialgroup.com

KOREY FREY

NMLS 709654 | 608.240.1880
kfrey@johnsonfinancialgroup.com

PAPPY JOHNSON

NMLS 764476 | 608.203.3942
pkjohnson@johnsonfinancialgroup.com

MARGARET LANDPHIER

NMLS 770829 | 608.250.7234
mlandphier@johnsonfinancialgroup.com

HANNAH MILBRADT

NMLS 1987061 | 608.240.1804
hmilbradt@johnsonfinancialgroup.com

CARISSA PETERSON

NMLS 709655 | 608.240.1808
cpeterson@johnsonfinancialgroup.com



**CONSTRUCTION LOANS WITH
A ONE-TIME CLOSE AND 5%
DOWN PAYMENT. Talk to an
advisor to get started today.**

**JohnsonFinancialGroup.com/
construction**

Products and services offered by Johnson Bank, Member FDIC, a Johnson Financial Group company. Loans are subject to credit and property approval, bank underwriting guidelines, and may not be available in all states. Other loan programs and pricing may be available. Conditions, terms, and restrictions, including property and flood insurance, will vary based on loan program selected and property location. Permanent financing is subject to additional credit approval and property valuation. Private mortgage insurance may be required on loans with less than 20% down.





FINANCIAL STATEMENT UPDATE

MABA Off to a Solid Financial Start in 2026

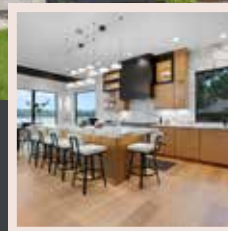
MABA is off to a strong and stable start in 2026, with overall financial performance trending positively. While unrestricted cash saw an early-year dip due to typical first-quarter timing—fewer income-generating events and slower Parade entries—our financial position remains solid, supported by a significant increase in investments and strong receivables expected to be fully collected.

Operationally, we are outperforming expectations. Net operating income is ahead of budget by more than \$11,000, reflecting strong execution across key programs. Several core areas—including the Build & Remodel Expo, Fall Parade of Homes,

Government Affairs, and Membership—are all exceeding budget projections, driven by higher revenues and controlled expenses.

Cash flow outlook is also encouraging. Major sponsorship commitments—including a renewed Platinum-level investment—along with strong Parade participation projections (30+ homes anticipated), position MABA well for continued momentum through the spring and summer.

Overall, MABA enters 2026 on firm financial footing, with disciplined operations, strong program performance, and positive revenue trends setting the stage for a successful year.



YOUR VISION. OUR CRAFTSMANSHIP.

608-850-4450
www.cchofwaunakee.com
contactus@cchofwaunakee.com

Follow us on:





EVENTS RECAP

Winter Blues Booze & Wine

MABA's 2nd Annual Winter Blues Booze & Wine event, sponsored by Pella Windows & Doors, was a great success on February 11! Attendees enjoyed bourbon tastings, auctions, raffles, and fantastic food and drinks—all while supporting a great cause. Together, we raised \$2,500 for A Better Dane County. Thanks to everyone who joined us!



YP TRIVIA Night

MABA's newly launched Young Professionals Group held its inaugural event on February 25 at Gerhard's. The evening featured a lively trivia tournament, with the Brio team emerging as the winners. This is just the beginning—stay tuned as the group continues to grow.



March Madness

He shoots, he scores—just not this time for the Badgers. MABA's annual March Madness viewing party on March 19, sponsored by Artisan Home Technologies, still delivered a win with great games, a taco truck, networking, and meet-and-greets with Badger football players.





EVENT RECAP

Save the date:

**BuildX returns March 11, 2027
at Monona Terrace!**

Three BuildX Events = One Powerful Week!

The 5th Annual BuildX Conference, hosted by Women in the Construction Industry Wisconsin (MABA, MBA, and NARI), took place March 5 and continues to grow—now welcoming over 360 attendees, more than triple in just five years! Sponsored by Wisconsin Building Supply, the event featured inspiring speakers including Ronda Conger and Jackie Schneider of Kohler, along with impactful breakout sessions.

The week kicked off March 4 with a Pre-BuildX Meet & Greet at Gerhard's Kitchen, Bath & Lighting, featuring a panel of local women leaders sharing their experiences building successful businesses.

New in 2026, Wellness Day on March 6—sponsored by Drexel Building Supply—focused on mental wellness, with sessions on burnout and stress, followed by a restorative breathwork and sound bath experience.





EVENT RECAP



MABA Leaders Earn Prestigious National Honors at NAHB International Builders' Show

The National Association of Home Builders (NAHB) International Builders' Show in Orlando recently brought national attention to leaders connected with the Madison Area Builders Association (MABA), highlighting their impact on the housing industry.

Chad Lawler Named 2025 Local Federation Champion

The National Association of Home Builders honored Chad Lawler, Executive Officer of MABA, with the prestigious Local Federation Champion Award. This national recognition celebrates an outstanding executive officer who has demonstrated exceptional leadership, dedication, and service to the Federation over the past year.

He was recognized on February 18 during the Leadership Council Meeting for his ongoing commitment to advancing the housing industry and supporting members across Wisconsin.

Brian McKee Appointed National Area Chairman



Brian McKee was officially named National Area Chairman (NAC) for Area 10 of NAHB. Representing Wisconsin, Iowa, Minnesota, North Dakota, and South Dakota, this two-year appointment places Brian on the NAHB Board of Directors and in a key leadership role for the region.

As NAC, Brian will help guide regional priorities,

moderate caucus meetings, and serve as a resource for state leadership across all five states—further strengthening the voice of our industry at the national level.

Celebrating Industry Leadership

These honors underscore the strength of MABA and the vital role its members play in shaping the future of housing—locally, regionally, and nationally.



CHOOSE SAM'S FOR YOUR PROJECT

- Residential Water Well Drilling ■
- Irrigation and Hi-Capacity Well Drilling ■
- Water Quality Testing for Bacteria and Nitrate ■

Providing Well Drilling Services for 75 years



- Call us at 1 (800) 321-5193 ■
- info@samswelldrilling.com ■
- www.samswelldrilling.com ■

AREA 10 LEADERSHIP CONFERENCE



APRIL 23-24

Monona Terrace | Madison, WI

Thursday: 12-8 PM

Friday: 8 AM-12:15 PM

Why should you attend?

Connect with members of the NAHB and housing industry professionals from five states for two days of leadership development, networking, and collaboration. Attendees will gain actionable strategies from industry experts, expand their professional network across the Area 10 region, and bring home fresh ideas to help strengthen their organizations and the industry.

REGISTRATION:
\$195

SCAN TO REGISTER



Registration includes:

Day One: Lunch, Networking Reception with beverages and heavy appetizers

Day Two: Breakfast, Box Lunch (to-go, or to stay)



Opening Keynote Speaker:
Heather DeSiena
"People and Profit: Building
Businesses That Last"



Speaker:
David Belman
"Leadership Growth Hacks"
Take home a free copy of his book





MEMBER NEWS & NEW MEMBERS



Pat Schafer Named MABA Honorary Member

The Madison Area Builders Association (MABA) is proud to recognize Pat Schafer as an Honorary Member in appreciation of her many years of leadership, service, and dedication to the association and the building industry.

Pat spent 13 years working at Stagecoach Plumbing, where she built strong relationships throughout the industry while actively supporting MABA and its members. Over the years, she became known for her enthusiasm, leadership, and willingness to step up wherever help was needed.

Pat made history within MABA as the first woman to serve as First Vice President, a position she held three different times. Her leadership helped guide the association during important periods of growth and member engagement.

Throughout her membership, Pat played an active role in many of MABA's committees and events.

She served for many years as Chair of the Membership Committee, helping recruit and welcome new members to the organization. She also chaired two of MABA's signature events—the Home Show and the Build & Remodel Show—helping make them successful experiences for both members and the community.

Her contributions have been recognized with numerous awards, including the New Member Award, the Associate of the Year Award in 2017 and 2025, and the Lifetime Achievement Award in 2025.

Pat also served on the MABA Board of Directors for many years and volunteered with Career Day and Kids Building Wisconsin, helping inspire the next generation of industry professionals.

Her dedication, service, and peanut butter balls continue to leave a lasting impact on MABA and its members.

MABA Honorary Members

Steve Anderson
Chuck Elliott
Don Esposito

John Fischer
Sid Gallagher
Don Gerber

Len Linzmeier
Dave Osborne
John Schwingle

Michael P. Simon
Barbara Slack
Peter Stebbins

NEW MEMBERS



CARNELIAN ART GALLERY



EFFICIENT AVA

FORWARD HOME BUILDERS



HARTWIG'S CUSTOM WINDOW COVERINGS



UP CLOSETS OF MADISON



WISCONSIN PROPANE GAS ASSOCIATION



MEMBER BENEFIT REMINDER

Triple the Benefits: One Membership, Three Associations!

Did you know your MABA membership includes membership in the Wisconsin Builders Association (WBA) and National Association of Home Builders (NAHB)? Three memberships, one annual dues payment!

Where can I view the NAHB benefits?

Go to:

<https://www.nahb.org/education-and-events/education> (don't forget to login!)

then scroll down to "Video Series" and make your selection



Free On-Demand Videos

Did you attend the International Builders Show (IBS) in February? If not, mark your calendar for February 2-3, 2027 in Las Vegas!

In the meantime, NAHB offers free on-demand videos on residential construction to improve your skills and advance your career.

www.birrenkottsurveying.com



Land Surveying & Soil Testing

Chris Casson

608.837.7463

P.O. Box 237
1677 N. Bristol Street
Sun Prairie, WI 53590

ccasson@birrenkottsurveying.com

Where can I view the WBA benefits?

Go to www.wisbuild.org, Go to "Members Only"

If you don't have a login, request one!

Go to "Resources>Member Benefits>

Continuing Education for DCQs"



WISCONSIN
BUILDERS
ASSOCIATION

Online CE Credits for Wisconsin Dwelling Contractors

The WB Foundation offers online continuing education credits for holders of Wisconsin's Dwelling Contractor credentials through its partnership with Slipstream and the B4 Conference, and On3. These courses are designed to fulfill Wisconsin's continuing education requirements for dwelling contractors (12 credit hours every two years), and are approved by the Wisconsin Department of Safety & Professional Services (DSPS).

Specializing in Geothermal Closed Loop Systems

Leave the dirty
work to us,
call us today!



From small residential to large scale commercial, if your project needs a horizontal trench, vertical, pond, or directionally bored loop we have the experience, equipment, and proven know-how to get the loop system installed and transferring the earth's heat the right way.

(920) 326-2050 • www.goloopwi.com



MEMBER SPOTLIGHT

Angie Kieta – 20+ Years of Impact with MABA

I have worked in the building industry for almost 30 years, and just celebrated my ninth year at LP Building Solutions. I have held a few positions at LP starting with the local Territory Sales Manager for southern Wisconsin, then promoted to a regional role as a Segment Sales Manager, and now I am one of two National Account Managers that manage the corporate relationship between LP and ABC Supply. With ABC Supply's large footprint across the US and Canada, it takes two of us to juggle the communication, alignment, and strategies between the two organizations. My role keeps me traveling frequently, attending events and meetings across different markets, which unfortunately means I miss more MABA events than I'd like.

My husband, Dan, and I have been married for 23 years and have two daughters—Brienne, who will graduate from UW–Stevens Point in May, and Brooke, a sophomore at Waunakee High School. We also have two dogs, Steve and Karl.

I have been a MABA member for over 20 years and can't say enough about how much MABA means to me and how vital it has been in furthering my career. The amount of connections I have made, both personally and professionally, are some of the strongest and most cherished. The first thing I did as a new MABA member was join the Membership Committee, by being part of a small group of MABA members, it helped develop deeper relationships that continued to grow by networking and attending meetings. I had the honor of being the Membership Chair for many years and still serve on the committee today. I was elected to the Board of Directors, for the first time, back in 2010 and have been honored to be re-elected and serve this wonderful organization many times over, including serving twice as Vice President. One of the most rewarding highlights of my time at MABA and serving on the board is watching the McKenzie Regional Workforce Center become a reality. I absolutely love to brag about the MRWC as I meet new people while traveling all over the country.



WHY LP® SMARTSIDE® TRIM & SIDING?

With over 20 years of exceptional performance as a full home siding solution, it's easy to see why LP® SmartSide® Trim & Siding has become the #1 brand of engineered wood siding. LP has redefined traditional building materials with treated engineered wood products that offer game-changing durability, workability and beauty.

TIMELESS BEAUTY AND PEACE OF MIND



LP® SmartSide® Trim & Siding has been the siding of choice for over 20 years for homeowners who want exceptional quality and distinctive curb appeal. Our engineered wood siding can completely transform your home's look.

- LP® SmartSide® ExpertFinish® Trim & Siding offers 16 versatile colors. Also available in primed, ready to paint to fit any home's style
- Available in cedar and brushed smooth textures
- Longer lengths can allow for fewer seams on your home

CONFIDENCE IN DURABILITY AND EFFICIENCY



With four components of protection, the LP® SmartGuard® process adds strength and helps LP® SmartSide® products withstand impacts from hail, damage from freeze/thaw cycles, high humidity, fungal decay and more. Alongside an industry-leading limited warranty, you can depend on LP® SmartSide® products for advanced durability.

- LP® SmartSide® lap siding installs faster than fiber cement lap siding
- Survives golf-ball-sized hail and stands up to many weather conditions
- Siding can withstand up to 200mph wind gusts
- Holds its value over time with a 5/50 year limited warranty which includes 5 years 100% labor and materials and 50 years of prorated limited warranty on substrate

SUSTAINABILITY STARTS AT THE SOURCE



LP® SmartSide® Trim & Siding are carbon-negative, lightweight primed products. They can help reduce waste, providing customers with sustainable siding solutions. For LP, Building a Better World™ means manufacturing environmentally responsible products such as LP SmartSide products.

- Carbon negative- stores more carbon than what is released over their lifecycle.
- 54% less greenhouse gas emissions than fiber cement
- We use 99% of each tree we harvest.
- 100% of our wood fiber is sourced through stringent forest certification standards.



For product catalog & complete warranty details, visit LPCorp.com/SmartSide

WARNING: Drilling, sawing, sanding or machining wood products can expose you to wood dust, a substance known to the State of California to cause cancer. Avoid inhaling wood dust or use a dust mask or other safeguards for personal protection. For more information go to www.P65Warnings.ca.gov/wood.

© 2025 Louisiana-Pacific Corporation. All rights reserved. LP, SmartSide, SmartGuard and ExpertFinish are registered trademarks of Louisiana-Pacific Corporation.

LPZB0929 3/2025

WBA BADGER CRAFTSMAN AWARDS

Now Accepting Applications!
Due by April 27!

CATEGORIES INCLUDE:

NEW HOME AWARDS (BY PRICE POINT)

REMODEL - ROOM ADDITION

REMODEL - WHOLE HOUSE

FINISHED BASEMENT / BONUS ROOM

KITCHEN (NEW CONSTRUCTION OR REMODEL)

BATHROOM (NEW CONSTRUCTION OR REMODEL)

SINGLE-FAMILY DEVELOPMENT

MULTI-FAMILY DEVELOPMENT

SMART HOME

GREEN / ENERGY-EFFICIENT HOME

LANDSCAPING/CURB APPEAL

OUTDOOR LIVING SPACE

INTERIOR DESIGN

INNOVATION IN BUILDING PRODUCTS

SALES & MARKETING EXCELLENCE

Scan to Submit!



SPONSORED BY:



Buy. Build. Renovate. Refinance.

Whatever your project, Great Midwest Bank makes the loan process a stress-free experience.

Local & Experienced Loan Officers



Cindy Mack | (608) 827-5152

cindy.mack@greatmidwestbank.com

NMLS# 500031 | MADISON

greatmidwestbank.com • Apply Online



Flexible Financing Options

- Purchase and Refinance Loans
- Home Construction Loans
- Home Renovation
- Bridge Loans
- Home Equity/Lines of Credit

GMB Advantages

- Competitive Rates and Fees
- Fast Pre-Approvals
- Local Servicing
- Local Underwriting/Approvals
- Local Appraisal Partners

ZANDER SOLUTIONS

FREE ESTIMATES

Foundation Crack Repairs • Radon Mitigation
Foundation Waterproofing • Spray Foam
Pressure Washing • Structural Foundation Repairs
Polyaspartic Concrete Coatings • Egress Window Wells
Insulation • Energy Audits • Sump Pumps
EIFS/Stucco/Caulking • Drain Tile



Verona: 421 South Nine Mound Rd. Verona WI 53593
Waukesha: W228 N2792 Duplainville Rd. Waukesha, WI 53186

(833) 928-1429 ■ zandersolutions.com

GENERATIONS TITLE

A trusted partner to manage
your title and construction
disbursement needs.

Robb Kahl

President

rkahl@generationstitle.com

Stephanie Brassington

Manager

sbrassington@generationstitle.com

950 John Nolen Drive, Suite 185

Madison, WI 53713

(608) 661-0823



THE FUTURE OF FRAMING IS NOW.

Stay Ahead of Schedule with
READY-FRAME®

READY-FRAME® is our pre-cut
framing package, cut to your plans
and delivered compact and labeled,
ready to assemble on site.

CONTACT US TODAY
TO GET A FREE QUOTE

BLDR.COM



1102 Lumberman's Trail • Madison, WI • 608.710.8502



Builders FirstSource and the Builders FirstSource logo are trademarks of Builders FirstSource, Inc. and/or its subsidiaries. © 2025 Builders FirstSource, Inc. All rights reserved. | 2170-25-BFS



Volunteer Opportunities

Get involved. Build connections. Make an impact.

Would you like to get more involved with MABA and its members, help MABA staff at events, or be more informed about what's happening in the construction industry?

Here's how you can make a difference:

Career Day
May 13

Magnolia Springs, Stoughton

Guide student groups between stations, lead a hands-on trade demonstration, or share career insights as a workforce ambassador.

Parade of Homes Preview Party
June 18

Kilkenny Farms West, Waunakee

Welcome guests (aka ticket taker), parking and shuttle flow assistance. Help out and get free entry into the Preview Party!

Parade of Homes
June 19-28

Ticket Takers Needed

We are anticipating 20+ scattered-site houses and need ticket takers. Hours are M-F 4-8pm, Sat & Sun 11am-5pm. Volunteer for a shift or two—plus we have paid shifts available!

Reach out to Lisa Kratz at lkratz@maba.org or (608) 288-1134 if you would like to volunteer!



RIGHT ANGLE DISCLAIMER

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.



The Showroom Builders and Their Customers Trust.

for furniture, home appliances, mattresses and billiards.

Check out the area's largest built-in appliance showroom complete with functional kitchen!

Appliance Brands We Carry



Furniture & Mattress Brands We Carry



visit us online or in-store • www.furnitureappliance.com - www.ashleyhomestore.com

2404 W. Beltline Highway, Madison

Streamlined Construction, Superior Quality



FLOOR & WALL PANELS | TRUSSES | WINDOWS & DOORS | INTERIOR FINISH PRODUCTS



Proudly Providing Locally Built Complete Component Building Packages for Over 50 YEARS!

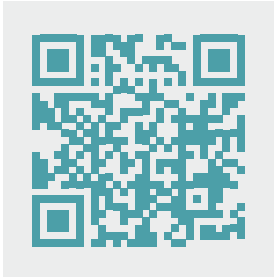
For More Information Contact Us:
608-241-2185 or sales@WindsorBuilds.com

330 Atlas Ave. | Madison, WI

windsorbuilds.com



UPCOMING EVENTS CALENDAR



APR
16

Educational Series & Quarterly Membership Meeting

Bricks & Fenestration Solutions
275 Investment Ct, Verona
3:30-4:30 PM | 5-8 PM



Sponsored by

ON3.ai

Sponsored by



BRICKS & FENESTRATION SOLUTIONS, INC.



APR
23
& 24

Area 10 Leadership Conference

Monona Terrace Convention Center
1 John Nolen Drive, Madison
Thurs: 12-8 PM | Fri: 8 AM-12:15 PM

Premier Sponsor



Networking Reception/Tour Sponsor



APR
29

Sporting Clays Classic

Milford Hills
W5670 French Rd, Johnson Creek
11:30 AM-3:30 PM

Premier Sponsor

AXLEY ATTORNEYS

Lunch Sponsor



MAY
20

Brew, Brats & Builders

Wisconsin Brewing Company
1079 American Way Verona
5-8 PM

Premier Sponsor

AXLEY ATTORNEYS

Brew Sponsor



Brat Sponsor

