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STUMBLING BLOCKS COULD  
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SAVE MONEY AND  
IMPROVE PERFORMANCE

**BRANDING MATTERS**  
TELL A CLEAR STORY FOR  
BETTER BUSINESS RESULTS

**WAYS TO GROW**  
YOUR  
CONSTRUCTION  
BUSINESS  
IN LIGHT  
OF TODAY'S  
CHALLENGES

# Economic + BUSINESS GROWTH

**CHAPTER  
HIGHLIGHTS  
OVER 50 YEARS**  
PAGE 5



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# The Ideal Experience.

A large yellow crane is lifting a massive yellow metal structure, likely a rotating water slide, at a construction site. The structure is suspended by cables and is being positioned near a building under construction. Several workers in safety gear are visible on the ground and on the structure. The scene is set in a construction area with a dirt and snow-covered ground.

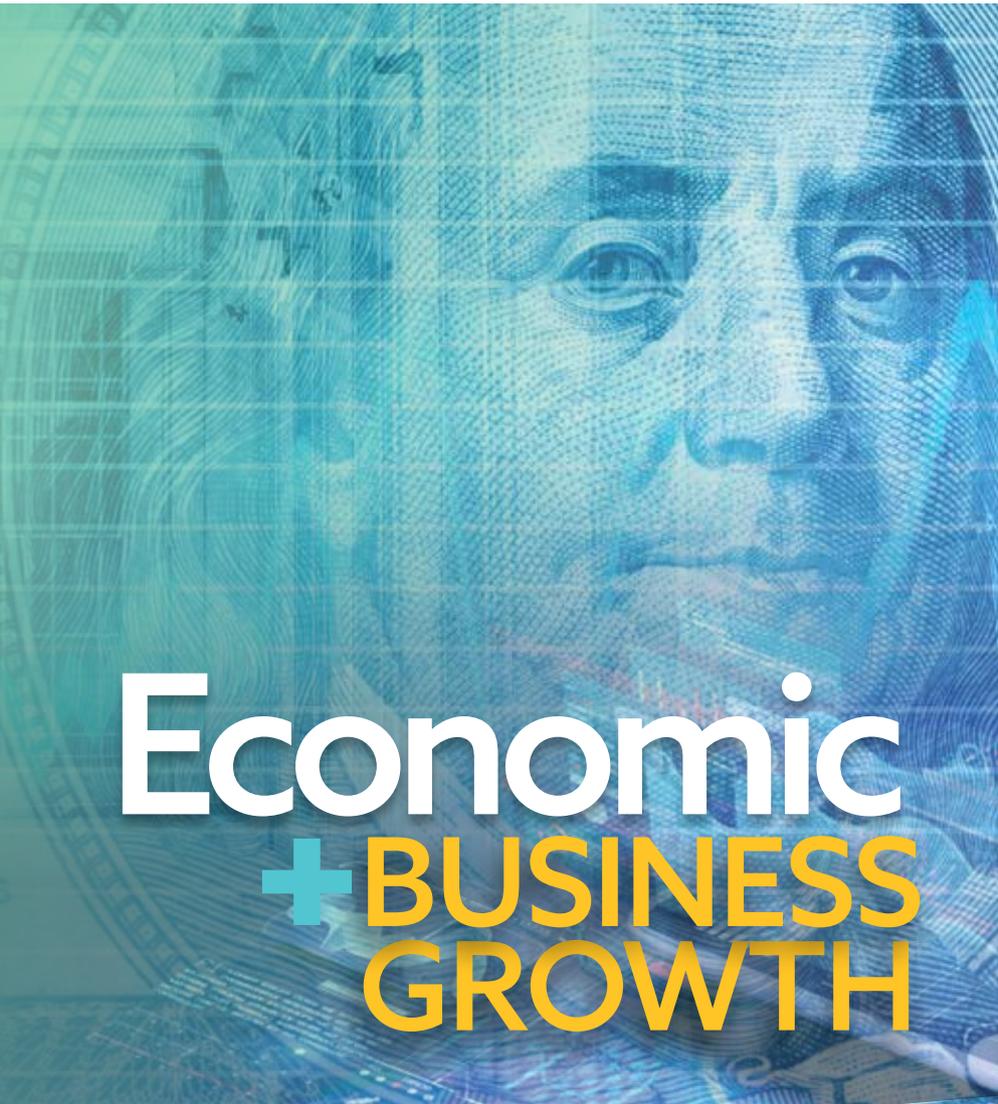
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# Economic + BUSINESS GROWTH

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**FROM OUR PRESIDENT**

# Chapter highlights over 50 years



**IT WAS 1972. THE MILWAUKEE BUCKS HAD JUST WON THEIR FIRST NBA CHAMPIONSHIP, ANTI-WAR DEMONSTRATIONS WERE HELD ACROSS THE COUNTRY, THE DOW JONES CLOSED ABOVE 1,000 FOR THE FIRST TIME AND ALL IN THE FAMILY PREMIERED ON TELEVISION.**

That was also the year when a group of contractors in the Fox Valley area came together to stand up for merit shop construction. The ABC of Wisconsin chapter was born with a chapter charter from ABC National.

For some members, it may not seem like that long ago, while others were not yet born. Regardless of how old you are or how long you've been a member, it's important that we all take a moment to acknowledge the work of our founding fathers, like Bruce Abbott, Syd Faulks, Wes Meilahn, Ron Miller and many more, who had the courage and foresight to establish this chapter. ABC of Wisconsin owes a debt of gratitude to these individuals and to the many "Women of ABC" as they called themselves, who were also instrumental in these efforts.

We would be remiss if we didn't acknowledge what's been accomplished in the first 50 years. In the interest of space, please allow me to hit just a few of the highlights:

- 1972 — Charter is received with 76 members
- 1974 — First Annual Convention held in Wausau
- 1976 — Chapter reaches 250 members
- 1979 — Chapter launches effort to repeal prevailing wage in Wisconsin
- 1987 — Apprenticeship program begins with approval by the state
- 1988 — Chapter defends ABC Apprenticeship program existence as local unions sue state over approval of the program
- 1990 — Chapter begins formal safety consulting for members
- 1993 — State Supreme Court rules in favor of existence of ABC Apprenticeship program
- 1999 — ABC Apprenticeship surpasses 1,000 apprentices
- 1999 — The ABC Home at Rawhide Boys Ranch opens

- 2000 — ABC of Wisconsin moves into its own member-built office space in Madison
- 2013 — Skills gap in construction reaches new levels and chapter begins focus on outreach for construction workers
- 2017 — Chapter finishes work on passing of banning prevailing wage and project labor agreements on publicly-funded work
- 2020 — Chapter surpasses 900 members
- 2021 — ABC Apprenticeship surpasses 1,900 active apprentices
- 2022 — Chapter holds anniversary celebration

ABC members can be proud of the accomplishments, which all starts with that charter. In all, there were 76 members working to preserve merit construction in 1972. Fifty years later, we have 934 members who still carry on the same free enterprise beliefs as our founders did. In fact, four of those first members are still members today and must be acknowledged. Thank you to Huotari Construction, Melvin Companies, Miller Masonry and Suburban Enterprises for being members for 50 years!

Whether you've been with us for 50 years or just one, ABC of Wisconsin appreciates your membership and support of merit construction. The big anniversary party took place last month in Wisconsin Dells, but we look forward to continuing this celebration in small ways throughout the year and peek into the next 50 years and what could still be accomplished. There's no reason the next 50 years can't be as successful as the first 50.

Cheers to 50 years! 

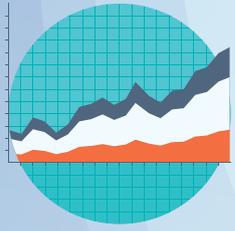
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# WAYS TO GROW

## HOW TO GROW YOUR CONSTRUCTION BUSINESS IN LIGHT OF TODAY'S CHALLENGES

By John Lack – Acuity Insurance



Whether you are new to the construction business or have been in it for a few years, growing and expanding your construction business can be a challenge, especially with the workforce issues we are all experiencing. Sometimes growth can come naturally with opportunities presented before you. Other times, it's not as straightforward. The key is finding those ways to grow.



### Ways to Grow

I believe construction companies that grow successfully are often those that are business oriented first and builders second. This doesn't mean that building skills take second place. But it is my personal belief that 80% of all construction company problems, both in the office and the field, can be traced back to poor management.



There are many ways that you can grow your company. You can take on larger projects, increase your project workload, add a new scope of work, hire additional key employees, purchase more equipment, purchase real estate and/or update technology.

Growth can trigger a chain of events that affects outer parts of the business, forcing those areas to grow as well. For

example, taking on more work may force you to hire more employees and purchase additional equipment. It may also affect cash flow, areas of administration, safety and insurance.

Here are some solid ideas to help you grow your business:

### 1. Hire someone with experience.

For many contractors, stepping into the next phase of growth can seem natural. For example, an excavator or landscaper may have many opportunities to construct concrete patios to go along with their trades, which could be a great fit. Hiring someone who has strong experience and is seasoned in concrete could make the transition easier and more profitable.

### 2. Protect your cash flow.

When expanding your business, make sure you don't interrupt the business that is bringing in the company's main revenue. If you don't have a line of credit to access capital when you need it, talk with your banker. Or you may need to increase your credit in some cases. I personally believe in not getting overextended at the bank and that you should try to position yourself to be able to finance your own projects. This will save you interest and strengthen the company.

3. **Delegate.** Developing your team and managing people is at the heart of delegating. This can free you up from tasks that others can do and give you more time to focus on other things. Delegating can build self-esteem within individuals by showing you have trust and confidence in them. It can also benefit the entire team's efficiency, workload, communication, and flexibility, which can lead to improved teamwork. Don't be scared to trust others. Delegation can be viewed as a long-term investment that, when implemented successfully, can achieve positive results.

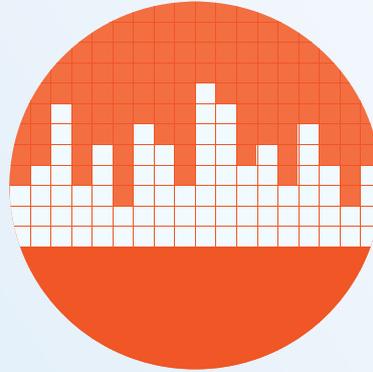
4. **Use technology.** What is out there today, in the way of technology to help your business, is truly amazing; management and estimating software, GPS and security equipment, safety programs, tools and equipment, materials for the job site and much more. Also, consider how social media and the age of digital marketing can bring visibility to your company like never before. Photos of your projects from start to finish can be part of an impressive portfolio that can be used on your website to introduce your company and services. Attending larger trade shows and conferences can be time well spent. There is so much you can learn about your industry, and it is all in one place. Even many seasoned contractors attend to see the latest technology and make connections.

5. **Evaluate risk.** As you expand your business, evaluate any risk exposure in the office and the field. Having an attorney who understands construction litigation review any changes in your business can protect you in ways you may not even be aware of. Do your contracts need to be updated? Do employees have critical company information that may require you to draft a company/employee agreement (non-compete)? Will labor or union issues come up? Are there any regulatory or environmental issues?

6. **Insurance.** When you make changes to your company, always check with your insurance agent to make sure you have the proper coverage in place. Always make sure your insurance

requirements in your contract are covered in your insurance policy. Working with an insurance carrier who fully understands your construction business can help ensure your risk is properly evaluated and protected.

Growing your company is linked and motivated by your vision for the company's future. I believe slow and steady growth is always better than fast and unstable growth. It takes time to present yourself professionally, to be competitive, and to improve your chances of winning bids and capitalizing on opportunities.



### **Struggles with bidding**

As a former general contractor, I know the stressful feeling that comes as bid day approaches. You are busy finalizing the numbers to submit to the owner and making sure you have everything covered. In the days leading up to this, you are reviewing and comparing subcontractors' bids to make sure each proposal has everything it needs when one contractor stops and another picks up. For many contractors, late winter and early spring can be their busiest seasons for estimating projects.

Here are six land mines contractors should avoid when bidding projects:

1. **Controlling Workflow.** As mentioned above, late fall and early spring can be when many projects are going out for bids and contractors may get overwhelmed. They are hoping to get all the projects the estimator spent time and effort on, yet they are hoping they won't start all at once. That's a concern I have seen and experienced over the years. With project owners all wanting to dig ASAP when the frost is out of the ground and contractors having limited resources and labor, some contractors may end up hoping some of those projects they estimated don't come through. This fear can cause estimates to become overpriced from the beginning.

IT IS MY PERSONAL BELIEF THAT 80% OF ALL  
CONSTRUCTION COMPANY PROBLEMS,  
BOTH IN THE OFFICE AND THE FIELD,  
CAN BE TRACED BACK TO POOR MANAGEMENT.



ONE THING  
IS SURE.  
CONTRACTORS  
MUST BE ON  
TOP OF THEIR  
GAMES TO  
KEEP THEIR  
BUSINESSES  
GROWING.

2. **Field Experience.** Estimators with little or no field experience can struggle putting pricing together. Having hands-on job-site experience is a critical factor in estimating labor pricing. Setting up and tearing down can sometimes cost more than the work itself. For an estimator, degrees in no way trump proper field experience. When relying on books alone, an estimator can miss key elements on a bid, but education with field experience would be ideal.

3. **Incomplete Drawings.** Vague and incomplete project drawings should never escape the seasoned estimator. Even when requesting more information, it may not be clear, and the estimator might pad his bid to cover for unknowns. This can possibly put the contractor's pricing too high and cause him/her to lose the job.

4. **Valuating Risk.** Risk must be assigned a value. This is a common reason for inaccurate construction estimates. One of the leading causes of cost overages is the contractor's limited ability to conduct scientific risk assessments on larger complex projects. Many contractors don't understand risk transfer with contracts and the upstream liability they are carrying.

5. **Pressure to Cut Pricing.** Contractors can be pressured into cutting pricing to get awarded the project. Some contractors may cut their profit margins or offer alternatives to the owner to lower project cost. Typically, contractors will go back to their subcontractors and material suppliers and ask for discounts, which is getting more difficult due to unpredictable price fluctuation.

6. **Unpredictable Price Fluctuation.** We all know the extremities of pricing on materials such as lumber, drywall, copper, and steel over the past 18 months or so. Even prior to the pandemic and supply chain issues, pricing on materials would fluctuate on long-term projects from time to time. Stipulated sum contracts by owners are generally indemnified from material increases while suppliers give price agreement to contractors only for the shortest possible time and that seems to be getting even shorter.

#### Struggles with material costs

In my 40 years in the construction industry, I have never seen anything like the shortages and rapid price increases of building materials that are occurring today.

There are several reasons for the high prices, including inventory shortages, manufacturing issues, supply chain disruptions, wildfires, tariffs and the strong demand for materials. And worst of all, no one knows how long this will last. But one thing is sure. Contractors must be on top of their games to keep their businesses growing.

Here are a few tips to consider in these unprecedented times:

1. **Stay in touch.** Stay in contact with your suppliers for weekly updates on material prices and availability. Your suppliers are also in communication with other contractors in your area who are in the same boat. You may pick up a tip or two from them.

2. **Research.** Research different options for materials and lead times for delivery. This can include interior and exterior finishes as well as roofing. For example, you could consider prefab framing components versus traditional stick framing, precast versus block versus pre-engineered, steel versus wood studs or trusses versus post and beam.

3. **Shortened timing.** Your bid process is critical this season. You may need to shorten the time to hold your pricing from 90 or 120 days to 30 days. Shortening the project schedule from 16 weeks to 13 weeks may also help.

4. **Contract review.** Contracts are very important. A construction attorney can help with drafting and understanding them, especially when it comes to contingencies for material cost increases, which may be drafted under a price escalation clause.

5. **Upfront communication.** Upfront communication with your clients can help create a win-win situation. Being transparent about the industry situation can help avoid problems with price increases or material delays. Understanding your clients' needs and desires can help you formulate options to present to them. They may want to complete the project in phases.

6. **Relationships.** Relationship capital can be leveraged to explain the situation to the right person. An established working relationship can speak to your character, integrity and value. Use it — you've worked hard to develop it.

Being a contractor today certainly has more challenges than ever, especially when dealing with the growing pains that come with the desire to expand. It's those growing pains, however, that often produce the best results and the best contractors. 



*John Lack brings more than 40 years of construction industry experience to Acuity, including carpentry, welding, project management, contract negotiation and much more. He also founded his own commercial general contracting firm specializing in the construction of grocery stores.*



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# A GOOD 2022 LIES AHEAD

## STUMBLING BLOCKS THAT COULD HINDER OPPORTUNITIES FOR WISCONSIN CONSTRUCTION FIRMS

By John Wallen and Craig Tappel – HUB International

After years of infrastructure underinvestment, Wisconsin's construction industry is in a good position to collect its share of the state's rewards under last year's federal \$1.2 trillion Infrastructure Investment and Jobs Act (IIJA).

Nearly \$6 billion will be directed Wisconsin's way to improve

highways, bridges and public transportation. It promises a big boost in the state's "C" grade on the American Society of Civil Engineers' infrastructure report card. And it also solidifies Wisconsin's overall construction climate as fifth best in the U.S.

It's not just the infrastructure bill that is portending a good



2022 (and beyond) for builders in Wisconsin. In non-residential construction, warehouse and food/beverage projects continue with pandemic-driven expansions. Healthcare construction remains steady, buoyed by investment in smaller regional facilities and specialized operations designed to improve access.

Residential construction in Wisconsin continues to be sustained to some extent by insufficient housing inventory and low mortgage rates. Still, the 5% drop in 2021's new home starts after a 40% jump in the first six months,

raises concerns about roadblocks as well as opportunities on the road ahead.

It's those roadblocks that the industry needs to be prepared for as 2022 progresses. Some, like the supply chain bottlenecks arising from the 2020 pandemic shutdowns, are still holding business back. Solutions are available, but it will take a sustained effort for them to yield results. Others are long-standing and have no easy fix, like the ongoing and worrisome shortage of workers.

Understanding the risks and using all the tools available to manage them is critical for construction companies to be able to take full advantage of the opportunities ahead. It will take resiliency to successfully balance the forces at work and come out winning.

Here is what the industry must keep an eye on.

#### Supply chain issues remain, prompting hard look at options

The materials shortages have hampered the industry through 2021, and the pressure isn't likely to let up much in 2022. The impact is being felt on every front.

Months-long order backlogs remain a hindrance and are squeezing financials. Materials prices rose month after month through 2021, ending the year with costs 21% higher than in 2020. Lumber prices, notably, are back in the upper reaches of

their roller coaster ride. After peaking in May, 2021 when softwood lumber exceeded \$1,600 per thousand board feet before crashing down to \$600, they doubled again between November and January 2022, hitting \$1,000 per thousand board feet. Volatility remains the name of the game.

It's forcing contractors to look for advantages where they can be found. Improved engagement with suppliers is important, along with building materials reserves and developing backup suppliers. It's also important to reconsider reliance on foreign-made supplies and just-in-time materials sourcing. If relationships with local and regional suppliers can be established, all the better.

#### Options in lumber, concrete, and prefab

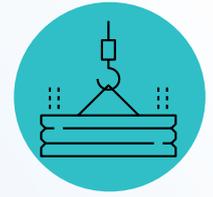
Advantages also may lie in alternative materials along with different ways to get the job done.

There have been big improvements in quality of new materials used for construction, which, more than supply chain issues, may actually be the reason they take firmer hold in 2022 than they have until now.

For example, cross-laminated, or mass timber has advantages over standard lumber in certain applications, with its strength and improved fire resistance. Another bonus is its domestic manufacture, which makes it more readily available as it's less vulnerable to global supply chain blockages. "Bendable" concrete is another increasingly attractive material, as its greater durability means fewer costly repair issues.

Further, modular and prefabricated construction ticks a lot of boxes for the industry, with benefits ranging from improved quality control and safety to productivity gains of 30% to 50%.

The concern here, though, is an exposure contractors may not think about, as modular construction blurs the lines between where the potential liabilities exist and how they would be covered by insurance. Instead of the traditional construction insurance coverage for premises/operations and completed operations,



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prefabricated components present a product liability risk. That makes them subject to a whole different set of laws and a potential for gaps in coverage and conflicts as to allocation of liability in insurance coverage. (Consult your insurance broker to avoid the pitfalls.)

**The continuing drag of an insufficient supply of workers**

The worker shortage is a never-ending problem that shows no sign of improving. That’s a drag on 2022 prospects as all the business coming through the door doesn’t count for much without bodies to fill jobs.

As the construction workforce continues to age – average worker age is now 43 – the industry needs to pull out all the stops to turn the shortage around. More than one million new workers are needed to manage all the projects in the pipeline over the next two years. There are reasons young people aren’t interested, but creative approaches may entice them.

Tying recruiting and training efforts to industry and broader social/cultural trends is one way to get traction. The expanding influence of technology in reshaping the business, for example,

is a natural to play up. It gives younger, tech-savvy millennials and GenZs a challenging new milieu to apply their well-honed skills with devices, apps, video games and drone technology. Playing up the importance and impact of technology is one way of putting construction in a new light – as a career requiring practical applications of these skills.

Moreover, the tech card may also be a way to counter another pressing concern – turnover. Turnover in the industry has reached a troublesome 21.42%, and while enriched voluntary benefits may offset that trend, marrying solutions to needs can help too.

Some firms, for example, have established apprenticeship programs with a twist. Not only do more seasoned workers mentor younger colleagues on what the job takes, but mentorship goes the other

way, too, by training the trainers in tech skills they need on the job and off.

**Construction tech has decided upsides, but, oh, those cyber risks**

The impact of technology on construction is only growing and it’s transformative.

None of it is unfamiliar. Drone use is exploding, increasing nearly 250% year over year, largely to facilitate surveys and inspections. “Smart” project management tools are well integrated into operations, making scheduling and budgeting more efficient. Robots and wearable sensors improve efficiency and safety in any number of work functions.

The industry’s investment in technology has shot to record levels, hitting over \$2 billion in 2021 – up 100% from 2020. It promises to improve productivity by as much as 60% and deliver as much as \$1.6 trillion annually in incremental global value. And yet, these are still early days of tech adoption.

If there is an adoption curve, there’s also a learning curve, and that applies as much to the risks of technology as the benefits. Cybercrime is rampant, and the more the industry deploys tech solutions, the more it opens itself to exposure.

Even though other business sectors are more vulnerable than construction, the sooner more stringent protections are put in place against hackers, the better. The rise in cybercrime has resulted in more stringent underwriting guidelines by insurers, and premiums for cyber policies rising by 20% or more. Now’s the time for construction firms to have serious discussions with their brokers about risk management measures, and adequacy of their cyber coverage.

Opportunities abound in the new year – and beyond – for the construction industry. But seizing on them will be the challenge. The ability to navigate the uncertainties on the road ahead – financial, supply and labor pressures alone – require resiliency that many firms, by now, may find hard to muster. [Zac Wisconsin](#)



**ADVANTAGES ALSO MAY LIE IN ALTERNATIVE MATERIALS ALONG WITH DIFFERENT WAYS TO GET THE JOB DONE.**



*John Wallen is Vice President and Wisconsin Construction Practice Leader for global insurance brokerage Hub*

*International, with more than 30 years of experience providing risk management consulting, effective insurance solutions and innovative risk and cost reduction strategies for the construction industry.*



*Craig Tappell is the Chief Sales Officer for global insurance brokerage HUB International's construction specialty practice.*



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# BRANDING MATTERS

## TELL A CLEAR BRAND STORY FOR BETTER BUSINESS RESULTS

By Fritz Grutzner – Brandgarten

The company presidents we work with often say to me, “We have a great company. I think we have a great story to tell. But we don’t know how to tell it in a way that drives our business.”

I recently had the pleasure of speaking to a group of ABC contractors on the topic of branding. With all the issues facing contractors these days, it is easy to believe that your “brand” doesn’t matter much. One of the folks in my talk asked the question, “How does branding help me? My competitor is playing cards at night with my best prospect?”

As a business grows, it often becomes impossible for an owner to personally connect with each of their customers and prospects. It also becomes difficult to oversee and guide a growing number of employees and to get them to care as much as you do about the business.

This is the point at which defining your brand story becomes critical.

You may think of your brand as your reputation. Your brand may be expressed by a logo or a color or a tagline — but the value of your brand is far more than this.

I like to think of a brand as a true story you tell. A story that your customers and prospects attribute to you. And this story has tangible value. At well-branded companies, the goodwill value of the brand can add 20-30% to the value of the company. It is clear, that people don’t buy things, they buy the story about the thing. And at its essence, good branding is nothing more than good storytelling.

To your employees, a well-defined brand story answers the questions: Who are we? What do we fundamentally believe? How do our behaviors activate this belief?

To your customers and prospects, a strong brand is a promise of quality and service. It is a shorthand way for them to decide whether they want to choose your company or a competitor for a job.

We all use this shorthand approach. Life is busy. We don't have time to think hard about every decision we make in a day. We use mental shortcuts to make these decisions. Emotions are a critical part of these mental shortcuts. Feelings drive behaviors. How we feel about a company is as important as the functional benefit they provide. We like to do business with people and brands we like. Building a brand story that connects emotionally with your employees and customers is what good branding is all about.

Now, here is the secret that good marketers understand – some stories are better than others.

At our consulting company, we help to align a company's story with an "archetypal story." Archetypal stories are stories that live deep in our subconscious. These are stories we all know. For example, the story of the "rebel" or the "caregiver" are archetypal stories that have appeared in all cultures at all times. When you align your company story with an existing archetypal story, you immediately have an emotional edge. This is because each of these stories comes with a built-in emotional connection. The "regular guy" story is about feeling a sense of belonging. The "caregiver" story is about feeling cared for. The "rebel" story is about a sense of freedom. We choose brands that help us feel a certain way in certain situations.

If your prospect needs a contractor, you should ask yourself not only what sort of service they need from you, but also how they want to feel. Can your company and brand story help them feel a sense of achievement or belonging, or freedom?

Here is an example. If I need a contractor for a job where the stakes are so high that failure is unacceptable, I am inclined to choose a contractor telling the "ruler" story.

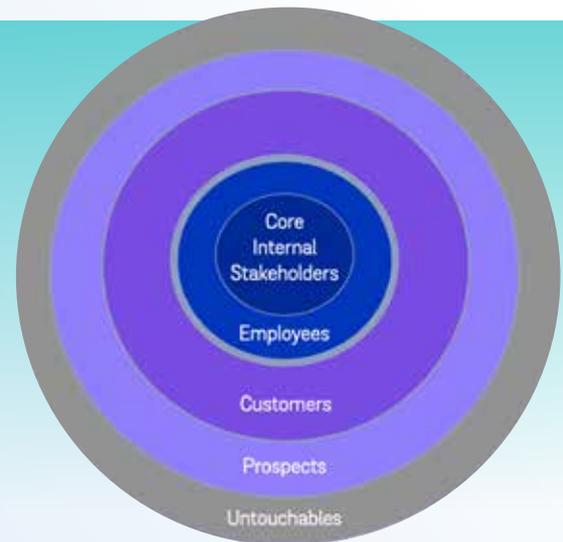
The ruler is a story about being the best in the category. Choosing a "ruler" brand helps make us feel we are in control, like the "Mercedes" of the category. The "ruler" brand is typically well-established in the category and often the category leader. The "ruler" is also typically a more expensive choice, but worth it. There can only be one "ruler" in any given category. To align

around this story, your company truly needs to deliver the best quality (at the highest price.)

Authentic brands are built from the core of the company. The brand story must be a true story, based on the original intent of the company founders. Did they start the company because they wanted to create a caring place for employees to thrive (a "caregiver" story)? Did they intend to help customers achieve lofty goals and overcome obstacles (a "hero" story)? Your archetypal story must resonate with the history and culture of your organization.

What we have found is that very often, several stories ring true at any given company. You should pick ONE story and commit to telling this story well. This focus is essential if you want to make it easy for your employees to deliver the right story. A single story also helps customers to identify emotionally with your story.

### Build your brand from the core.



Finally, your brand story should lead you to a higher purpose than just making money. Young people today seek meaning and purpose in their lives. There is good data that shows purpose-driven companies have more satisfied employees and can attract better talent. If your brand story is one of achievement, then you might be building a "hero" culture at your company. This is a culture that attracts achievement-oriented employees. If you embrace this brand story by recruiting, training, and rewarding achievement, your employees will build the "hero" brand story for you.

No archetypal story is inherently better than another. What matters is that the story is, 1) authentic to your culture, 2) emotionally relevant to your customers, and 3) you are able to deliver on it. If all three of these are true for one archetypal story, you are well on your way to building a much stronger brand and a more successful business. ABC Wisconsin



Fritz Grutzner is the founder and president of Brandgarten, a brand strategy firm that has helped companies like Johnson & Johnson, Delta Faucet, and MetLife build their brand stories. You can reach him at [fgrutzner@brandgarten.com](mailto:fgrutzner@brandgarten.com)

### Strong brands tell archetypal stories





# FIX YOUR

# LinkedIn Ads

## SAVE MONEY AND IMPROVE PERFORMANCE

By Spencer X Smith – AmpliPhi

Here's something I hear consistently in our day-to-day business: "Spence, you know what? LinkedIn advertising is really expensive!"

If LinkedIn ads aren't something you're working with every day, you're probably spending way too much money

on them. In this article, I'll share with you the strategy and tactics to improve your ad performance while saving money.

First, take a look at the sponsored content dashboard that you'll see when you go into LinkedIn.

Set up your control and your variables. At first, I recom-

IF LinkedIn  
ADS AREN'T  
SOMETHING  
YOU'RE  
WORKING  
WITH EVERY  
DAY, YOU'RE  
PROBABLY  
SPENDING  
WAY TOO  
MUCH MONEY  
ON THEM

upload those emails to LinkedIn and ask LinkedIn to match those email addresses to people that use the platform. You can show those people pieces of sponsored content.

The broad match group is something we build within LinkedIn itself. An example is targeting people in the 401(k) industry, working in financial services. The first thing we do in LinkedIn is set the industry we'd like to target to financial services. And then we choose a skill of 401(k) or a ERISA or something that aligns with that audience. So that's your broad match - that's your top of funnel, if you will, audience based on interests.

The third and last one - and this is the most critical - is your retargeting audience. Set up your LinkedIn Insight Tag, which then is placed as a piece of code on your website. These visitors might have just been on your website. Or, they might have been on specific pages of your website, etc. We can send that visitor information to LinkedIn and ask people to see this piece of sponsored content from us on LinkedIn, based on their behavior on our website.

More often than not, when you run the same ad to different audiences, you'll see a jump in the average click through rate (CTR) for the third audience (the retargeting list). Because these ads are both more relevant and less interruptive (since the viewer of the ad will be familiar with you since they've already been on your website), you'll also have a lower cost for both impressions and clicks.

This is going to require some technical know-how to implement, so either update your website using your internal tech team or ask your website provider to help you set up your LinkedIn Insight Tag on your website. Your ads will be both cheaper and more effective - a fantastic win/win with just a brief amount of effort. Questions about this process? Just reach out. [ABC Wisconsin](mailto:spencer@ampliphbiz.com)



Spencer X. Smith, deemed a "social media expert" by Forbes, can be reached at [spencer@ampliphbiz.com](mailto:spencer@ampliphbiz.com).

mend the control be a specific ad ... use the same verbiage with the same image or video. Then, let's set up three different audiences (the variables) who will see that one ad:

- 1) Your email list - people for whom you already have an email address
- 2) Your broad match audience - people based on job title, geography, seniority, etc.
- 3) Your retargeting list - people who have visited your website

Expanding on these audiences, then: whether it be customers or clients or prospects or whatever you want to target,



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## Wes Meilahn Award

ABC of Wisconsin's most prestigious individual award goes to Steve Klessig of Keller, Inc. who was awarded the 2021 Wes Meilahn Award for extraordinary commitment to ABC and the merit shop philosophy. The award is named after chapter founding father Wes Meilahn, who was passionate about this organization.



Wes Meilahn



2021 Wes Meilahn Award recipient Steve Klessig of Keller, Inc. (right) is presented with the award by 2020 Wes Meilahn Award recipient Jay Zahn of Hausmann Group.

## PROJECT: GENISA WINE BAR



## Built On Merit Award

For 11 years running, the "Built on Merit" award was presented to Friede & Associates for utilizing the largest number of fellow ABC members on the Genisa Wine Bar project in Janesville. Friede & Associates used 25 contractor and supplier members on the project. Congratulations and thanks to Friede & Associates for dedication to merit construction! No other member has ever received this award.



Roger Friede (center) and Scott Truehl (left) are congratulated by ABC of Wisconsin's Kyle Schwarm (right) for the "Built On Merit" award at the awards banquet, Jan. 27.



# Recognizing excellence in merit construction

The Projects of Distinction (POD) Excellence in Construction Awards Ceremony was held at the Ingleside Hotel in Pewaukee on January 27, 2022. There were 55 very distinct projects recognized. These can be found in the Projects of Distinction Awards magazine that was sent to all members (contact ABC of Wisconsin if you would like a copy).



Among the highlights of the awards program was the Project of the Year awarded to Corporate Contractors, Inc. (CCI) for the ABC Supply Stadium in Beloit. The Project of the Year is the project that receives the highest average of scores from the judges.



**ABC Wisconsin** 50<sup>TH</sup> ANNIVERSARY 1972-2022

**CHEERS TO 50 YEARS**



Project of the Year Finalist  
**The Copperstone Assisted Living and Memory Care Community**



The Copperstone Assisted Living and Memory Care Community in Fox Crossing by Consolidated Construction Co. was a finalist for Projects of Distinction Excellence in Construction Project of the Year award.

Project of the Year Finalist  
**Eurofins – Food Integrity and Innovation Lab**



Eurofins – Food Integrity and Innovation Lab in Madison by Faith Technologies was a finalist for Projects of Distinction Excellence in Construction Project of the Year award

## Project of the Year Finalist Stein's Garden & Home



Stein's Garden & Home in Kimberly by Keller, Inc. was a finalist for Projects of Distinction Excellence in Construction Project of the Year award.

## Project of the Year Finalist The Lincoln Academy



The Lincoln Academy in Beloit by Corporate Contractors, Inc. (CCI) was a finalist for Projects of Distinction Excellence in Construction Project of the Year award.

# NEW MEMBERS

For membership information contact **Bill Stranberg, Membership Director**  
Associated Builders and Contractors of Wisconsin – 608-244-5883

## JANUARY 2022

### • Ultimate Power Electric, LLC

Alyssa Grover

587 S. 6th Street

Evansville, WI 53536

Phone: 608-446-2257

Description: Electrical Contractor

Sponsor: Kevin Day, Corporate Contractors Inc. (CCI)

Beam Club Members-to-date: 18

### • Werner Electric Supply

Kendra Van Camp

4800 W Prospect Ave.

Appleton, WI 54914

Phone: 920-815-4315

Description: Electrical Supplier

Sponsor: Jessica Cannizzaro, Milestone Plumbing Inc.

Beam Club Members-to-date: 6

David Lombardo

525 Commerce Pkwy.

Verona, WI 53593

Phone: 608-845-7930

Description: General Contractor

Sponsor: Amber Anderson, Aerotek

Beam Club Members-to-date: 5

### • Enterprise Truck Rental

Chris Essig

1750 N. Mayfair Rd.

Wauwatosa, WI 53266

Phone: 262-391-9271

Description: Truck Rentals

Sponsor: Tim Mertins, Enterprise Fleet

Beam Club Members-to-date: 1

### • First Citizens Bank

Scott Kraemer

10401 W. Innovation Drive, Suite 150

Wauwatosa, WI 53226

Phone: 414-214-5795

Description: Associate Member

Sponsor: Jessica Cannizzaro, Milestone Plumbing Inc.

Beam Club Members-to-date: 7

### • Grommes Millwork

Doug Clark

1300 Townline Ave.

Beloit, WI 53511

Phone: 608-362-8928

Description: Supplier Member

Sponsor: Kevin Day, Corporate Contractors

Inc. (CCI) and Russ Tabaka, Gilbank Construction Inc.

Beam Club Members-to-date: Russ Tabaka 5, Kevin Day 18.5

### • MasterGraphics, Inc.

Lynn Milbrath

2920 Marketplace Drive, Suite 101

Fitchburg, WI 53719

Phone: 608-256-4884

Description: Supplier Member

Sponsor: Greg Jones, Dave Jones, Inc.

Beam Club Members-to-date: 32.5

### • Morris Plumbing

Paul Morris

P.O. Box 270421

West Allis, WI 53227

Phone: 414-640-0679

Description: Plumbing/Mechanical Contractor

Sponsor: Eric Messer, The Starr Group

Beam Club Members-to-date: 5

### • Sunbelt Rentals

Elton Johnson

W231 N1125 County Hwy F

Waukesha, WI 53186

Phone: 262-521-3100

Description: Supplier Member

Sponsor: Casey Malesevich, Sure-Fire, Inc.

Beam Club Members-to-date: 9

### • US Bank

Rachel Smith

13195 W. Hampton Ave.

Butler, WI 53007

Phone: 414-651-2156

Description: Associate Member

Sponsor: Jessica Cannizzaro, Milestone Plumbing Inc.

Beam Club Members-to-date: 8

### • Wisconsin Electric, LLC

Thomas Roll

S1173 Birchwood Rd., #A

Wisconsin Dells, WI 53965

Phone: 608-477-2325

Description: Contractor Member

Sponsor: Scott Truehl, Friede & Associates, LLC

Beam Club Members-to-date: 16

## FEBRUARY 2022

### • Concrete Results, LLC

Robert Enerson

7648 Grinde Rd.

DeForest, WI 53532

Phone: 608-434-6138

Description: Concrete Contractor

Sponsor: Tom Holtz, Holtz Builders, Inc.

Beam Club Members-to-date: 1

### • Engineered Construction, Inc.

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ABC is the one you can trust.**

Associated Builders and Contractors (ABC) of Wisconsin is helping members win work and deliver work safely, ethically and profitably for the betterment of the communities in which they work.



**TOUGH. TRUSTED. TOGETHER.**