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## MORE THAN JUST MONEY

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BANKER'S FINANCIAL  
EXPERTISE

## TAKING THE 'AWKWARD'

OUT OF NETWORKING

## PROJECTS OF DISTINCTION

## A SIGN OF THE TIMES

STICKY FINGERS

TAKE THE  
HEADACHES OUT OF  
TAX SEASON

# ECONOMICS & BUSINESS

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YOU WITH YOUR  
BUSINESS OPERATIONS  
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Pictured: Ultra Light Manitou

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Managing Editor: Kyle Schwarm  
Associate Editor: Chrissy Long  
Art Director: Jayne Laste Design Solutions LLC

For membership information, contact  
Laura Gilbertson at ABC of Wisconsin  
(608) 244-5883 or fax (608) 244-2401

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**FROM OUR PRESIDENT**

# Help us help you with your business operations



**HELP US HELP YOU.** It's something that parents say to children, and supervisors say to their direct reports. It also should be the motto of Associated Builders and Contractors (ABC) of Wisconsin to its members. That is one of the reasons we are selective with the member benefits we promote. There is nothing special about getting 5% off on car rentals or a free coffee upgrade at the gas station. But eight cents off a gallon of gas and the Sentry insurance dividends – now that's some significant value.

The same goes for the information we provide. With nearly 1,000 member firms across various trades and even professions, it is a tough balancing act to provide the right information and help your business operations without overwhelming you or

wasting your time. That is why we have created the Two-minute Drill videos. We know you don't always have time to read the information we create, no matter how high-quality or relevant it is. These short videos provide the information we think you need to be successful in your business in the format and length that is worth your time. Some of the recent topics have focused on changes to the Wisconsin tax law, and updates on potential changes to the various construction codes.

Last month, we partnered with the Department of Safety and Professional Services to create a series of videos to help you take advantage of some of the improvements at the agency. Videos

that will come out in the weeks ahead in our e-newsletters Contractors Update and Building Influence. These will cover how to have a seamless renewal of your credentials, information on expanding trade testing opportunities, and advice on getting plumbing or fire protection plans approved more efficiently.

It may surprise you that ABC and Governor Evers' administration are able to coordinate on many things considering the significant areas

“  
AS THEY SAY,  
SOMEONE WHO  
YOU AGREE WITH  
MOST OF THE  
TIME IS AN ALLY,  
NOT AN ENEMY.



Secretary of the Department of Safety and Professional Services Dan Hereth recording a Two-minute Drill at the ABC of WI studio.

of disagreement, from the very green commercial building code that ABC helped defeat to us fighting Evers' efforts to reinstate prevailing wage and repeal right to work and project labor agreement neutrality. The reason is, like you in business, there are no permanent friends and no permanent adversaries. DSPPS wants to provide good customer service to you regardless of how you feel about government in general or Governor Evers, specifically. That is why we are working on these issues with people we don't agree with 100% of the time. As they say, someone who you agree with most of the time is an ally, not an enemy.

— John Mielke, President

By Stan Koopmans,  
Senior Vice President  
Business Banking Sales  
Manager at Lake Ridge Bank

# MORE THAN JUST M

## TAP INTO YOUR BUSINESS BANKER'S FINANCIAL EXPERTISE

There's a myth out there that bankers don't want to work with contractors. However, that notion could not be further from the truth. In fact, most business bankers believe that the construction industry is a primary financial indicator of the economy, so lenders often look forward to helping contractors get established and grow.

Like most small business owners, contractors often prefer to focus on their skilled craft over the business side of their endeavor, sometimes creating tension between the high-quality service a contractor provides and the operation of their business.

In short, bankers can serve as an indispensable resource for contractors by:

- Helping you understand options for loans and lines of credit
- Managing cash flow
- Finding financial efficiencies
- Identifying risks and providing fraud protection
- Sharing ideas for limiting fees
- Navigating potential resources for funding or stimulus programs
- Effectively utilizing treasury management services

### **The B.S. (business side) of construction**

Without question, contractors are experts at skilled labor. Quite often, contractors are even experts at the operational aspects of their industry. It is less common for contractors to

excel at the financial side of running the business.

That's okay. Your accountant or banker probably can't wire an office building or drive a backhoe.

Unfortunately, reputation rules the roost when it comes to the construction industry, so it is important to get all aspects of running your business right. You cannot just rely on quality craftsmanship while ignoring the B.S. (business side, of course) of your work. Some of the things bankers are looking for that can affect your reputation from a business perspective include:

- **Bidding accurately.** Financial success starts with step one. Providing accurate esti-

mates gives you an edge with winning a bid because it means the project leader can trust the budget.

- **Collecting all lien waivers as soon as possible.** Keeping a project on budget often relies on keeping it on schedule. Make sure that basic paperwork doesn't hold up the process.

- **Invoicing in a timely manner.** For example, if the landscaping subcontractor takes 4-6 months to send an invoice because they want to do all their paperwork in the "off season," it can throw off the accuracy of the customer's or general contractor's cash flow.

- **Keeping your records current.** Cash flow in construction can be unpredictable thanks to the accounting practice of billing a percentage of a project at intervals. Pair that with the fact that billing doesn't always match up with what you have spent to date on a job. Keeping a detailed status report for a quick-and-easy review of your overall financial health can be a good idea.

# MONEY

- Paying employees and subcontractors on time. You know better than anyone that there continues to be a shortage of construction workers and skilled laborers. Something as simple as getting a regular, reliable paycheck could impact an employee's decision to stay or stray. And, if you have a reputation for paying subcontractors on time, you will get the best of the best lining up to work on your projects.

- Running a safe worksite. No explanation needed.

- Scheduling accurately. In basic terms, show up when you say you're going to show up.

- Having a plan for supply chain delays. You can't always control every aspect of a job, especially when it comes to supply chain issues. Your best defense is to have a plan for when – not if – something goes wrong. Good communication can be the difference in how a customer feels about the situation. It's also a good idea to try to anticipate potential snafus

at the onset of a project and brainstorm ways to minimize the impact if a problem occurs.

- **Mitigating fluctuations in raw material costs.** Another issue that is often out of your control: the rising cost of raw materials. That said, there are ways to reduce the impact of cost fluctuations within any specific job. Consider purchasing certain things right at the beginning in order to lock in the cost, or simply keep common items in stock so that your bids are based on materials you've already purchased. Negotiate prices based on bulk orders or guaranteed minimum business. An experienced banker has often seen many tricks of the trade that work effectively.

- **Keeping your equipment in good working condition.** It may sound extreme, but people sometimes judge the health of your finances based on the "health" of your tools and equipment. As an added bonus, proper maintenance of your equipment can help it last longer and run more efficiently, saving you money while bolstering your image.

- **Using your line of credit effectively.** If a line of credit (LOC) is meant to cover cash flow issues or seasonal ebbs and flows, your bank will expect your balance to get paid down to zero at some point each year, with money available in your deposit account.

If administrative tasks are taking up too much of your time, consider outsourcing your financial work to an accountant, a bookkeeper, or assistant. And don't hesitate to ask your business banker for a basic financial review, along with recommendations or referrals for professionals they trust and respect.

## Reputation Management

They say the three most important aspects in real estate are location, location, and location. In construction, its reputation, reputation, and – you guessed it – reputation!

While you may recognize the importance of reputation among your colleagues and customers, it's equally important to maintain an impeccable reputation with your banker.

Larger loans or lines of credit you apply for get submitted to the Loan Committee for discussion, review, and approval or denial. That means bankers get to know who is a reliable partner or subcontractor and who can be unreliable. Your reputation can impact:

- Your ability to get a loan or line of credit
- Another contractor's ability to get a loan or line of credit (because we ask who they are working with)

- Your cash flow (are suppliers or subs demanding money up front?)
- Your ability to win bids (customers need to trust your numbers and your capability to complete the work)
- Your ability to get the workers you need
- Your ability to negotiate credit terms with suppliers
- Your rating for credit references

Reputation should be the #1 product or service you provide. Build it with care. Protect it with enthusiasm.


## Make Your Banker a Trusted Resource

One of the easiest ways to make or break your reputation is through communication. Contractors can't control every aspect of a project, but the way you communicate about it can leave an impression.

When something goes wrong, communicate with all affected parties as soon as possible, including your banker. Try to come to the table with options or solutions so that the focus can be on working together to solve the problem. Be open to additional ideas, taking other perspectives into consideration.

Best practices suggest meeting with your business banker quarterly to provide a general update on work in progress. By reviewing your financials regularly, your banking professional can help identify additional ways the bank can serve you – often at no extra cost. Online banking tools, treasury management services, and other business banking perks are usually part of a full banking relationship. Take advantage of all the banking resources and systems that strive to make running "the B.S." of your company easier.



*Stan Koopmans is Senior Vice President – Business Banking Sales Manager at Lake Ridge Bank, with 20 locations throughout Dane, Green, Sauk, and Rock counties. Lake Ridge Bank's mission is to "build prosperous communities, one relationship at a time." For more than 100 years, this has meant getting to know each of our clients to offer personalized services to meet their specific financial goals. Lake Ridge Bank offers a full line of financial products and services. We focus on offering products and services to make your banking easy. Our business banking and mortgage lenders are trusted leaders in their field with the expertise to provide the right loan at the best rate possible for our clients. As a community bank, we are dedicated to reinvesting in, and making our communities great places to live, work and raise a family. Visit [lakeridge.bank](http://lakeridge.bank) to learn more about how we can help you. Member FDIC | Equal Housing Lender *



# TAKING THE 'AWKWARD' OUT OF NETWORKING

**By Kyle Schwarm**

**ABC of Wisconsin Marketing & Communications Director**

Networking is about making connections and building relationships. Business networking is critical to company success because it leads to new opportunities and growth. Many contractors either overlook the significance of networking in their operations or acknowledge its importance but lack the basic skills to navigate its inherent awkwardness.

The ABC of Wisconsin Marketing & Business Development Committee has been tackling this topic and sharing tips with members. This article continues to share those tips so more

ABC members can get beyond any anxiety and take networking to the next level.

#### **Apprehension**

Many of us experience anxiety communicating in small groups or with one another. James C. McCroskey, one of the most renowned scholars in the communication discipline, labeled this as communication apprehension, which is quite possibly the greatest impediment to successfully interacting with others. It can be a fear or anxiety that is either real or anticipated, but regardless, it

leads to avoidance. Some have it more than others.

How do we get over this apprehension or avoidance? There are several ways to reduce this anxiety, which includes a little training and sharpening of skills.

#### **Getting started**

Sometimes the toughest part of networking is simply getting started, but once you've taken the step to go to an event, you'll want to make it worth your investment of time.

"Many professionals fall into the trap of



## MANY PROFESSIONALS FALL INTO THE TRAP OF 'NOT-WORKING' INSTEAD OF 'NETWORKING,'

'not-working' instead of 'networking,' said Nan Pum, director of talent development at ABC member LIFT Consulting. "In other words, the time they spend isn't generating new relationships or connections," Pum said.

According to Pum, setting a goal for yourself at each event could help you avoid that trap.

"We are more likely to do the work and get a result if we have a target to shoot for. A goal doesn't have to be complicated. In fact, the simpler you make it, the more successful you'll be," Pum said.

Your goal could be as simple as how much you want to put yourself out there to grow your connections list or more simply, growing your list of connections.

"You've likely heard the phrase, 'what gets measured gets done.' Applying this mentality to your networking is sure to yield a return on the time you invest."

Pum provides several examples, including introducing yourself to at least one new business owner; making three meaningful connections worthy of follow-up afterwards; and seeking out three individuals you know will be there and reconnect with them.

Next, you will want to decide how to reach the goal, which means deciding on which events to attend. Your goals should dictate the events you want to attend. There are many different types of events with different audiences that may be appealing to you. Many events are organized by relevant associations, such as ABC, and offer opportunities for meaningful conversation.

The plan should include strategic steps to enhance your contacts list. It typically includes your goal(s), an evaluation of your current contacts, and how you'd like to enhance that list. What types of people do you want on your contact list and who is already on your list that you would like to get to know better?

Most likely, the plan will include putting yourself out there. Get started and stay with it.

"Stick to the plan that you set prior to the event," said Bernie Lange, project development manager with ABC member National Construction & NCI-Roberts Construction. "Get settled and then use the available resources to seek out the people that you want to connect with," Lange said.

Even if initial interactions don't turn into connections, don't fret because you will be striking up conversations with individuals you've never met before. If ever the anxiety gets to be too much, take a breather. Go to the restroom or

take a short walk. Give yourself a pep talk. You can always return to the room when you're feeling ready to come back in.

### The introduction

For some people, introducing themselves is easy, but for others, it's very awkward. Nothing will happen if you don't make the contact and you have little to lose if it's not the perfect connection. Simply introduce yourself, make eye contact and smile. Simply saying, "Hello, I'm John Doe," is a great opening that is hard for someone to reject. Understanding that should make the introduction less painful. Then make sure they introduced themselves to you and if not, politely ask for his/her name, "I'm sorry, I didn't catch your name."

The approach may come easier to you if you remember that everyone is equal, and most people have a similar comfort level trying to make new acquaintances. Also, nobody knows you better than you, so use that thought to build your confidence.

### The initial interaction

It's always a good practice to have an ice-breaker to start a conversation, such as asking a question about the event you're attending. Maybe something like, "Have you been to one of these events before?" Be ready with your elevator speech about yourself when they ask about you but keep it conversational so it doesn't sound rehearsed.

Once you've made the introduction, there are some tips for making the interaction successful:

- Stand more shoulder-to-shoulder vs. face-to-face, as body language can play an important role in whether you seem approachable.
- Be sure, however, to make good eye contact to build trust.
- Pay full attention to the person speaking, show empathy, and don't interrupt. This builds rapport.
- Listen more than you talk.
- Wear a company nametag or logo-ed clothing for a more professional appearance.

- Exchange business cards and write on the back anything important you want to remember about the conversation or, keep a note on your phone.

### What to say

You always want your new connection to be able to talk more than you, but when you do talk, ask them open-ended questions to keep the conversation flowing. Questions like, "How did you get started in "X" profession?" or, "What do you love most about your job?"

If you're not a good listener, practice it. Lange emphasizes how people think you are brilliant when you ask questions and listen to their answers. "Listening and being interested is key to making an impactful first impression," Lange said.

"Remember the 'FORD' principal when meeting someone for the first time," Lange said. "'Family, occupation, recreation and dreams' are safe areas to discuss when meeting someone for the first time," he added.

When you are ready to add to the conversation, be ready to concisely describe what you do in a way that's engaging and memorable. Skip the generic, "I'm fine," and instead, offer news about your company, a new product or service you've launched, or something that's going well in your job.

Remember, however, not to talk too much about yourself and keep it about the individual(s) you're speaking with. Don't "sell" unless the person is asking you to.

It's important to remember that networking is meant to be mutually beneficial. It's not all about you for right now. You may have something that can be of value to your connections that you can share. Your connections could make a referral about you in the future. Ask how you and the other individual could support each or work together or ask what a good business lead would look like for his/her business. By being generous of yourself, you will establish trust that could expand your network in the long term.

Don't put too much pressure on making connections that you become all business and no fun. Remember that making a new connection doesn't mean you have to hang out with the person the entire event, especially if the person isn't pleasant or interesting. A good rule of thumb is to chat for 10 minutes or so and then move on by mentioning it was nice to meet the person and perhaps you can stay in touch with each other.

**Following up**

You've made a connection or two, so now what? One of your most important action items from networking is the follow up. You invested time and money to attend an event and so much of that could be lost without follow up.

"Following up after a networking event is crucial because it will reinforce your initial connection and demonstrate your interest and commitment," said Tara Ingalls, owner of Tingalls Graphic Design, an ABC member.

Be genuinely interested in people. Develop the mindset of wanting to know more about their business, of course, but also what their wants and needs are along their personal journeys you can learn from.

Treat those business cards you received like they are gold. Make notes on them immediately after the event so you don't forget what you discussed. Place all your business cards or notes in a file along with penciled notes. Throw in any notes you have for future refer-

ence. You could also take a photo of it or use CAMCARD, an app that will capture the card data and dictate it into your customer relations management (CRM) software or input the data manually. Cull out connections that will not lead you to the business you need.

The next day (within 24 hours) be sure to send out an email. For stronger connections, text them that you will be emailing them. For even stronger connections, pick up the phone to follow up with him/her. Most do not answer, so prepare a voicemail message in advance of the call. Remind them of the following:

- Note the personal connection made.
- Note how you were impressed by the work they provide.
- Add in a recap of what you offer and how it can benefit them.
- Give him/her a call to action for meeting or how you can be a resource.

"Doing what you say you're going to do builds trust, which might distinguish you from others who might not take that next step," Ingalls said.

Send a LinkedIn connection request. Refer-

ence in the invitation your connection that took place at the XYZ event. Go to their company LinkedIn page and "follow" it. If you post an event photo on LinkedIn or Facebook, consider tagging who is in the photo and write a catchy opening sentence to make it stand out.

Use a spread sheet to track each network event to refer back on the return on investment for each event. Make a note of all connections, especially the solid connections gained. Use this data to stay in touch with your connections by reaching out a few times a year. You could send a relevant article, invite them to another event or conference, or just send a friendly note around the holidays.

**Conclusion**

Don't wait for networking opportunities to just happen. You need to make them happen. While networking can be challenging, it doesn't have to be awkward or painful. It will become easier with time and practice. Using some of these tips will help you strengthen your networking skills. And who knows? You may make some lifetime friends while doing it. Most people do. [abcwisconsin.com](http://abcwisconsin.com)

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**THE DAILY REPORTER**

# Wes Meilahn Award



Bill Monfre (left) is presented with the Wes Meilahn Award by 2022 recipient Brian Wieser.



Wes Meilahn

ABC of Wisconsin’s most prestigious individual award goes to Bill Monfre, who was

awarded the 2023 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.



## Projects of Distinction

# 2023 Project of the Year

Among the highlights of the awards program was the Project of the Year awarded to Stevens Construction Corp. for the Covered Bridge Project in Windsor, WI.



## Built on Merit Award

For 12 years running, the “Built on Merit” award was presented to Friede & Associates for utilizing the largest number of fellow ABC members on the Horn Plastics Addition in Wisconsin Dells, WI.

# A SIGN OF THE TIMES STICKY FINGERS

## PREVENTING PROPERTY THEFT FROM CARGO VANS

**By Kyle Schwarm**  
ABC of Wisconsin Marketing &  
Communications Director

As a contractor, you understand how project costs can fluctuate during any construction project, especially with unforeseen materials and labor costs. While some of these can be anticipated and budgeted for, there's one cost that often catches contractors off guard: equipment theft. This unwelcome expense not only results in the loss of stolen items but also disrupts construction schedules, leading to additional expenses and frustration for contractors.

Despite putting in place security measures like jobsite fencing, lighting, and surveillance cameras to prevent theft, contractors may still

find themselves vulnerable. This vulnerability often arises when employees take their work vehicles home, only to have them broken into during the late hours of the night, resulting in the theft of valuable power tools worth thousands of dollars on top of the damage repair costs to the vehicles

In recent months, construction theft has become a growing concern in the Milwaukee area. Many ABC members are among the contractors reporting these “smash-and-grab” break-ins. Perhaps what makes these crimes most concerning is how and where they are occurring.

Last fall, ProServ, a plumbing and heating contractor and ABC member, fell victim to

theft. Two of the break-ins occurred in the driveways of employees' homes located in nicer neighborhoods in Shorewood and New Berlin.

“In both cases, they smashed windows and just hit the unlock button and opened up the back,” said Jon Weis, ProServ owner.

It's eye-opening for contractors because it's occurring in suburban neighborhoods as opposed to busy metro areas, where they tend to be more common. Thieves are also getting more brazen, and efforts seem to be more organized with criminals targeting more expensive equipment.

“They have no qualms about smashing a window and grabbing everything they can,”



Weis said. “Clearly, there’s a market for this stuff. You’re a target when you have this stuff [in vehicles].”

“We’ve got a lot of guys that scrap, and they take a lot of this equipment and the sell it online,” said Officer Keith Garland, Community Partnership Liaison of the Milwaukee Police Department who does outreach on crime prevention. “They’ll take it to a second-hand store, which is illegal, but they [second-hand store] just don’t care about buying stolen merchandise,” Garland said.

Sam Gillis, President/Owner of ABC member Rozga Plumbing, Inc. had one of his two break-ins on video.

“The van was parked, and a little SUV goes by, comes back a little bit later, parks across the street, guy gets out, walks around the van a little bit, breaks the window. They look around because they must have heard my plumber coming through an elevator door or something,” Gillis said.

“So, then he went back into the SUV, and they sat there parked. So, my plumber comes out and sees the broken window and he’s just standing there you know, like, ‘Oh man, someone broke my window.’ So, he was actually on the phone with me going over what happened while the guys were still parked across the street. He didn’t even realize that they even could have been still there. He was on the phone with me for a little bit and then they actually drove off, finally, and my plumber didn’t even realize that was them [across the street].”

Gillis said it’s important to emphasize that it may appear the crime is over, but it may not be. “Just because something appears to have happened doesn’t mean it’s done happening,” he said. If his plumber would have gone to the

back of the van and opened the vehicle, he’s concerned what would have happened next.

Tools are replaceable, but employees’ lives are not. There is the potential for this to become a safety hazard that needs to be addressed to ensure the well-being of all involved.

“That moment where you come face-to-face with somebody that has decided to illegally enter your truck is a reality that could happen to any one of our contractor member employees,” said Jessie Cannizzaro, Owner of ABC member Milestone Plumbing. “The goal is to deter the illegal entry from the get-go so that nobody is ever confronted in that situation,” she said.

#### **Deterrents**

These kinds of crimes seem to be happening more widely. Members we’ve spoken with express frustration over the lack of accountability among thieves, who seem determined to obtain what they want at any cost, even resorting to smashing windows if necessary.

“That kind of thing is hard to defend against when someone is willing to put themselves on the line with a ‘who cares if I get caught’ attitude,” Weis said.

Contractors around the state will want to take necessary precautions because as contractors working in metropolitan areas increase their security measures, thieves may shift their

focus to areas outside the cities where security measures may be perceived as less stringent.

“They are actively looking for vans and once they see a contractor name on the side, they know what’s inside,” Gillis said. “So, it’s just a matter of how difficult you’re going to make it for them to get to it.”

Gillis said it’s important to keep everything out of the front cab area as a deterrent. “Nothing, not even chargers, no paperwork, no folders, no clipboards, no iPads, no tools, no red boxes. We don’t even leave change in our cupholders,” Gillis said.

His company is using dash cams and stickers around the windows that indicate cameras are in operation 24/7.

In many instances, windows in the front of the cargo van are being smashed so the thief can reach inside and unlock the vehicle using the electronic locks inside.

“I think the biggest takeaway on our side of things is the need for the contractors to strongly consider disabling the buttons in the front cab on the doors that unlock the back doors,” said Cannizzaro, who disabled and removed the electronic locks in her company vehicles.

“We physically removed the buttons so they’re just an empty hole to visually show the person that’s looking in the window getting ready to break that there’s no button even there, so there’s no way for them to unlock those back doors,” Cannizzaro said.

Thieves are also drilling and punching out locks on the back doors of cargo vans, which is why additional locks may be the way to go.

“If you don’t protect your vehicle with some kind of lock, you’re just asking for it at this point,” said Dan Shelhamer, Vice President of Sales at ABC member U.S. Upfitters, which

***THEY ARE ACTIVELY  
LOOKING FOR VANS  
AND ONCE THEY SEE A  
CONTRACTOR NAME ON  
THE SIDE, THEY KNOW  
WHAT’S INSIDE***

provides add-on locks as a small but important segment of what they do.

Shelhamer said the most popular prevention gadget is the Slick Lock/Puck Locks. “These are about a decade old at this point. It’s becoming very well known. We even have instructional videos for contractors who want to install themselves.”

While the locks help, they are not the perfect solution. “If the lock is set a little off the door, what we’ve seen is people breaking into it or just taking a sawzall and going right behind them and chopping them off,” Shelhamer said.

“The idea is, hopefully, if you have these on your vehicle, the thief is going to look at it and if they don’t have a sawzall at the time, they’re gonna go to another vehicle and break into that,” Shelhamer said. “That’s your hope, that they’re gonna pick an easier target.”

“But if you don’t have it locked at all, it’s literally 10 seconds to get in on a normal van,” Shelhamer said.

The contractors mentioned in this article have not had subsequent incidents since installing these add-on locks, as long as they’re being used.

One of Gillis’ plumbers didn’t lock the puck lock and that led to a break in.

“He was going in out of the truck ... and he just thought he’s going to skip that step,” Gillis said. “Well, they broke the window, you know, pushed the unlock button, which unlocks the back and while he was coming back out, he saw them throwing his sewer machine into the SUV and pulling off, down the alley.”

Contractors may want to consider developing a policy on locking vehicles. One ABC member has a policy that if a theft occurs and the add-on locks are properly installed, the company is responsible for the stolen items. However, if the add-on locks are not used and a theft occurs, the employee could be held at least partially responsible.

Lock Dog is another manual add-on lock that provides a better theft deterrent for cargo vans. “It’s a permanently mounted riveted lock. You can slam the door shut with it on, so you can’t really get behind it like the Slick Lock because it’s placed on both sides of the door. We’ve had very few break ins with it,” Shelhamer said.

It comes with both an automatic lock that doesn’t require a key and a manual lock where you would use a key for entry. It’s becoming more and more popular in major cities because Shelhamer said everything else is getting cut off in those areas.

There is also an electric Bolt Lock available. It runs off the electric to your ignition so you can’t shatter a front window and unlock all the doors.

“The combination of these two is the best you’re going to get, because this is an internal bolt lock. It’s impossible to cut off and works with your vehicle key FOB already.”

He says it’s a matter of weighing the costs and benefits. “I can’t tell you how many times I’ve tried to sell this as an add-on product and people say, ‘Oh no, that’s fine. I don’t go into the city that often. I’m in the suburbs. Then, they come back 48 hours later because they were in a Home Depot parking lot and got broken into,” Shelhamer said.

Officer Garland offers several basic tips to deter theft in construction vehicles:

- Always securely lock vehicles with the best locks possible, even if you’re leaving the vehicle for a minute; criminals often scout construction vehicles and may be watching for opportunities.
- Secure any equipment in the vehicles as much as possible; may require removing equipment from the vehicle or adding a secondary method of securing equipment, such as internal lock box bolted to the vehicle.
- If the job is in a high crime area, consider having a second person with the vehicle to keep an eye on the vehicle and its surroundings.
- Avoid storing all equipment within the vehicle and take as much of the equipment onto the jobsite or other secured area wherever or whenever possible.

- Store vehicles in garages, if possible.

Officer Garland acknowledges that while these measures may only deter criminals about 50% of the time, they are still crucial in improving security. He is surprised by the number of contractors who do not lock their vehicles, emphasizing the importance of even basic security practices in preventing theft.

#### Tracking and recovering equipment

While GPS tracking and the National Equipment Register offer solutions for locating larger stolen equipment, smaller yet valuable tools present a different challenge. These tools are often easy to hide, remove or resell, never to be seen by you again. However, there are steps contractors can take to increase the chances of recovering stolen equipment and deter crime.

Asset tagging allows contractors to place a tag on a piece of equipment and then monitor the real time location and status of the tool via



A “Puck” lock from U.S. Upfitters.

The Lock Dog for extra security.



digital tracking. One-Key from Milwaukee Tool allows you to keep tabs on your tools with built-in tracking if your tools go missing and then deactivate the tool making it inoperable. Then there's the old school method of permanently marking tools with a larger, permanent marker. Engraving tools is another option and not as easily removed as marker can be. Most people don't want to purchase stolen items, so thieves are less likely to steal items that are permanently marked with your company name on them.

Tagging tools may not be feasible, given the time and effort to track tools down. Additionally, police departments often lack the manpower to chase down stolen equipment. It may sound great in theory, but it takes significant effort and time. While it may not be feasible for police to physically track down stolen equipment, they may provide some assistance in the recovery process.

Officer Garland recommends documenting serial numbers so when equipment is stolen, it can be reported to the police. Serial numbers of stolen equipment are available to many police departments across the country and the National Crime Information Center (NCIC) for determining ownership. When criminals are caught with stolen property, not only will you likely get your equipment back, but you can help the police in building a case against them.

"Most of these individuals are known for multiple burglaries and thefts, so if we catch them with the equipment, nine times out of ten they will talk to us," said Officer Garland. "If we have serial numbers, we can question about the particular crime and at least know who committed the crime."

### Insurance

Being insured is not a theft prevention tactic. Contractors carry insurance, obviously, but you don't want to be making claims too often – especially on a theft of a few thousand dollar – if you don't have to. Claims often impact coverage rates and overall coverage, according to Tami Cook, Claims Resolution Strategist – Property & Casualty at ABC member Hausmann Group.

"The purpose of insurance is to reduce the contractor's financial uncertainty and make accidental loss manageable," according to Diana Schmidt, Property & Casualty Consultant & Principal at Hausmann Group. "However, contractors should be aware that a frequency of claims could result in higher premiums and deductibles."

According to Schmidt, underwriters will

## IT'S EYE-OPENING FOR CONTRACTORS BECAUSE IT'S OCCURRING IN SUBURBAN NEIGHBORHOODS AS OPPOSED TO BUSY METRO AREAS, WHERE THEY TEND TO BE MORE COMMON.

look at a five-year claim history when they determine what coverage, deductibles and premium they need to continue offering insurance coverage. If there is a frequency of theft claims or they determine that you are not adequately taking steps to prevent theft from occurring, they may not offer a renewal or will remove theft coverage or raise deductibles and premiums. Essentially, if they feel the historical premium is inadequate, they will continue to raise rates until they can be profitable.

"If contractors have a frequency of property theft claims and take no action to prevent or mitigate losses from happening in the future, it may be tough for them to secure affordable coverage," according to Cook.

It's a decision each business owner must make.

"We have not reported any of those four [incidents] to our insurance company," said Cannizzaro. "A lot of insurance companies are not renewing clients because of risks and losses that they've had. So, we've chosen to skip getting reimbursed for them because the long-term cost of what the insurance will be far outweighs the short-term benefit," she added.

Schmidt recommends the following steps when your tools are stolen or vandalized:

- Call the police to report and document the theft or vandalism.

- Call your trusted insurance agent and triage the incident with their claims team.

Document the facts of the incident and what safeguards were in place prior to the theft occurring. Identify what tools or equipment were stolen. Do you have records, receipts, and proof you owned the tools that were stolen?

- Review your contractors' equipment coverage and compare it against the list of stolen items to determine what potential coverage exists and what the value of the claim may be.

- What steps will you take to prevent or mitigate a similar type of loss from occurring again? Is your trusted insurance agent making sure that the underwriter knows what you are doing to prevent theft losses?

According to Hausmann Group, the best way to provide insurance coverage for tools that move from one site to the next is through a Contractors' Equipment policy. There is no such thing as a standard contractors' equipment form so your coverage must be tailored for your unique exposures.

There may be an advantage for custom policies like this.

"Typically, more lines of coverage and the more premium you have with one carrier can be advantageous to the contractor when it comes time to negotiate renewal premiums," Cook said. "If the contractor reports a few contractors' equipment claims but otherwise has no losses, or very low losses on the other lines of insurance, the underwriter may not penalize the contractor with higher rates. However, if the contractor has a bad loss ratio on multiple lines of coverage, they may increase premiums on all lines of coverage," Cook said.

Grants are sometimes available from insurance companies to pay for add-on locks.

"Grants vary from carrier to carrier," Cook said. "Some carriers do offer different programs to address specific risks ... it never hurts to ask your carrier if they offer any programs or incentives," she added.


### Summary

Thefts of this nature pose significant inconvenience and expense for contractors. Beyond the immediate loss of tools and equipment, contractors must contend with project downtime and the effort required to restore their vehicles and replace the stolen equipment. This disruption impacts project timelines, budgets, and overall productivity.

Gillis reflected on the hassle of it all.

"It would be easier if they [thieves] just said, 'You know what? Can I just have all the red toolboxes in your truck?' 'Yes, here you go.'"

No contractor is immune to the threat of theft. You are a likely target. There's a risk no matter where your vehicles are parked. The best step is to work on deterrents to minimize the risk of theft and protect valuable equipment as well as employee safety

"If it hasn't happened to you yet, you are incredibly blessed," Cannizzaro said. "Get on it and deter it before you become part of that list." 



# TAKE THE HEADACHES OUT OF TAX SEASON

**By Connor Day and C. Kenneth Woodford  
Baird Private Wealth Management  
– Wealth Solutions Group**

Nobody likes tax season – OK, let's just go ahead and say that everyone dreads tax season. Our team at Baird does not provide tax advice and we are not accountants, but there are simple steps that we come across that help reduce the headaches for you and your business, and to make things easier on your CPA. As we approach April 15, here are a few ways to make this tax season go more smoothly:

**Be early**

Assemble your documents and deliver them to your CPA/Tax Preparer as early as you can.

The 2024 filing season started on January 29th. This lets them work without the deadline pressure of Tax Day, meaning less chance for errors and more time to identify ways to minimize your tax bill. And if there's an issue you need to correct before you file your return, you'll have plenty of time to do so and avoid an extension.

Tax form requirements vary, based on your business entity type, industry, employees, and more. For your business or personal investment accounts that are managed by a financial institution, you should receive a schedule of when you can expect to receive your tax documents. This would include documents such as form 1099 and 5498. Depending on the complexity of the products that you hold in an

investment account, your tax documents may not be delivered until the middle of March.

**Use your CPA's questionnaire**

There's a reason they want you to fill out their specific form, tedious though it may be. The questionnaires are designed to ensure you don't forget anything important, and to prevent scrambling on your part as you reach the end of the process. Be sure to review all the questions they ask; we all know things change from year-to-year personally and within your business, and those answers can help avoid any misunderstandings or missed filing opportunities.

**Be as complete as possible**

Try to send all your data to your CPA at once, rather than in pieces every week or two,



and include every page of your tax documents as those extra pages often contain important details. When sending your information, avoid unsure email correspondence. Many CPAs now use tools that allow you to upload your documents to a secure documents exchange. Lastly, remember to save your records that may not be standard tax documents, such as confirmation letters for charitable donations, or eligible deductions and credits. Having additional documentation on hand will only make filing season easier.

#### ■ Keep your old files on hand

We all know adding more paper to your filing cabinets at your home or office isn't what you want to hear. With that said, you generally want to keep tax documents for three years, since that's the limit for filing an amended return. For example, the deadline to amend your 2019 return is April 15, 2023, or later if you extended that return. If you're reporting unique transactions such as a like-kind exchange or bad debt deduction, keeping seven years of records is recommended. This does not apply to other business records such as payables and receivables, banking information, or other supporting documents. The seven-year guideline would be recommended. A general rule of thumb is to keep your old tax returns for as long as you can.

Shorter-term investment account documents can be kept for less time. Keep your monthly statements until you get the annual summary statement, for instance, and your annual statements until you sell the positions or close the account. If you would like to clean up your paperwork or receive less mail on your doorstep, be sure to look into your electronic delivery preferences with your financial institution. Most firms allow you to receive all statements by email and save your records on an online platform. The online apps also allow you to send and receive documents securely from your financial advisor, review account performance, or share access with other users.

#### ■ Avoid making your own summary schedules

Let your accountant add up all the figures and complete your IRS schedules for things like adjustments to income and deductions. If you complete these yourself and they don't match the original documentation, your CPA will need to take time to reconcile the differences, ultimately slowing the process and increasing your filing fee.

#### ■ Don't be afraid to extend

If you are delayed in providing your information for 2023, be prepared to file an extension.

The extra time will help your tax preparer do the best job he or she can, rather than rushing and possibly missing something for you or your business. And no, an extension will not increase your risk of an audit.

#### ■ Take steps to avoid identity theft


We often think of theft as only happening at jobsites or your shop, but tax season is also a prime time for identity thieves to try to access your personal financial information. Ignore texts, emails, social media messages or even phone calls claiming to be from the IRS. If there are issues with your return, the IRS will send you a letter. In general, all your personal or business information shared with your CPA or financial advisor should be secure and if you are moving funds or sending payments, verbally confirm with those individuals before making any changes.

If you are concerned about identity theft, select financial institutions have partnered with identify theft protection firms in recent years for monitoring for high-risk transactions, IP addresses, data breaches, digital footprint, and more.

You may be wondering how your financial advisor fits into this conversation? Being proactive and comprehensive can help you eliminate your headaches and minimize your taxes, but will also help you plan for the years to come. Once you are finished with your return, it makes sense to provide your advisor with a copy of your return in preparation for next year. Your financial advisor should work with

your CPA to help develop tax strategies that will influence the decisions made around your investment portfolio, charitable giving, estate planning, and more. Tax efficient investments and planning are a must and are accessible to almost everyone, but it takes time and the right partners to reap the potential benefits.

*Connor Day is a Financial Advisor with ABC member Baird and can be reached at 262-240-3543. C. Kenneth Woodford, CFP® QPFC is Senior Vice President and Senior Investment Consultant with Baird and can be reached at 608-830-3500.*

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# BUILD

Perspective changes everything.

**WIPFLI**



# *STOP TAPING YOUR HAND TO THE PHONE AND START USING LINKEDIN*

By Greg Mischio — Winbound

I used to work for a sales manager that used a pretty extreme tactic to get his salespeople to make cold calls:

He would actually tape your hand to the phone to get you to make more calls.

It was one of my first jobs, and I had been hired as the marketing director for a mortgage broker that relied entirely on their 100% commission-based sales team to generate new business. The sales team would cold-call people and try to refinance their mortgages.

I had little or no budget, and I knew the fastest way to generate results was to support the sales team. To understand what they did, I decided to try cold-calling new prospects myself and learn the process.

It was all about “smiling and dialing.” So, if you weren’t dialing, the sales manager would threaten to tape your hand to the phone until you started.

Now the threat was a bit of a joke — if he did tape someone’s hand, it was to add some levity to the situation — but the message was clear:

You had to dial for your dinner. And I hated it.

## **The most successful salespeople don’t cold call**

I had to call people between 5:00 and 7:00 pm — right when they were eating dinner.

I estimate 99% of the time I got hung up on or cursed out. The typical reaction was, “Why don’t you people leave us alone?” Yes, I had sadly become one of “you people.”

I thought there had to be a better way. And for the truly successful salespeople, there is.

The best salespeople don’t rely on cold calling to drive business. They rely on referrals.

They build their professional network. They partner with people in adjacent businesses. They help other professionals connect with one another. Meanwhile, as the networks of these exceptional salespeople grow exponentially larger so, too, do their sales pipelines and commission checks.

If you want to become one of these salespeople, there’s never been a better time. You can now combine the proven method of lead-generation described above with the 21st century’s most robust networking tool: the

***THE BEST  
SALESPEOPLE  
DON’T RELY ON  
COLD CALLING  
TO DRIVE  
BUSINESS.  
THEY RELY  
ON REFERRALS.***

# ~~Leads~~ Referrals

social media network LinkedIn.

**LinkedIn is not for spamming — it's for connecting**

This is an article about how to use LinkedIn

to improve your sales prospecting, but you've probably noticed we're almost halfway through and I haven't talked much about tactics or the LinkedIn tool itself.

That's because the key to becoming successful on the network is to have the correct mindset.

If you start to use LinkedIn like a cold caller would, you will run into the same type of misery that I experienced back in the days when I was interrupting people's dinners.

Today's LinkedIn cold callers will send bogus connections and spammy InMail's, all in an attempt to get leads. It's a numbers game, and their sales pipeline is entirely dependent on activity.

That's the wrong mindset to have if you're using LinkedIn, and it will destroy potential sales because prospects will see you as nothing more than an annoying spammer. The key to stop thinking about LinkedIn as a tool for immediate leads, and start thinking about it as a tool to help you build referrals.

**How sales can build that referral network (even if you don't create content)**

The referral mindset is a starting point for using LinkedIn the correct way. But even if you have the correct mindset, most salespeople still won't use the social network. Why?

It's because salespeople believe that the only way to be successful on LinkedIn is to post a bunch of content. And salespeople aren't content creators.

Marketing people are typically the people who excel at mass messaging. Salespeople excel at interpersonal relationships. They don't like to write, and/or feel a bit insecure about creating their own videos (although younger generations definitely aren't as camera shy).

So, they don't do anything. They just join the 90% of the people who just lurk on LinkedIn — scrolling endlessly through the feed.

**Step 1: Leave comments that include INSIGHTS**

Salespeople may not be content creators, but they can definitely do one thing: They can make comments.

If you're a salesperson, you have expertise and insights on your products, services, and industry. And no one knows customers better than you do. You work with them every day. You have a strong point of view. You have opinions. You have INSIGHTS. And that's why people are on LinkedIn. They want to gain insights not only from the videos and articles they see on the platform, but also from the people who are reacting to them.

So, join the crowd: Start leaving comments on other people's posts.

Every day, I spend at least a half-hour on LinkedIn, commenting on other people's content. And my comments aren't just clicking the Like button, or leaving a statement like, "Great post!" I'll build on what they've said and add my own unique insights.

But that's just the first step. Now you've got the opportunity to start building that referral network.

**PRO TIP:** For this tactic to work, you need to find posts where there are tons of comments. Look for the influencers in your field who post a lot of content. Leaving comments on their posts is a win-win situation for you and the influencer. It gets them more engagement, which helps their post, and it gives you access to their followers.

**Step 2: Connect with other commenters**

You've left your comment and now you're part of the conversation. You immediately have a warm intro to the other people who have left comments on the posts. So now you can reach out to them and make a connection.

Read through other people's comments after you've left your own and look for potential referral sources. For example, we are a digital marketing agency that works with sales-driven manufacturing companies, so I'm always looking for sales leaders as potential referral sources.

Identify your own referral sources and look for their comments on LinkedIn. Comment on their comments.

After you've made your comment, go to their profile and invite them to join your network. You can reference the post you just commented on; you have something in common.

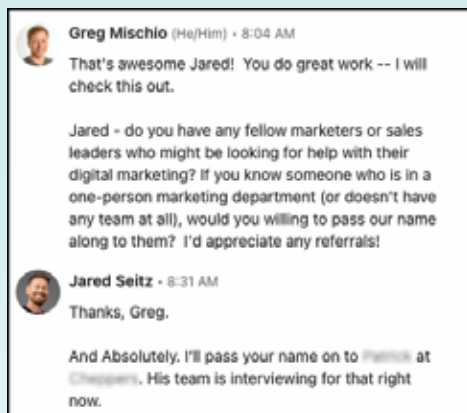
**PRO TIP:** DO NOT just send an invite to connect, especially from your phone. Connect via your desktop interface on LinkedIn because this gives you the opportunity to leave a short message when you send the



connection. In that message, refer to the comments you both made on the post as a memory-jogger.

### Step 3: Move from connection to conversation ... and then add value

If your referral source has accepted the connection request, don't stop there. Take it to the next level and set up a Zoom call or, even better, meet face-to-face.



That meeting will be a great opportunity for you to learn more about one another's businesses, but your goal isn't to get a referral during your first get-together. It's to provide your referral source with value. And there's no better way to do this than by helping someone.

I try to find three ways to help a potential referral source. You can do this by:

- Introducing them to someone in your network
- Posting about them on LinkedIn and getting them some exposure
- Providing them with a link to some helpful content
- Sharing some of their content on LinkedIn

There really is no limit to how you can help someone, so be creative. Be a go-giver, and they'll want to return the favor.

PRO TIP: You can add your referral sources to Sales Navigator and set alerts for whenever they are posting on LinkedIn. Then you can jump in and leave comments on their posts to continue paying it forward.

### Step 4: Ask for referrals

This sounds so obvious, but you're never going to get a referral if you don't ask. After I've been a go-giver and helped out someone, I make sure to ask if they know anyone who might benefit from my services. I clearly identify the type of customer we help, and I also provide them with a link to our Approach and Pricing page.

This does two things:

1. It clearly defines what we do and who we're looking to help. No matter how clearly you state what you do, people likely don't truly understand it until you really take the time to explain it to them.

2. The referral source might actually need your services as well, and this is a no-pressure way to get them to learn more about what you do.

You can't forget this step. Most people don't get referrals simply because they don't ask. So build it into your process.

### Take it to the next level: Integrate with marketing

Commenting, connecting, and conversing with referral sources is a simple but effective way to build up your connections and extend your list of potential clients.

And if you really want to ramp up your approach, integrate your referral-based approach with your marketing team. Those mass communicators should be able to support you in multiple ways:

- They can create content for you to post.
- They can run Thought Leadership ads on your profile to drive awareness.
- They can integrate your results into the overall metrics.

Not only will this integrated approach generate more business for you; it will also enhance your value in the eyes of the organization. And more value equals more dollars on your paycheck, right?

I've used the referral-based approach to build my own business, and I see it work for others on the LinkedIn network every day. I highly recommend it not only for the quality of leads you can generate but also for the quality of life you'll lead. But if you prefer the cold calling method, I have a sales manager and a roll of tape that could help you there as well ... [ABC Wisconsin](#)



Greg Mischio is the Founder and CEO of Winbound. Winbound is a digital sales and marketing agency that helps sales and marketing teams use content to create a "Digital Twin" of their sales team. The approach includes collaborating with clients to produce sales-driven content, then using marketing to distribute the content to prospects. He can be reached at 608-445-0683 or on LinkedIn, of course.

A large advertisement for DACC O trailers. The top left features the "DACC O" logo in a stylized font. To the right, the text reads "MOBILE OFFICE SALES • RENTALS" in large, bold letters, with "WBE" underneath. Below this, the slogan "Borrow our experience ... you can bet on it!" is displayed. At the bottom left, there is a "WELLS CARGO" logo and the phone number "800-236-8518". The bottom center contains the website "WWW.DACCOTRAILERS.COM". The background of the ad shows a white mobile office trailer parked on a dirt lot.

## JANUARY 2024

### • Acrisure

*Ryan Nehls*  
 16805 W. Cleveland Ave.  
 New Berlin, WI 53151  
 262-782-3940

**Description:** Associate Member  
**Sponsor:** Jenna Milis, Milis Flatwork  
 Beam Club Members-to-Date: 1

### • American Bolt Corporation

*Steve Marcy*  
 16555 W. Glendale Drive  
 New Berlin, WI 53151  
 262-202-9172

**Description:** Supplier Member  
**Sponsor:** Jay Zahn, Hausmann  
 Group  
 Beam Club Members-to-Date: 63

### • Arch Solar C&I

*Ryan Hakala*  
 1237 Pilgrim Road  
 Plymouth, WI 53073  
 920-893-8388

**Description:** Contractor Member  
**Sponsor:** Ed Zinthefer, Arch Elec-  
 tric, Inc.  
 Beam Club Members-to-Date: 1

### • Boyer Fire Protection

*Anthony Lenzini*  
 490 W. Rolling Meadows Drive,  
 Suite C  
 Fond du Lac, WI 54937  
 608-424-8420

**Description:** Contractor Member  
**Sponsor:** Troy Carlson, Vizance  
 Beam Club Members-to-Date: 32

### • C.E. Doyle

*Jenna Milis*  
 W4481 WI-67  
 Campbellsport, WI 53010  
 920-269-7770

**Description:** Contractor Member  
**Sponsor:** Jenna Milis, Milis Flatwork  
 Beam Club Members-to-Date: 2

### • Cedar Corporation

*Cory Scheidler*  
 604 Wilson Ave.  
 Menomonie, WI 54751  
 715-235-9081

**Description:** Associate Member  
**Sponsor:** Chad Derrick, Derrick  
 Companies  
 Beam Club Members-to-Date: 1

### • G-Pro Excavating LLC

*Tami Schrader*  
 P.O. Box 215, 101 S Fountain St.  
 Monfort, WI 53569  
 608-574-6817

**Description:** Contractor Member  
**Sponsor:** Jay Zahn, Hausmann  
 Group  
 Beam Club Members-to-Date: 64

### • Khalek Building Services, LLC

*Mohamad Khalek*  
 3834 E. Puetz Road  
 Oak Creek, WI 53154  
 414-571-9999

**Description:** Contractor Member  
**Sponsor:** Dave Murphy, PDC –  
 Electrical Contractors  
 Beam Club Members-to-Date: 26

### • Newport Network Solutions, Inc.

*Eric Berthelsen*  
 17685 W. Lincoln Ave.  
 New Berlin, WI 53146  
 414-453-8099

**Description:** Contractor Member  
**Sponsor:** Andy Kaehny, Steiner  
 Electric, Inc.  
 Beam Club Members-to-Date: 7

### • No Shorts Electric LLC

*Brett Hanson*  
 1768 Kaase Road,  
 Stoughton, WI 53589  
 608-205-9999

**Description:** Contractor Member  
**Sponsor:** Dan Bertler, Supreme  
 Structures, Inc.  
 Beam Club Members-to-Date: 60

### • Pelnar Plumbing

*Joe Pelnar*  
 506 South Six St., Delavan, WI 53115  
 262-203-4801

**Description:** Contractor Member  
**Sponsor:** JR Reesman, Reesman  
 Company  
 Beam Club Members-to-Date: 33

### • Plumbing Place

*Scott Hamele*  
 6351 Loftus Road, Suite A  
 Deforest, WI 53532  
 608-846-7520

**Description:** Contractor Member  
**Sponsor:** Dan Paulson, Invision  
 Development International, LLC  
 Beam Club Members-to-Date: 1

### • Stout Construction, LLC

*Paul Mumm*  
 614 25th St., Chetek, WI 54728  
 715-925-7777

**Description:** Contractor Member  
**Sponsor:** Brian Bessinger, Royal  
 Construction, Inc.  
 Beam Club Members-to-Date: 3

### • Sun Energy Solar LLC.

*Mackenzie Springstroh*  
 137808 Lincoln Drive  
 Athens, WI 54411  
 450-450-2931

**Description:** Contractor Member  
**Sponsor:** Mitch Altmann, Altmann  
 Construction Co., Inc.  
 Beam Club Members-to-Date: 5

### • Temp Wall Systems

*Ryan Murphy*  
 9120 Wildflower Court  
 Hales Corners, WI 53130  
 414-405-9743

**Description:** Supplier Member

**Sponsor:** Amber Anderson,  
 Aerotek, Inc.  
 Beam Club Members-to-Date: 11

## FEBRUARY 2024

### • Arch Solar, Inc.

*Tess Willems*  
 1237 Pilgrim Road  
 Plymouth, WI 53073  
 920-838-5294

**Description:** Contractor Member  
**Sponsor:** Ed Zinthefer, Arch  
 Electric, Inc.  
 Beam Club Members-to-Date: 2

### • Builders FirstSource

*Christopher Acker*  
 W186 N11676 Morse Drive  
 Germantown, WI 53022  
 262-293-2167

**Description:** Supplier Member  
**Sponsor:** Jessie Cannizzaro,  
 Milestone Plumbing, Inc.  
 Beam Club Members-to-Date: 16

### • Commercial Recreation Specialists, Inc.

*Paul Romens*  
 807 Liberty Drive, Ste 101  
 Verona, WI 53593  
 608-848-8781

**Description:** Contractor Member  
**Sponsor:** Sam Daniels, Daniels  
 Construction  
 Beam Club Members-to-Date: 3.5

### • Drexel Building Supply

*Keith Batenhorst*  
 110 E. Main St.  
 Campbellsport, WI 53010  
 608-444-3941

**Description:** Supplier Member  
**Sponsor:** Mark Dudzinski, North  
 Central Construction  
 Beam Club Members-to-Date: 4

### • Forward Contractors

*Mike LaLonde*  
 P.O. Box 396, Grafton, WI 53024  
 414-788-0151

**Description:** Contractor Member  
**Sponsor:** Brad Babcock, Babcock  
 Solutions  
 Beam Club Members-to-Date: 1

### • GL Electrical Services LLC

*Guy Liepert*  
 861 Mayer Lane, Mayville, WI 53050  
 414-640-8763

**Description:** Contractor Member  
**Sponsor:** Casey Malesevich, Sure-  
 Fire, Inc.  
 Beam Club Members-to-Date: 14

### • Hardwired Electric

*Kristen Whitt*  
 251 Hillside Drive  
 Oconomowoc, WI 53066  
 262-266-3687

**Description:** Contractor Member

**Sponsor:** Jay Zahn, Hausmann  
 Group  
 Beam Club Members-to-Date: 65

### • Kettle Moraine Electric & Solar

*Julian Espinosa*  
 W32551767 Mickle Road  
 Delafield, WI 53018  
 262-392-9400

**Description:** Contractor Member  
**Sponsor:** Troy Carlson, Vizance  
 Beam Club Members-to-Date: 33

### • Kramer Heating & Cooling

*John Kramer*  
 1600 E. North Ave.  
 Little Chute, WI 54140  
 920-788-7200

**Description:** Contractor Member  
**Sponsor:** Troy Carlson, Vizance  
 Beam Club Members-to-Date: 34

### • Metzler Electric, Inc.

*Peter Metzler*  
 1658 Cass St., Green Bay, WI 54302  
 920-406-7575

**Description:** Contractor Member  
**Sponsor:** Steve Klessig, Keller, Inc.  
 Beam Club Members-to-Date: 69

### • Property Image, LLC

*Michael Voit*  
 967 Jonathon Drive  
 Madison, WI 53713  
 608-819-8692

**Description:** Contractor Member  
**Sponsor:** Dan Bertler, Supreme  
 Structures, Inc.  
 Beam Club Members-to-Date: 61

### • Robinson Metal, Inc.

*Nicole Wied*  
 1740 Eisenhower Road  
 De Pere, WI 54115  
 920-494-7411

**Description:** Contractor Member  
**Sponsor:** Pery Schisel, Suburban  
 Enterprises, Inc.  
 Beam Club Members-to-Date: 1

### • Scott Construction, Inc.

*Robert Vandaver*  
 E9827 County Road P  
 Wisconsin Dells, WI 53965  
 608-254-2555

**Description:** Contractor Member  
**Sponsor:** Rick Barton, Hausmann  
 Group  
 Beam Club Members-to-Date: 1

### • UW Madison, Facilities Planning & Management

*Corey Popp*  
 30 N. Mills St.  
 Madison, WI 53715  
 608-843-6576

**Description:** Associate  
**Sponsor:** Gene Jacobson, PDC –  
 Electrical Contractors  
 Beam Club Members-to-Date: 19.5

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Dan Scheider, CIC, CPIA, CRIS

Thomas Scheider, CPCU, CLU, CRIS

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# PROJECT COORDINATOR

APRIL 3 - MAY 1, 2024

## 2024 Education Calendar

ACI CERTIFICATION – March 29, 2024 – Madison

PROJECT COORDINATOR – April 3 - May 1, 2024 – Madison

BUSINESS TRANSITIONS – April 11 - 12, 2024 – Madison

FOREMAN FUNDAMENTALS – April 19, 2024 – Madison

NEC ELECTRICAL EXAM PREP – April 25 - 26, 2024 – Madison

COMMUNICATION SKILLS FOR YOU & YOUR CREW – May 2, 2024 – Madison

PLANS & SPECIFICATIONS READING – May 9 - 10, 2024 – Madison

FOREMAN FUNDAMENTALS – May 17, 2024 – Pewaukee



### CONTACT

**BRANDI DAVIS**, ABC of WI Director of Education  
608-244-5883 or [bdavis@abcwi.org](mailto:bdavis@abcwi.org)