

# MEMBERSHIP GUIDE



*For Prospective Members*



## WHO WE ARE...

The Brown County Home Builders Association (BCHBA) is a member-based, non-profit organization established in 1956. Members are an integral part of a vibrant and progressive organization that has one fundamental goal in mind - to make the housing industry the best that it can be in the communities we serve, including Brown, Kewaunee, Marinette and eastern Oconto Counties. Our dedication to the industry and quality of elevated leadership have made us one of the most influential trade associations in the state.

Through networking with other members, building stronger education, awareness of public policy, and creative marketing, members have seen their businesses grow and their relationships with contractors become something extraordinary.

The one thing that sets BCHBA apart is the VALUE. Value in so many areas will save your business money and bring opportunity. With the opportunities available through the BCHBA you will get more than your money's worth. Nothing will happen in your business unless you make it happen. Why try to do it alone? Surround yourself with people with the same goals; to share, to learn, to teach, to succeed.

- Benefits
- Networking
- Events
- Education
- Political Advocacy
- Marketing

*Our  
Philosophy:*





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# Benefits

## WHAT'S IN IT FOR ME?

The reputation of the BCHBA has been built over 65 years of dedication to professional standards, continuing education, and fair business practices. Your membership is a symbol of your credibility in the building industry.

In addition, take advantage of numerous Member Benefits from local businesses and our National and State Associations. Read on to learn more about "what's in it for you?"

## 3-in-1 membership

Joining the BCHBA automatically enrolls you in the state and national Associations. BCHBA currently has a membership of 600+, growing strength in numbers daily



and representing approximately 30,000 employees in Northeast Wisconsin. Members work together to make our local housing industry the best it can be.

## Local Benefits

### Volume Discount Rate Plans



- Cellcom - Laura Hoppe (920) 609-1233
- Highland Building Consultants, LLC - Doug Meek (920) 621-0717
- Packerland Websites - Bill Koehne (920) 826-5601
- Martin Systems - Joe Hilbert (920) 432-2169
- CMIT Solutions - Damian Sanderson (920) 595-0120

### Member Insurance Providers

- Gordon Lenz & Associates, Inc. - Jim Lenz (920) 434-1609
- Hub International - Lawrence Hansen (920) 686-1800 x8
- Green Bay Insurance Center, Inc. - Tony Schiegg (920) 437-9281
- 5G Benefits - Tony Goebel (920) 385-1554
- The Insurance Center - Jeff LeClaire (800) 944-1367 ext. 30108
- THZ Insurance - Lee Schubert (920) 833-6871
- M3 Insurance - Pete Paulsen (920) 445-6673

## Discounts through NAHB

### Member Benefits through the National Association of Home Builders

- Active and Fit Direct
- Car Rental - Avis & Budget
- Dell
- Ford
- Goodyear
- Heartland
- Lowe's
- Microsoft Office
- Nissan Discount
- ODP Business Solutions
- RAM
- RingCentral
- Sam's Club
- Sirius XM
- UPS
- Voyager
- Walt Disney World

## member rebate program

**Build a House. Get Cash.**  
WBA's Member Rebate Program

When you participate in the WBA Member Rebate Program, every home you build can earn you rebate checks! To register, visit [www.HBArebates.com](http://www.HBArebates.com).



## AUTO DISCOUNT PROGRAM

NAHB member business exclusive incentives are available on a variety of vehicles:

- **Mercedes-Benz:** Save up to \$500 on select vans
- **Nissan:** Save \$900 - \$11,000 on sedans, crossovers, SUVs and trucks
- **Ram:** Save up to \$1,000 on select vehicles
- **Ford:** Save \$500 - \$5,000 on Ford Pro's trucks, vans and SUVs
- **Goodyear Tire Discount:** Log in to NAHB to save 15% on Goodyear Tires

Visit a BCHBA Member dealer and bring in your NAHB Proof of Membership form (log in to [nahb.org](http://nahb.org) or call the BCHBA Office at (920) 494-9020 to obtain your copy).

Savings amount will vary. Visit [nahb.org/savings](http://nahb.org/savings) to see additional savings information for each company.



# of just one benefit pay in dues for the entire year.”

**LORI FRISBIE**  
EXECUTIVE OFFICER  
BCHBA

## **WISCONSIN BUILDERS ASSOCIATION** NEW HOME CONSTRUCTION FORMS for Builder Members

The WBA new home construction contract is truly the industry standard. WBA worked with the attorneys at Axley Brynson LLP to develop a comprehensive contract that includes Hold Harmless, lien notice, construction defects, allowances, owner work & special conditions. A \$6,000 value, free for our members!



### ENERGY EVALUATION DISCOUNT

Highland Building Consultants provides members and employees a reduced rate on Energy Evaluation!

### WEB DEVELOPMENT DISCOUNT

Receive 10% off on your website design, Search Engine Optimization, Newsletters, and more!



### RELIABLE IT SERVICES DISCOUNT

BCHBA members receive 10% off standard pricing on cybersecurity, IT services, AI solutions, general labor, and hardware.



### MARTIN SYSTEMS DISCOUNT

Martin Systems offers BCHBA members a free month of monitoring services when you purchase 12 months. Martin Systems provides security & Life Safety, Audio/Video and Home Automation.



To learn more about any of the benefits listed, please contact the BCHBA Office at (920) 494-9020.

# Value With No Price Tag



## Networking

The leads you make when attending BCHBA events are priceless. The monetary benefits you receive help offset the cost of your dues, but the long-standing relationships you make along the way will benefit your business for years to come. The important thing to keep in mind is to get involved and have patience. For more tips, see page 11.



## Mailing Lists

Looking to mail something out to fellow members - a.k.a., your target market? As a member, you have exclusive access to membership mailing lists, so you can promote your products, services, specials or even just brand your business. Simply send a copy of the mailing to the BCHBA and they can get you the mailing list.



## Communications

Stay in the know on the latest in the local housing industry, your community and the Association. BCHBA members receive a monthly newsletter to inform on important housing stats, legislative efforts, educational classes and updates and Association events.



## NETWORKING OPPORTUNITIES

- ATTEND GENERAL MEMBERSHIP MEETINGS
- JOIN A COMMITTEE
- VOLUNTEER AT A BCHBA MEMBERSHIP EVENT
- VOLUNTEER AT THE SHOWCASE OF HOMES OR AT THE HOME SHOW



### Member Reward Bucks!

Your participation at committee meetings and events will offer more than just the chance to establish relationships. To reward our members who are active by attending committee meetings and select events, we offer Member Reward Bucks! Save them up and use them as entries to drawings for great prizes that will be given at our January General Membership Meeting.

# networking for your business

Your membership allows you to participate in a variety of BCHBA activities including General Membership Meetings, open houses, committee meetings, fundraising events and casual events such as our annual Summer Party Golf Outing or Perch and Steak Fry. Your participation will help you make connections that can lead to long-standing business relationships.



### Join a Committee!

Stay informed and make an impact in the BCHBA by joining a committee. As a committee member, you will meet key players in the Association and have the opportunity to network with others. Members are welcome to sit in on any committee meetings.

**Builder/ Inspector Task Force** - Discusses issues relevant to new homes, regulations and UDC codes.

**Build My Future Subcommittee** - Plans Build My Future event.

**Education** - Develops education calendar and discusses fundraising ideas for BCHBA Education Awards.

**Fundraising** - Discusses BCHBA fundraising activities, plans annual Building a Better Wisconsin Auction, seeks donations and assists with working of events.

**Government Affairs** - Discusses the state of housing, current political issues, new and proposed legislation and works with local leaders to keep housing affordable.

**Membership Development** - Discusses ways to recruit and retain members to the Association and determines programming that would benefit the membership.

**Multifamily** - Discusses current issues related to owning and managing multifamily property.

**Showcase** - Responsible for reviewing Showcase Guidelines and planning for the Spring & Fall Events.

# Consumer Events

## GREEN BAY HOME SHOW

The Green Bay Home Show allows consumers to experience “one-stop-shopping” for all their building, remodeling and decorating needs. It’s the area’s biggest and best home show!



## THE SHOWCASE OF HOMES

The Spring and Fall Showcase of Homes are tours of newly constructed spec and custom homes and remodel projects.



Participants in the Showcase must hold membership in the BCHBA for a minimum of one (1) year prior to the event.

If entering a newly constructed home, you must be an approved Builder Member (see requirements below) prior to the final contract deadline. You do not need to be a Builder Member to enter a remodeled home project, however, if you are not, the contract must be signed stating that a building permit is not required for the scope of work conducted.

# builder & associate requirements

Membership in the BCHBA is divided into two categories, Builder and Associate members. All members must be of good character and business reputation, agree to subscribe to the Code of Ethics and Bylaws of the Association and share the BCHBA's objectives.

## BUILDER MEMBERS

A Builder member is any person, firm, or corporation currently in the business of shelter construction, land development, or remodeling and has successfully completed the required education programs:

1. Successfully complete and file with the Wisconsin Department of Safety & Professional Services (DSPS) a Business Credential Application and have been granted a Dwelling Contractor Certification (DCC)
2. Complete and file a Wisconsin DSPS Credential Application and be granted a Dwelling Contractor Qualifier Certification (DCQ). According to the Wisconsin DSPS, a builder must renew the DCQ which is contingent upon the builder obtaining a minimum of 12 hours of acceptable continuing education (right) prior to the expiration date of the credential. If at any time the DCQ and/or DCC become invalid, the Builder's membership will be transferred to an Associate membership.

## ASSOCIATE MEMBERS

An Associate member is any person, firm or corporation engaged in a trade, industry or profession related to, or serving the shelter industry.

## AFFILIATE MEMBERS

If more than one person from a company is interested in the exclusive discounts for primary contacts, an Affiliate Membership is available.

# Continuing Education



## BCHBA SPONSORED CLASSES

The BCHBA sponsors classes and promotes member-sponsored classes via our newsletter and e-mail. Classes will help Builder Members obtain their necessary credentials through the Wisconsin Department of Safety and Professional Services.

## NWTC CLASSES

The BCHBA works with Northeast Wisconsin Technical College (NWTC) to encourage the inclusion of DCQ credentialed classes as part of their course offerings that are held at its college. Classes are scheduled and fees are retained by NWTC.



## ONLINE COURSES

The WB Foundation offers online continuing education credits for holders of Wisconsin's Dwelling Contractor credentials through its partnership with Slipstream and the B4 Conference through the new Learning Management System, Coassemble. Visit [www.wisbuild.org/online-courses-preview](http://www.wisbuild.org/online-courses-preview) for more information.

## NON-CREDENTIALLED CLASSES

Some classes are held that do not offer credentials, just a great learning opportunity. These classes are generally free and included in our Marketing and Business Development series.

Even if they are not eligible to receive continuing education credits, ALL members are welcome to attend any of our classes.

# what have we done for you lately?

## THE BCHBA WORKS WITH LOCAL LEGISLATIVE LEADERS TO PROMOTE SAFE AND AFFORDABLE HOUSING IN BROWN COUNTY

### Government Affairs Committee

The Government Affairs Committee meets monthly to discuss numerous current topics including: the Wisconsin housing market and economic outlook, foreclosure trends, permit reports, how to stimulate investment and growth in the building industry, housing incentives, new legislation and organizations that assist home buyers and those who face foreclosure, tax breaks, interest rates, mortgage options, workforce housing, multifamily interests, proposed legislation and fees that would harm or help our industry...

**Get Involved!** Want to be part of the effort to keep housing safe and affordable?

- **JOIN THE GOVERNMENT AFFAIRS COMMITTEE**
- **GET OUT AND VOTE!** THE BCHBA PUBLISHES ITS ENDORSED CANDIDATES VIA OUR WEBSITE AND NEWSLETTER

### March 2026

The Government Affairs subcommittee has sent requests to the village of Ledgeview to meet about the permitting process. Staff is tracking four bills up for final vote in the state legislature:

- AB 194: This bill updates three housing programs run by WHEDA – Infrastructure Access; Restore Main Street, and the commercial to housing conversion revolving loan program, known as the Vacancy-to-Vitality Program.
- AB 454: Establishes a workforce home loan program, managed by WHEDA, providing gap financing loans that help offer low interest loans.
- SB 798: Codifies a DNR pilot program that allows a qualified third party, known as an assured wetland delineator, to perform the on-site work and submit the findings directly to the DNR.
- SB 480: Allows communities to use future tax increment from new homes to offset upfront infrastructure costs – making workforce homes more affordable.

### January 2026

The Government Affairs Subcommittee has sent requests to meet with the Village of Bellevue, Village of Greenleaf, and Village of Pulaski to discuss current development and opportunities.

### October 2025

The BCHBA sent a letter of support to the City of Green Bay's Plan Commission on their zoning and subdivision amendments. These amendments will allow for increased housing affordability options which will also help increase the housing supply and lower costs to developers.

### September 2025

The BCHBA sent a letter to local legislators regarding the need to fill the vacancy at the Department of Administration to improve Plat Review times. Senator Wimberger and Assemblyman Sortwell have reached out to the DOA to expedite the hiring process.

### July 2025

BCHBA Staff and members attended the Village of Suamico Public Hearing to support the proposed residential sewer code changes. These updates address previous concerns on lot requirements, setbacks, and diversity of housing.

The Multifamily Committee met with Senator Jamie Wall to discuss a bill he is looking to introduce dealing with multifamily buildings. Senator Wall is open to introducing bills to promote development and more housing.

### Continually

The BCHBA staff continually informs the public about the housing market and provides tips and ideas to consider for their new home by sharing information in the monthly newsletter and on the BCHBA website. Visit: [www.bchba.org/resource-center/articles](http://www.bchba.org/resource-center/articles).



**The cost of membership seems pricey – Is it really worth the investment?** If you are involved and taking advantage of member benefits, you will see a return on investment within the first few months. Pages 4-5 outline the monetary value of taking advantage of specific member benefits. Taking advantage of just one or two of these benefits will easily add up to your annual dues payment. On top of that, you will be building relationships that will allow you to increase business... actually making money on top of all the cost-saving benefits you are receiving.

**Right now we are so busy! How can I effectively run my business, spend time with my family and still have time leftover to get involved in the BCHBA?** It is great to be busy, but we understand that it can also create stress. We know we can't always be your number one priority, but we also know that it is a priority for you to have a successful business that creates a positive quality of life for you and your family. That is what we're here for - to help you achieve success. There is no better way you could spend your time than to connect with industry leaders and make the relationships that can help you reach your overall goals. This is the opportunity we provide.

**I have heard that it is tough to “get-in” with the members because they have loyalty to specific companies. How can I break through the barriers to be considered?** It is important to remember that everyone feels a little uncomfortable with networking and many members felt the same way you did when they first joined. They didn't make the connections overnight and you probably won't either. But attending and getting involved is the first step. Joining a committee is a great way to meet people in a more casual, intimate environment. When you do attend an event or General Membership Meeting, there is no harm in asking to be introduced to someone. BCHBA staff or someone on our Board of Directors or Membership Committee are more than happy to do so... after all, they were once in your shoes.

**I'm nervous about joining and having my competitors learn too much about my business.** Although it is logical that in your total scope of competitors, some will be members of the BCHBA, there are also companies out there that are not. BCHBA Membership is a prestigious quality to consumers. Would you prefer to be perceived by consumers as one of the best in your industry or as one of the other guys? You may actually learn something from your competitors and at the same time, you will be taking advantage of the BCHBA's marketing efforts to set members apart in the industry.

**My main goal is to gain more business – can the BCHBA really help me do that?** Besides just offering you a platform to make business connections, the BCHBA offers other ways to gain new business. Advertising in specialized BCHBA publications allows you to reach your target market in a way that other ads cannot. There are publications to help you reach home-savvy consumers that are already shopping for products and services in your industry. Or you can tailor your business to business message through publications that go out to the entire membership. Only members are able to advertise in BCHBA publications and there are discounts offered if you purchase multiple publications, allowing you a cost-effective way to reach your niche. In addition to advertising, you have the opportunity to participate in events such as the Showcase of Homes or to get a discounted booth at the Home Show. The exposure you will get from face-time with consumers is invaluable.

## marketing your business

### BCHBA PUBLICATIONS

The BCHBA offers Members-Only advertising opportunities in the following publications:

- ✓ Breaking Ground Newsletter
- ✓ Showcase of Homes Book/Ticket/App
- ✓ Membership Directory



In addition, we work with local media outlets to offer advertising in their special inserts and ads that run in conjunction with the Showcase and The Green Bay Home Show.

### CONSUMER EVENTS

It's a no-brainer: the best way to get customers is to meet with them personally! The BCHBA offers opportunities for members to do just that when they participate in our Showcase of Homes and Home Show events. If you are looking for consumer leads, this is the number one way our members tell us they find them.

### FREE INTERNET OPPORTUNITIES

#### All Members:

- ✓ Buy or sell construction related items
- ✓ Post seeking labor or work ads
- ✓ Post one multifamily rental property

#### Builder Members Only:

- ✓ Post a free online builder profile
- ✓ Post sale of up to two spec homes
- ✓ Post sale of up to two subdivisions or lots

### MEMBER TO MEMBER POSTING

If you need to send an e-mail to a specific group of members, you can e-mail the information to BCHBA staff to send a “Member to Member” posting. An example of an appropriate post is if you have excess fill that you would like taken off your hands.



# Now that I'm joining, how do I maximize my membership?

**FREE EVENTS** - Attending free events, dinners or committee meetings already adds up to the portion of dues kept by BCHBA.

**CONSUMER EVENTS** - Participating shows your company has stability. Not only that, you'll have face time with thousands of potential customers.

**ADVERTISING** - The BCHBA offers several opportunities to advertise your business to both members and consumers to truly reach your niche market.

**BE FEATURED ON OUR WEBSITE** - Builders can feature a company profile or homes for sale and all members can post employment opportunities... For FREE!

**THINK BCHBA FIRST** - When choosing a housing professional for any reason, look to BCHBA Members - they will do the same.

**DIRECTLY MARKET TO SHOWCASE BUILDERS or THE MEMBERSHIP AS A WHOLE** - Access Showcase builder or membership mailing lists to target your messaging.

**COMMIT** - Patience is key and paying your dues is the starting point - not the conclusion - to gaining business. If you really want to make your membership work for you:

#### In 30 days commit to:

- Take time to browse our website at [www.BCHBA.org](http://www.BCHBA.org) and "Like" the BCHBA on Facebook
- Attend at least one General Membership Meeting
- Take advantage of our member benefits to start saving money
- Put BCHBA decal on vehicles & up at job sites
- Include BCHBA logo on your website
- Familiarize yourself with our monthly newsletter

#### In 60 days commit to:

- Look into Builder/Remodeler Rebate Program
- Login to the member sections of the local, state and national Association sites to review information
- Review your member listing - is it the correct company and contact information?

#### In 90 days commit to:

- Look at the list of BCHBA committees to see where you would have an interest in getting involved
- If your time is limited and you're unsure how to get involved - Call (920) 494-9020 to learn more about how and where you can serve
- Review the BCHBA membership directory for potential business connections
- Decide what events to participate in at BCHBA to grow customers and business relationships

#### In 120 days commit to:

- Share your BCHBA experience with someone that would also benefit from joining the Association
- Stop by the BCHBA Office with a list of ideas and/or questions to ask the staff

#### In 180 days commit to:

- Review membership - Are we meeting the goals you set for joining? If not, call the Office at (920) 494-9020
- Submit a new member testimonial for our website or newsletter





# Membership Application

Mail to Brown County Home Builders Association

811 Packerland Drive - PO BOX 13194 - Green Bay, WI 54307-3194 - (920) 494-9020 - www.bchba.org

OR, if you are already a member, share this with someone you know who could benefit!

### APPLICANT INFORMATION:

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position/Title: \_\_\_\_\_

Business Street Address: \_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Business Mailing Address: (if different from the street address)  
\_\_\_\_\_ City, State, Zip: \_\_\_\_\_

Business Phone: \_\_\_\_\_ Business Fax: \_\_\_\_\_

Cell: \_\_\_\_\_ E-mail: \_\_\_\_\_

If provided, your e-mail address will serve as the main method for BCHBA communications. We will not share this information with third parties or sell the information at any time.

How would you like to receive the BCHBA newsletter?

- Please send the newsletter via e-mail
- Please send a hard copy of the newsletter

Business Website: \_\_\_\_\_

Would you like a link to your site in our online Directory?  Yes  No

Type of Business: \_\_\_\_\_ # of employees: \_\_\_\_\_

Product/Service provided: \_\_\_\_\_ Business Start Date: \_\_\_\_\_

### PLEASE ACCEPT MY APPLICATION FOR THE FOLLOWING AREA:

- Associate Member - \$500 per year
- Builder Member - \$550 per year

Builder Members:

Dwelling Contractor Certification (DCC) number \_\_\_\_\_

Dwelling Contractor Qualifier (DCQ) number \_\_\_\_\_

**BY SIGNING THIS AGREEMENT,** I agree to abide by the Code of Ethics and Bylaws of the BCHBA to which this application is directed, of the National Association of Home Builders (NAHB) of the United States and of the Wisconsin Builders Association (WBA) with which it is affiliated. Of the dues remitted, a portion shall be used as subscription for one year of membership in NAHB and WBA.

**SIGNATURE OF APPLICANT:** (Membership Is Subject to Board of Directors Approval)

**REFERRED BY (SPIKE):** \_\_\_\_\_ **DATE:** \_\_\_\_\_

Dues to the BCHBA are not deductible as charitable contributions for federal tax purposes. However, a portion of your dues payments can be deductible as an "ordinary and necessary" business expense.

### PAYMENT (Visa or MasterCard are Accepted Credit Cards):

Card #: \_\_\_\_\_  Pay by Check \_\_\_\_\_

Name on Card: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_ *\*3% fee added to credit card payment*

Address where bill is sent:  
\_\_\_\_\_  
Zip: \_\_\_\_\_

# 2026 LEADERSHIP:

**President**  
Mark Macco ·  
Hillcrest Homes & Properties LLC

**Vice President**  
Mark LeMense ·  
LeMense Quality Homes, Inc.

**Associate Vice President**  
Chris Krause · 2026  
Bergstrom Automotive

**Secretary**  
Dirk Bartolazzi · Bartolazzi Homes, LLC

**Treasurer**  
Tevita Ohuafi · TONZ Construction

**Past President 2025**  
Bryan Geurts · Tru-Bilt Construction

**Past President 2024**  
Chad Buntin - Buntin Construction, LLC

**Builder Directors:**  
Dan Degeneffe · Ledgercrest Homes

Andrew Hockberger ·  
Hockberger Homes, LLC

Paul Vande Hei ·  
Paul Vande Hei Custom Homes, LLC

Calvin Winters · Bird Dog Construction Co.

**Associate Directors:**  
Lucas Becks · 2026  
Becks Quality Cabinets, Inc.

Jason Herbst · 2026  
Fox Communities Credit Union

Lily Smith · 2026  
Dominion Title & Exchange Services

Scott Brynjulfson · 2026 - 2027  
Van Vreede's Appliance & Furniture

Nick Henkemeyer · 2026 - 2027  
Hometown Insulation

Matthew Raymaker · 2026 - 2027  
Alliance Insurance Centers LLC

Cheryl VerKuilen · 2026 - 2027  
County Materials Corporation

**Multifamily Director**  
Jon Susek · 2026 - 2027  
Green Bay Insurance Center, Inc.

## Benefits

## Networking

## Events

## Education

## Political Advocacy

## Marketing

Theodore Roosevelt said it best: "Every man owes part of his time and money to the business or industry in which he is engaged. No man has a moral right to withhold his support from an organization that is striving to improve conditions within his sphere."



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PO Box 13194  
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## Follow Us:



## Staff Contacts:

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**Trinity Mallek** - Government Affairs/Membership Coordinator  
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