

MABA: Who we are, what we do

The Madison Area Builders Association (MABA) is the well-known host of popular events such as the Home Products Show™, Parade of Homes™, Parade of Condos™ and the Green Built Home Makeover™. But there are many more aspects to the more than 60-year-old Association, an organization whose focus is promoting a positive business climate for its members who are involved in all areas of the home building industry.

MABA is a non-profit trade organization that monitors issues that affect the availability and affordability of homeownership on local, state, and national levels. MABA is affiliated with the Wisconsin Builders Association and the National Association of Home Builders (NAHB).

MABA members include a variety of companies related to the building industry.

"It's amazing to look at the MABA Membership Directory and see all of the trades that are represented," said MABA President Mike Vilstrup (TimberLane Builders, LLC). "Every new home takes 40 or more subcontractors to complete it, and they are all as important as the general contractor. That's why new construction creates so many jobs."

The residential and light commercial construction industries are the eighth-largest source of private employment in the Dane County area. According to an NAHB Economic Impact Study, new construction has a significant impact on the local economy. In one year's time 100 new single-family homes will generate \$10,712,000 in local income, \$939,000 in local taxes and 223 local jobs.

After that initial year, every 100 homes MABA members build will create nearly \$60 million in community income over a decade.

Growing with green building, community service

MABA strives to keep its members at the forefront of the building industry. As new companies are formed or move into the area, each year more members join the group, bringing fresh ideas and perspectives to the organization. One program the MABA has had an integral part in bringing to the state of Wisconsin is Green Built Home™.

In 1999, MABA partnered with the Wisconsin Environmental Initiative to create a voluntary program for builders and consumers that emphasizes environmental sustainability in residential building and remodeling. The end result, the Green Built Home program, is among the strongest of similar programs across the country and has since been adopted by the Wisconsin Builders Association as the standard for builders across Wisconsin.

As an emphasis to its commitment in this arena, MABA now presents the Green Built Home Makeover. The 2008 project gave a young Madison family a home remodel that removed dangerous lead from their home and improved energy efficiency.

"We all have a responsibility to make sure we're responsibly using the earth's assets," Vilstrup said. "This means doing as much as we can to ensure that natural resources will be around for many, many years for people to enjoy."

Additional community service that MABA undertakes each year includes awarding scholarships to students at Madison Area Technical College who are enrolled in programs related to the construction industry. MABA members are also involved in Project Home's Hammer with a Heart, Habitat for Humanity and many other projects.

Premier public events

MABA's longstanding and highly respected public events, such as the Parade of Homes in June and Parade

of Condominiums in April/May, provide an opportunity for everyone to explore the latest in home-related products and services. In a casual atmosphere, those who attend can talk to the experts first-hand.

Since 1980, visitors to the Home Products Show have enjoyed this one-stop event for home construction, remodeling, design and decor. Informative seminars and face-to-face advice from experts are central to the event.

For more information about the Madison Area Builders Association, visit www.maba.org. This website features a wealth of information about home building, and a searchable online membership directory.