

THE GAD REPORT

VOLUME 10, ISSUE 9 OCTOBER, 2017

MOST FORMER GORDY'S LOCATIONS SOLD

The end of September likely brought with it the end of Gordy's Markets as we know them, but perhaps not the end of the Schafer family in the grocery business.

Many locations have closed over the past two months, while others were shuttered and sold to Festival Foods.

With Gordy's in receivership, an auction has held in Milwaukee to sell many of the stores to the highest bidders.

At the end of the day stores in Black River Falls, Augusta, Osseo, Whitehall, Shell lake, Hayward, Rice Lake, Chippewa Commons, Eau Claire Hamilton and

Shopko Plaza locations. While SpartanNash and many other creditors are owed tens of millions of dollars, the attorneys represented all parties entered into an agreement to pull six stores from the auction and sell them to a new company with the possibility of members of the Schafer family having some function in those businesses.

Those stores are Lake Wissota, downtown Chippewa Falls, Barron, Chetek, Cornell and Ladysmith.

Objections were raised by a number of vendors who either have leased or rented equipment in the stores and are concerned that those items should not

be included in the store sales, while other vendors that have done business with Gordy's and have not been paid for their services while others complain that they have no realistic chance to recover any money at all.

Small communities that Gordy's serves are relieved that the chances of a grocery store remaining in their communities are much better.

Then there is the luck of the Shell Lake store where the winning bid was for \$1000 plus inventory. The rationale for the bid was to try to keep the store open in a small community and retain a few jobs there.

VINEHOUT MAKES IT OFFICIAL

State Senator Kathleen Vinehout made her run for Governor official on September 25 in Black River Falls. She has joined an increasingly crowded field that includes current 91st Assemblyman Dana Wachs, Mike McCabe and others, while still others are active-

ly exploring a run, but have not announced their intentions publicly. Of interest to RANWW members living in these districts, both Vine-



hout's Senate seat and Wachs Assembly seat will be open in 2018 as state law prohibits a candidate appearing on the ballot more than once. Republican Mel Pittman has filed to run in the 31st and Bill Ingram has filed for the 91st.

SAVE THE DATE!!
GOVERNMENT DAY

Wednesday, February 7, 2018

Concourse Hotel and State Capitol in Madison

R.S.V.P. to Bruce King:

bruce@ranww.org

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**Ever considered running for an elected office?
Let RANWW help you achieve your goal!**

Candidate Training Academy

Thursday, October 26, 2017 | 8:30 a.m. - 4:30 p.m.

**REALTORS® Association of Northwestern Wisconsin Office
1903 Keith Street | Eau Claire, WI 54701**

What the Course Provides

This course will provide participants with an understanding of what it takes to run for political office at the local or state level and a well-rounded overview of the topics to consider before making that leap. The course is taught by nationally renowned campaign specialists. Upon completion of this training session, participants will be able to:

- **Assess whether they possess the basic traits necessary to run for office**
- **Articulate, in 30 seconds, why they are running for office**
- **Describe elements for developing a campaign plan and begin the planning process**
- **Discuss their research needs based on their target audience and their budget estimates**
- **Assess the multiple avenues to approach a Get Out The Vote (GOTV) plan**
- **Based on their individual campaign's strengths, plan for the fundraising methods that can prove effective and lucrative**
- **Determine the best methods for contacting their constituents, based on voter demographics and budget**
- **Analyze the electronic campaign options available and determine which, if any, will prove most effective for their own outreach**



NATIONAL
ASSOCIATION of
REALTORS®



RANWW
Realtors Association of
Northwestern Wisconsin

You do not need to be a REALTOR® to attend. Limited enrollment. Cost is FREE. Includes professional trainer, coffee and calories, materials, and 120-page training manual.

Registration is by e-mail ONLY: Bruce King | bruce@ranww.org

Workforce Housing Seminar

Helping Improve Employee Productivity, Retention, and Health

Quality and affordable housing for today's workforce is a crucial component to economic competitiveness for employers. Employers invested in workforce housing can provide unique opportunities to help employees secure affordable housing close to work, become homeowners, and contribute to the local economy. Come join us to learn more!



DETAILS

Friday, October 13th

9 am - 11 am

Clarion Hotel

2703 Craig Rd, Eau Claire

Res. refreshments provided

REGISTER

Email Bruce King to reserve your spot: bruce@ranww.org

PRESENTER

Wayne Hanson, President & CEO of Greater Minnesota Housing Fund
Wayne will discuss what workforce housing is, the benefits of workforce housing, and how to begin a program for employers

Sponsored by:

REALTORS® Association of Northwestern Wisconsin
La Crosse Area REALTORS® Association
Eau Claire Invest Health Team



RANWW

Realtors® Association of
Northwestern Wisconsin

La Crosse Area REALTORS® Association

The Voice of Real Estate in the Greater La Crosse Area

INVEST HEALTH
Strategies for Healthier Cities

Registration is required.
There is no cost to attend
the forum.

Refreshments will be
served.

Program will begin
promptly at 9am and will
conclude no later than
11:30am.

Email Bruce King,
RANWW Government
Affairs Director to regis-
ter :

bruce@ranww.org

Many working families in our community are unable to purchase or rent a home that is affordable or close to their jobs. Much of our workforce, including the people who provide vital services to our community—teachers, firefighters, police officers, and health workers—cannot afford to live in the same community they serve.

The shortage of affordable housing choices close to where families work has led to longer commutes, sprawl, and traffic congestion that degrade the quality of life for all residents. And when our workforce employees leave our community at the end of the work day, they take their resources and interactions away with them.

To discuss these challenges in our communities and a solution called Employer-Assisted Housing to address them, the REALTORS® Association of Northwestern Wisconsin and the La Crosse Area REALTORS® Association are sponsoring an EAH Forum and welcomes your participation.

Employer-Assisted Housing is an employer benefit that helps employees move beyond the most common hurdles to homeownership or secure affordable rental housing within neighborhoods located near their workplace or transit. EAH benefits include education, counseling, and financial assistance.

In addition, state and local governments can offer housing assistance programs such as state tax credits, loans, and matching grants, which can be used to leverage an EAH benefit offered by an employer.

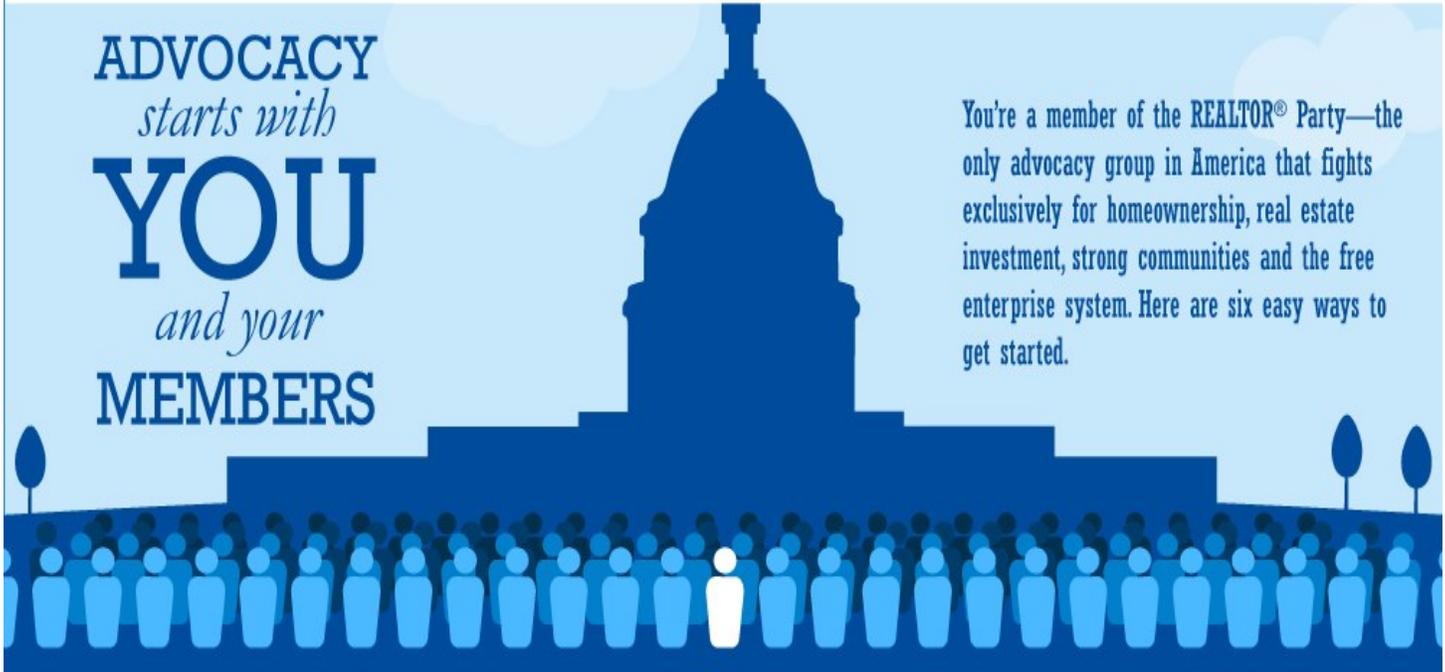
EAH not only benefits our workforce but also employers and our community. EAH can help employers improve retention, reduce training costs, and increase employee loyalty. It can also help to stabilize and revitalize our community.

We will be hosting an EAH Forum to discuss how the combined efforts of REALTORS®, non-profit organizations, governments, businesses, lenders, and employers can work in partnership to address our workforce housing challenges and to understand how increased affordable housing opportunities for working families will enhance the economic development and growth in our community.

The EAH Forum will take place on Friday, October 13th at the Clarion Hotel on Highway 37/85 and Craig Road in Eau Claire. We will begin the program at 9am and conclude at 11:00am. The presentation will be conducted by Wayne Hanson, President and CEO of Greater Minnesota Housing Fund. We welcome your attendance to learn about how EAH can help solve our housing challenges and what role you can play. Your presence would attract significant credibility and attention to our efforts, and we would greatly appreciate it if you are able to attend the Forum. The forum is free, refreshments will be served. Seating is limited. Please reserve your spot by email at the following address: bruce@ranww.org.

ADVOCACY
starts with
YOU
and your
MEMBERS

You're a member of the REALTOR® Party—the only advocacy group in America that fights exclusively for homeownership, real estate investment, strong communities and the free enterprise system. Here are six easy ways to get started.



STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6
Register To Vote	REALTOR® Party Mobile Alerts	Follow Us	Visit Us Online	Check Your Email	Do Your Research
Our goal is to have as many of our members registered and at their polling place on Election Day as possible	Text REALTOR to 30644 to have national and state calls for action sent directly to your phone	Follow the REALTOR® Party on Facebook and Twitter. Use #REALTORParty in your posts.	Stay tuned to www.realtoractioncenter.com for the latest news and information	The REALTOR® Party News newsletter is sent the 2nd Thursday of the month	Learn who your elected officials are and where they stand on real estate issues

www.realtoractioncenter.com



RANWW

Realtors® Association of Northwestern Wisconsin

RANWW TO OFFER CANDIDATE TRAINING ACADEMY



RANWW and the La Crosse Area REALTORS® Association will be offering a comprehensive one day workshop for anyone who is considering running for public office at the local, state or national level.

The Candidate Training Academy is administered by Cornerstone Solution under contract with NAR. It's a free service to the Association and will be held in the RANWW Conference Room on Thurs-

day, October 26 from 8:30am until 4:30pm. Participation will be limited to the first 25 people who register. This is open to REALTORS®, affiliates and members of the public who are thinking about running for office.

All materials will be provided, and we are also extending an invitation to our neighboring Associations in case people there

are interested.

Cornerstone Solution has a long history of developing strategies for political campaigns, from developing a message, to financing to executing Get Out The Vote and target audience.

With recent changes in federal, state and local campaign finance laws, its vital to know everything involved in running a campaign.

RANWW TO HOST WORKFORCE HOUSING CLASS, LOCATION MOVED

In another first for your Association, we have written and received an NAR Workforce Housing grant to present a program on Employer Assisted housing.

We are partnering with the La Crosse Area REALTORS® Association and Invest Health Eau Claire. There are tax benefits available along with multiple funding

sources that can make this housing a reality. Our program will be held on Friday, October 13th at the Clarion Hotel in Eau Claire.

There is no cost to attend the meeting. Coffee and calories will be available.

NAR has its own trainers for this program, but costs were prohibitive, so we reached out across the board-

er to the Greater Minnesota Housing Fund, had their presentation reviewed by NAR staff and approved.

Warren Hanson, President and CEO of the GMHF will be the speaker. His group has been doing this for many years.

Register with Bruce (bruce@ranww.org) if you'd like to attend.



**HAS BEEN
RESCHEDULED TO
TUESDAY, MAY 22,
2018**

SAVE THE DATE FOR ADVOCACY EVENTS

As you can see on this page, our annual Phone A Friend for RPAC has been moved from October 10th to May 22nd to coincide with NAR's Advocacy Month. We will need 3 to 5 people for three hours to work phones and raise funds for RPAC. Food and beverages will be served. Other dates that we need all of you to put on your

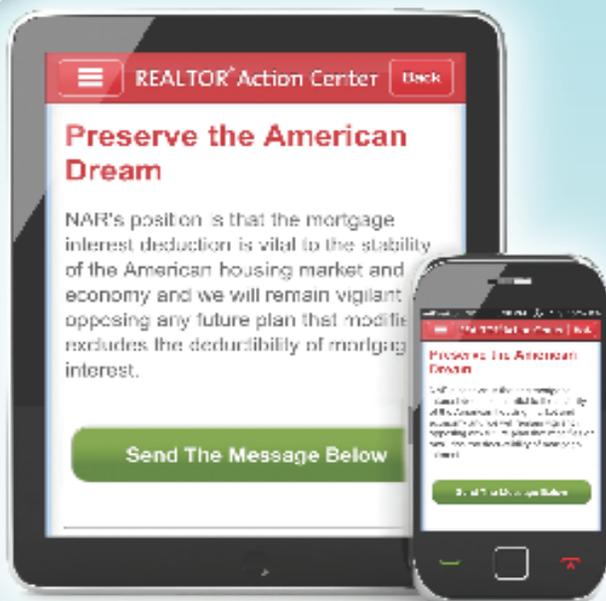
calendars and plan on attending:

2018 REALTOR® & Government Day. This year, it will be held at the Concourse Hotel on Wednesday, February 7th. We need a much bigger contingent to attend, plan now to join us!

2018 RPAC Auction: As in years past, it will be held at Horizons Banquet Center in

Tilden on Thursday, May 3rd beginning at 5:30pm with a reception. Sponsorship information will be coming soon. If you have something of value you'd like to donate, let us know.

R.S.V.P. to Bruce (bruce@ranww.org) for all upcoming advocacy events!!



WHERE WILL YOU BE WHEN YOU GET THE CALL FOR ACTION?

As a busy professional on the go your **lifeline to clients and your office is your phone**. Fewer and fewer of us are tied to a traditional desktop or laptop anymore to complete the functions of our work. Smartphones and tablets are how we increasingly manage our information and daily tasks.

THE REALTOR® ACTION CENTER MOBILE APP – DON'T JUST GET IT – USE IT! DOWNLOAD AND LOGIN TODAY

The REALTOR® Action Center mobile app contains a host of features to help you VOTE, ACT and INVEST on the go:

★ MOBILE ADVOCACY

When there is a Call for Action you will **receive a standard push notification** alerting you. The new mobile action alert format will make your participation a snap. **No forms to fill out. Shorter, crisper** summaries of the issue and why your action is important.

★ ACTION PROFILES

The app will contain a summary of your REALTOR® Party engagement. A list of open action items, actions you have already taken, your current year's RPAC investment amount, and more.

★ INVEST IN RPAC

Through the REALTOR® Party mobile app you can easily make an investment in RPAC on your mobile phone. To help you plan your investment amount, your action profile displays your total amount invested year to date.

★ ADVOCACY REPORTS

Track how your state and local associations **are doing in terms of their advocacy efforts**. Help us reach our annual 15% goal!

★ SURVEYS

Take important REALTOR® Party surveys on your phone.

★ REALTOR® PARTY TRACKER

Learn how your state and local association is using NAR programs to build political strength in your own backyard. Find out what tools and programs NAR is providing your association and how much money those programs cost.

To download, text "App" to 30644 and remember to login!



We are the REALTOR® Party

COUNTY ADMINISTRATOR GETS NO VOTE

The Trempealeau County board voted eleven to six to oppose hiring a county administrator who would be in charge of the day to day operation of the county.

Those opposed to the administrator position questioned the additional costs of the position, feat of having too much power and responsibility held by one person, possible conflicts with department heads and supervisors, or possible collusion with

those same individuals. Other concerns centered around the fact the administrator is not an elected official and would not be responsive to the public.

Others who spoke wanted to see the costs of the position instead given to other departments to add staffing to police, sheriff or social workers.

Those in favor of having an administrator cited that position taking some of the oversight and workload off other departments and that an administrator would aid staffing of other departments in the county, freeing the administrator to consult on the annual budget and other job functions as determined by the county board.

“A YEAR OF REPLENISHMENT” CAMPAIGN APPROACHING BUDGET

Your investment in RPAC is needed right now!

Our 2017 campaign theme is “A Year Of Replenishment”. Already, we are seeing candidates for public office preparing for next year’s races. By building up your Direct Giver account now, you will be in a position to help the candidates of your choice get their name and position

out to the public. Running a political campaign at any level is time consuming and very, very expensive.

Whether you invest at the Direct Giver level (\$100—\$999) or a member of the Large Donor Council (\$1000—\$10,000), you can use 70% of those funds to support candidates for public office.



VILLAGE OF BIRCHWOOD REZONE DENIED

Concerns over groundwater and unintended uses of the land by commercial concerns prompted the Sawyer County board to deny a rezone petition brought by a Town of Birchwood couple who were looking into the possibility of rezoning from agricultural 1 to commercial 1 for the intent of building storage facilities in the future. Changes to

the zoning code of the county however, would allow any type of commercial enterprise to be built if the zoning change was approved.

Concerns over runoff from the site is feared to contaminate a wellhead in the area. Others were concerned that agricultural run off may also increase the amount of phos-

phates and other chemicals into the water supply.

The area in question is a plot of land just under 8 acres and would be developed in the future as storage.

Enough supervisors determined that the description of storage was vague enough to deny the rezoning request.

save THE DATE



2018 RPAC Auction

Thursday, May 3rd Reception 5:30pm — Auction 6:30pm

Horizons Conference Center — Tilden

Register via email: bruce@ranww.org



**REALTORS® ASSOCIATION
OF NORTHWESTERN
WISCONSIN**

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Phone: 715-828-1976 home office/text
Phone: 715-835-0923 board office
E-mail: bruce@ranww.org

Bruce King
Government Affairs Director

WWW.RANWW.ORG

“OUR MISSION IS TO HELP OUR
MEMBERS BE MORE SUCCESSFUL IN
REAL ESTATE”

The REALTORS® Association of Northwestern Wisconsin is the largest association in terms of area, stretching from Millston, Whitehall and Fountain City to the south all the way to Cable in Bayfield County to the north. We are the fourth largest of the 19 Associations in terms of membership. Your Association covers 355 units of local government, monitoring a wide variety of issues that can and do affect you. In addition to local government, your GAD also monitor issues at the state and national level that will have a direct or indirect impact on housing and the industry, as well as legislation that can affect the consumer. Your Government Affairs Director works with members and affiliates to raise investment dollars for RPAC that help to support elected officials that support your business. RANWW is one of only three REALTOR® Association’s in Wisconsin that have their own PAC, which was started 38 years ago to support candidates at the local and state level. We maintain a Facebook page, called “The GADabouts”, that aims to keep you up to date on political issues that will affect your business. Your GAD also produces a periodic government affairs program posted on our YouTube channel, RANWWTV!!



MY THOUGHTS—BY BRUCE KING

Now that we have reached October, you’ve have your dues billing in your hand for a while.

The one voluntary line item on that bill that you really cannot afford to scratch off is the \$35 voluntary investment in RPAC.

There are three PACs in Wisconsin; Milwaukee, Madison and us. When you invest \$35 in RPAC, or if you are a Large Donor Council member, your **local PAC** receives 40% of that RPAC investment. That means \$14.00 of every \$35 from dues billing **comes back to your Association to be**

used to support advocacy and local and state candidates for office!!

Doesn’t sound like a lot? If all 935 members and affiliates invested \$35, we would raise \$13,090 (40% of \$35 x 935). Add in those 30 plus members that are Large Donor Council members, and you can see that we can be a positive influence on our Association.

At 42% participation in RPAC, we are ahead of the state and national averages, but we need more members to step up. Not many people like politics, even fewer like to give to anything that has

any kind of political connotation to it. When all of you took your oath to uphold the Code Of Ethics, two words you recited were the words “political involvement”. That, by its nature, has a wide range and scope. It can mean voting, working on a campaign or being a poll worker. It can also mean investing in your business by electing consumer friendly, REALTOR® friendly representatives at all levels of government.

The investment in your PAC is a local investment that supports elected officials throughout our Association and in Madison.

