



WISCONSIN  
Trend Home™

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General Contractor: Schmidt Bros. Custom Homes Inc. \* 4311 N. Lightning Dr. \* Appleton, WI 54913 \* Ph: 920-993-1520 \* Fx: 920-993-1540

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## MEDIA ADVISORY

- WHAT:** Ground breaking ceremony for WI Trend Home
- WHEN:** Thursday, April 15, 2010; 1:00 p.m.
- WHERE:** 1464 Plains Ave, Neenah, WI (Liberty Heights subdivision)
- WHO:** WBA Foundation President Leon Church, Sweetwood Builders  
General Contractor Ed Schmidt, CGB, CAPS, CGP, Schmidt Bros. Custom Homes, Inc.  
Jill Hendricks, Vision Realty & Development (representing Liberty Heights)  
Home buyers Chris and Erin Deschane  
VHBA President Mike Gibbons, GTS Construction, and other VHBA members
- WHY:** The Wisconsin Trend Home™ is a partnership between the Wisconsin Builders Foundation (WBA Foundation) and Schmidt Bros. Custom Homes, Inc. to construct a new home that will serve as an educational and research tool for housing professionals and as a source of information for the general public regarding green building products and techniques. Proceeds from the sale of the home will benefit the 501(c)(3) not-for-profit WBA Foundation to fund future education and research projects for the housing industry in Wisconsin. Because the home is located in the jurisdiction of Valley Home Builders Association (VHBA) and whenever possible, all subcontractors and suppliers working on the home will be VHBA members, a small percentage of the proceeds will benefit the VHBA Fund of the WBA Foundation to support education, research and charitable aid efforts in the Fox Valley area.

The Trend Home will achieve National Green Building Standard certification (Bronze level or higher) and Wisconsin ENERGY STAR® certification. Some of the green and “trendy” features of the home planned at this time include:

- R10 insulation under the basement floor; R20 for basement walls; R30 for above grade walls; R60 in the attic
- Windows with U value of 19 or lower
- Walls that are 24”-on-center stack framing
- Geothermal heat and closed combustion wood-burning fireplace
- Solar electric with combination of compact fluorescent and LED lighting throughout the home and an Energy Management System for controlling energy consumption
- Structured plumbing with in-line pump for hot water
- Use of green flooring everywhere possible
- Energy recovery ventilator (ERV) with dehumidistat

- INFO:** For more information, please contact Christine Shaefer, CAE, Executive Vice President of Valley Home Builders Association; Mobile: 920-740-3449; christine@vhba.com

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*General Contractor Ed Schmidt, Schmidt Bros. Custom Homes, Inc., is a member of Valley Home Builders Association, a not-for-profit professional organization, serving as an advocate for the land development, home building and remodeling industries and homeowners in the Greater Fox Cities area. The association offers information on building, remodeling and land development issues, trends and innovations. VHBA provides its 725+ member companies with programs and services to enhance their abilities to conduct business with integrity and professionalism. Members of the association work to provide safe and attainable housing through continuing education and political involvement and together serve as a community partner. Learn more at [www.vhba.com](http://www.vhba.com).*