

President's Message

Dear Members,

I keep thinking spring is just around the corner, and then—another snowfall! Unfortunately, the weather prevented us from touring Stratford Homes as planned. However, we are working on rescheduling the tour this year and will notify everyone once a new date is set.

One of our most exciting meetings is just ahead on **April 8th**—our annual **Scholarship Banquet** at the **Sky Club** at **6:00 PM**. We had a fantastic response from applicants this year and will be awarding **\$14,000 in scholarships to 13 recipients**. It would be wonderful to have a great turnout to celebrate these students' hard work and achievements. If you or your business would like to contribute to a scholarship or learn more about how to get involved, please reach out to **me or Carrleen**.

Important Upcoming Events:

Parade of Homes – It's hard to believe, but it's just around the corner! Contracts will be available in **mid-April**, so watch your email. Mark your calendars for the **Parade Dates: September 5-8**.

April 8th Scholarship Banquet – Join us at **Sky Club**, at **6:00 PM** to honor our scholarship recipients.

May 3rd Hammer Down 5K – This year, the event will be held at **Anchor Bay** with a new route and location! Registration is open on our website. Gather your coworkers, friends, or family, and help spread the word. Share the event on Facebook, add it to your business's electronic boards, and encourage participation. If you're interested in volunteering, contact Carrleen—we're striving to make this year's event the best yet!

May 13th Parade of Homes Auction & Officer and Director Elections – Taking place at **Springville Sports Barn**, this is a crucial event where we elect our new board members. If you are interested in running for a Board of Directors position, reach out now to be included on the ballot.

Additionally, we still have **committee opportunities** available. If you'd like to be involved in any of our upcoming events, please let us know. Your time and talents make a difference in the success of our association!

Looking forward to seeing many of you at these events and enjoying a great year ahead together!

Best regards,

Jay A. Wolf



Jay Wolf, Edward Jones

(715) 342-7293

Jay.Wolf@edwardjones.com

CALENDAR *of* EVENTS

April 8 - Scholarship Presentation Night at Sky Club

May 3 - Hammer Down 5K at Anchor Bay starting at 10:00am

May 13 - Parade of Homes Advertising Auction at Springville Sports Barn

July 18 – Jeff Nygaard Golf Outing at Glacier Wood Golf Course

Your invited to attend the
Annual Golden Sands Home Buildings Association
Scholarship Banquet

April 8, 2025

Sky Club

Cocktails at 6:00pm - Dinner at 7:00pm

Scholarship Presentations following Dinner.

One Free Dinner per member and \$20 each additional guest

RSVP by April 1, 2025



WE NEED YOUR HELP!

The Annual GSHBA 5K is coming up May 3, 2025. There are a lot of ways you can help:

- Register now at www.gshba.org. You can Walk, Run or do the Car to the Bar Hustle. The Car to the Bar means you only have to make it from your car to the bar stool to drink, eat and cheer.
- Share our Facebook event
- Post the event on your electronic message boards around town
- Print the flyer on the next page and share it with people or put it up around town
- Get a group of co-workers, family & friends together to sign up.
- Reach out to the office if you would like to volunteer at the event.



MAY 3, 2025

SATURDAY, 10:00AM

ANCHOR BAY BAR & GRILL

Proceeds go towards scholarships for
local students

ENTRY FEES:

Pre Registration by April 18th includes an
event Shirt and free-drink Token.

-Pre Registration: \$35

-Race Day Registration: \$40

(drink token and shirts while supplies last)

**Chip Timing - Awards - Prizes -
Food - Drinks - Music**

REGISTER AT

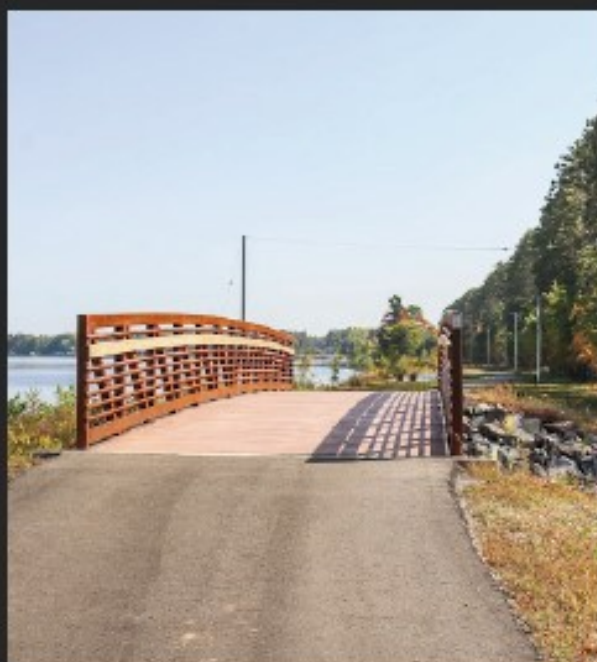
GSHBA.ORG



BROUGHT TO YOU BY



MAJOR SPONSOR



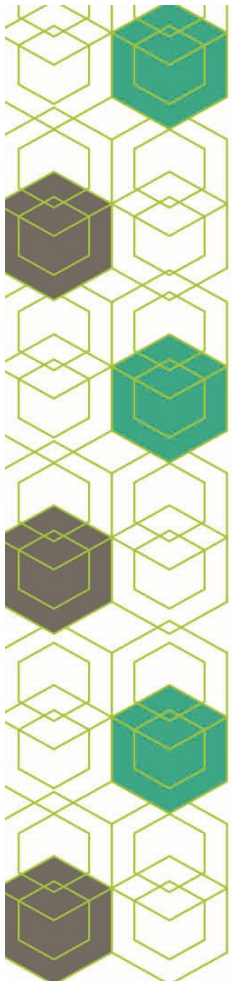
Elections

LIVE AUCTION

May 13, 2025 at Springville Sports Barn

Mark your calendar for the 2025 Elections of Officers and Directors. If you are interested in running for the GSHBA Board of Directors or, reach out to the office now to be included on the ballot. If you are unable to attend the May meeting, the ballot will be in next month's newsletter to email your vote in. One vote per membership.

We will also be hosting our annual Live Auction of Parade of Homes Advertising. These are valuable Members Only marketing opportunities. The Parade will be September 5-8, 2025. Builder Contracts will be emailed out to all builders mid April. See the following page for a list of auction items available to bid on at the live auction.



COMMUNITY INSURANCE

Auto • Home • Business • Life

Referrals Welcome! Each month 2-\$100 Winners drawn from those who referred that month.
End of the year all of the referrers will be in a grand prize drawing for \$1,000.

 **GRINNELL**
MUTUAL.



715-344-2222

www.community-insurance.com
Amherst • Iola • Stevens Point • Waupaca

PARADE OF HOMES AUCTION ITEMS ON MAY 13, 2025

1. Parade of Homes Platinum Sponsorship – This includes:

Name and logo on Parade Tickets

Name and logo on posters distributed throughout town to promote the event.

Included in ALL GSHBA Parade of Homes radio and print ads.

One-page interior ad in the Parade Booklet

Logo and link on the GSHBA website

2. Ticket Sponsor – place their name and logo on the back of the Parade tickets; advance tickets & tickets sold during the Parade (Complimentary Tickets NOT included).

3. ap Sponsor – place their name/ logo on the Map in Booklet

4. Live Radio Feed / House #1 – The home will be listed as #1 on the map and will have a 2 hour live radio feed on one of the following stations 106.5 WYTE, 103.3 WGLX, 96.7 HOT or 107.9 Big Cheese on Saturday morning of the Parade (4 breaks will be included in the feed).

5. Radio Weather Sponsors (2)– The weekend of the Parade GSHBA will be sponsoring all the weather dominators that run on the hour on stations 106.5 WYTE, 103.3 WGLX, 96.7 HOT and 107.9 Big Cheese. There will be 91 commercials that run during the weekend. An example may read: *“Weather Brought to you by the Golden Sands Home Builders Association Parade of Homes! The Parade of Homes is going on September 5-8th and make sure to stop by a **XXX Builders** home on your tour, Hours are Friday and Monday 3-7 and Saturday and Sunday 11-6!”* This will be available to 2 members, and we will rotate them equally on each station. **(2 Spots available).**

6. Article Sponsor – Submit an informative editorial article related to home building or the building industry. Article is one to two pages in length with two or three pictures and your company contact information.

7. Associate Spotlight – You have a great story to tell, here is your opportunity to tell it! Associate will receive one Full Color Page in the Parade Booklet that will allow them to showcase, promote and feature their company in a compelling and interesting fashion.

8. Booklet Cover – opportunity to showcase your Parade Home on the cover of all the Parade Booklets. Opening bid \$1,000.

9. Builders Spotlight - You have a great story to tell, here is your opportunity to tell it! Builder will receive one Full Color Page in the Parade Booklet that will allow them to showcase, promote and feature their company in a compelling and interesting fashion.

10. Prize Sponsor – opportunity to sponsor the prize that will be given away during the Parade of Homes. Prize sponsor will be listed on posters throughout town advertising for the event, at all the Parade Homes, on our website and face book.

11. Notes Page of the Parade Booklet – place their name/logo and company info on the top of the notes page in the Parade Booklet.

12. Bus Tour – Sponsor the Bus that participating builders and other GSHBA members ride to tour Parade homes the Wednesday before (September 4).

13. Bus Tour Lunch Sponsor – Provide lunch for the members riding the Bus Tour on September 4.

14. Bus Tour Drink Sponsor - Provide drinks for the members riding the Bus Tour on September 4.

15. Back Cover – opportunity to put your one-page ad on the back of the parade book.

16. QR Code Sponsor – a banner ad for your company will appear on the web page that the QR code directs people to for the parade of homes information.

17. Direction Arrow Signs – Have your company logo and information printed on the bottom section of all the outdoor arrow signs that lead people to each home on parade. Your info will stay on the bottom of the signs for 2 Parade years.



Jeff Nygaard Golf Outing

July 18, 2025

Glacier Woods Golf Club

\$125 Per Golfer

REGISTER YOUR TEAM SOON!

Limited to first 152 Golfers

Includes Lunch, 18 Holes of Golf with a cart, Dinner and Two Drinks

Register at www.gshba.org

Looking for Sponsors

The annual Jeff Nygaard Golf Outing event helps us fund the scholarships we award. GSHBA couldn't offer these scholarships without this event and without all our member's generosity. Sponsorship options are below.

Tee sponsors (9 available) - These sponsors will need to attend and man the hole with a game or activity for golfers. Sponsorship includes 2 lunches, 2 dinners and 4 drink chips - Cost \$200

Green sponsor (18 available) - These sponsors will get a sign at the green of a hole or near the cart path on the way to the next hole. Not required to attend the event - Cost is \$200

Email office@gshba.net if you are interested in sponsoring.



Unfortunately mother nature didn't cooperate and we cancelled the Stratford Homes Tour on March 19th due to weather. We know a lot of members were excited about the event so we are tentatively planning to reschedule for October 1, 2025. Watch your email and upcoming newsletters for more information.

NEW SAVINGS

Save between \$500 - \$5,000 on Ford Pro



learn more www.nahb.org/savings

DCQ Continuing Education

Promo Codes for Members:

Members of record can access the 4-credit course free of charge, and the 1-credit course for a \$10 discount each, by entering the respective course promo codes at checkout. Promo codes for each course is listed here: <https://www.wisbuild.org/online-courses-preview>. Non-members must submit payment when registering.

Course Overviews:

Four Credit Course:

This course covers construction lien law, dispute resolution & contracts, building codes, and risk management and liability to satisfy the recent 4-credit requirement on these topics.

Adapting to Market Trends: A How-To For Housing Trades:

Taught by the Home Improvement Research Institute, this course covers trend topics that impact the industry such as interest rates, psychological factors that influences consumer behavior and sentiment, project activity, mortgage rates, and challenges for the building industry.

Legal Pitfalls in the Building Industry:

Taught by Robert Procter of Axley Attorneys, Robert goes over in-depth some of the most common and trouble legal occurrences in the building industry, such as: how to avoid litigation, problems with contracts and how to mitigate them, how builders can and should protect themselves, warranties, construction standards, and more.

Universal Design:

This course covers a range of topics on how to build homes for people with diverse abilities. Topics such as contrasting colors, mechanisms with low physical effort and other key mobility features, along with the Fair Housing Act is covered.

Testimonials

The WBA hit a home run by working with On3 Essential Learning for WBA. This was an extremely educational 4 credit course. I hope all the builders are taking advantage of this valuable resource. - Mark Pekarske, Pekarske Builders

Welcome New Member
Adams - Joshua Macara



To View the Directory online go to www.gshba.org or Click on this link

[GSHBA MEMBER DIRECTORY](#)

CUSTOMER SERVICE FOR FIELD SERVICE TECHNICIAN

Tuesday, April 22, 2025 & Thursday, May 15, 2025
8:00 a.m. – 4:00 p.m.

Stratford Homes
212501 WI-97, Stratford, WI 54484

This 16-hour customer service training for field service technicians, hosted by Stratford Homes, is delivered in two 8-hour sessions. It enhances customer interactions, boosts technician confidence, and strengthens brand reputation while reducing complaints. After applying lessons from the first session, participants will share experiences and gain new tools for success in the second. Training includes lectures, interactive discussions, and role-playing, supported by visual aids and practical resources.

What does this training cover?

- + **Proper Greetings & Company Representation**
 - Body language
 - Acceptable professional dialog
- + **Active Listening**
 - Full engagement
 - Open ended questions
 - Empathy in response
- + **Purposeful Response**
 - Positivity is a must
 - Evaluate before response
 - Identifying and executing short term and long-term solution-based responses
- + **Follow up & Feedback**
 - Finishing strong with customers
 - Responding to customer feedback
 - Always be improving

Participants will be able to:

- + **Navigate customer interactions for mutual benefit**
- + **Use communication methods to make customers feel valued and heard**

Cost \$180/person



Learn more and register:

<https://bit.ly/customer-service-training-2025>

CONTACT US FOR MORE INFORMATION:



715.803.2665



training@ntc.edu



LOOKING FOR A WINDOW PARTNER? I CAN HELP!

Hi, I'm Brian Jeske. I am a 25 year veteran of Pella Windows and Doors of Wisconsin. My wife and I relocated from the greater Milwaukee area. I am a 5 time Pella Corporation presidents club winner. I work with residential builders, remodelers, architects, and homeowners to help select the right windows and doors for their projects. I take pride in my customer service, detail and accuracy. How can I help you with your project?

Why Pella?

- Rated #1 for Innovation
- Rated #1 for Highest Quality
- The Best Warranty
- Energy Efficiency
- Simply Beautiful
- Superior Performance



**Pella Windows & Doors
of Wisconsin**

Brian Jeske - Sales Representative
Cell: 715-496-4320
bjeske@pellawi.com
www.pellawi.com