

# The Golden Rule

JANUARY 2019



## Calendar of Events:

- **January 15**—Reception at Furniture & ApplianceMart
- **January 28**— “I Want to Build a House...Now What?” presentation at the GSHBA Office
- **February 16-17**—Home Show at Sentry World—After Glow Dinner on the 16th at 5:00pm
- **February 20**—Mandatory Meeting for builders participating in the Parade of Homes
- **February 19-21**— International Builders Show in Las Vegas, NV

The advertisement features a background image of a building with a sign that reads "FURNITURE & ApplianceMart". To the right of the building is the "Ashley HOMESTORE" logo, which includes a stylized house icon. A red banner across the middle of the image contains the text "Reception for Builders, Remodelers and GSHBA Members" and "You're Invited! January 15th - 6:00pm - 8:00pm".

**Reception for Builders, Remodelers and GSHBA Members**  
You're Invited! January 15th - 6:00pm - 8:00pm

*You're Invited!*

*This is going to be fun! On Tuesday, the 15th of January, we're hosting a reception at our beautiful store in Crossroad Commons, south of Wal-Mart in Plover. We've hired a chef to cook heavy hors d'oeuvres in our live kitchen in-store, guaranteed to be delicious. We'll have some incredible door busters supplied by our manufacturer partners that we'll give away at 7pm (must be present to win). It's sure to be a nice night, we hope to see you there with a full plate!*

- Who:** Builders, Remodelers and GSHBA Members
- What:** Reception with awesome door prizes, showroom tours and heavy hors d'oeuvres cooked on-site
- When:** Tuesday, January 15th from 6:00pm - 8:00pm
- Where:** Furniture & ApplianceMart - Ashley HomeStore in Crossroad Commons  
1015 Commons Circle, Plover, WI

## President's Message

Happy New Year!

I hope everyone had a good holiday season, and was able to spend quality time with family and Friends!

It was great to see everybody at the GSHBA Christmas Party last month! The casino night theme was a hit, and the food and drink was as excellent as ever! Congratulations to the prize winners, and thanks to all that helped to make the night memorable and fun!

We're looking forward to a great start of 2019 for the GSHBA! We've got several opportunities for members to take part in. They include:

Our January general membership meeting, at Furniture & Appliance Mart. Join for an evening of good food, drink, networking and education. Our hosts and sponsor, F&A Mart, will have an executive chef performing cooking demonstrations on their premium appliances, and there will be a presentation on staging your home for sale. Please try to make it to this special event.

On January 28th, we'll be hosting our first education seminar for the public. It is titled: "I Want to Build a House...Now What?", and will include a panel discussion including two of our builder members and two of our lender members, on how to go about getting started on building your new home. If this is a success, we plan to add more public seminars on various other building related topics. Tell your friends and potential clients to join us!

On February 16 & 17, we'll be hosting our annual Home Show at Sentryworld. This year, we're offering a design contest with prizes for school age kids. We expect that this will increase attendance, adding value and exposure for our exhibitors. We still have booths available. Please consider having a booth this year!

Planning is underway for our Parade of Homes as well. If you're a builder and are considering putting one of your homes in the Parade, you will need to submit your signed contract by February 20<sup>th</sup>.

...It's going to be a good year!

Here's to a happy, healthy and prosperous 2019 to all of the GSHBA members!

~BJ



BJ Welling is the Owner of Welling Kitchens in Stevens Point. He would like you to contact him directly if you would like to get involved, or have anything to discuss regarding the GSHBA. you can get a hold of him at:

Welling Kitchens

3701 Patch St.

Stevens Point, WI 54481

email: [bjwelling@wellingkitchens.com](mailto:bjwelling@wellingkitchens.com)

Office: 715-344-2688

Cell: 715-340-4069

### Officers

President—BJ Welling

President Elect—Jeff Rice

Treasurer—Mikhail Salienko

Executive Officer—Carrleen Hyer

### Board of Directors

Eric Beggs

Rob Erbes

Ryan Hyer

Jon Marty

Jennifer Novotny

Jeff Rice

Mikhail Salienko

Mike Helmrick

Carey Larson

# **FREE Seminar for people contemplating building a home!**

## **“I Want to Build a House...Now What?”**

**January 28, 2019 at 7:00pm**

**Golden Sands Home Builders Association Office  
1001 Theater Drive, Plover**

Learn the basic lifecycle of a home build from Building and Lending Professionals. They will demystify the home building process and share **5 things you need to know before you build.**

### **Meet the Speakers**



**Jeff Rice**

Jeff Rice is a general contractor and chief of business operations for Origin Family Homebuilders. Jeff enjoys the whole home building process, but his favorite part is helping clients translate their ideas from an image in their minds, to a plan on paper, and finally to a beautiful home they can live in. In addition to working in residential construction, Jeff also spends his time teaching marketing and project management courses at Mid-State Technical College and relaxing with his wife and little boy at their home in Custer.



**Karen Yach**

Residential Mortgage Lender at Associated Bank with 25 years of experience in lending. She enjoys working with customers through their new construction process, land purchase or home purchase. Being available throughout the process to answer questions is her top priority dur-



**Jason Blenker**

Jason Blenker is the visionary leader behind Blenker Companies, Inc a mid-west provider of housing solutions designed to make the building process easier, faster, and better. Jason has one mission, to Build Something Great® – great buildings, great communities, great companies, great leaders, and great team members. By providing engaged leadership and an eye on the future, Jason focuses on leading off-site manufacturing of housing solutions to builders, developers, and owners.



**Jeff Churas**

Jeffrey Churas works for his hometown bank The International Bank of Amherst as an Assistant Vice President Retail lending. In this capacity he assists customers whether they are buying their first home, refinancing their existing home or building their new home. Jeffrey enjoys helping customers realize their home ownership dreams by assisting them through the home lending process. This involves listening to the customer and determining their needs then fitting them to the appropriate lending product. He has 28 years

*Take advantage of this chance to get your questions answered by a panel of experts.*

**Register by calling 715-341-3536 or Email [OFFICE@GSHBA.NET](mailto:OFFICE@GSHBA.NET)**



# HOME SHOW

GOLDEN SANDS HOME BUILDERS ASSOCIATION

SENTRY WORLD

# February

# 16 & 17

**Booth Contracts available at [www.gshba.org](http://www.gshba.org) or call (715) 341-3536 to your reserve space today!**

### Why Exhibit?

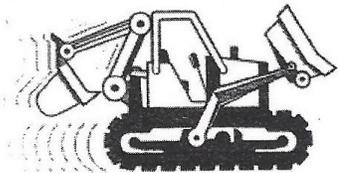
Looking for ways to effectively spend your advertising and marketing dollars? By exhibiting at the GSHBA Home Show you will be part of one of the Industry's largest product displays in Central Wisconsin. Your company will have the opportunity to:

- Make face-to-face contact with qualified consumers
- Generate more immediate sales and qualified leads
- Introduce or distribute new products, samples, promotions or information
- Conduct market research and understand consumers' attitudes by talking with them
- Increase market presence
- Reduce sales cost

GSHBA advertises through many different media avenues to bring consumers to YOU during this event. Our shows are a cost-effective tool to improve your return on investment.

# BEST

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**JIM HOPP** MPRS-222995

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## ABILITY BUILDERS INC.

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*Joshua 1:8*

**Mark A. Camalieri**

Phone: (715) 824-3988

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E-Mail: [ability@wi-net.com](mailto:ability@wi-net.com)

Web: [www.abilitybuildersinc.com](http://www.abilitybuildersinc.com)

6559 Hwy. A  
Amherst, WI 54406



### **Rural Mutual Insurance: Protecting Wisconsin families, farms and businesses**

Protecting Wisconsin since 1934: this is what Rural Mutual Insurance company has done best, and what agent Jenni Zinda-Mancl continues to carry on through Zinda Insurance Group. Providing everything from home, auto, farm, commercial, and life insurance, Zinda Insurance covers all bases. However, what separates this firm from many is that the focus remains exclusively in Wisconsin.

Jenni grew up on a farm, which not only lends her with a background in the agriculture industry, but a distinct passion for helping others in the farming business. She sold her father's livestock brokerage operation in 2011 to focus on selling insurance in farm-related businesses. With eight years of experience, Jenni has earned numerous awards, and is considered a part of the one of the top 50 property and casualty companies in the country. Jenni is joined by Stacey Zimmermann who brings over 20 years of experience in the insurance industry and a vast knowledge of commercial insurance.

Their mission statement reads: "We exist to deliver on our promise to protect Wisconsin farms, families, and businesses and help them rebuild following times of unintended financial loss."

Zinda-Mancl has built a successful business around such a philosophy and as a result has grown her business from two employees to six.

"Some people are under the assumption that Rural Mutual writes just farms and homes in rural areas, while we are actually also very competitive with businesses, homes in urban areas, rates for teen drivers and life insurance. "They are also surprised when they find out that we are a Wisconsin only insurance carrier; so your premiums paid here stay here". Zinda-Mancl states that "we strongly focus on customer service and treat all of our clients as if they were family". Rural Mutual Insurance-Zinda Insurance Group LLC is located at 2581 Post Rd.

# Trojan Apps

Google recently removed nearly 30 Trojan apps from their app store. A Trojan app describes and presents itself as something useful, like a device booster or battery manager. Once installed Trojan apps then mimic other apps already on a user's phone and target the user with custom phishing attacks, intercepted call logs, and the capability of downloading and installing other apps on the compromised device.

To avoid falling victim to Trojan or other malicious apps, users should:

Only download apps from your device's app store; this does not ensure the app is not malicious, but malicious apps are much more common on third-party app stores, where they are rarely removed once uncovered.

Make sure to check the number of downloads, app ratings and the content of reviews before downloading apps. This can help verify their legitimacy.

Pay attention to what permissions are granted to the apps installed. Overreaching permissions can be a sign of a bad actor.

Keep your device updated along with the apps downloaded. Software updates almost always include various security patches to keep you and your personal information protected.

If you think you entered your personal information in a Trojan app or another malicious website, visit the FTC website for guidance on what to do for various types of information: <https://www.identitytheft.gov/Info-Lost-or-Stolen>.



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# COMMUNITY INSURANCE

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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.



**715-258-2300**

[www.community-insurance.com](http://www.community-insurance.com)  
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## **WBA Member Meeting Day**

**Friday, February 8, 2019 from 12:30PM - 4:30PM**

**at Orpheum Theater—216 State Street, Madison**

The first WBA Member Meeting Day of the year will take place at the Orpheum Theater in Madison, with the Pres-

**This Member Meeting Day will begin in the afternoon! Here is the itinerary:**

- 11:30 AM - 1:00 PM - Local Executive Officers Meeting
- 12:30 PM - 1:00 PM - Member Meeting Day Registration
- 1:00 PM - 1:50 PM - Advocacy Group Meeting
- 2:00 PM - 2:50 PM - Membership & Local Officers Group Meeting
- 3:00 PM - 4:30 PM - Annual Meeting & Board of Directors Meeting

The cocktail reception to kick off the President's Installation Dinner will begin at 5:30 PM.

Go to [www.wisbuild.org](http://www.wisbuild.org) for more info and to REGISTER Today.

# HOLIDAY PARTY

Shooters served up a delicious Christmas Buffet for last month's Holiday Party. The room was anything but quiet as members rolled the dice and dealers flipped the cards. Members had a great time drinking, eating, gambling, laughing and yes even some screaming!



Special thanks to those who donated raffle prizes including A+ Doors, Pella Windows and Doors and Precision Glass. Audio Video Environments was so generous to donate our grand prize, a home media package valued at over \$1,000! Congrats to Jane Helmrick for being the lucky grand prize winner.



# 7 Strategies for Effective Construction Email Marketing

Email marketing is a cost-effective way to communicate with and reach out to potential customers. While people can be skeptics of email, those who utilize it as a marketing tool know its potential.

However, there is a vast difference between running an email marketing campaign professionally and clogging up inboxes with junk emails. A poorly run campaign will not only fail to produce conversions but could reversely annoy, and drive people away.

With competitive surges in the construction industry making companies hunt for opportunities to stand out, a professional email marketing campaign would be a superb differentiator. Sound slightly irrelevant? Unsure of how to begin the process? No worries, below we have provided seven essential email tips that will not only jump start your communicative marketing journey but prove that professional emailing is a vital resource to industries, like construction, where digital marketing isn't an obvious win at first glance.

## Know the Purpose of Your Emails and Newsletter

Before you write an email, sit down and compose. After addressing your target audience, ask yourself why you are writing? What information should be highlighted to your readers? What are your companies ideal results?

An email newsletter, for example, is a generic piece that is replicated and distributed multiple times over a given period. While larger companies tend to gravitate towards email campaigns, many small businesses today rely on community newsletters.

A newsletter should keep people engaged, and indirectly gain their interest towards facets of your company. Avoid hard pitches, aim to create a message of opportunity, not a forceful sell.

Let's say you're a safety consultant who oversees and advises the activities at construction sites. If at monthly intervals, you sent out a newsletter discussing current safety tips and developments, your target audience, or people involved/interested in construction, will repute you as a competent and trustworthy source.

## Your Email Content Should Be Balanced and Valuable

Spendable marketing content is not limited to newsletters; other emails, such as company updates and promotions, are just as effective. However, approximately 90% of your content should project as informational, not a sales pitch. Calls-to-Action (CTAs) are an exception, but consistently checking your tone and purpose is crucial keeping your emails out of the junk folder.

Informational emails, including your newsletter, should always add value. A construction company, for example, might send monthly maintenance tips.

## Timing and Frequency Are Important

How often should your newsletters and emails be distributed? A single monthly newsletter accompanied by promotional or informational emails on occasion is usually a solid start for smaller companies. If you're a construction or safety firm who just entered the marketing sphere, a single monthly newsletter may be enough.

On the other hand, if you're running a large construction company or safety consultancy firm, weekly newsletters are certainly appropriate. Adding value, no matter the email frequency should still be prioritized. For prospective customers and people who recently onboarded, you might add value by sending them more emails, proving your attentive to their interest in the company.

## Make the Visuals Look Great

While the written content is perhaps the most critical faction of creating emails and newsletters, visual appearance should be prioritized next. Appealing design and organized features, such as balanced white space, bullets, and headers help a viewer initially engage, and can commit them to reading more.

When conveying complex information, its presentation should be structured and enticing. Consider creating a chart, graph, or infographic, visuals that can break down and emphasize information in a comprehensible manner. A safety consultant, for example, might put together an infographic, laddering the various accidents from the previous year and pairing them with appropriate safety