



MARCH 2026



# THE GOLDEN RULE

THE GOLDEN SANDS HOME BUILDERS ASSOCIATION NEWSLETTER

## PRESIDENT'S MESSAGE

GSHBA Members:

Welcome to March! I'm sure we are all looking forward to the warmer weather coming our way!

**Although we did not have any new members last month, we had over 10 guests at our February Associate Spotlight Night. These are all potential new members so thanks for making them feel welcome at the event!**

Several of our members attended the International Builders Show / Kitchen and Bath Industry Show in Orlando in February. It was a great learning experience with lots of networking with other builders and suppliers from all around the world. Carrleen was able to attend the show this year and took advantage of educational events specifically designed for NAHB Executive Officers. I'm sure she has brought back lots of information that will benefit our association!

Our March meeting will be held on March 12<sup>th</sup> at O'So Brewing. Our guest speaker will be David Hreha. He spoke to our group a couple of years ago and is very insightful about the future of our economy and how it affects the building industry. I am sure he will deliver another great speech with information important to all of us. We have had excellent attendance at the last several meetings so let's keep that going!

Check out our Calendar of Events to see what we have coming up in the next few months. If you are interested in helping on any of our committees or at any of our events, contact either Carrleen or myself.



Kurt Bergman, Bergman Builders

(715) 498-5825

[office@bergmanbuilders.com](mailto:office@bergmanbuilders.com)

*Kurt Bergman*

# CALENDAR *of* EVENTS

**March 5** - Scholarship Committee Meeting at O'so Brewing at 4:00pm

**March 12** - (*Thursday*) Board of Directors Meeting at O 'so Brewing at 4:00pm

**March 12**- GSHBA Member event - Guest speaker David Hreha at O'so Brewing in Plover at 6:00pm

**April 14** - **Scholarship Banquet** at Food + Farm Exploration Center in Plover at 6:00pm

**May 2** (*Saturday*)- **Hammer Down 5K** at Anchor Bay in Wisconsin Rapids at 10:00am

**May 12** - Elections and Parade of Homes Auction Night

**June 9** - Summer Picnic at Pacawa Park, Worzella Pavillion in Plover

**July 10** - Jeff Nygaard Annual Golf Outing at the Ridges Golf Course

## Associate Spotlight Night

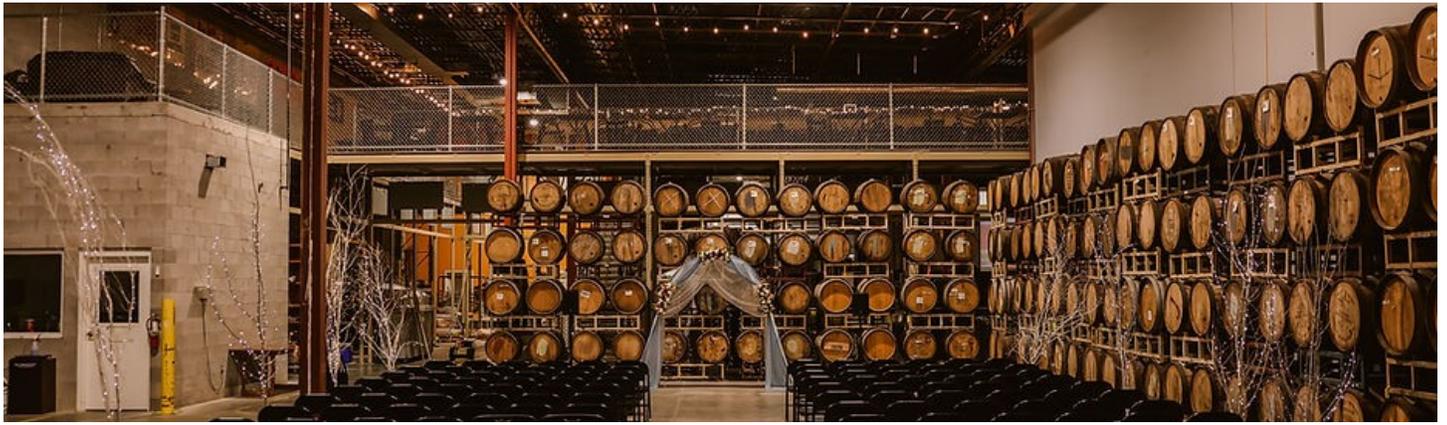


We had an incredible turnout at our Associate Spotlight Night, with over 100 attendees joining us and more than 30 associate members setting up tabletop displays to showcase their products and services at Springville Sports Barn.

A huge thank you to everyone who took the time to set up a table and to all who came out to visit, connect, and support our associate members. Special thanks to the builders that pitched in to supply beer for the night. Events like this truly highlight the strength of our GSHBA community.

Congratulations to our lucky winner, Kevin Modrzewski of Central State Electric, who won a FREE annual GSHBA membership valued at \$500!

Thank you again to everyone who made the night such a success – we're already looking forward to the next one!



# O'SO BREWING COMPANY

FERMENTED ART



**David Hreha, CIMA**

Senior VP at Capital Group | American Funds

## Golden Sands HBA March Guest Speaker Event

At O'so Brewing Company - 1800 Plover Rd, Plover WI

Thursday - March 12, 2026

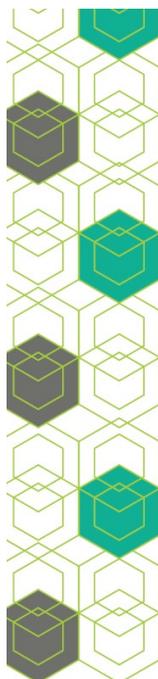
6:00pm Cocktail Hour

7:00 Dinner - One Member Free Additional guests \$20 each

**Guest Speaker David Hreha following dinner**

David is a dynamic speaker! He will be sharing about the Financial/  
Economic forecast for 2026!

**RSVP to [office@gshba.net](mailto:office@gshba.net) by March 5th**



Person of the Year

**715-344-2222**

HOME | AUTO | UMBRELLA | BUSINESS | LIFE  
[www.community-insurance.com](http://www.community-insurance.com)



## GSHBA Scholarship Program



In 2002, the Golden Sands Home Builders Association, with the generous support of our members, launched a scholarship program designed to support and encourage students pursuing educational pathways that lead to careers in the building industry and related fields.

What began as a small initiative has grown tremendously over the years thanks to the continued commitment of our membership and community events we host. We are proud to share that in 2026, we will award 17 scholarships to deserving students.

Special thank you to all the businesses that donated a scholarship this year! This program reflects our mission to invest in the future of the building industry and strengthen the workforce in our region.

**We strongly encourage members of the GSHBA family to apply.** If you know a student who could benefit from any of the scholarships listed on the following pages, please share this opportunity with them. Applications forms can be found on our website [www.gshba.org](http://www.gshba.org).

**The deadline to apply is March 3, 2026.**

# Golden Sands Home Builders Association Scholarships

**Applications are available online at [gshba.org](http://gshba.org) and DUE MARCH 3, 2026**

## \_\_\_ GSHBA Scholarship of Excellence - \$2,000

This scholarship is available to any eligible student or resident seeking education in the building industry living in GSHBA tri-county area of Adams, Juneau, Portage, Waushara, Waupaca, and Wood counties. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

## \_\_\_ Jeff Nygaard Memorial Scholarship - \$1,000

GSHBA sponsors this scholarship in memory of former member Jeff

Nygaard. This scholarship will be available to any student or resident in the

Portage County area seeking an education in the health care profession or building related industry. This "stipend" will be granted directly to the recipient's school upon verification of enrollment.

## \_\_\_ The Portage County Bank Scholarship - \$1,000

This scholarship will be available to any student or resident in the Portage County area that is seeking education in the finance/banking profession or building industry. This "stipend" will be granted directly to the recipient's school upon verification of enrollment.

## \_\_\_ Ryley Hofferber Memorial Scholarship - \$1,000

This is available to a student from Portage or Waupaca County. The award recipient must be planning on entering or enrolled in a degree apprenticeship program or education program in the field of building construction trades. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

## \_\_\_ Hammer Down Scholarship - \$1,000

This scholarship is available to any student seeking education in the Building Industry, Health/Promotional Wellnes or Physical Therapy living in Adams, Juneau, Portage, Waushara, Waupaca or Wood County. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

## \_\_\_ GSHBA Parade of Homes Scholarship - \$1,000

This scholarship is available to any student seeking education in the Building Industry, Interior Design, Drafting or Marketing fields living in Adams, Juneau, Portage, Waushara, Waupaca or Wood County. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

## \_\_\_ Alchemy Concrete Scholarship - \$1,500

This scholarship is available to a student from Amherst High School. The award recipient must be planning on entering or enrolled in a degree apprenticeship program or education program in the field of building construction trades. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

## \_\_\_ FFH Scholarship - \$1,000

This scholarship is available to any new or continuing full or part time student seeking education at Mid-State Technical College in the Construction Trades program. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

## \_\_\_ Freedom Home Builders Scholarship - \$1,000

Applicants must meet the following criteria: 1. Must have an enlistment contract to join any branch of service.

2. Must be in one of the trades or joining an engineer MOS. It can be a split if they already did basic training, and they are home to finish high school before going to do second phase of initial entry training.

\_\_\_\_\_ **Marty Family Scholarship - \$1,250**

This scholarship is available to any Portage County resident training and working in a building industry trade. This "stipend" will be granted directly to the recipient for work related tools and equipment.

\_\_\_\_\_ **AgCountry Farm Credit Services Scholarship - \$1,500**

This scholarship will be available to any student seeking education in the finance/banking profession or building industry. This "stipend" will be granted directly to the recipient's school upon verification of enrollment.

\_\_\_\_\_ **Welling Kitchen, Bath & Flooring Scholarship - \$1,000**

This grant is available to any person entering a career related to kitchen, bath and/or floor design or remodeling. Applicants should explain their anticipated career, and how the grant will reduce the barrier to entry. The grant will be issued to the recipient for work-related tools, equipment, or education.

\_\_\_\_\_ **Feltz Lumber Scholarship - \$1,500**

This scholarship is available to any student seeking education in the Building Industry, Interior Design, Drafting or Marketing fields living in Adams, Juneau, Portage, Waushara, Waupaca or Wood County. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

\_\_\_\_\_ **Ideal Crane Rental, Inc. Workforce Ambassador Scholarship - \$1,000**

This scholarship is available to any new or continuing full or part time student seeking education at Mid-State Technical College in the Construction Trades or Diesel & Heavy Equipment Technician program. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

\_\_\_\_\_ **Adams Skilled Trades Scholarship – \$1,200**

This scholarship is available to any student or resident within the GSHBA tri-county area — including Adams, Juneau, Portage, Waushara, Waupaca, and Wood counties — who is planning to enter or is currently enrolled in a degree, apprenticeship, or certification program in the electrical, mechanical, or building construction trades. Preference will be given to applicants pursuing careers in electrical, HVAC, plumbing, or other skilled trades that support residential and light commercial construction. The scholarship award will be paid directly to the recipient's educational institution upon verification of enrollment.

\_\_\_\_\_ **SRS Building Products Scholarship - \$1,000**

This scholarship is available to any student in Portage county that is seeking education in the building industry, drafting or marketing fields. This "stipend" will be granted directly to the recipient's school upon verification of enrollment.

\_\_\_\_\_ **Wirtz & Co Construction Scholarship \$1,000**

This scholarship is available to anyone majoring in Construction Management, Civil Engineering, Architecture, skilled trades or related. Career commitment should show statement of intent to work in construction engineering or related. No GPA requirements. Preferably from Central Wisconsin and we encourage underrepresented groups (women in construction, second chance parents who are starting over). Please include in your essay "Why I Want to Build"

# GOLDEN SANDS



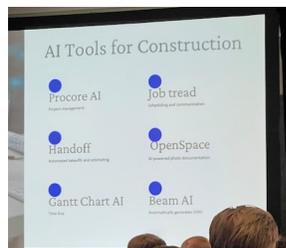
## SEPTEMBER 11-14, 2026

Parade Contracts are Due **May 5, 2026**. A contract can be found on our website [www.gshba.org](http://www.gshba.org). Call (715) 340-2242 or email [office@gshba.net](mailto:office@gshba.net) if you have questions about entering a home.

# International Builders Show

Several of our members traveled to Orlando, Florida this month to attend the International Builders' Show. The education seminars were incredibly beneficial, with hot topics including how to effectively use AI and management software in your business. Attendees had the opportunity to explore the latest building products and innovative business tools showcased on the exhibit floor.

And last but definitely not least, networking with so many talented and passionate professionals in the industry made the experience even more valuable. It was a great opportunity to learn, connect, and bring fresh ideas back to our local building community.





**MAY 2, 2026 AT  
ANCHOR BAY**

**HAMMER DOWN 5K REGISTRATION  
IS OPEN NOW AT GSHBA.ORG**

**MAJOR SPONSOR STONE INNOVATIONS**

How Can You Get Involved? There are **so many ways** to join in the fun!

- ◆ **Register to Walk or Run** – Lace up and hit the course
- ◆ **Spread the word** – Share the event with your friends and family, post our Facebook event and put up a Hammer Down 5K Poster (they will be available at our March meeting at O'so and emailed)
- ◆ **Start a team at your business** – Grab your co-workers and sign up together for some friendly competition and team bonding.
- ◆ **Volunteer** – Email the office to help out on race day and be part of the action behind the scenes.
- ◆ **Become a Sponsor** – Learn how your business can support by sponsoring the event and gain great community exposure on the next page.

There's something for everyone — we can't wait to see you there!

**SCAN TO REGISTER**  
→





# Sponsorships Available

*Check a box below to Sponsor Now!*

## 8 Penny Sponsor - \$200

- Name listed on the Race Shirt
- Name/logo and link on website

## Food Sponsor

- Provide a snack for the runners at the finish

## 16 Penny Sponsor - \$350

- Logo listed on the Race Shirt
- Name/logo and link on website
- Name listed on Race Day Banner at the start and finish of the event
- Flyer and/or approved item in the participants bag

Business Name (As you would like it to appear in Advertising) \_\_\_\_\_

Print Name of Authorized Signer \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name of Sponsorship Level or Item \_\_\_\_\_ Amount \_\_\_\_\_

Name of Sponsorship Level or Item \_\_\_\_\_ Amount \_\_\_\_\_

**If you have a unique sponsorship you would like to provide, please list details below. We will review it and get back to you.**

**If you would like to provide something for the Swag Bag participants receive at Registration, please describe the item below.**

**Mail Checks Payable to GSHBA or provide Credit Card Info below and mail to 3530 Karrington Pl. Plover WI 54467.**

Check Enclosed \_\_\_\_\_ Invoice Me \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_ Zip Code \_\_\_\_\_

Name of Card Holder \_\_\_\_\_

**Logos and graphic files can be emailed to office@gshba.net prior to March 15th.** Vectored artwork of logos, preferably in a EPS and/or PDF files **Payments and Invoices need to be paid in full by prior to March 15th.** Call (715) 340-2242 or email office@gshba.net if you have any questions.



## R-O-I ON YOUR D-U-E-S



**\$3037**

PER 2250 SQ. FT. HOME  
RAISED BAR FOR PASSING AUTO  
SPRINKLER REQUIREMENTS



**\$780**

PER ACRE  
ELIMINATED CONVERSION FEE  
ON FORMER AG LAND



**\$10000**

PER \$2 MILLION DEVELOPMENT  
PROJECT, REFORMED PREVAILING  
WAGE LAW



**\$500**

PER HOME,  
REFORMED ELECTRICAL CODE  
IN HOMEOWNERS  
BILL OF RIGHTS



**\$100**

PER TRADESPERSON  
ELIMINATED BUILDING  
CONTRACTOR REGISTRATION

**FREE**

CONTINUING EDUCATION  
CREDITS FOR YOUR LICENSE  
RENEWAL

**FREE**

FINANCIAL PLANNING  
TOOLS THRU  
THIRD COAST  
ADVISORS

**\$99**

PER YEAR, TRAVEL DISCOUNTS THRU  
SNAZZY TRAVELER

**\$2200**

ANNUAL ASSESSMENT SERVICES THRU  
SMALL BUSINESS GROWTH PARTNERS

**\$1000s**

UP TO THOUSANDS IN SAVINGS THRU  
ASSOCIATION HEALTH PLAN

**\$1366**

PER PARTICIPANT  
WBA MEMBER REBATE PROGRAM

**\$100**

PER LEGAL CALL, \$35 PER  
BUILDING CODE  
MEMBER HOTLINE

**\$6000**

REGULARLY UPDATED  
LEGALLY VETTED  
CONSTRUCTION &  
REMODELING  
CONTRACTS

**20%**

AVERAGE SAVINGS  
BUSINESS INSURANCE  
DISCOUNTS  
THRU  
WBA INSURANCE  
SERVICES

**AND MORE**

LOCAL AND NATIONAL  
3-IN-1 MEMBERSHIP BENEFITS

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THE AVERAGE REBATE PER BUILDER/REMODELER COMPANY WHO PARTICIPATED IN 2024 WAS:

# \$1,650.24

- 1 Register
- 2 Submit a Rebate Claim
- 3 Receive a Rebate Check

#### PARTICIPATING MANUFACTURERS



Contact Us:

[HBArebates.com](http://HBArebates.com)

866.849.8400

@HBArebates



### **Several WBA Priority Bills Await State Senate Action**

With the calendar soon turning to February, the end of the legislative session is near. That said, there is still important work to be done to advance three top WBA priorities through the State Senate before the likely end of session in late February or early March.

Speaker Robin Vos has stated numerous times that the State Assembly will likely conclude its legislative floor period no later than February 19. Three priority bills that WBA is seeking final approval on in the State Senate have already passed the State Assembly. However, one bill was slightly amended in the Senate and would need to pass the Assembly again before heading to Governor Evers. Senate Bill 480 (SB 480) would allow a local unit of government to establish a voluntary Workforce Housing Tax Incremental Financing (TIF) district. These TIF districts could be used to pay for infrastructure costs associated with smaller homes on smaller lots. SB 480 passed the Senate Committee on Insurance, Housing, Rural Issues, and Forestry on a unanimous, bipartisan 5–0 vote. If passed by the full State Senate, SB 480 would then go to Governor Evers for consideration and signature.

Changes to the WHEDA Workforce Housing Loan bill passed last session are still awaiting final action in the State Senate. Senate Bill 180 and Assembly Bill 194 (SB 180/AB 194) need only be passed by the State Senate to be sent to the governor for his signature. The bill is expected to be signed, as it has broad bipartisan support and the backing of WHEDA leadership.

Another top WBA priority to close out the session is passage of Senate Bill 472 (SB 472), the *Truth in Planning* proposal. This bill would require automatic rezoning of land designated for future housing when specific conditions are met following a developer's rezoning application. SB 472 needs passage by both the State Senate and, again, the full State Assembly. The bill was slightly modified during the Senate committee process before receiving a bipartisan 5–0 vote. Because the Senate version differs from the version previously passed by the Assembly, it must be approved again by the full Assembly before being sent to Governor Evers for his signature.

### **UDC Alternatives Discussed During Advocacy Group Meeting**

The WBA Advocacy Group recently met and received an update on efforts to develop a more reasonable alternative to replacing the current Uniform Dwelling Code (UDC) with the 2023 International Residential Code (IRC), a change that has been advocated by some interest groups.

The group was briefed on a detailed plan to amend the 2023 IRC to allow for a more balanced transition from the current UDC, which is largely based on the 2009 IRC.

It was also reported that the Uniform Dwelling Code Council has not met since April 25, 2025, and that its first scheduled meeting of 2026 was canceled. The council is currently scheduled to meet next on March 19.

Members interested in reviewing the proposed amendment language to the 2023 IRC should contact Brad Boycks via email at [bboycks@wisbuild.org](mailto:bboycks@wisbuild.org).

### **Wetland Delineation Bill Receives Public Hearings**

A bill that would move Wisconsin's wetland assured delineation program from a pilot program into state statute was recently introduced by Senator Mary Felzkowski (R–Tomahawk) and Representative Jeff Mursau (R–Crivitz) as Senate Bill 798 (SB 798) and Assembly Bill 808 (AB 808).

Both bills recently received public hearings in the State Senate and State Assembly. WBA has worked behind the scenes over the past two years to address issues identified when similar legislation was introduced last session.

The bill has broad bipartisan support in the Legislature, along with strong backing from interest groups including WBA, the Wisconsin Wetlands Association, Wisconsin Manufacturers & Commerce, and The Nature Conservancy.

Given the strong level of support, the bills are expected to move quickly through the committee process and be scheduled for floor votes in both houses in the near future.



## Rock the Block – Stevens Point, WI

Rock the Block is a neighborhood revitalization program that aims to revitalize low-income neighborhoods within our community by engaging individuals, churches, youth groups, and business partners. By focusing on community-driven efforts, we intend to improve living conditions, enhance neighborhood aesthetics, and foster a sense of unity and pride among residents. This project will empower community members, instill hope, and positively impact on the overall well-being of the community. We would take one low-income neighborhood, in partnership with residents and community members, and make the neighborhood safer and more appealing.

### How does it work?

- Identify about 5 low-income families in a geographic area within the Stevens Point area who have a willingness to partner on improving their living conditions and neighborhood aesthetics.
- Projects include exterior painting, siding & window washing, yard decluttering & cleaning, yard maintenance & landscaping, improved exterior lighting, screen replacement, and small exterior home repairs. Project materials will average about
- The homes must be owner occupied and our goal is for families to be below 80% of AMI.

### What are the Project Objectives?

- Community Engagement – Engage and involve local residents, churches, youth groups, and business partners to actively participate in neighborhood revitalization efforts.
- Community Engagement – Engage and involve local residents, churches, youth groups, and business partners to actively participate in neighborhood revitalization efforts.
- Housing Improvements – Enhance the physical appearance and safety of homes within the target neighborhood.

### Sponsorship Opportunities

- Sponsorship levels of Gold Sponsorship (\$2,500), Silver Sponsorship (\$1,000), and Bronze Sponsorship (\$500).
- Gold and Silver sponsors would have their name and a small logo included on all volunteer t-shirts, varying levels of social media posts on Facebook and HFH-CW website, and recognition at the celebration event.
- Bronze sponsors will include social media posts and recognition at the celebration event.

If you'd like to get involved by volunteering or sponsoring Rock the Block, reach out to Lisa Wolf via email at [wolf.lisa.a@gmail.com](mailto:wolf.lisa.a@gmail.com) or by phone **(715) 340-9848**.



To View the Directory online go to [www.gshba.org](http://www.gshba.org) or Click on this link



## 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?

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- Simply Beautiful
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Cell: 715-496-4320  
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