

APRIL 2026



# THE GOLDEN RULE

THE GOLDEN SANDS HOME BUILDERS ASSOCIATION NEWSLETTER

## PRESIDENT'S MESSAGE

GSHBA Members:

The weather has been quite a roller coaster the past few weeks but hopefully we are finally going to see spring!

If you haven't already, please make sure to RSVP for the Scholarship Banquet on April 14<sup>th</sup>. Scholarships are a big part of what we work for as an association and it is cool to see how our efforts pay off with this event.

Carrleen and I will be attending the 2026 Central Wisconsin Housing Summit at UWSP on Wednesday, April 15<sup>th</sup> hosted by the University of Wisconsin-Madison Community Economic Development Extension. The summit is focused on the builder's perspective addressing the real challenges contractors, developers, and partners face in housing today. You can sign up to attend at the following link.

<https://www.simpletix.com/e/2026-central-wisconsin-housing-summit-tickets-240877#smtx-click>

We have some other events coming up quickly. We have been working hard to nail down the final details for the Hammer Down 5K on May 2<sup>nd</sup>. Also, our elections and Parade of Homes auction night is set for May 12<sup>th</sup>. There are some great advertising opportunities available so mark your calendars and plan to attend.

The summer picnic, golf outing (new venue this year at The Ridges Golf Course) and 2026 Parade of Homes are just around the corner so check the calendar dates, plan to attend and watch for details on how you can get involved in these events.



**Kurt Bergman, Bergman Builders**

(715) 498-5825

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

*Kurt Bergman*

# CALENDAR *of* EVENTS

**April 7 - Parade Committee Meeting at 4:00pm at Mikey's in Plover**

**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**

## **March Membership Dinner at O'SO BREWING COMPANY**

FERMENTED ART



Our March membership event at O'so featured one of the most engaging speakers. David Hreha, Senior Vice President at Capital Group | American Funds, truly captured the room's attention.

He shared insights on the financial outlook for 2026, offering a presentation that was both educational and entertaining. Drawing on Capital Group's extensive global research, David provided valuable perspectives on what may lie ahead and gave us all plenty to think about.

It was a memorable and informative event for all who attended. Big thank you to David for coming and we made him promise to come visit us again!



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

**April 14, 2026 at Food + Farm Exploration Center**

*3400 Innovation Drive Plover, WI 54467*

**Cocktails at 6:00pm**

**Dinner at 7:00pm**



Food + Farm Tour of Italy Dinner includes Ceasar salad, house-made Focaccia, Cavatappi & Fettuccini pasta, choice of Alfredo or Marinara and Grilled chicken, Meatballs and house-made Cannoli.

**Scholarship Presentations Following Dinner**

Each member receives one complimentary dinner. Additional guests \$20 per person.

**RSVP by April 6<sup>th</sup> to [office@gshba.net](mailto:office@gshba.net) or (715) 340-2242**



**May 12, 2026 at 6:00pm  
Parade of Homes Advertising  
Live Auction &  
Board of Directors and  
Officers Elections**

Please mark your calendars for our May meeting and Live Auction. This is your chance to bid on exclusive Parade of Homes advertising opportunities reserved for our members only. We will also be voting on our new Board of Directors and Officers. If you have an interest in serving on the Board, please notify the office.





**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.



# Jeff Nygaard Golf Outing

July 10, 2026 at The Ridges Golf Course

Registration opens at 9:30am

Shot Gun Start at 10:30am

**\$125 Per Golfer** - Includes Lunch, 18 Holes of Golf with a Cart, Dinner and Two Drinks

**REGISTER NOW at [www.gshba.org](http://www.gshba.org)**

## We are Looking for Sponsors

**Tee sponsors** - 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 \$250

**Green sponsor** - 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 \$250

Lunch Sponsor \$300

Beverage Sponsor \$300

Dinner Sponsor \$400

Email [office@gshba.net](mailto:office@gshba.net) if you are interested in sponsoring.



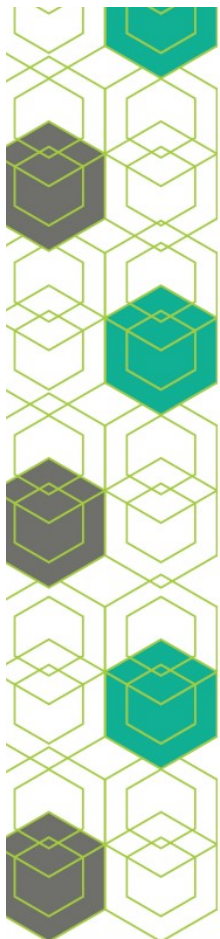
GOLDEN SANDS



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 ques-

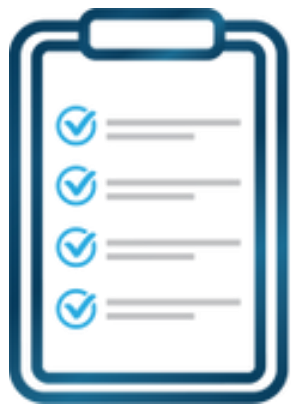
Parade Committee Meeting - Tuesday April 7 at 4:00pm at Mikey's in Plover



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[www.community-insurance.com](http://www.community-insurance.com)



# MEMBER BENEFITS

## Online Courses

The WB Foundation offers members online continuing education credits for holders of Wisconsin's Dwelling Contractor credentials through its partnership with **Slipstream and the [B4 Conference](#)**, and On3.

These courses are designed to fulfill Wisconsin's continuing education requirements for dwelling contractors (12 credit hours every two years), and are approved by the Wisconsin Department of Safety & Professional Services (DSPS).

## Legal Contracts

The WBA provides members with a wide range of downloadable contracts and resources, including:

- New Home Construction Contracts (Lump Sum and Time & Materials formats)
- Home Remodeling Contracts
- Dispute Resolution documents
- Lien forms
- Safety Disclosures

Members also have access to many additional helpful documents, such as a Developer's Checklist, Hold Harmless Contract Addendum, Home Design License, and more.

Log in at [www.wisbuild.org](http://www.wisbuild.org) to take full advantage of all  
your member benefits.

# CENTRAL WISCONSIN HOUSING SUMMIT



## “From Foundation Up: Repair, Revive, Reimagine”

The 2026 Central Wisconsin Housing Summit is focused on the builder’s perspective, addressing the real challenges contractors, developers, and partners face in housing today. Learn best practices, explore resources, and connect with peers to find solutions that move projects forward.

## Wednesday, April 15, 2026

**Dreyfus University Center**  
**Stevens Point, WI**

*The Rural Housing Summit Series is made possible by an Innovation Grant from the University of Wisconsin-Madison Division of Extension and support from our sponsors*



# AREA 10

## LEADERSHIP CONFERENCE



**APRIL 23-24**  
Monona Terrace | Madison, WI  
Full Agenda on Reverse

Connect with the National Association of Home Builders and Home Builders Association members and industry professionals from five states for two days of development, networking, and collaboration.

**THURSDAY - 12 PM - 8 PM**  
**FRIDAY - 8 AM - 12:15 PM**

**REGISTER NOW**

### REGISTRATION

**\$175 Early Registration** (ends March 31)

**\$195 Late Registration** (after March 31)

#### Registration includes:

**Day One:** Lunch, Networking Reception with beverages and heavy appetizers

**Day Two:** Breakfast, Box Lunch (to-go, or to stay)



## **Six WBA sponsored bills ready to become law**

The Wisconsin Builders Association is proud to share a major legislative milestone made possible by your continued engagement and advocacy.

Following the conclusion of the 2025–2026 legislative session, several key housing bills have successfully passed both houses of the Wisconsin Legislature and are now awaiting the signature of Governor Tony Evers to become law. These achievements reflect the strength of our collective voice and the commitment of our members across the state.

### **Advancing Workforce Housing and Affordability**

A number of the bills passed this session are focused squarely on expanding workforce housing opportunities and addressing affordability challenges:

#### **Senate Bill 480 – Workforce Housing TIF Districts**

This legislation authorizes local governments to create voluntary Workforce Housing Tax Incremental Financing (TIF) districts. These districts will help communities finance infrastructure needed for smaller, more attainable homes—an important step in meeting workforce housing demand.

#### **Assembly Bill 194 – WHEDA Workforce Housing Loan Program Updates**

This bill strengthens and refines the existing WHEDA workforce housing loan program. With strong bipartisan support, these updates will enhance an already successful initiative and improve access to financing for housing development.

#### **Assembly Bill 454 – Workforce Housing Revolving Loan Program**

This proposal establishes a new revolving loan program administered by WHEDA, providing gap financing through second mortgages for eligible homebuyers. By addressing the “missing middle,” this program will help more working families achieve homeownership.

### **Improving Certainty and Development Processes**

Other important measures will streamline development processes and provide greater predictability for builders:

#### **Senate Bill 798 – Wetland Assured Delineation Program**

This bill permanently establishes a proven program that provides regulatory certainty, reduces permitting delays, and maintains environmental protections—benefiting both developers and conservation efforts.

#### **Assembly Bill 453 – “Truth in Planning”**

This legislation ensures that land identified for future housing is rezoned appropriately once certain conditions are met, helping align local planning with actual housing development.

#### **Assembly Bill 737 – Neighborhood Improvement Districts**

This proposal allows municipalities to create Neighborhood Improvement Districts to help fund infrastructure needed for housing development, providing another tool to support growth.

### **Thank You for Your Advocacy**

None of this progress would have been possible without you. From engaging with legislators to participating in advocacy efforts, your involvement has made a real and lasting impact on housing policy in Wisconsin.

These legislative victories demonstrate what we can accomplish together. As these bills move toward becoming law, we will continue working to ensure successful implementation and to build on this momentum in future sessions.

Thank you for your continued commitment to advancing housing in Wisconsin.



## 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.
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- 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?

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