

JULY 2026



THE GOLDEN RULE

THE GOLDEN SANDS HOME BUILDERS ASSOCIATION NEWSLETTER

PRESIDENT'S MESSAGE

GSHBA Members:

We have a couple of new members to welcome to GSHBA...Nate Engelkes from Horizon Exteriors and Chris Berger, Rod Fisher, Anthony Frediani and Chris Peloquin from Wausau Supply Co. Make sure to introduce yourself to them at our upcoming events.

We had another great turnout for our monthly get together. I hope everyone (100+ people!) had a great time at our summer picnic at Pacawa Park. We are fortunate to live in a community that has really nice parks for us to get together.

The July 10th Jeff Nygaard Golf Outing at the Ridges Golf Course is full. Thank you all for signing up, sponsoring, and supporting this wonderful event! **A special 'Shout Out' to Stone Innovations for sponsoring the bus shuttle!**

Looking forward to our August event at Furniture & ApplianceMart. I'm sure F&A will have a great night planned for us!

I hope you continue to enjoy your summer. Before you know it summer will be over and we will be gearing up for the 2026 Parade of Homes!

Kurt Bergman



Kurt Bergman, Bergman Builders

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

CALENDAR *of* EVENTS

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

August 11 - Furniture & ApplianceMart Open House

September 9 - Parade Bus Tour

September 11-14 - Parade of Homes

September 22 - Awards & Installation Dinner at Sky Club



GSHBA Summer Picnic at Pacawa Park

Thank you to everyone who came out and brought your families, friends, and coworkers to the GSHBA Summer Picnic at Pacawa Park in June! We couldn't have asked for better weather, and it was great to see more than 100 people stop by throughout the evening to enjoy smoked pork sandwiches, drinks, yard games, and great conversation.

One of the best parts of our Association is the people, and that was on full display that night. It was wonderful to see members connecting, meeting new faces, and spending time together outside of work.





Jeff Nygaard Golf Outing

July 10, 2026 at The Ridges Golf Course

Registration opens at 9:30am

Shot Gun Start at 10:30am

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



**Shuttle Bus sponsored by
Stone Innovations**

We have arranged a complimentary bus shuttle for the golf outing on July 10, **sponsored by Stone Innovations**. The shuttle is available to any golfers who would like to use it.

Please be on the bus with your golf clubs and gear loaded **prior to the departure times listed below:**

8:45 AM – Pick up at Fleet Farm parking lot, Stevens Point

9:10 AM – Pick up at Oso Brewing Company parking lot, Plover

9:35 AM – Arrival at The Ridges Golf Course

Following the outing, the shuttle will depart The Ridges at **5:30 PM** and return to Oso Brewing Company and Fleet Farm.

We appreciate Stone Innovations for sponsoring the shuttle service and helping make the event more enjoyable and safe for everyone!

Registration is full for this event.



Welcome New Members!

Horizon Exteriors - Nate Engelkes

Wausau Supply Co.

Wausau Supply Co. was established in 1947 and has seen decades of growth both in geography and product distribution. Our business is based on a diverse and progressive mix of two-step building material distribution along with innovative manufactured brands (Diamond Kote Siding System, Waudena Entrance Systems, Taylor Door, and ChamClad). Our geographical footprint extends from the Pacific West coast to the western edge of the Appalachian Mountains. Our partnerships with building material manufacturers allow us to distribute quality products to retail centers throughout the United States.



Chris Berger

I've been with Wausau Supply for (12) years, and for the last (6) I've been a siding specialist. My focus is with training and education on proper install techniques for multiple siding products. I work with Contractors, Architects, and lumberyards to make sure they are educated with details and requirements, and I'm a technical resource when questions come up. This is also my fourth year as the chairman of the WABA parade committee. I look forward to meeting more builders in the Golden Sands footprint!



Rod Fisher

Rod has been a Territory Manager with WSC for over (5) years and services lumberyards with all of WSC's manufactured and distributed products. He covers a large portion of central Wisconsin (from Coloma to Eagle River) and is regularly regarded as the best in the industry by his customers and coworkers. Ryan Hyer built a home for Rod and his wife Kim a number of years ago.



Anthony Frediani

Anthony is the Regional Sales Manager for the Western Great Lakes Region at WSC. He oversees the day to day with twelve salespeople that cover all of Wisconsin, Northern Illinois, Eastern Minnesota, and the Upper Peninsula of Michigan. Anthony has been with WSC for (3) years and has helped build and maintain relationships while growing business in our "legacy markets".

Chris Peloquin - Chris has been with WSC for (10) years and spent most of his time in inside sales. He has recently accepted a new role in the company as an Associate Territory Manager. He is now supporting (12) salespeople spanning the entire region, putting his wealth of knowledge and outgoing personality to the test. Working with the entire team will give Chris a rounded background in approach and process to fill a Territory Manager role when one becomes available.



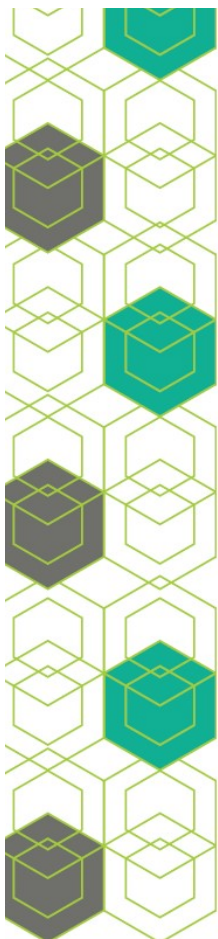
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GOLDEN SANDS



SEPTEMBER 11-14, 2026

Here is a list of all the Builders and their 22 homes that will be on tour this year.

Bergman Builders	3645 Lake Drive, Amherst Junction
Bergman Builders	2321 Brooke Lane, Stevens Point
Blenker Construction	10218 The Yellow Brick Rd, Amherst
Denyon Homes	5589 Forest Creek Road, Stevens Point, WI
Edward's Quality Construction	1935 Elm Rd South Rudolph WI
Erbes Construction	2265 Timber View Drive, Plover
Erbes Construction	3253 Waterview Drive, Biron
Freedom Home Builders	800 Torrey Pines Way Plover, WI
Heartland Custom Homes	494 Duffers Trail Nekoosa, WI
Heartland Custom Homes	369 Nottingham Ct. Nekoosa, WI
Hyer Homes	1441 Rapids Trail Nekoosa, WI
Hyer Homes	e1386 Grandview Road Waupaca, WI
Hyer Homes	760 Torrey Pines Way Plover, WI
Kezeske Construction	212 Marks Ln Rosholt, WI
Jon Marty's Custom Carpentry	3603 Cty Rd J N Custer, WI
Jon Marty's Custom Carpentry	8011 Twin Lakes Dr Rosholt, WI
Precision Builders By Alan Hucke	4561 Snowy Owl Rd Stevens Point, WI
Stone Point Custom Homes	N6109 Gilman Rd. Scandinavia, WI 54977
Wirtz & Co LLC	1521 Locust Trail Nekoosa, WI
Wirtz & Co LLC	1346 Apache Avenue, Nekoosa, WI
Woodcraft Homes	1309 Alpine Drive, Nekoosa

Thank You Parade of Homes 2026 Sponsors!

- ♦ Parade of Homes Platinum Sponsor - Bergman Builders
- ♦ Ticket Sponsor - Wirtz & Co.
- ♦ Map Sponsor - Point of Beginning
- ♦ Live Radio Fee / House #1 - Erbes Construction
- ♦ Radio Weather Sponsors - Freedom Home Builders & Warrior Construction
- ♦ Article Sponsor - Adams
- ♦ Associate Spotlight - Adams
- ♦ Parade Book Cover - Stone Point Custom Homes
- ♦ Builder Spotlight - Jon Marty's Custom Carpentry
- ♦ Prize Sponsor - Adams
- ♦ Notes Page Sponsor - Warrior Construction
- ♦ Bus Tour Sponsor - The Benefit Doctor
- ♦ Bu Tour Lunch Sponsor - Feltz Lumber
- ♦ Bus Tour Drinks and Snacks Sponsor - Droptine Fabrication
- ♦ Back Cover of Parade Book - Freedom Home Builders
- ♦ QR Code Sponsor - Precision Builders by Alan Hucke
- ♦ Parade Bus Tickets - Adams, Bob's Plumbing & Heating, & County Materials

thank you!
TO OUR SPONSORS



Regulatory Costs Jump 40% in Five Years,

Add \$131,734 to New Home Prices

A new study by the National Association of Home Builders (NAHB) finds that regulations at the federal, state and local levels add \$131,734 to the cost of a new single-family home—26.4% of the average sales price of \$499,500 as of January 2026.

Breaking down the total regulatory costs further, the study revealed that \$84,939 of the final house price is the result of costs incurred by the builder due to regulation during the construction phase of the home while \$46,795 is attributable to regulation during land development.

"This study illustrates how excessive regulation is deepening the nation's housing affordability crisis and making it harder for builders to deliver the affordable, attainable housing that our nation sorely needs," said NAHB Chairman Bill Owens, a home builder and remodeler from Worthington, Ohio. "Policymakers should remove unnecessary and costly regulations that are pricing buyers out of the market and slowing construction of new homes and apartments."

Although the share of regulation in the land development phase fell from 10.5% in 2021 to 9.4% in 2026, the construction phase increased by nearly four percentage points, rising from 13.3% to 17.0%, largely because of higher building permit fees and changes to building codes over the past decade. Based on U.S. Census home price data, regulatory costs for the average new home increased from \$93,870 in 2021 to \$131,734 in 2026—an increase of more than 40% in about five years.

Over the same period, U.S. disposable income rose just 18.3%, meaning that regulatory costs are increasing more than twice as fast as consumers' ability to pay.

Additional, in-depth analysis from NAHB on a variety of other topics related to the U.S. housing market is available in the **NAHB Special Studies library**.



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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