



NOVEMBER 2025



THE GOLDEN RULE

THE GOLDEN SANDS HOME BUILDERS ASSOCIATION NEWSLETTER

PRESIDENT'S MESSAGE

GSHBA Members:

The holiday season is upon us! Thanks to all of you who helped with the Holiday Parade! We had a great turnout for the float building, lots of candy donations, and a fun group of walkers for the parade handing out candy for the kids!

We have a couple of events coming up soon in December. We are ringing bells for The Salvation Army at Metro Market in Plover TOMORROW December 3rd. This is a great opportunity for us to show our support for the community. We also have our Holiday Casino Party on the 9th at the Sky Club. If you have been to this event in the past, you know it is a really fun time! **Deadline to sign up is today!**



Kurt Bergman, Bergman Builders

(715) 498-5825

office@bergmanbuilders.com

Looking forward to 2026...in January mark your calendar for the Ideal Crane open house at their new location in Plover. We will have a continuing education class prior to the open house so watch for details on how to sign up for the class. Our February meeting will be geared towards meeting our associate members and seeing what services and products they have to offer in a home show type setting.

I would like to welcome two new members this month...Dan Passarella from Proseal Spray-foam & Coatings and Bryan Wulk from Peoples State Bank. Both Dan and Bryan will be at the Holiday Party next week. Search them out, welcome them to the association, and find out more about the businesses they represent.

I would like to wish all of you a safe and happy holiday season. We did a lot of great things in 2025 and I'm looking forward to the great things we will accomplish in 2026!

Kurt Bergman

CALENDAR *of* EVENTS

December 3 - Salvation Army Bell ringing 4:00pm & 5:00pm shifts at Metro Market in Plover

December 9 - GSHBA Christmas Party at Sky Club - Casino Night

January 13 - Ideal Crane Open House & Forklift Training / Certification

January 16 - WBA Membership Meeting & President's Installation

February 11 - GSHBA Associate Night at Springville Sports Barn

February 15-17 - International Builders Show in Orlando FL

March 19th (Wednesday) - Build PAC Auction WABA & GSHBA combined event, location TBD

IDEAL CRANE RENTAL Invites GSHBA to an Open House



Date: Tuesday, January 13, 2026

At: Ideal Crane Rental 2430 Plover Rd. Plover, WI

Audience: GSHBA Members & Guests

Telehandler Training & Certification

2:00 pm – 4:30 pm (*operation testing immediately following*)

Join us for a professional forklift training session, concluding with a certificate of completion. The course is called Telehandler Certification and meets the DSPS criteria for 3 continuing education credits and satisfies the OSHA & ANSI standards for certification. It will consist of face to face classroom instruction and practical hands on testing. This is a great opportunity to enhance jobsite safety and meet training requirements. Instructor: Sean Empey / Safety Director at Ideal Crane Rental Inc.

Open House with Hors d'oeuvres & Drinks

5:00 pm – 7:00 pm

Stop in to tour the facility, meet the Ideal Crane Rental team, and network with fellow GSHBA members. Enjoy complimentary hors d'oeuvres and drinks while you connect and learn more about our equipment and services.

RSVP:

Please RSVP by **January 9** to **office@gshba.net**

We look forward to welcoming you to Ideal Crane Rental!

GOLDEN SANDS HOME BUILDERS ASSOCIATION



CASINO

HOLIDAY PARTY

DRINKS 5:00 - DINNER 6:00

GAMES 7:00 - 9:00

DECEMBER 9, 2025

AT SKY CLUB - 2202 POST RD. PLOVER

POKER | ROULETTE | BLACK JACK | PRIZES

ONE MEMBER FREE ADDITIONAL GUEST \$25

RSVP BY DECEMBER 2
TO OFFICE@GSHBA.NET

We will be taking a Bell Ringing shift with the Salvation Army December 3rd at Metro Market in Plover from 4:00pm - 6:00pm. We just got all our shifts covered this morning but the more the merrier if you feel like coming out and joining in the ringing.

go to <https://www.registertoring.com/>

- Select "I'm Ringing with a group"
- Enter our Group Code - GSHBA
- Select a shift or shifts

Show up ready to ring!



REGISTER TO

RING™



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



Holiday PARADE

Thank you to everyone who helped build the GSHBA float for the Stevens Point Holiday Parade!

We were blown away by the number of members who donated materials, candy, and—most importantly—their time to help build the float and hand out candy during the parade. Your generosity and teamwork truly brought this project to life.

A special thank-you to Bergman Builders for providing their shop as our workspace and to Bruce Woyak with Central Door Solutions for pulling the float with your truck during the parade. We couldn't have done it without you!

This was a fantastic opportunity to get involved with our community and collaborate with fellow GSHBA members on a fun, festive project. Thank you again to everyone who contributed—your support makes events like this possible!



Welcome New Members!

Proseal Sprayfoam & Coatings - Dan Passarella

Peoples State Bank - Bryan Wulk

Peoples State Bank first opened its doors in 1962, dedicated to meeting the financial needs of west side Wausau business owners, their employees, and their families. Today, with twelve branches across Wisconsin, we continue to prioritize our customers and invest in the communities we serve—building lasting relationships based on trust and exceptional service.

Our Whiting/Plover branch is proud to offer a team specializing in construction and home improvement loans. Bryan Wulk (NMLS 285738), Todd Schulz (NMLS 642092), and Melissa Karcher (NMLS 470140) bring over 75 years of combined experience in originating construction, purchase, and refinance loans. Their deep expertise ensures a smooth, efficient lending experience, making it easy to do business with Peoples State Bank.

Active in the Wausau Area Builders Association, Bryan, Todd, and Melissa are excited to engage with the Golden Sands community. They look forward to meeting you in person and earning the privilege of becoming your trusted “go-to” team when referring your customers and contacts for construction and home improvement financing.

Peoples State Bank. Member FDIC. Equal Housing Lender.



Bryan Wulk



Todd Schulz



Melissa Karcher

The advertisement for Community Insurance features a large group photo of the staff at the bottom. Above them is a logo consisting of a green shield with a stylized 'ci' inside, and the words 'COMMUNITY INSURANCE' below it. To the right of the logo is a collage of hexagonal images showing various scenes: a person working at a desk, a person sleeping on a couch, a person sitting on a bench, and a person in a field. On the left side, there is a vertical strip of green and grey hexagonal patterns. At the bottom, a green banner contains the phone number '715-344-2222' and the text 'HOME | AUTO | UMBRELLA | BUSINESS | LIFE' followed by the website 'www.community-insurance.com'. A woman in the group photo is circled in green, and a green arrow points to her with the text 'Person of the Year'.

715-344-2222 HOME | AUTO | UMBRELLA | BUSINESS | LIFE
www.community-insurance.com



WBA Member Meeting & President's Installation

Friday, January 16, 2026
Lambeau Field - Legends Club
1265 Lombardi Ave Green Bay, WI

12:00PM - Registration for Member Meeting

12:30PM - 1:30PM - Advocacy Group Meeting Guest Speaker: TBD

1:35-2:35PM - Emerging Issues Group Meeting

Don't Fumble Your HR Game: The Playbook for Protecting Your Business

Anne Wettstein; Human Resources Consulting, LLC

Every builder needs a solid HR game plan — because running your business without one is like building a house without blueprints. Learn how to avoid costly mistakes by improving your hiring, documentation, safety, and compliance practices. Discover practical ways to protect your business, coach your people, and strengthen the systems that keep your company running smoothly — even without a full HR department.

2:40PM - 3:40PM - Board of Directors Meeting

Reading the Field: Adapting to Change in Construction

In construction, plans shift — sometimes by choice, sometimes because the play changes mid-game. This panel brings together builders and industry voices to talk openly about how they've adjusted to new challenges, changing conditions, and emerging opportunities. You'll leave with practical insights and fresh ideas to help you stay ahead of what's next.

President's Installation

Andy Selner of Alair Homes believes we stand on the shoulders of those who came before us—and it's our duty to give back. Guided by that mindset, he has led with collaboration, strategic thinking, and a deep commitment to elevating the industry.

As he steps into the role of WBA President, this event celebrates his leadership and calls on all of us to help shape what's next, together.

4:00PM Optional Lambeau Field Tour (30 spots available)

5:00PM Optional Lambeau Field Tour (30 spots available)

5:00PM Registration & Complimentary Cocktail Reception

6:00PM Welcome Address by WBA Executive Director Brad Boycks

6:05PM Installation of Senior Officers

6:30PM Dinner

7:30PM Awards Presentation

8:00PM Entertainment & Post Event Reception

PRICING

Lambeau Field Tour (optional): \$30

Single Ticket: \$135

Half Table: \$540

Lodging

Lodge Kohler

Standard Single King or Double Queen Room: \$169.00

To reserve your room, call 855-407-7346 and reference Reservation #757054. Be sure to mention you are part of the group room block under the name WBA Member Meeting Day & Installation.

To make your reservation online:

Visit: www.lodgekohler.com/group

Group Code: 757054

Reservation deadline:

Rooms must be booked by Tuesday, December 16 at 5:00 PM to receive the group rate.

Register for these events at **www.wisbuild.org**



2026 NAHB INTERNATIONAL BUILDERS' SHOW®

Feb 17-19
Orlando, FL



REGISTER EARLY & SAVE!

Your local association membership comes with an NAHB Membership and NAHB Members qualify for special registration rates to attend the **2026 NAHB International Builders' Show® (IBS).**



There's no better place to see what's new and what's next for our industry than the Builders' Show.

Exclusive NAHB Member Rates

\$75*
EXPO PASS

See product/technique demos, 1,700+ companies, new products, solutions and trends on the IBS Exhibit Floors.

EXPO+EDUCATION
PASS \$595*

Includes Expo Pass access PLUS 120+ IBS Education sessions covering trends and insights from industry experts.

*NAHB Member pricing valid 10/1/25 - 1/9/26. Visit BuildersShow.com/fees for details. Manufacturer and software provider registrants are not eligible.



Register
& Save

BUILDERSSHOW.COM/WHYIBS

Golden Sands Home Builders Association Scholarships

Applications are available online at 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.

____ **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.

____ **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 - \$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 \$1,000**

No criteria available at this time.



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

AB 450 – Commercial Building Code Effective Date Delay

The Wisconsin State Senate has approved AB 450, a bill that delays implementation of the commercial building code update to April 1, 2026. The measure passed 20–13, with all Republicans voting in favor along with Democratic Senators Kristin Dassler-Alpheim of Appleton and Brad Pfaff of Onalaska.

AB 450 previously cleared the State Assembly on a voice vote in October. The bill now heads to Governor Evers, who has not yet indicated whether he plans to sign or veto it. A coalition lobbyist recently met with a policy advisor in the governor's office and described the request to sign the bill as "a tough lift," though the advisor acknowledged the coalition's support as the governor considers his decision.

With strong Democratic support in the Assembly and two Democratic votes in the Senate, there is a credible opportunity to convince the governor to sign the bill. However, the updated code technically went into effect on November 1, which presents an additional challenge for supporters.

AB 452 – Platting Process Reforms

AB 452, a bill incorporating several WBA-driven reforms to the platting process, continues to advance with strong bipartisan backing. Many of the changes included in AB 452 originated from a WBA subcommittee and are designed to streamline early-stage development work and reduce delays.

Key provisions in the bill include:

- Allowing developers to meet informally with municipal representatives before submitting a preliminary plat to review subdivision concepts and applicable requirements.
- Permitting preliminary versions of sewer, water, road design, grading, stormwater, soil tests, landscaping, and street lighting to be used when seeking preliminary plat approval.
- Prohibiting municipalities from requiring installation of streets, sewer, water, and other improvements before approval, while allowing conditional approvals that require installation within a reasonable timeframe.
- Requiring municipalities—the approving authority—to issue final certification within 10 days. Certification must also come from the surveyor and all parties with an interest in the property, with the municipal certification typically submitted last.

The State Senate passed AB 452 with an amendment last week on a voice vote, and the State Assembly approved the amended bill on Wednesday. With bipartisan support behind these common-sense updates, we are optimistic that Governor Evers will sign AB 452 into law before Christmas. Next Steps: Additional Priority Bills

With several key victories this session, WBA advocacy now turns to securing State Senate floor votes on three additional priority bills:

AB 194: Updates to WHEDA loan programs originally passed last session.

AB 451: Authorizes creation of workforce housing TIF districts by municipalities.

AB 453: The Truth in Planning proposal, requiring automatic rezoning of land designated for future housing when specific conditions are met after a developer applies for rezoning.

We are engaging key senators to help move these bills to the Senate floor. If you have relationships with your State Senator, please reach out and encourage support for passing AB 194, AB 451, and AB 453.