

AUGUST 2026



THE GOLDEN RULE

THE GOLDEN SANDS HOME BUILDERS ASSOCIATION NEWSLETTER

PRESIDENT'S MESSAGE

GSHBA Members:

We have SEVEN new members to welcome to GSHBA! It's great to see all the companies that are recognizing the value of our association. If you know any of July's new members, please encourage them to attend our meetings and events AND join a committee. We are recognizing our board and committee members with a boat cruise in August in appreciation for their time and hard work over the last year.

The golf outing was again a great success. We raised over \$13,000. Thank you to everyone who attended or sponsored this event!

RSVP's are due TODAY for the August 11th Furniture & ApplianceMart Open House at the Plover showroom location from 4:30 – 7:00 pm. They hosted a similar event several years ago and it was a great event. Let Carrleen know if you are planning to attend.

I know there are many of you working hard to get your Parade Homes ready. It will be worth it...it has been at least 20 years since we have had this many homes to showcase. This is our largest yearly event and does a lot to support our industry through scholarships. I would encourage all of you to attend the Parade of Homes to show your support for GSHBA and the participating builders, subcontractors, and suppliers.



Kurt Bergman, Bergman Builders

(715) 498-5825

office@bergmanbuilders.com

Kurt Bergman

CALENDAR *of* EVENTS

August 11 - Furniture & ApplianceMart Open House

August 18 - Directors and Committee Appreciation Boat Cruise at Clearwater Harbor, Waupaca

September 9 - Parade Bus Tour

September 11-14 - Parade of Homes

September 22 - Awards & Installation Dinner at Sky Club



Open House



Tuesday, August 11, 2026 ~ 4:30 PM –7:00 PM

at Furniture & ApplianceMart Showroom (*1015 Commons Circle, Plover*)

Furniture & ApplianceMart has graciously opened its doors to the Association for an evening of hors d'oeuvres, drinks and networking.

They will have **COOKING DEMONSTRATIONS** and **DOOR PRIZES!!** Some of the prizes include a **\$500 Vacuum, Pillows, Sheets and more.** The **GRAND PRIZE** is the new state of the art **Frigidaire Pizza Oven** that cooks pizzas in 3 minutes and reaches 750 degrees!

Come connect with fellow GSHBA members, build new relationships and enjoy a relaxed evening in their showroom.

Please RSVP via email reply by Monday, August 3.

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



Welcome New Members!

- Builders FirstSource - Jim Rogers
- Carl's Place - Ben Reid
- Lighting By Design - Erin Lenius
- Great Outdoors Landscaping - Seth Stormoen
- Evenflow Rain Gutters - Jeremiah Kollauf
- Fresh Cut Lawn & Landscaping - Dylan
- Winkelman Media - Isaac Winkelman

Winkelman Media



I'm Isaac Winkelman and I am super excited to join this amazing and talented group, and I can't wait to meet you all! I started Winkelman Media earlier this year which is a full service content marketing agency built specifically for blue-collar brands — the contractors, tradespeople, and service providers who build America and keep it running. I believe their stories deserve to be told: the early mornings, the skilled hands, the work that holds communities together but nobody really sees. That's why I create social media content that shares those stories and builds trust in your community, websites that reflect the real craftsmanship behind your business and convert visitors into customers, and ad campaigns that put your work in front of the people who need it most. My goal is simple: help your business grow by telling your story.

Carl's Place

Carl's Place is a golf simulator company based in Milton, Wisconsin. We manufacture custom golf simulator components and offer products from leading technology brands. Our team works with customers around the world, including home builders and their clients, to plan simulator rooms, provide design guidance, and supply everything needed for a custom build-out, including impact screens, enclosures, hitting mats, launch monitors, and projectors. Our made-to-order products can be customized to fit nearly any space.

Ben Reid:

Ben is the Director of Business Development at Carl's Place and has been with the company for three years. He focuses on developing partnerships and expanding the reach of Carl's Place in the fast-growing golf simulator industry. Ben works with a talented team of product specialists who are ready to help builders and their clients design custom simulator rooms and pair them with the best simulator technology products.



Mike Gouvion:

Mike is the Partnerships and Accounts Lead at Carl's Place, where he has spent more than five years helping grow the company's network of partners. He works with everyone, from local audio-visual installers completing a handful of golf simulator projects each year to large home builders looking to offer premium golf simulator options to their clients. No matter the partnership, the goal is always the same: creating a seamless, easy experience that results in homeowners enjoying the golf simulator space they've always envisioned.



Fresh Cut



Dylan and Alec Tutton have owned and grown Fresh Cut Lawn Care & Snow Removal for 18 years. Side by side as brothers, they have provided a wide range of services to the Central Wisconsin community. Services range from light excavating and trucking to new lawn installs, sprinkler systems, retaining walls and beautiful patios. You will see them working in local neighborhoods and businesses. When the snow starts to fall, they will also be plowing, salting and hauling snow. There is nothing they love more than creating outdoor spaces that radiate comfort, rejuvenation and hospitality.



Board & Committee Appreciation Boat Cruise

Tuesday, August 18, 2026

At 5:45–8:00 p.m.

Clearwater Harbor - Waupaca, Wisconsin

Please arrive by **5:45 p.m.** The boat will depart promptly at **6:00 p.m.**

A special evening on the water to celebrate and thank all our GSHBA Board Members and Committee Members. This event is our opportunity to recognize YOU and all the time and hard work you've given to the Association throughout the year.

Make a Difference...

Join a Committee!



5K, COMMUNITY EVENTS, PARADE OF HOMES, GOLF OUTING and more. If you are interested in helping on any of these groups or heading up a new committee email office@gshba.net today. The more you put into your membership the more you get out of it.

In September we install our new officers and board members. The planning for a new year begins. It's a great time to raise your hand to Chair a Committee or join a Committee. A few of the committees are; MEMBERSHIP, SCHOLARSHIP, HAMMER DOWN

Jeff Nygaard Golf Outing

We held our annual Jeff Nygaard Memorial Golf Outing in July, and it was another sold-out success!

Thanks to the incredible support of our golfers, sponsors, volunteers, and committee members, the event raised valuable funds for our scholarship program. Our tee sponsors once again impressed everyone with their creativity, enthusiasm, and the smiles they brought to golfers throughout the day.

Thank you to everyone who attended, sponsored, volunteered, or helped plan the outing. Your support made the event fun, memorable, and successful!



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Beverage Sponsor – Fahrner Excavating

Tee and Green Sponsors

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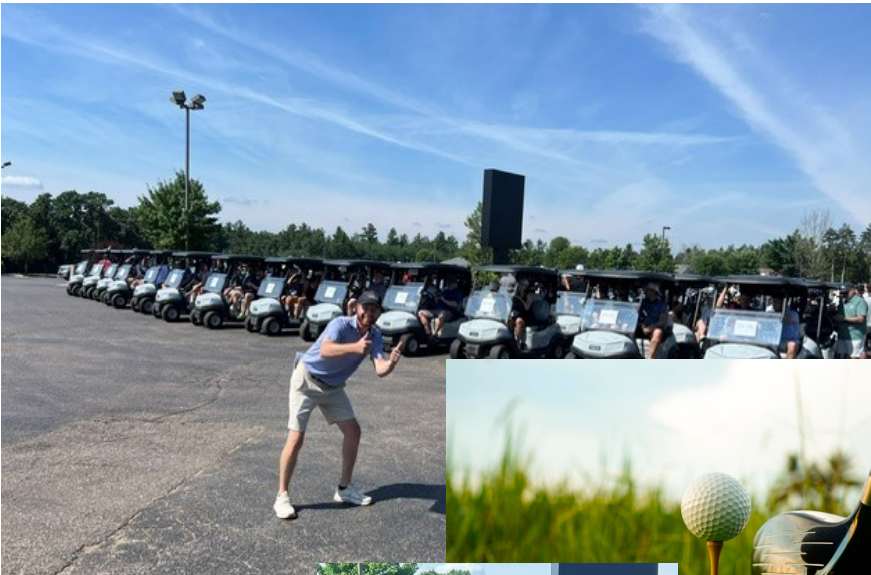
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PARADE *of homes*

SEPTEMBER 11-14 2026
FRI & MON 3-7PM • SAT & SUN 11AM-6PM



Help Support the Parade of Homes!

We have many beautiful homes featured in this year's Parade of Homes! On the following page, you will find a complete list of participating builders and home locations.

Please consider reaching out to a builder to see whether they need help at their Parade home with taking tickets or assisting with other tasks throughout the weekend.

We also need your help spreading the word about the event. Here are a few ways you can help:

- Display the event information on your company's electronic message boards around town.
- Hang posters at your workplace and throughout the community. Posters will be emailed out this week.
- **Share the Parade of Homes event on Facebook and repost our content on your company and personal social media pages.**
- Gather some friends and attend the Parade

Thank you for helping make this year's Parade of Homes a success!

Check out the Builders and Homes on Parade!

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
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



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PARADE OF HOMES SEPTEMBER 11-14, 2026

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Golden Sands Home Builders Association would like to thank this year's sponsors.

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Wisconsin Sees Stable Single-Family Housing Permit Activity Through First Half of 2026

MADISON, Wis. — Wisconsin's single-family housing market remained steady through the first half of 2026, with new home construction permits edging up 1.1% statewide compared to the same period in 2025, according to data released by the Wisconsin Builders Association (WBA).

Municipalities across Wisconsin issued 7,034 single-family housing permits during the first six months of 2026, up from 6,960 permits during the same period last year. While second-quarter permit activity dipped 3.6% compared to April through June of 2025, the year-to-date numbers indicate continued demand for new housing across much of the state.

"Despite ongoing affordability challenges and economic uncertainty, Wisconsin's housing market continues to demonstrate resilience," said Andy Selner, President of the Wisconsin Builders Association. "The modest year-to-date increase is encouraging, but it also underscores that demand for housing continues to outpace supply in many communities. Wisconsin must continue advancing policies that support home construction and expand housing opportunities for families across the state."

Several counties experienced particularly strong year-to-date growth, including:

Barron County (+63.2%), Racine County (+58.7%), Fond du Lac County (+47.0%), Sheboygan County (+48.9%) Bayfield County (+44.4%), Portage County (+38.3%), Columbia County (+35.4%), Green County (+34.1%) Calumet County (+27.8%)

Meanwhile, some of Wisconsin's largest markets posted slower permit activity during the first half of the year, including Outagamie (-22.8%), Milwaukee (-38.7%), Kenosha (-48.6%), and Jefferson (-37.6%), illustrating the uneven pace of residential construction across the state.

The Wisconsin Builders Association continues to advocate for policies that increase housing supply by reducing unnecessary regulatory barriers, addressing workforce shortages, and improving housing affordability for Wisconsin residents.



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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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Brian Jeske - Sales Representative
Cell: 715-496-4320
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