



SEPTEMBER 2026



THE GOLDEN RULE

THE GOLDEN SANDS HOME BUILDERS ASSOCIATION NEWSLETTER

PRESIDENT'S MESSAGE

GSHBA Members:

We have EIGHT (one more than last month!) new members to welcome to GSHBA! Search out new members at our upcoming events, introduce yourself, find out about what they do, and encourage them to get involved in our association. Engaging our new members is the key to retention.

September will be a busy month for our Parade Home builders, suppliers and subcontractors as everyone is putting their finishing touches on their homes. We can all help in this final week before the Parade by sharing the event and posting about it on social media, as well as spreading details by word of mouth. Looking forward to a great event!

We will be recognizing outstanding members and installing our new group of leaders on Tuesday, September 22 at the Sky Club in Plover. I would like to thank everyone who has helped me this past year especially the GSHBA Board of Directors and Carrleen. I was encouraged to lead our group a couple of different times and am glad I finally said yes. It has been an honor to serve as your President.



Kurt Bergman, Bergman Builders

(715) 498-5825

office@bergmanbuilders.com

Kurt Bergman

CALENDAR *of* EVENTS

September 11-14 - Parade of Homes

September 22 - Awards & Installation Dinner at Sky Club

October 29 - GSHBA Halloween Party at Stone Harvest Wine Lounge

November 18 & 19 - 19th Stevens Point Holiday Parade. 18th Float building at Bergman's shop at 4:00pm

December 10 - Christmas Casino Party at Springville Sports Barn



*Annual Installation Dinner
& Awards Banquet*

**You are cordially invited to the
Annual Installation Dinner
& Awards Banquet
Tuesday, September 22, 2026
Sky Club in Plover
Cocktail Hour 6:00pm
Dinner & Program 7:00pm**

**Dinner buffet includes Shredded Smoke Brisket and
Baked Chicken**

**Kraig Lassig, the Secretary of the Wisconsin Builders'
Association, will be doing the installation and updat-
ing us on WBA current events.**

**One Free Dinner with Membership.
Additional guests \$20**

RSVP by September 15th



STONE HARVEST

WINE LOUNGE

&



GOLDEN SANDS

HOME BUILDERS ASSOCIATION



PRESENT

HALLOWEEN COSTUME PARTY



THURSDAY, OCTOBER 29TH



5:30 PM
SOCIAL



6:30 PM
APPETIZERS



8:00 PM
COSTUME JUDGING



PRIZES
FOR BEST COSTUMES!



50/50
RAFFLE



OTHER FUN
GAMES

WEAR YOUR BEST COSTUME
AND JOIN US FOR A SPOOKTACULAR NIGHT!

STONE HARVEST WINE LOUNGE

GREAT WINE. GREAT COMPANY. SPOOKY. FUN!

Welcome New Members!

- ARC Central LLC - James Lucas
- BNH Concrete Lifting LLC - Trevor Barth
- CWAV LLC - Amber & Chris Lambrecht
- Lighting By Design - Erin Lenius
- HT Glass and Mirror Center - Luke Yelton
- Marshfield Insurance Agency - Nick Arnoldy
- Plumbing By Randy LLC - Randy Sprang
- Taylored Stone - Brent Taylor



BNH Concrete Lifting

I am Trevor Barth with BNH Concrete Lifting. I recently left welding (was a stainless steel welder for 10 years) to run my business full time now. I currently offer concrete lifting using a polyurethane foam to pump under the concrete and raise it to original pour height. This helps with any trip hazards or moving water away from foundations of buildings. I also offer spray foam insulation. I am looking forward to networking and getting involved with the group in the future to help grow my business and also be a reliable source for people locally.

CWAV LLC



Hi, we're Amber and Chris Lambrecht, owners of CWAV LLC. We started CWAV with the goal of making home technology easier for homeowners while providing the personal service you expect from a locally owned business. Based in Merrill, we now work with homeowners, builders, and businesses throughout Central and Northern Wisconsin.

CWAV specializes in Wi-Fi and networking, audio/video, home theaters, security systems and cameras, smart home automation, shades, TV antennas, and Starlink equipment installation. We especially enjoy working with builders during new construction and remodel projects, where we can get involved early with planning and prewiring and then stay involved through final installation and system setup.

As we continue to grow in the Stevens Point and Plover area, we're excited to join the Golden Sands Home Builders Association. We look forward to getting to know the local builders and contractors, developing long-term relationships, and becoming a technology resource you can confidently bring into your projects and recommend to your clients.

Char Larson

On August 18th, 2026 we lost one of our founding members of the Golden Sands Home Builders Association, Charlene Larson. Although Dean Larson was listed as one of the original members, Char, wife of Dean, worked for the Builders association on the local level as well on the state level volunteering her time to help wherever needed. Dean & Char were instrumental in creating the first home show held at SPASH, which promoted members to the general public and a shopping center well before social media was a thing. Her forever high energy personality will be greatly missed, but not forgotten.



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



Furniture & ApplianceMart Open House

A huge thank you to Furniture & ApplianceMart for hosting an open house for our GSHBA members in August! They treated everyone to great food, drinks, and plenty of awesome door prizes while giving us the opportunity to tour their showroom and connect with several members of their incredible team.

One of the highlights was definitely seeing their pizza oven in action—turning out personal pizzas in under 3 minutes!

Thank you to everyone at Furniture & ApplianceMart for your continued support of GSHBA, your generosity, and for being such a great partner to our association. We truly appreciate everything you do and for having us!







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



BOARD & COMMITTEE APPRECIATION BOAT CRUISE

We spent a great night on the water on the Chain of Lakes celebrating another productive and fun year with our hardworking GSHBA board and committee members!

A huge THANK YOU to everyone who volunteered their time, ideas, and energy to help make this year such a success. We truly couldn't do what we do without all of you!

If you haven't gotten involved with a GSHBA committee yet, make this the year you do! It's always a good time, a great way to connect with others in the industry, and the more you put into the association, the more you get out of it.

Cheers to another great year and to everyone who helped make it happen!





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. **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 Construcion	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	13th Drive Nekoosa
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

THANK YOU SPONSORS

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

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EASY TO PARTICIPATE!

IF YOU USE ANY OF OUR
PARTICIPATING MANUFACTURERS

1

Register

2

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3

Receive a rebate check

The average rebate per builder/remodeler
company who participated in 2025

\$1,696.46

HBArebates.com

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866.849.8400

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MANUFACTURERS





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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- Rated #1 for Innovation
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**Pella Windows & Doors
of Wisconsin**

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