



NOVEMBER 2025



THE GOLDEN RULE

THE GOLDEN SANDS HOME BUILDERS ASSOCIATION NEWSLETTER

PRESIDENT'S MESSAGE

GSHBA Members:

Thank you to Stratford Homes for hosting our October meeting in conjunction with the Wausau Area Builders Association. It was an educational and fun-filled evening!

In November, we will be getting together to build our float for the Stevens Point Holiday Parade followed by dinner at Springville Sports Barn. This parade is a fun, very well-attended event where we show our support to the community by participating. We will need help with supplies and building the float, CANDY, and MORE CANDY, and walkers to hand out candy. If you have participated in this event in the past, you know how fun this event is. P.S. Santa will be there! **Please note that the Holiday Parade and float building dates have changed. Check out the Calendar of Events for the new dates and times.**



Kurt Bergman, Bergman Builders

(715) 498-5825

office@bergmanbuilders.com

Our Holiday Party will be held on December 9th at the Sky Club. We are bringing back Casino Night! Also, on December 3rd we will be ringing bells for the Salvation Army at Metro Market in Plover. This is another great opportunity for us as members to give back to our community! Looking forward to January...mark your calendar for our GSHBA meeting and Ideal Crane open house at their new location in Plover.

I would like to welcome two new members this month...Mike Meidl with Hardwood Specialists and Craftsman LLC and Walter Roth with Northwestern Mutual. Find out more about them on the New Member spotlight on page 4. Please make them feel welcome and introduce yourself to them both when you see them at upcoming events.

As a final note, I would like to encourage all of you to get involved in at least one committee. New ideas are always welcomed and appreciated! Please reach out to Carrleen or myself if you have questions on how to get involved.

Kurt Bergman

CALENDAR *of* EVENTS

November 3 - Scholarships Available online and in schools

November 11 - GSHBA Board Meeting 4:00pm at Bergman Builders

November 19 - Holiday Parade Float Building at Bergman Builders & Dinner at Springville Sports Barn

November 20 - Walk with our Float at the Holiday Parade - 6:00pm Stevens Point on Main Street

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 - GSHBA Board Meeting and Ideal Crane Open House

February 15-17 - International Builders Show in Orlando FL

GET INVOLVED!



If you want to get the most out of your membership, get involved!

Whether it's attending monthly gatherings or joining a committee, getting involved is the best way to meet new people, share ideas, and make a real impact within our association and the community we serve. Below is a list of our current committees and their chairs. Reach out to the chair, Carrleen, or Kurt if you'd like to join a committee or if you have an idea for a new one — we always welcome new ideas!

Community Service – Jennifer Novotny - jennifer@portagecountybank.com

Hammer Down 5K – Mikhail Salienko - mikhail.salienko@hubinternational.com

Golf Outing – Don Minarcin - dminarcin@nicoletbank.com

Membership Chair – Pam Zinda - pam.zinda@agcountry.com

Parade of Homes – Aaron Cordy - aaron@pointlogs.com

Scholarship – Eric Chojnacki - ericc@freedomhomebuilderswi.com

Holiday **PARADE**



Help Build a GSHBA Holiday Parade Float

Wednesday , November 19th

4:00pm Float Building at Bergman Builders

Okaray Ave. Plover, WI

6:30pm Dinner at Springville Sports Barn

Being involved in the community is so important to GSHBA . The Holiday Parade is a great way to do it. The Parade is the next day, **November 20th at 6:00pm**. We will be lining up **on Main St. near Associated Bank around 5:30pm** to walk with the float and hand out candy. Everyone is invited to help build the float and go to Springville Sports Barn. The more the merrier, it's a great way to kick off the holiday spirit!

Donations Needed!

We are looking for the following items for the Parade Float: Red Bows, Christmas lights, Wreaths, Greenery or Garlin, Paper Plates, Cardboard tubes, Paint, Spray Snow Cans, 5 gallon pales with sand in them, scrap 2x4 lumber, zip ties, a quiet Generator, toys for the toy store we are building. All of these items we would need just for Wednesday and Thursday night and then they could be returned after the Parade. Please let me know if you can supply anything from this list so we know what we already have and what we still need before November 15th.



GSHBA HOLIDAY PARTY

DECEMBER 9, 2025

SKY CLUB

2202 POST RD, PLOVER

DRINKS: 5:30 – 6:30

DINNER: 6:30

CASINO GAMES: 7:00 – 9:00 PM



PRIZES FOR CASINO GAMES

ONE MEMBER FREE

ADDITIONAL GUESTS: \$25 PER PERSON

RSVP BY DECEMBER 2, 2025



Welcome New Members!



Hardwood Specialists and Craftsman - Mike Meidl

Hardwood Specialists and Craftsman LLC is a full service hardwood flooring company. I have been in business for over 20 years and have over 30 years of experience in the field. We are located east of Waupaca in our new location which will offer a brand new showroom for our clients, opening January of 2026. We specialize in supplying, installing, sanding, and finishing of all hardwood floors. In our showroom we carry a full line of prefinished hardwood flooring options as well as LVP to go along with all the unfinished flooring options. Hardwood Specialists also services and installs commercial and athletic hardwood floors throughout the state and Midwest. Mike says "I am excited to be part of the GSHBA and look forward to working with you!"

Northwestern Mutual - Walter Roth

Walter was born and raised on a dairy farm in Junction City, Wisconsin. He is a seasoned wealth management advisor, passionate about helping others chase and achieve their dreams. Residing in Stevens Point with his wife and three kids, family time is one of his most cherished qualities. Walter also enjoys always looking for ways for personal growth, and hobbies like hunting, running, and traveling.



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

[GSHBA MEMBER DIRECTORY](#)



REGISTER TO RING™

We need members to help us in the community and ring Christmas Bells. GSHBA is scheduled **December 3 at 4:00-5:00 & 5:00-6:00pm at Metro Market, Plover.** If you would like to ring 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 that day/evening ready to ring!



WBA 2026 Board of Directors Position

Each year, the GSHBA can nominate representatives to serve on the Wisconsin Builders Association (WBA) Board. We have an open available spot if any member is interested in representing GSHBA at the state level, The WBA Board meets four times per year, with typically two meetings held virtually and the other two at different cities around the state (in the past it's been Madison, Wis Dells, La Crosse). Board representatives are encouraged to attend all meetings, share input, and participate in voting on statewide decisions.

The advertisement features a large group of Community Insurance staff members. A woman in the front row is circled in green, with an arrow pointing to her from the text "Person of the Year". The background includes a green and white geometric pattern on the left and a collage of hexagonal images on the right showing various scenes like people relaxing, working, and a horse.

715-344-2222

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www.community-insurance.com



Stratford Homes®

custom modular designs

We had the privilege of touring Stratford Homes' impressive facility and several of their beautiful homes last month. Wausau Area Builders Association joined us and the evening wrapped up perfectly with dinner at Buck-A-Neer Restaurant and some valuable networking with another HBA. A big thank you to Stratford Homes for hosting us!



Trends in Housing Conference

November 13, 2025 | Brookfield

**Discover Insights. Build Connections.
Shape the Future of Housing.**

Join the Wisconsin Builders Association at the Trends in Housing Conference for a full day of expert-led sessions, practical takeaways, and networking designed for today's homebuilding industry. From the latest economic outlook to generational housing trends and innovative solutions to affordability, this conference brings together leaders and professionals who are shaping Wisconsin's housing future.



**Scan to View Agenda and
Register!**

Highlights Include:

- The Economics of Housing Affordability with **John Koskinen, Wisconsin Dept. of Revenue Chief Economist.**
- Breakout Sessions on **risk management** with Frankenmuth Insurance or the transformative role of **AI in the building industry** with Keystone Click.
- Lunch & SkillsUSA Presentation showcasing Wisconsin's next generation of **skilled trades talent.**
- Building for the Future: How to meet the **needs of Millennial and Gen Z homebuyers**, with national innovation expert Susan Yashinsky.
- Panel Discussion: Hear from public and private sector leaders on **Innovative Solutions** to Solving the Housing Crisis.
- **Legal Pitfalls in the Homebuilding Industry** with Robert Procter of Axley Attorneys.



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.

Riley 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
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Brian Jeske - Sales Representative
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Pro-Housing Bills Advance in the State Legislature

You've likely received several VoteVoice alerts asking you to contact your legislators in support of key pro-housing bills. Thank you to all who took the time to reach out—your advocacy is making a real difference!

Here's a quick rundown of where several WBA-supported bills stand in the legislative process:

Bills Passed by the State Assembly and Now in the Senate

- **AB 194** – Makes updates to WHEDA loan programs, including allowing them to be combined (“stacked”) with TIF and historic tax credits. *Passed the Assembly on a voice vote.*
- **AB 450** – Delays the effective date of the commercial building code update from November 1, 2025, to April 1, 2026. *Passed the Assembly on a voice vote.*
- **AB 551** – Authorizes municipalities to create PAYGO workforce housing TIF districts, allowing the increment to pay down housing infrastructure costs for small homes on small lots. *Passed the Assembly 88–7.*
- **AB 452** – Implements several platting process reforms developed by a WBA subcommittee, including:
 - Allowing developers to meet informally with municipal staff before submitting preliminary plats.
 - Permitting submission of preliminary (not final) versions of infrastructure and design plans.
 - Requiring municipalities to allow conditional approval of plats before infrastructure installation.
 - Setting a 10-day deadline for the final municipal certification needed before recording a plat.*Passed the Assembly on a voice vote last week.*

AB 453 – “Truth in Planning” – Automatically rezones land planned for future housing if certain criteria are met. The bill also extends the time TIF funds can be used for local housing improvements from 1 year to 2 years and updates the definition of “newly platted residential development.” *Passed the Assembly 55–39, with all Republicans and Rep. Lisa Subeck (D–Madison) voting in favor.*

Bills Awaiting Assembly Floor Votes

- **AB 449** – Encourages the construction of accessory dwelling units (ADUs).

AB 454 – Establishes a new workforce housing loan program administered by WHEDA.

The WBA will continue advocating for the passage of AB 449 and AB 454 by the full Assembly and for Senate approval of all remaining pro-housing measures.