

PRESIDENT'S MESSAGE



Eric A. Chojnacki
Owner / Operator
Freedom Home Builders LLC
(715) 252-5028
www.freedomhomebuilderswi.com

I am truly honored to serve as President of the GSHBA. As I begin this role, I want to recognize and thank the past presidents, board members, committee chairs, and members who have helped build this association into what it is today.

As builders, we understand the importance of a strong foundation—but we also know that we have to continue adapting and improving. I hope we can honor the traditions that have made GSHBA successful while also embracing new ideas and innovation that create positive change.

Two of my biggest priorities will be **strengthening our membership** and **investing in the next generation**. Bringing new members into our association is important, but giving our current members value and a reason to stay involved is just as important. I want GSHBA to be an organization people don't just pay dues to—I want it to be something they're proud to be part of.

And as we continue our fundraisers, events, and community involvement, I hope we never lose sight of one of the biggest reasons behind those efforts: **our kids and the future of our industry.** Every scholarship and opportunity we create is an investment in the next generation of builders, tradespeople, and community leaders.

I encourage everyone to get involved, share your ideas, and try something new. If you have a great idea, bring it forward. **If it's a bad idea, bring it forward anyway—we've probably tried worse.**

We're builders. Building is what we do.

So let's honor our past, strengthen what we have today, have a little fun along the way, and **keep building for the future.**

— Eric Chojnacki
President, GSHBA

CALENDAR *of* EVENTS

October 1 - Hammer Down 5K Committee Meeting at 4:00pm at Rooted in Red, Wis Rapids

October 6 - Scholarship Committee Meeting at 5:30pm at Springville Sports Barn, Plover

October 14 - Holiday Parade Committee Meeting at 4:00pm O'so Brewing Company, Plover

October 29 - GSHBA Halloween Costume Party at Stone Harvest Wine Lounge, Plover

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

focus on energy®
Partnering with Wisconsin utilities

BUILD BETTER. EARN MORE.

FOCUS ON ENERGY® NEW HOMES





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!



Advanced Plumbing - Ryan Lepak

KBM Landscape & Design - Kaleb Mayer

New Members and Visitors will now have a name tag that is marked with a high res sticker. Watch for these at our monthly gatherings so you can make sure to introduce yourself and get to know all the new people as they join the association.

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

Online Member DIRECTORY

COMMUNITY INSURANCE

Person of the Year

715-344-2222

HOME | AUTO | UMBRELLA | BUSINESS | LIFE

www.community-insurance.com





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

FAST COMPANY
Most Innovative Companies 2022
NO 08
PELLA CORPORATION

Pella®

Pella Windows & Doors of Wisconsin

Brian Jeske - Sales Representative
Cell: 715-496-4320
bjeske@pellawi.com
www.pellawi.com

IT'S TIME TO NAIL DOWN PLANS FOR THE GSHBA

2027 5K -ISH HAMMER DOWN

XXXXX



.THURSDAY.
OCT.01.2026

4:30PM

ROOTED IN RED
1060 CENTER ST
WISCONSIN RAPIDS

COMMITEE MEETING

ANY QUESTIONS CALL OR TEXT
KRISSY PLISKA @ 715.340.6689

Scholarship Committee - The Building of Our Future

In 2002 the Golden Sands HBA, with the support of our members, launched a scholarship program that is designed to support and encourage students who are pursuing educational studies that would lead to careers in the building industry and related sectors. Since that time we have done many events throughout the year to build our scholarship funds so that we can help others get started in the industry. If you are interested in donating a scholarship or would like to serve on the scholarship committee ,please attend the first kick off meeting on October 6th or reach out to the office 715-340 -2242 or office@gshba.net.

SCHOLARSHIP COMMITTEE MEETING

October 6th at 5:30pm

At Springville Sports Barn - 2811 Plover Springs Dr, Plover



If you are interested in serving on the scholarship committee this year, we would love to have you!



Help Build a GSHBA Holiday Parade Float

Holiday Parade Committee Meeting

October 14, at 4:00pm

at O'so Brewing Company in Plover

GSHBA loves being involved in the community and the Holiday Parade is a great way to do it. If you'd like to help us plan and build the GSHBA float for the parade, join us for the first committee planning meeting. Everyone is invited to be a part of it. The more the merrier, it's a great way to kick off the holiday spirit!

Installation & Awards Night

This month, we installed our new Board of Directors, Officers, and President for the upcoming year. We are excited to welcome Josh Macara as a first-time board member, Eric Chojnacki as our new President, Don Manarcin as President-Elect, and Mike Helmrick as Treasurer. We are looking forward to the fresh leadership, new ideas, and another exciting year ahead for the Golden Sands Home Builders Association!





We also took time to recognize and thank our Spike Members. Spike Members are members who help grow the association by recruiting new members. The National Association of Home Builders tracks these referrals through its Spike Club program. Members earn one Spike credit for each new member they recruit, another credit when that member renews for a second year, and one-half credit for each year the member continues to renew after that.



NAHB also rewards recruitment efforts by offering a complimentary ticket to the Closing Concert at the International Builders' Show to members who recruit at least one new member during the year. This year, GSHBA is adding a local incentive as well. Our annual August boat cruise on the Chain of Lakes, traditionally held as a thank-you to members who serve on committees, will now also be open to any member who recruits at least two new members during the calendar year. It is another great reason to help introduce new people to the association and continue building our membership!





We were also proud to recognize several outstanding members with awards. The Leadership Award was presented to Kurt Bergman of Bergman Builders, Associate of the Year was awarded to Droptine Fabrication, Builder of the Year was presented to Hyer Homes, and the President's Award was given to David Hagen of Ideal Crane.

Congratulations to all of our award recipients, officers, board members, and Spike Members. Thank you for the time, leadership, and continued support you give to our association. We appreciate everything you do to help make GSHBA stronger!

Parade of Homes 2026

The Parade was held September 11-14, 2026 and kudos to all the builders and associates that worked on these beautiful houses! We had 19 homes on tour, built by 14 of our member builders. Attendance was strong and overall it was a successful and hopefully beneficial weekend for everyone involved.

Thank you to all the builders, associates, advertisers, sponsors, ticket volunteers and attendees that all made it possible and made it a success!



Trends in Housing Conference

THURSDAY, NOVEMBER 12, 2026 | **9:00 AM - 4:00 PM**

Sheraton Milwaukee Brookfield Hotel

Join the Wisconsin Builders Association & WB Foundation for the 6th annual Trends in Housing Conference, and discover what's next in Wisconsin homebuilding. This essential event brings together builders, developers, realtors, tradespeople, lenders, local officials, and housing advocates from across the state to examine the challenges and opportunities shaping Wisconsin's housing market — from affordability and policy to design, project management, and legal pitfalls in home building.

FEATURED SESSIONS

9:15 – 10:15 AM **Urban Planning & Development**
Kurt Paulsen, Professor of Urban Planning & Landscape Architecture, UW–Madison

10:30 – 11:30 AM **Building Workforce Housing that Works: The Point Gardens Model**
Diane Kaschinske, Poynette Village President · Randy Alexander, Torque Companies

11:30 – 12:30 PM **Lunch, featuring National Association of Home Builders**

12:30 – 1:30 PM **Breakout Sessions**
AI Tools for Builders & Contractors — Lori Highby, KeystoneClick
Zero Energy Ready Homes — Tim O'Brien, Tim O'Brien Homes

1:45 – 2:45 PM **Building Through Change: Evolving Legal Landscape Impacting Homebuilding**
Robert Procter, Axley Attorneys · Rebecca Roeker, Attolles Law
Derek Punches, Godfrey & Kahn · Brad Boycks, Wisconsin Builders Association

3:00 – 4:00 PM **Industry Performance & Market Benchmarks Heading into 2027**
Erika Mosse, JobTread

REGISTRATION PRICING THROUGH 11/10

WBA Member	$170
Non-Member	$190

HOTEL & TRAVEL
Sheraton Milwaukee Brookfield Hotel
375 S Moorland Rd, Brookfield, WI
Group rate: $119/night
Book by Sunday, October 11

REGISTER TODAY WISCONSIN BUILDERS FOUNDATION