

MAY 2026



# THE GOLDEN RULE

THE GOLDEN SANDS HOME BUILDERS ASSOCIATION NEWSLETTER

## PRESIDENT'S MESSAGE

GSHBA Members:

The Hammer Down 5K was a huge success this year with 277 participants. We couldn't have asked for a nicer day weather wise to come together as a community to raise money for scholarships. This event would not be possible without all the volunteers and sponsors so thank you all! Special thanks to our Major Sponsor, Stone Innovations, and to Mikhail for leading our 5K committee!

We also had a great turnout for our Scholarship Banquet. We gave away approximately \$20,000 in scholarships to several very deserving students in Central Wisconsin. I had several conversations with recipients and their parents, and they were all extremely thankful for the work our association does to provide these scholarships.

Our May meeting will be held at Whitetail Lanes in Amherst Junction on May 12<sup>th</sup>. This is our auction night for Parade of Homes advertising and a great opportunity for not only builders but also associate members to highlight their products and services in the Parade advertising. We will also be holding our election of officers.

Summer is just around the corner, and we all get busy but make sure to put the family picnic and Jeff Nygaard Golf Outing on your calendars. We will wrap up summer with the Parade of Homes in September. ***The deadline to enter a home in the Parade of Homes is TOMORROW, May 5<sup>th</sup>***. Carrleen emailed some date revisions to the elevation and subcontractor list deadlines so take note of those.

**And last but not least, we have two new members to welcome to GSHBA. I would like to welcome Courtney Hutsen from Dahl Chrysler Jeep Dodge Ram Stevens Point and Jake Heyroth, your go-to loan officer at Rate. Make an effort to introduce yourself to Courtney and Jake when you see them at upcoming meetings and events.**

Looking forward to seeing you all at Whitetail Lanes next week!



Kurt Bergman, Bergman Builders

(715) 498-5825

[office@bergmanbuilders.com](mailto:office@bergmanbuilders.com)

*Kurt Bergman*

# CALENDAR *of* EVENTS

**May 5** - Parade of Homes Contracts to enter a home Due Date

**May 12** - Elections and Parade of Homes Auction Night at Whitelanes

**June 9** - Summer Picnic at Pacawa Park, Worzella Pavillion in Plover

**July 10** - Jeff Nygaard Annual Golf Outing at the Ridges Golf Course

**August 11** - Furniture & ApplianceMart Open House



## GSHBA Auction and Election Night

**Tuesday, May 12th at 6:00pm**

**At Whitetail Lanes**

*3689 County Rd Q, Amherst Junction, WI*

Drinks 6-7pm, Dinner at 7:00, Auction and Elections following Dinner.

One member Free, additional guests \$20 each.

You're invited to the LIVE auction, where you'll have the exclusive opportunity to bid on Members-Only Parade of Homes advertising packages. Please see the attached list for a full overview of the auction items available for bidding.

We will also be holding the election of GSHBA Officers and Board Members for the 2026–2027 term.

**RSVP by May 5th**

## **PARADE OF HOMES AUCTION ITEMS - 2026**

1. **Parade of Homes Platinum Sponsorship** – This includes:
  - Name and logo on Parade Tickets
  - Name and logo on posters distributed throughout town to promote the event.
  - Included in ALL GSHBA Parade of Homes radio and print ads.
  - One-page interior ad in the Parade Booklet
  - Logo and link on the GSHBA website
2. **Ticket Sponsor** –place their name and logo on the back of the Parade tickets; advance tickets & tickets sold during the Parade (Complimentary Tickets NOT included).
3. **Map Sponsor** – place their name/ logo on the Map in Booklet
4. **Live Radio Feed / House #1** – The home will be listed as #1 on the map and will have a 2 hour live radio feed on one of the following stations 106.5 WYTE, 103.3 WGLX, 96.7 HOT or 107.9 Big Cheese on Saturday morning of the Parade (4 breaks will be included in the feed).
5. **Radio Weather Sponsors (2)**– The weekend of the Parade GSHBA will be sponsoring all the weather dominators that run on the hour on stations 106.5 WYTE, 103.3 WGLX, 96.7 HOT and 107.9 Big Cheese. There will be 91 commercials that run during the weekend. An example may read: *"Weather Brought to you by the Golden Sands Home Builders Association Parade of Homes! The Parade of Homes is going on September 11-14<sup>th</sup> and make sure to stop by a XXX Builders home on your tour, Hours are Friday and Monday 3-7 and Saturday and Sunday 11-6!"* This will be available to 2 members, and we will rotate them equally on each station. (2 Spots available).
6. **Article Sponsor** – Submit an informative editorial article related to home building or the building industry. Article is one to two pages in length with two or three pictures and your company contact information.
7. **Associate Spotlight** – You have a great story to tell, here is your opportunity to tell it! Associate will receive one Full Color Page in the Parade Booklet that will allow them to showcase, promote and feature their company in a compelling and interesting fashion.
8. **Booklet Cover** – opportunity to showcase your Parade Home on the cover of all the Parade Booklets. Opening bid \$1,000.
9. **Builders Spotlight** - You have a great story to tell, here is your opportunity to tell it! Builder will receive one Full Color Page in the Parade Booklet that will allow them to showcase, promote and feature their company in a compelling and interesting fashion.
10. **Prize Sponsor** – opportunity to sponsor the prize that will be given away during the Parade of Homes. Prize sponsor will be listed on posters throughout town advertising for the event, at all the Parade Homes, on our website and face book.
11. **Notes Page of the Parade Booklet** – place their name/logo and company info on the top of the notes page in the Parade Booklet.
12. **Bus Tour** – Sponsor the Bus that participating builders and other GSHBA members ride to tour Parade homes the Wednesday before (September 9).
13. **Bus Tour Lunch Sponsor** – Provide lunch for the members riding the Bus Tour on September 9.
14. **Bus Tour Drinks and Snacks Sponsor** - Provide drinks for the members riding the Bus Tour on September 9.
15. **Back Cover** – opportunity to put your one-page ad on the back of the parade book.
16. **QR Code Sponsor** – a banner ad for your company will appear on the web page that the QR code directs people to for the parade of homes information.

**\*\* We will be holding a silent auction for the opportunity to purchase extra tickets to ride the Tour Bus on Wednesday, September 9. Since we are only offering one bus this year, seats for additional riders beyond the Parade Builders will be very limited.**



## Annual Scholarship Banquet Recap



Our Annual Scholarship Banquet was held in April at the Food + Farm Exploration Center, where we had the honor of awarding **16 scholarships** to outstanding individuals as they begin their educational journeys and careers.

These scholarships are made possible through the generosity of our members, as well as funds raised from GSHBA events throughout the year. It's always rewarding to support the next generation and invest in their future success.

Below is a list of scholarships that were either donated by members or funded through our events:

**The Portage County Bank Scholarship - Sidney Kaminski**

**Adams Skilled Trades Scholarship - Hunter Koback**

**GSHBA Parade of Homes Scholarship - Kasey Brooks**

**Ryley Hofferber Memorial Scholarship - Daryn Luther**

**AgCountry Farm Credit Services Scholarship - Kaitlyn Dombrowski**

**Ideal Crane Rental Workforce Ambassador Scholarship - Keagen Kimball**

**Wirtz & Co Construction Scholarship - Sofia Wolf**

**GSHBA Scholarship of Excellence - Baylee Hartjes**

**Freedom Home Builders Scholarship - Judah Cole**

**SRS Building Products Scholarship - Karsen Bushman**

**Jeff Nygaard Memorial Scholarship - Grace Busse**

**Alchemy Concrete Scholarship - Miranda Trebe**

**A special thank you to Eric Chojnacki with Freedom Home Builders for leading the Scholarship Committee this year and doing an outstanding job as MC for the evening.**

**Feltz Lumber Scholarship - Gavin Hyer**

**Marty Family Scholarship - Aiden Hess**

**FFH Scholarship - Avah Weinreis**



## 6th Annual Hammer Down 5K Recap – May 2nd

Saturday, May 2nd, we hosted the 6th Annual Hammer Down 5K at Anchor Bay in Biron—and it was a fantastic day all around. The weather couldn't have been better, and the course along the Wisconsin River and through Classic Development's subdivision made for a beautiful course.

We were thrilled to have 277 runners and walkers join us! It was great to see so many members participate, with several putting together large, energetic teams. A special shoutout to Erbes, Freedom Home Builders, and Welling Kitchen Bath & Floors for bringing some of the biggest and most spirited groups!

A huge thank you to Mikhail Salienko for serving as this year's committee chair and doing an outstanding job organizing the event. We also appreciate all the committee members and volunteers who worked hard behind the scenes to ensure everything ran smoothly.

Thank you to all of our sponsors—this event wouldn't be possible without you!

2026  
**HAMMER DOWN 5Kish**  
 THANKS TO OUR SPONSORS



NICOLET NATIONAL BANK    CENTRAL STATE ELECTRIC  
 POINT TROPHY    SNOWBELT FIREPLACE AND STOVE  
 PORTAGE COUNTY TITLE    LEGACY ACCOUNTING



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# Welcome New Members!

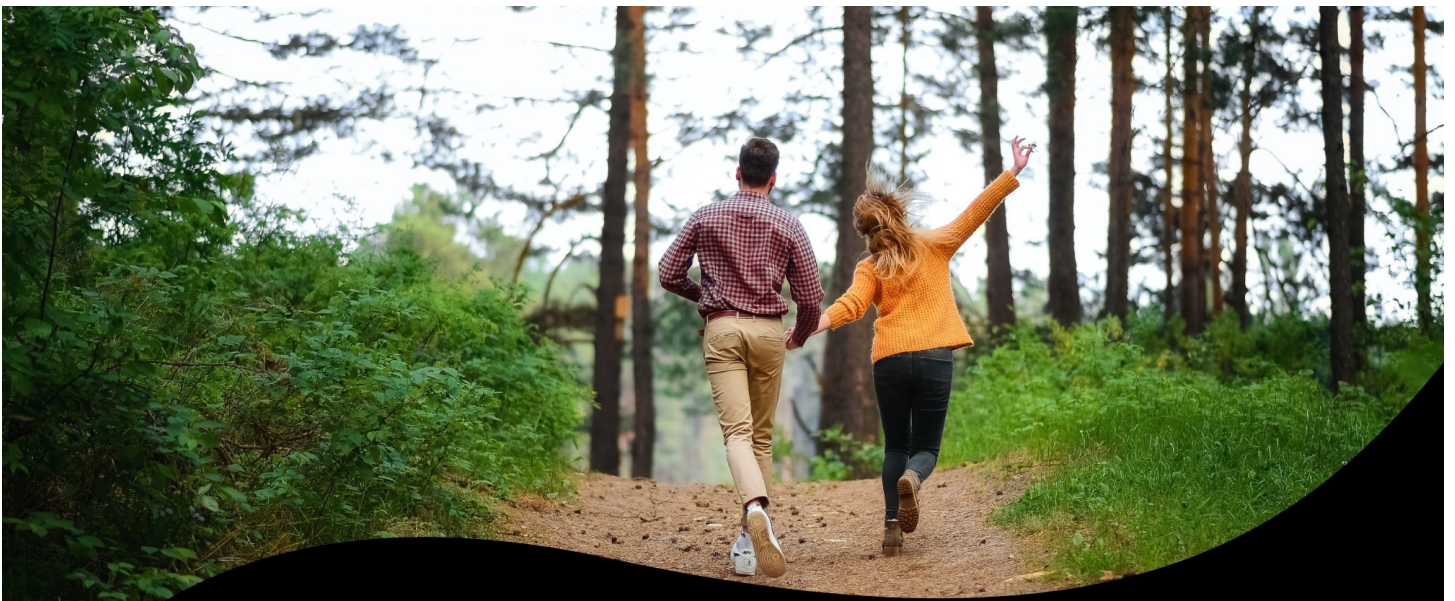
## Jake Heyroth with Rate - Your Go-to Loan Officer



## Courtney Hutsen with Dahl Chrysler, Jeep, Dodge, Ram

I am the Commercial Account Manager here and Dahl is in the Commercial business now. We are committed to being an integral part of the community and I am looking forward to meeting you all and learning how our commercial products can help your business run better. We offer Promasters from 1500-3500 in multiple roof heights and setups. We can upfit however you need to upfit. We also offer a full lineup of RAM trucks from 1500's all the way up to 5500 chassis cabs. I do also have the ability to provide business solutions out of our Ford store in LaCrosse. I'm here to help anyway I can.

I just moved to Stevens Point April 5th from Oconomowoc, Wisconsin. I am new to the area but I bring 15 years in the automotive industry up here. The last 10 years I have been a sales manager. I have in depth experience with Subaru, Ford, and Honda. I am excited to learn the Stellantis product lineup especially the Commercial lineup. I am originally from Indianapolis, Indiana and in my free time I enjoy all types of cars as I am a car enthusiast. I love sports with a focus on Indycar racing and IMSA racing. I like to get out and golf when the weather is nice. My sports loyalties lie with the Indianapolis Colts, Indiana Pacers, and any Indiana college sports team. I do enjoy watching the Milwaukee Brewers even though they disappoint me year in and year out.



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# **Jeff Nygaard Golf Outing**

**July 10, 2026 at The Ridges Golf Course**

**Registration opens at 9:30am**

**Shot Gun Start at 10:30am**

**\$125 Per Golfer - Includes Lunch, 18 Holes of Golf with a Cart,  
Dinner and Two Drinks**

**REGISTER NOW at [www.gshba.org](http://www.gshba.org)**

## **We are Looking for Sponsors**

**Tee sponsors** - These sponsors will need to attend and man the hole with a game or activity for golfers. Sponsorship includes 2 lunches, 2 dinners and 4 drink chips - Cost \$250

**Green sponsor** - These sponsors will get a sign at the green of a hole or near the cart path on the way to the next hole.  
Not required to attend the event - Cost is \$250

**Lunch Sponsor \$300**

**Beverage Sponsor \$300**

**Dinner Sponsor \$400**

**Email [office@gshba.net](mailto:office@gshba.net) if you are interested in sponsoring.**



GOLDEN SANDS



**SEPTEMBER 11-14, 2026**

**Parade Contracts are Due May 5, 2026.**

A contract can be found on our website [www.gshba.org](http://www.gshba.org).

Call (715) 340-2242 or email [office@gshba.net](mailto:office@gshba.net) if you have questions about entering a home.

Person  
of the  
Year

**715-344-2222**

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## **A Historic Win for Wisconsin Housing**

With your help, Wisconsin's housing industry just achieved something truly historic. All six bills awaiting Governor Evers' signature have been signed into law — and combined with the earlier approval of our change to the platting process, our membership now has an unprecedented set of tools to streamline housing approvals and expand funding options for builders, developers, and homebuyers across the state.

Thank you to everyone who took a moment to email the governor in support of these bills. Your engagement made a difference.

Here is a summary of the six newly enacted laws:

Wisconsin Act 173 — "Truth in Planning" requires the automatic rezoning of land already designated for future housing once certain conditions are met following a rezoning application. This proposal cuts through bureaucratic delay and holds local governments accountable to their own long-range planning commitments.

Wisconsin Act 235 enables local units of government to voluntarily create pay-as-you-go Workforce Housing Tax Incremental Financing districts. These districts can be used to fund infrastructure for smaller homes on smaller lots — an important tool for expanding attainable housing options in communities across Wisconsin.

Wisconsin Act 237 delivers much-needed updates to the WHEDA Workforce Housing Loan Program, including the ability to "stack" these loans with local TIF funding — a change that significantly expands the financing options available for workforce housing development.

Wisconsin Act 120 allows Neighborhood Improvement Districts to be utilized by local governments to help fund housing development infrastructure, providing yet another mechanism for communities to support new housing construction.

Wisconsin Act 239 establishes workforce housing gap loans at WHEDA, designed to help homebuyers reduce down payment costs on a new or significantly renovated home — lowering one of the most common barriers to homeownership.

Wisconsin Act 172 moves Wisconsin's wetland assured delineation program from a successful pilot into permanent state statute, providing builders and developers with greater certainty in the land development process.

Advancing this many bills through the legislative process is never a solo effort. A sincere thank you to WBA members and leadership for your sustained engagement in moving this legislation forward. These new laws represent real, meaningful progress for Wisconsin families seeking access to quality housing. We are currently developing co-branded issue papers for many of these bills and will share those with you once they are complete.

# 2025 WBA HIGHLIGHTS



Our successes in 2025 were the direct result of listening to you - our members - and providing the resources, education, and network opportunities to help drive the industry forward together. Thank you for joining or continuing your membership; we see great opportunities ahead!

Legislative Blueprint Videos  
and More Housing Wisconsin  
Interviews

**1,000 VIEWS  
ON YOUTUBE**



Number of new home permits  
pulled by the industry statewide

**12,000+ BUILDING PERMITS**

Bills/Rules Lobbied  
in Favor of: **51**

Bills/Rules Lobbied  
Against: **6**

Additional  
Bills/Rules  
Monitored: **34**

Meetings w/  
Legislators: **100+**

**MAGAZINES**



**14,000**

Badger Builder Magazines  
distributed statewide

**30+**

virtual meetings and in-person  
meetings with local HBA staff



## PROTECTING THE AMERICAN DREAM

**CONTINUING  
EDUCATION**



**120+**

free continuing education courses taken  
for dwelling contractor license renewal

Dollars redeemed by members  
through the Member Rebate Program



**REBATES \$60K+**



**PRO-HOUSING  
POLITICAL DONATIONS**



**OVER \$90K**

Calls and emails by members to  
legal, code, and safety hotlines

**28 HOTLINE  
INQUIRIES**



**GAIN/LOSS YEAR TO DATE:  
+157!**

**MEMBERSHIP  
NUMBERS**



**TOTAL MEMBERS:  
3,786**



## Rock the Block – Stevens Point, WI

Rock the Block is a neighborhood revitalization program that aims to revitalize low-income neighborhoods within our community by engaging individuals, churches, youth groups, and business partners. By focusing on community-driven efforts, we intend to improve living conditions, enhance neighborhood aesthetics, and foster a sense of unity and pride among residents. This project will empower community members, instill hope, and positively impact on the overall well-being of the community. We would take one low-income neighborhood, in partnership with residents and community members, and make the neighborhood safer and more appealing.

### How does it work?

- Identify about 5 low-income families in a geographic area within the Stevens Point area who have a willingness to partner on improving their living conditions and neighborhood aesthetics.
- Projects include exterior painting, siding & window washing, yard decluttering & cleaning, yard maintenance & landscaping, improved exterior lighting, screen replacement, and small exterior home repairs. Project materials will average about
- The homes must be owner occupied and our goal is for families to be below 80% of AMI.

### What are the Project Objectives?

- Community Engagement – Engage and involve local residents, churches, youth groups, and business partners to actively participate in neighborhood revitalization efforts.
- Community Engagement – Engage and involve local residents, churches, youth groups, and business partners to actively participate in neighborhood revitalization efforts.
- Housing Improvements – Enhance the physical appearance and safety of homes within the target neighborhood.

### Sponsorship Opportunities

- Sponsorship levels of Gold Sponsorship (\$2,500), Silver Sponsorship (\$1,000), and Bronze Sponsorship (\$500).
- Gold and Silver sponsors would have their name and a small logo included on all volunteer t-shirts, varying levels of social media posts on Facebook and HFH-CW website, and recognition at the celebration event.
- Bronze sponsors will include social media posts and recognition at the celebration event.

If you'd like to get involved by volunteering or sponsoring Rock the Block, reach out to Lisa Wolf via email at **wolf.lisa.a@gmail.com** or by phone **(715) 340-9848**.



To View the Directory online go to [www.gshba.org](http://www.gshba.org) or Click on this link



## 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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Cell: 715-496-4320  
bjeske@pellawi.com  
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