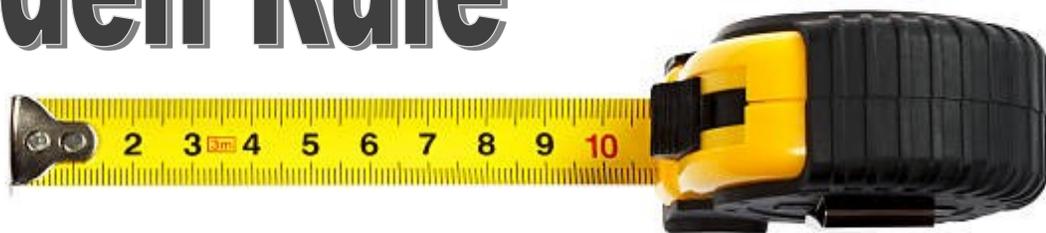


The Golden Rule

APRIL 2019



Calendar of Events:

- **April 16**— Membership Meeting at Pinerias Bank 6-8pm
- **May 21**—Elections and Scholarship Night at Sky Club
- **May 29**—Parade Inspection Tour
- **May 31—June 3**—Parade of Homes
- **June 18**—Paint Ball at Grand Valley Adventures
- **July 19**—Golf Outing at the Wisconsin River Golf Course



GSHBA General Membership Meeting

April 16th hosted at the Pinerias Bank ~ 3601 Main St. Stevens Point

6:00 pm Drinks & Heavy Hors d'oeuvres provided by the Pinerias Bank

7:00pm "Navigating Negotiation Conversations" presented by Michelle Diekroeger



We'll explore the dynamics of negotiation styles, techniques, and potential pitfalls. Identify your negotiating style and solidify tactics to improve your effectiveness.

Michelle Diekroeger is a seasoned professional dedicated to Sales, Sales Operations, and Sales Enablement. She has completed certifications in Negotiations and is skilled in training/observation/coaching on this topic. She is a former Sales team member of Skyward, former Director of Sales Enablement with Renaissance Learning and now holds the position of Partner, Sales Enablement for Rakuten OverDrive.



President's Message

The sap is rising

For the last 20 year's or so, March has become one of my favorite times of year. Really?!!, you ask? ...March?!!!

It all has to do with Maple sap. March is the time when the days get above freezing, but the nights are below. It corresponds pretty well with weight limits on the roads, which we in the building industry are well aware of.

Sapping starts with watching the extended weather report, then tapping the trees just before the weather becomes just right. Then hanging the bags, setting up the boiler and the sap storage bins. When the sap finally starts flowing, it's time to put on the snowshoes and collect after work most every day for several weeks. We boil with friends on the weekends during the run. At the beginning, we're boiling in the snow, by the last boil, the snow is gone, the swans are flying north, and the buds are just ready to pop...just about the time that the new home foundations are getting ready to go in! It's the beginning of spring, and we're all ready to get outside and get things started!

On another note, I want to thank Snowbelt for hosting our last meeting.

Carrleen had put together a great slideshow of old GSHBA photos, and we honored our past association presidents. After over 30 years of history, we've got many presidents to honor. Thanks to everyone that was able to make it for this special night.

We've got another special meeting to look forward to on April 16th. The Pineries Bank will be hosting our next meeting in their newly expanded facility. We'll have some great food and drinks, be able to take tours of their building, and learn a few things from our evening's presenter, Michelle Diekroeger. Michelle is a seasoned professional dedicated to Sales, Sales Operations, and Sales Enablement. She has completed certifications in Negotiations and is skilled in training/observation/coaching on this topic. She is a former Sales team member of Skyward, former Director of Sales Enablement with Renaissance Learning and now holds the position of Partner, Sales Enablement for Rakuten OverDrive.

The title of her presentation is "Navigating Negotiation Conversations". Something most of us need to do in our homebuilding related professions. Be on the lookout for more info from Carrleen regarding this special evening.

Also, be on the lookout for some valuable member education opportunities. We're working to finalize details for several of these.

Until then, I hope you find that the sap is rising in your everyday lives, as spring 2019 continues to warm its way into existence!

~BJ



BJ Welling is the Owner of Welling Kitchens in Stevens Point. He would like you to contact him directly if you would like to get involved, or have anything to discuss regarding the GSHBA. you can get a hold of him at:

Welling Kitchens

3701 Patch St.

Stevens Point, WI 54481

email: bjwelling@wellingkitchens.com

Office: 715-344-2688



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SAVE THE DATE



July 19th

Wisconsin River Golf Club

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President Elect—Jeff Rice
Treasurer—Mikhail Salienko
Executive Officer—Carrleen Hyer

Board of Directors

Eric Beggs
Jason Blenker
Rob Erbes
Ryan Hyer
Jennifer Novotny
Carey Larson
Mike Helmrick

**If you are interested in being on
the Board please contact the
office before May 1st.**

MAY 31—JUNE 3, 2019

**Fri & Mon 4pm—8pm
Sat & Sun 11am—6pm**



GOLDEN SANDS HOME BUILDERS ASSOCIATION

PARADE OF HOMES

We have the following builders with 15 total homes in this years parade:

Bergman Builders

Heartland Custom Homes

R. Smith Construction

Blenker Signature Homes

Hyer Homes

Woodcraft Homes

Denyon Homes

Jon Marty's Custom Carpentry

Erbes Construction

Origin Family Homebuilders

The Parade Committee is putting together some videos to use for advertising thru different digital and social media avenues. Please share if you see these ads and help us promote the event!

Thank you to everyone that advertised in the Parade of Homes Book. The deadline was April 1st. We are planning to distribute books around town during the month of May and hand them out to hundreds of people during the event weekend.

Builders are always looking for people to help with tickets at their homes. If you have extra time that weekend, reach out to the builders to see if they may need help with tickets for a shift during the weekend, especially if you worked or supplied items at one of their parade homes.

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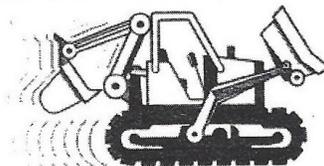
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Rural Mutual Insurance: Protecting Wisconsin families, farms and businesses

Protecting Wisconsin since 1934: this is what Rural Mutual Insurance company has done best, and what agent Jenni Zinda-Mancl continues to carry on through Zinda Insurance Group. Providing everything from home, auto, farm, commercial, and life insurance, Zinda Insurance covers all bases. However, what separates this firm from many is that the focus remains exclusively in Wisconsin.

Jenni grew up on a farm, which not only lends her with a background in the agriculture industry, but a distinct passion for helping others in the farming business. She sold her father's livestock brokerage operation in 2011 to focus on selling insurance in farm-related businesses. With eight years of experience, Jenni has earned numerous awards, and is considered a part of the one of the top 50 property and casualty companies in the country. Jenni is joined by Stacey Zimmermann who brings over 20 years of experience in the insurance industry and a vast knowledge of commercial insurance.

Their mission statement reads: "We exist to deliver on our promise to protect Wisconsin farms, families, and businesses and help them rebuild following times of unintended financial loss."

Zinda-Mancl has built a successful business around such a philosophy and as a result has grown her business from two employees to six.

"Some people are under the assumption that Rural Mutual writes just farms and homes in rural areas, while we are actually also very competitive with businesses, homes in urban areas, rates for teen drivers and life insurance. "They are also surprised when they find out that we are a Wisconsin only insurance carrier, so your premiums paid here stay here". Zinda-Mancl states that "we strongly focus on customer service and treat all of our clients as if they were family". Rural Mutual Insurance-Zinda Insurance Group LLC is located at 2581 Post Rd.

Thank You Snowbelt!



Thank you Snowbelt Fireplace & Stove for hosting the March Meeting. They opened up their showroom for us and served some amazing pork sandwiches and other treats.



We honored the Past Presidents and Spike Members and took a minute to thank those that have helped build the Association. We also held the Auction for the Parade of Homes Advertising. Thank you Chris Brooks and Ryan Hyer for doing some crazy auctioneering. This year we held the auction online the week prior to the live close event for the first time. If you didn't get a chance to jump online and participate, make sure to check it out next year for some early bidding.



SCHOLARSHIP NIGHT &

May 21st at Sky Club

ELECTIONS

This is always a special event when Scholarships are awarded to the recipients. Elections for the 2019—2020 GSHBA Officers and Board of Directors will also take place. Be sure to come vote and if you are interested in a position please contact the office by May 1st.

*Successful events are the result of successful partnerships.
Golden Sands Home Builders Association would like to thank this year's sponsors.*

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Continued Conversations with Google Assistant

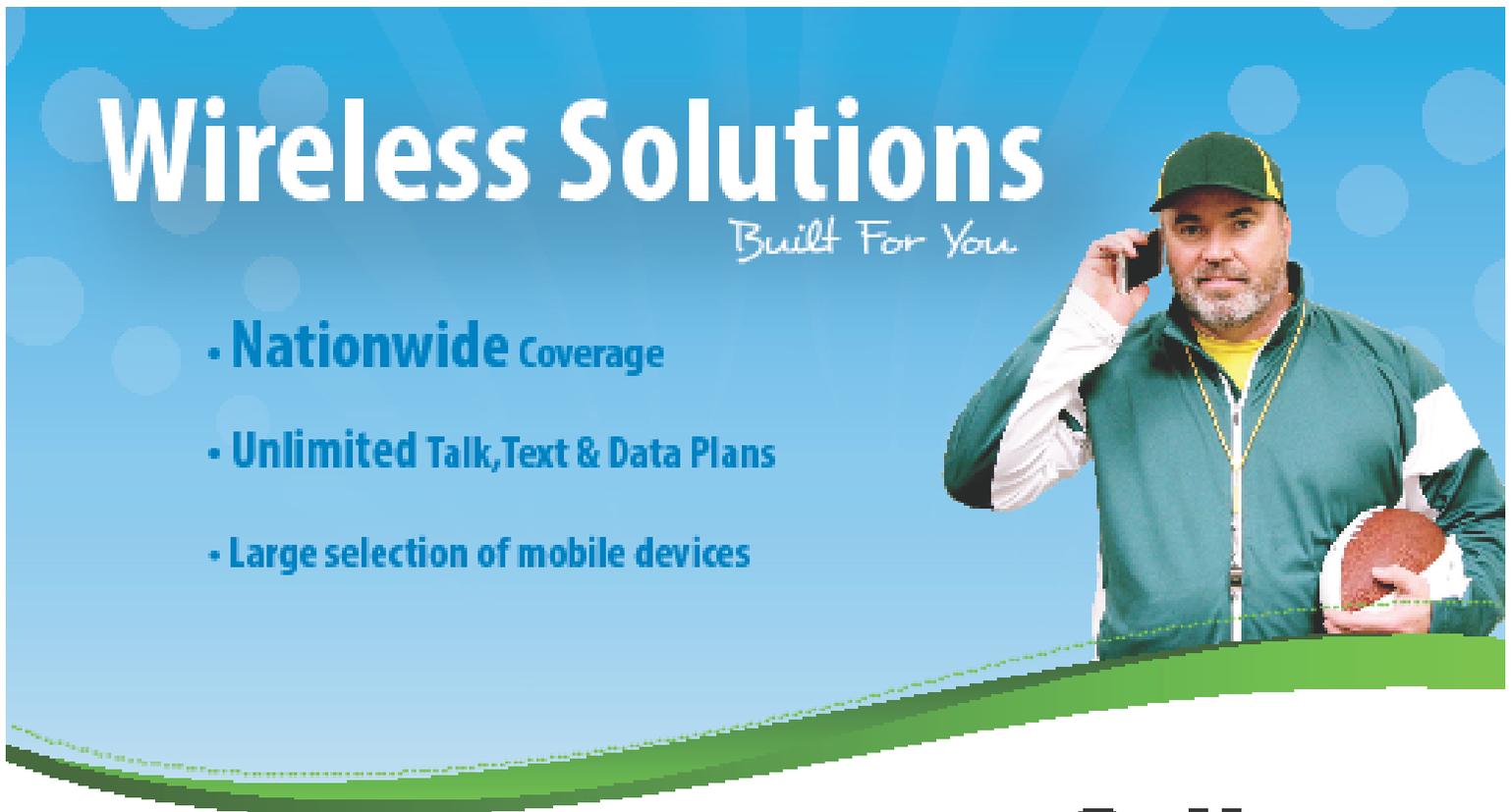
Having a conversation with voice assistants is an added convenience for smartphones and the very foundation of smart speakers. From setting an alarm or reminder, to getting the weather or searching the web, many actions can be spurred from a simple “Hey” followed by the name of your assistant.

While voice commands have come far since their debut, there’s still some unnatural language that’s needed to help the assistants perform their best. Google has a feature called continued conversations that let’s Google assistant listen longer after it answers your initial question while retaining the knowledge of what you were talking about in the first place. This prevents you from having to say “Ok Google” for a second command and lets you speak in a more natural way.

For example, if you were trying to get the weather forecast for the next few days you may say something like: “Hey Google, what’s the forecast for tomorrow?” Once Google answers, without continued conversations you would need to follow up with a full secondary command, like “Hey Google, what’s the forecast for Thursday?” With continued conversations turned on the secondary command becomes a more natural follow-up and can be something like “What about Thursday?”

To enable continued conversations, open up the Google Assistant app, go to Settings > Assistant tab > Continued Conversation and hit the toggle. This featured does allow your assistant to listen for around 8 additional seconds to hear your secondary questions. If you know you’re done with the conversation, you can use an ending conversation command – Thank you, Thanks Google, or I’m done – to turn off the microphone.

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