

The Golden Rule

DECEMBER 2021



President's Message

Greetings GSHBA Members,

I think that winter is here to stay now, which isn't the best for our industry but to be expected in Wisconsin. The good news is the cold weather brings some great holidays, hunting, and ice fishing. Hopefully everyone had a great Thanksgiving with their family and friends! I know that I enjoyed all the great food, drink, and company for Thanksgiving.

Hopefully everyone who enjoys hunting had a chance to get into the woods to try to harvest deer this past WI rifle season. You will see a picture of my Montana whitetail that I harvested this year in this newsletter. You will also notice 2 familiar faces in another picture of Team Hyer. This family spends so much time all year long in preparation of hunting. I couldn't think a better hunter than Gavin Hyer to harvest that monster Iowa whitetail. Gavin Hyer has put in a ton of time hunting, scouting, shed hunting, and setting stands in Iowa and it paid off for him big time! Congrats Gavin Hyer and of course his dad Ryan Hyer, you guys really deserve this buck and hopefully one more for Mason Hyer which will be hunting Iowa in a couple weeks. The Hyer family including all 3 boys have donated a bunch of time to GSHBA for several events over the past years. It is great to see the Hyer family rewarded with business and hunting success!

We are all very excited about the Christmas Party this year at Whitetail Lanes. Steve (GSHBA New Member) is closing the bar for our private GSHBA Christmas Party. So please try to make this event happen in your crazy life schedules. Also think outside of the box to invite close friends, family members and co-workers. We welcome non-members to enjoy some Christmas cheer and meet our great group of GSHBA members. Steve and his team have had some really fun parties in the past and I'm sure this one will be awesome!

I'm sorry that I wasn't able to attend the Holiday Parade while I was hunting in Montana. It sounds like I missed a great time with all the attendees and cool floats. GSHBA would like to say thank you to Jon Marty (Jon Marty's Custom Carpentry) for letting us use his trailer and shop space to build the float! Also thank you Bruce Woyak and Chris Brooks (Central Door Solutions) for letting us use your truck to pull the float. Another thanks would be to Michelle Cusack (Ferguson) and Jay Wolf (Edward Jones) for the candy donations! Last but not least a special thanks to everyone else who helped out with the float to make it a success this year!

We will be having our January meeting at the Sky Club and will be featuring the deals that our members offer to other GSHBA members. For example what type of discounts our associates can offer for Parade Homes and other programs. We also hope to have a guest speaker for building codes that will be changing in 2022. All the details will be sent out as an email in late December.

I look forward to seeing everyone at the Christmas Party,

Aaron Cordy

Stone Point Custom Homes



Aaron Cordy

Sales Manager

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GOLDEN SANDS HOME BUILDERS ASSOICATION



TUESDAY DECEMBER 21 at 6:00pm

Whitetail Lanes in Amherst

Dinner is your choice of Oak grilled Prime pork tenderloin with Brandy Dijon cream sauce OR Wood grilled Sirloin with caramelized onions and mushrooms. Sides of Fresh garlic red skin mashed potatoes topped with apple wood smoked bacon, Vegetable Sautee, Fresh baked dinner rolls with butter & Chef Connie's mouth watering cheesecake

\$40 per person includes 2 drinks, dinner, bowling, games & prizes

RSVP Carrleen by December 14th office@gshba.net or (715)340-2242

When sending an RSVP please include guest's name and dinner selection of Pork or Sirloin.

Welcome to our New Members

reSAWN TIMBER co. - Diane Petfalski, Spike Kurt Bergman

"LET IT SNOW" 2021 HOLIDAY PARADE



GSHBA entered a float in the Stevens Point Holiday Party on November 17th. This event always draws a huge crowd and was a lot of fun!

Thank you Jon & Rebekah Marty from Jon Marty's Custom Carpentry for letting us use your shop and tools to build the float, your trailer to pull the float and your awesome kid waving to make the float a success. Thank you Bruce Woyak & Chris Brooks for the truck and generator to pull the float with. Thanks to Ferguson and Jay Wolf with Edward Jones for donating lots of candy to hand out to the kids. Thank you to all the members that showed up to help build the float and to help hand out candy! It's great to be a part of community events like this and you guys all made it happen. THANK YOU!!

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CALENDAR *of* EVENTS

Dec 21st—GSHBA Holiday Party—6:00pm at Whitetail Lanes

Jan 18th—GSHBA General Membership Dinner

Jan 21st—WBA Member Meeting and WBA President's Installation, Rothschild

Feb 6-10—International Builders Show in Orlando, FL

Feb 15 —GSHBA General Membership Event

Mar 1-3—B4 Conference



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PROUD MEMBER OF THE
GOLDEN SANDS
HOME BUILDERS
ASSOCIATION

Mikhail Salienko
Commercial Lines Account Executive

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SALES TEAM



FIRSTWEBER
REAL ESTATE
a Berkshire Hathaway office

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4400/4410 STATE HIGHWAY 66

STEVENS POINT, WI

Asking Price: \$1,000,000

4.93 acres of commercial land in a prime location in Stevens Point. Conveniently located 0.3 miles from the Marshfield Clinic and directly off of Exit 159 on I-39 with tons of daily traffic. Lots are both zoned C3 & C4, so the possibilities are endless. Property is currently located in the Town of Hull, but could easily be annexed into the City of Stevens Point.



3770 CUMBERLAND DRIVE

PLOVER, WI

Asking Price: \$49,900

MLS: 22102767

0.46 acre lot and one of the last lots left in the Village Wood Pointe subdivision. All services including sewer, water, gas, electric, phone & cable all to the lot line. Partially wooded lot just minutes from town. Country setting with village amenities. Restrictive covenants on file.



549 W HARDING AVE

STEVENS POINT, WI

Asking Price: \$29,900

MLS: 22102863

A rare find in the city limits! If you are wanting to build a new home, check out this affordable double lot on the west side of Stevens Point. The lot is 108X132, so there is plenty of room to build a nice home with a large garage. Could possibly be re-zoned to multi-family.

New Home Construction Drops Significantly in Third Quarter

Housing Starts Down 44 Percent from Second Quarter

November 4, 2021 – The latest new home construction numbers have showed a dramatic slowdown in the number of permits pulled, signifying a significant decrease in the number of new home starts.

The data, submitted by all municipalities across the state, shows 2,450 permits were pulled between July 1 and September 30 of this year, 44 percent less than the 4,382 permits pulled in quarter two. Permits were up 38 percent in the first half of 2021 compared to the same period in 2020, however at the end of the third quarter, year-to-date permits are up just six percent compared to 2020 numbers.

“Numbers in the first half of this year were great despite the increased building prices at that time, but we’re now starting to see the effect that peak building material prices have had on the industry,” said Wisconsin Builders Association (WBA) Executive Director Brad Boycks. “Many homeowners decided against signing contracts over the summer while they waited for prices to come down.”

Material prices and supply chain delays have greatly impacted homebuilding. At its peak, the cost of lumber added \$36,000 to the cost of an average-sized new home, while prices of steel mill products, resins, windows, door frames, copper pipe and tube, and other necessary building materials have all increased 30 percent.

“Remodeling projects have been up with people making changes to their existing homes to avoid the overall costs that building a new home presented over the summer,” said WBA President Abe Degnan. “With the supply chain issues we’re currently experiencing, remodeling and new home construction alike are going to continue to feel the pressure.”

“Our production staff is spending more time scheduling, rescheduling, and resourcing our materials for current projects. This coupled with low lot inventory and a leveled-off existing home market are huge factors when it comes to the inability to lock in new building contracts,” said David Belman of Belman Homes, Inc.



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Scholarships Now Available!

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.

The following scholarships are now being offered on our website and in local area schools:

- GSHBA Scholarship of Excellence \$1000
- Jeff Nygaard Memorial Scholarship \$500
- Henry Knoll Memorial Scholarship Fund \$500
- The Portage County Bank Scholarship \$500



Scholarships are due April 1st. If you know someone continuing their education please share these scholarships with them or encourage them to call or email the office for more information.



2000 Traverse Telehandler Lift - \$30,000 (Stevens Point)

Jon Marty's Custom Carpentry, LLC **715-340-9513**

Turbo F-644
2722 hours
24000 lbs





PERSONAL LINES ACCOUNT EXECUTIVE
Compass Insurance Services, Inc
Kronenwetter, WI

Job Type: Full-time
Required Work Hours: Monday – Friday 8:30 a.m. – 5:00 p.m.

Summary: The Personal Lines Account Executive performs the primary responsibilities related to writing various lines of personal lines insurance. Strong knowledge of Personal Lines Insurance is essential. Customer service skills, multi-tasking ability, effective communication, and ability to build strong customer relationships is also imperative in this role.

Job Description:

- Analyzes client needs & provides quotes accordingly for new & existing customers.
- Offers additional coverage options when recommended.
- Occasionally accompanies Producers on prospect & client meetings as requested.
- Completes applications and submits the applications to the carrier.
- Follows up on applications to ensure they are issued as request.
- Prepares summaries of insurance at renewal to include additional options.
- Documents all relevant information accurately from prospects and customers.
- Determines reasons for cancellation requests & acts to save accounts.
- Assists clients in submitting claims, facilitates prompt response from carrier and follows up on claim status according to agency procedures.

Identifies exposure to loss and recommends appropriate coverages in coordination with Sales Executive/Account Executive(s).

Any other duties as requested by management.

Required Skills

- Ability to prioritize and manage workflows efficiently, timely and accurately to meet deadlines.
- Exceptional ability to multitask while remaining organized
- Maintain knowledge of products, industry information, rating, and underwriting procedures.
- Consistently builds positive relationships with clients, coworkers, carriers, other business contacts.
- Strong verbal, written, and interpersonal communication skills.
- Ability to work on a computer for a prolonged period.

Preferred Experience

- Minimum of two years in Property & Casualty Insurance
- Existing knowledge of Applied EPIC
- Existing knowledge of Personal Lines Insurance & corresponding coverage forms

Benefits

- Generous & Flexible Paid Time Off
- Competitive Salary
- Competitive 401(k) plan & company match
- Dental, Vision, Health, Life, and Disability Insurance



PERSONAL LINES ACCOUNT MANAGER

Compass Insurance Services, Inc

Kronenwetter, WI

Job Type:

Full-time

Required Work Hours: Monday – Friday 8:30 a.m. – 5:00 p.m.

Summary:

The Personal Lines Account Manager provides technical support to the Personal Lines Account Executive. Customer service skills, multi-tasking ability, effective communication, and ability to build strong customer relationships is also imperative in this role.

Job Description:

Issues Evidence of Property, Auto ID Cards, etc. when needed.

Coordinates with lenders to obtain information for closing.

Submits endorsements and cancellations that Account Executive initiates within the Agency Management System.

Follows up on endorsements and cancellations to ensure accurate processing.

Ensures accurate data is downloaded into Agency Management System and requests re-downloads when necessary.

Prepares summaries of insurance & notates any policy changes that need to be made at time of renewal and communicates that with Account Executive.

Processes renewals that do not download.

Documents all relevant information from prospects and customers accurately and timely within the Agency Management System.

Any other duties as requested by management.

Required Skills

Ability to prioritize and manage workflows efficiently, timely and accurately to meet deadlines.

Exceptional ability to multitask while remaining organized.

Maintain knowledge of products, industry information, rating, and underwriting procedures.

Consistently builds positive relationships with clients, coworkers, carriers, other business contacts.

Strong verbal, written, and interpersonal communication skills.

Ability to work on a computer for a prolonged period.

Preferred Experience

Currently holds Property & Casualty Insurance license (or is willing to obtain a Property & Casualty license within 60 days of hire).

Existing knowledge of Personal Lines Insurance.

Benefits

Generous & Flexible Paid Time Off

Competitive Salary

Competitive 401(k) plan & company match

Gov. Evers Vetoes GOP Redistricting Plan

As promised, Governor Tony Evers recently vetoed the republican legislature's plan to reapportion state assembly and state senate districts. Evers also vetoed a GOP plan to reapportion Wisconsin's eight congressional districts.

A press release from Governor Evers stated, "The legislative and congressional maps drafted and passed by Republicans in the Legislature are largely based on the current maps Republicans drew a decade ago that have been called some of the most gerrymandered maps in the country. The new maps vetoed today, which have been described as even more gerrymandered than the existing maps, all but ensure Republicans will preserve their undemocratic majorities in the Legislature while increasing Republicans' chances of disproportionately winning six of Wisconsin's eight congressional districts."

What comes next? Next up in court, likely either the Wisconsin Supreme Court or a federal court will decide on the lines of legislative districts that will be used for the August primary and November general elections in 2022.

Bill to Extend Permits Signed into Law

In October, Governor Evers signed 2021 Senate Bill 254 into law to become [2021 Wisconsin Act 80](#). The act creates a new provision that allows a person who has received a covered approval to obtain an automatic extension of that approval for 36 months, plus the duration of the administrative, judicial, or appellate proceedings to which the approval is subject. This provision first applies to a covered approval that is subject to a pending administrative, judicial, or appellate proceeding on October 18, 2021.

For the development and construction industry, 2021 Wisconsin Act 80 would apply specifically to permits issued by the Wisconsin Department of Transportation and the Department of Natural Resources.

Tax Break for Apprenticeship Expenses Passed

Governor Evers is currently reviewing a bill that was recently passed by both houses of the legislature to provide a tax break for tuition payments made by an individual in an apprenticeship program.

[Senate Bill 125](#) (SB 125) allows an individual, when calculating income for state income tax purposes, to subtract the tuition expenses paid by the individual for the individual or the individual's dependent to participate in an apprenticeship program that is approved by the Department of Workforce Development. The deduction would first apply to taxable years beginning after December 31, 2020.

When SB 125 was first introduced in February, there were several republicans and democrats who signed onto the bill as coauthors. After an initial bipartisan list of sponsors, all four democrats and one republican who initially signed on as coauthors of the bill removed their name from the bill by late October. Groups representing unions are opposed to the bill and groups like WBA and ABC who represent construction and business interests are generally supportive of the bill.

Bill to Allow for "Stretch Codes" Introduced

In mid-November, a group of democrats introduced a bill that would allow local municipalities to create and require a commercial building code and a single family (UDC) code that would exceed the statewide code, also known as a "stretch code". If passed, this plan would negate the current statewide uniformity of the commercial building code and the uniform dwelling code.

[The bill](#) requires the stretch energy code working group (established at the Department of Safety and Professional Services) to establish the stretch energy code, which must have separate components for commercial and residential buildings and must establish minimum energy efficiency requirements that may exceed the requirements of the energy conservation code. The bill provides that any county, city, village, or town may by ordinance, adopt the residential or commercial components of the stretch energy code, or both, and make the adopted requirements of the stretch energy code applicable within the county, city, village, or town.

WBA has always advocated against any measure before the legislature that takes away the uniformity of the UDC and the commercial building code, and will be registering in opposition of this bill once formally introduced.

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