

The Golden Rule

MARCH 2022



President's Message

Greetings GSHBA Members,

My son and I attended the SCI 45th Annual Grand Banquet in Brookfield WI last month and Johnathan won his first gun. He is only eight years old but he has a new Benelli 12 gauge that is taller than he is and weighs half as much as he does. My name was drawn for the gun but I gave it to him in front of 300 attendees and the announcer was super cool about Johnathan receiving the gun. The attached picture of us next to African mounts is from the night of the SCI event. That evening is something that neither one of us will ever forget.

Our past general membership meeting was held at the new Sentry Curling Center in Plover. Those of you who fought the squall winter weather (never had that phone alert before) I'm sure you're glad you did. We had so much fun learning to curl and those who watched enjoyed the beverages at the bar and free entertainment watching us curl. I'm surprised how much skill is really involved in being an accurate curling partner. We had Springville Sports Bar bring in food for the event and the pizza and cheese fries were excellent. I look forward to going to the curling club again sometime in the future!

The next general membership meeting will be held March 22nd at the Sky Club. We will be having continuing education courses held before the meeting. Those of you that need credits should attend we have 5 credits available for this event. Go to office@gshba.net to sign up before March 18th. And we hope to see everyone else for the general meeting that evening as well! The Sky Club team is preparing baked chicken, fried fish and garlic smashed red potatoes, you can't beat that! I'm pretty sure they will be serving those awesome drinks at the bar as well.

We have our GSHBA Board of Directors and Officers election coming up in May. This election will be the members serving on the Board of Directors and Officers for 2022-2023. Please take consideration of running in this election. I have always said you can only get out of this association what you put into it. If you choose to run as a board member, officer, or committee member it will help you network with all the members. Once you are known throughout all the members your products and services will be noticed by all the members as well. We will look forward to those of you who want to run in the election or want to be part of a committee!

Scholarship application deadlines are April 1st. If you know of any students that would be looking for a scholarship ask them to apply online soon. This program is a great benefit to all GSHBA members and you should try to take advantage of it by applying.

GSHBA is planning for upcoming events right now. The first is the membership drive which if anyone has any ideas or would like to attend please email Carrleen. We would really appreciate your ideas and help with the membership drive. The second huge project is the Hammer Down 5K event. The event will be held on May 14th, At Lucke's (Formerly Backcountry Brewing) 3252 Mecca Dr. Plover. You can register for this event online at www.gshba.org, or read the newsletter for details. We are also currently working on contracts for the GSHBA 2022 Parade of Homes that will be held September 9-12th. Chris Brooks stepped up to plate to chair the Parade committee this year and I will be co-chairing with him. Watch your email for Parade committee meetings coming soon if you'd like to get involved. The next big project will be for the GSHBA 2022 Golf Outing and the details will be announced in a future newsletter. If any of the above events interest you please contact me or Carrleen to get the details on how to help out with the future events.

I look forward to seeing everyone at the Sky Club this month,

Aaron Cordy

Stone Point Custom Homes



Aaron Cordy

Sales Manager

1203 Stans Drive

Stevens Point, WI 54482

T 844-842-8267

C 715-340-9884

E aaron@pointlogs.com

www.pointlogs.com



GSHBA March Dinner Meeting

March 22nd at Sky Club in Plover
Continuing Ed Courses 2:00 - 6:00pm
Drinks and Social Hour 6:00pm
Dinner at 7:00pm

Oven Baked Chicken and Fried Fish with garlic red smashed potatoes, vegetable, stuffing, gravy, tossed salad, assorted rolls
One dinner included with membership. Additional guests \$20

Guest Speaker following dinner -
Andy Kuc with Focus on Energy

Education will be regarding heat pump technology and consists of three sessions. All courses are approved for Dwelling Contractor Continued Education Credits. Attendees can attend all sessions or only the ones they are interested in.

Focus on Energy will be presenting the following CEU courses:

2:00pm - 3:30pm Cold climate Air Source Heat Pumps (2 Credits)

3:30pm - 5:00pm Geothermal Heat Pumps (2 Credits)

5:00pm - 6:00pm Heat Pump Water Heaters (1 Credit)



Don't miss this chance to get your CEU credits!

**RSVP for Trainings and/or Dinner by March 18th
at office@gshba.net.**

**Elections for 2022-2023 GSHBA Board of Directors and
Officers is coming up in May. If you are interested in
serving please email office@gshba.net or call
(715) 340-2242.**

CALENDAR *of* EVENTS

March 10 - Membership Committee Meeting 4:00pm at St. Pt. Log Homes

March 22 —FREE Continuing Education Courses 2:00pm - 6:00pm at Sky Club

March 22—Membership Dinner and Guest Speaker Andy Kuc - 6:00pm at Sky Club

April 1—Deadline for Scholarships to be submitted

May 14—Hammer Down 5K 10:00 an at Lucke's (formally Backcountry Brewing)

September 9-12 —Parade of Homes



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Referrals Welcome! Each month 2-\$100 Winners drawn from those who referred that month.
End of the year all of the referrers will be in a grand prize drawing for \$1,000.

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May 14th, 2022

At Lucke's

(formally Backcountry Brewing)

3252 Mecca Dr. Plover

Hosted by



Event Schedule

- Registration/Check In:



Friday May 13th 4-6 pm &

Saturday May 14th 8am

- 5kish Run, 5 Kegger Walk &

Car to the Bar Hustle all begin
at 10am. **New Paved Route!**

AWARDS — FOOD TRUCKS — COLD BREWS — LIVE MUSIC — SWAG BAGS

Register online at www.gshba.org

First 300 Registered will receive a commemorative glass!

Something for Everyone! Run about 5K. **Walk** the Kegger. **Hustle** from your **Car to the Bar** and show your support by wearing your "I paid not to Run" Participant Shirt.

Everyone Pre Registered by April 22nd receives a Long Sleeve Shirt, Token for a Free Beer and a Swag Bag with goodies. Pre Registration is \$35. Race Day Registration is \$40 and shirts & bags only while supplies last.





2022 Sponsorship Levels

8 Penny Sponsor: \$200

- Name listed on the Race Shirt if paid by April 15th
 - Name/logo and link on website
-

16 Penny Sponsor: \$350

- Name / Logo listed on the Race Shirt if paid by April 15th
 - Name/logo and link on website
 - Name listed on Race Day Banner at the start and finish of the event
 - Flyer and/or approved item in the participants race bag
-

2 x 4 Sponsor: \$400

- Name / Logo listed on the sleeve of the Race Shirt if paid by April 15th
 - Name/logo and link on website
 - Name listed on Race Day Banner at the start and finish of the event
 - Flyer and/or approved item in the participants race bag
-

Pole Barn Spike Sponsor: \$1,500

- Name / Logo listed on the front of the Race Shirt if paid by April 15th
 - Name/logo and link on website
 - Acknowledgement on social media and during race announcements
 - Name / Logo on Race Day Banner at the start and finish of the event
 - Name mentioned as “Platinum Sponsor” on advertising for the event
 - Flyer and/or approved item in the participants race bag
 - 30 Second Ad/ Announcement at the Race Event
-

Bag Sponsor : \$400

- Name / logo on race bag that goes out to all participants with their shirt and Bib #
- Name / logo on the website



2022 Sponsorship Form

Business Name (As you would like it to appear in Advertising) _____

Print Name of Authorized Signer _____ Date: _____

Address: _____ City: _____ State _____ Zip _____

Phone: _____ Email: _____

Name of Sponsorship Level or Item _____ Amount _____

Name of Sponsorship Level or Item _____ Amount _____

Name of Sponsorship Level or Item _____ Amount _____

Total Amount _____

If you have a unique sponsorship you would like to provide, please list details below. We will review it and get back to you.

If you would like to provide something for the Swag Bag participants receive at Registration, please describe the item below.

Mail Checks Payable to GSHBA or provide Credit Card Info below and mail to 1001 Theater Dr. Plover WI 54467.

Check Enclosed _____ Invoice Me _____

Credit Card # _____ Expiration Date _____

Name of Card Holder _____

Logos and graphic files can be emailed to office@gshab.net prior to April 15th. Payments and Invoices need to be paid in full by prior to April 15th. Call (715) 340-2242 or email office@gshba.net if you have any questions.

FOCUS ON YOUR CAREER



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Partnering with Wisconsin utilities

BUILD A CAREER IN ENERGY EFFICIENCY

Join the FOCUS ON ENERGY® training pilot program to become a Building Performance Consultant (BPC)

Focus on Energy connects home buyers with builders to construct new homes that are between 25 and 100% more efficient than homes built to Wisconsin's Uniform Dwelling Code. Participating homes are built to be as comfortable, durable, combustion safe, and energy-efficient as possible. BPC trade allies work with Focus on Energy Builders to ensure their homes are energy-efficient and meet program submission guidelines.

Job Opportunities & Position Requirements

Rater trainees (15 will be selected):

- ✓ Commit to attending on-line training and testing
Dates: 2/28-3/11 (9am-12pm/day & 1pm-4pm on Wednesdays), 3/21-25 (9am-5pm).
- ✓ Complete homework assignments.
- ✓ Commit to taking certification exams as part of the above training schedule.
- ✓ Trainee will pay a \$250 charge for training and testing—which will be fully reimbursed if the trainee receives a participation score of at least 90%.
- ✓ Trainees will receive training & test proctoring worth \$2600.

Interns \$20/hour (10 will be selected):

- ✓ Commit to completing a four-month, full-time internship with a Focus on Energy Building Performance Consultant (to be completed between April and October 2022).
- ✓ Commit to obtaining RESNET Rater certification (completing probationary ratings and field inspections as part of internship) and registering with a RESNET Rating Provider. Interns will pay Rating Providers \$500 toward their certification, with the remaining certification fee covered by Focus on Energy.
- ✓ Interns will be loaned building diagnostic equipment (blower door and duct blaster) for the certification & internship period; interns will assume permanent ownership of equipment upon successful completion of their internships.



WITH A \$500 INVESTMENT YOU WILL RECEIVE:

\$2600 in training | \$2000 in certification costs | \$7000 in equipment

PLUS a four-month full-time internship, will pay over \$13,000 (\$20/hour)

Learn more at focusonenergy.com

Focus on Energy, Wisconsin utilities' statewide program for energy efficiency and renewable energy, helps eligible residents and businesses save energy and money while protecting the environment. Focus on Energy information, resources, and financial incentives help to implement energy efficiency and renewable energy projects that otherwise would not be completed.

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Scholarships Deadline April 1st

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.



Ferguson Parade Discount offerings:

Lighting – extra discounts on lighting that will vary from manufacturer

Plumbing – extra discounts on certain plumbing manufacturers through your plumbing contractor

Appliances – extended lead times so unsure if discounts will apply but we will try if available

Please reach out to Michelle Cusack (608) 438-2720 for plumbing/lighting and Ted Peotter for appliances. They will need to know it is a parade home prior to ordering as well so they can extend discounts as needed.

reSAWN TIMBER co.TM

At **reSAWN TIMBER**, we are the leading manufacturer of prefinished natural and modified wood products, new and reclaimed wood products for exterior applications (cladding, roofing & decking), and interior applications (flooring, wall and ceiling cladding), millwork and stairs and furniture. These products are, durable, sustainable and aesthetically pleasing; allowing you to create unique and innovative solutions for your high end designs in both commercial and residential applications. We have numerous finish options available, for our **modified and unmodified products**. We also specialize in a wood charring technique, in which our wood is burnt through an old Japanese tradition, **Shou Sugi ban**.

reSAWN TIMBER specializes in meeting the needs of architects, designers and contractors, and providing superior service and guidance in developing your specifications.

Many of our products can be FSC® sourced.

Some of our modified products can carry warranties up to 50 years!

reSAWN TIMBER co. Parade of Homes Discount:

Deepest tier discount will apply. (Needs to hit our minimum quantity which ranges between 100 - 500 SF for various products). Some restrictions may apply.

15% overage is recommended.

Sales tax and freight are not included.

I would allow 14 weeks for delivery to be on the safe side.

Reach out to Diane for more information and details. dpetfalski@resawntimberco.com 414-881-6339

<https://resawntimberco.com/>

Send your Parade Discount Information to
office@gshba.net so we can share it with
all the members.



2022 Showcase/Parade of Homes

Rebate Program for Builders Only**

County Materials Concrete Masonry & Veneer

Concrete Block	Additional Parade Discount of 10%
Concrete Decorative Block	Additional Parade Discount of 10%
Heritage Concrete Brick	Additional Parade Discount of 20%
Reflection Stone & County Stone Full Veneer Masonry Unit	Additional Parade Discount of 20%
Reflection Stone & County Stone Thin Veneer Masonry Unit	Additional Parade Discount of 10%

County Materials Retaining Walls / Pavers / Outdoor Living Products

All Retaining Walls and County Cub Garden Wall	Additional Parade Discount of 20%
Rib Rock Oversize Landscape Block	Additional Parade Discount of 10%
Summit Stone and Summit Stone Outdoor Fireplaces	Additional Parade Discount of 20%
All Paver Styles	Additional Parade Discount of 20%

Other Veneer & Masonry Products

Clay Brick	Additional Parade Discount of 5%
Dutch Quality Stone, Eldorado Stone, Cultured Stone	Additional Parade Discount of 10%
Natural Stone Veneer	Additional Parade Discount of 10%
Mortar & Portland Cement, Premixed Mortar	Additional Parade Discount of 10%

****The above Showcase / Parade discounts will be calculated off of contractor pricing.**

Parade discounts will be given at the time of billing to the home builder.

All products can only be billed to the "home builder/general contractor" in order to receive the parade discount.

Parade information sheets must be sent back to County Materials Corporation no later than **Feb. 15, 2022**.



PARADE OF HOMES INFORMATION SHEET 2022

Dear Contractor:

Please fill out the information below. This will assist County Materials Corporation to accurately track the discounts due to you for your participation in the Parade of Homes.

Note: Parade discounts are contingent upon promotional signage provided by CMC and displayed at the parade house during the tour dates. Placement and pick up will be done by CMC representative.

Builder: _____ Customer No. _____

Address _____

Phone _____

Parade Home: _____

Address _____

Subcontractors:

Wall Contractor _____

Phone _____

Flat Work Contractor _____

Phone _____

Mason _____

Phone _____

Landscape _____

Phone _____

Parade information sheets must be sent back to County Materials Corporation no later than **February 15, 2022**. Please return form via e-mail to your CMC sales representative. No parade discount will be given if information sheet is not returned to County Materials.

Bill to Update Contractor Certification Law Passes State Assembly

Recently, the State Assembly passed AB 994 on a voice vote. AB 994 adds some categories for eligible credits to focus on key areas of need that will improve the knowledgebase of those who hold the credential required to receive a building permit to build or remodel a single-family home.

AB 994 contains suggested changes that were the result of a subcommittee lead by WBA President Cory Sillars to improve the contractor certification statutes that were passed as part of 2005 Wisconsin Act 2000. Other members of the subcommittee included Mark Brehmer (MABA), Andy Selner (Brown County), Dan Schneider (Mid Shores/Manitowoc County), Jim Reif (Manitowoc County), Alecia Plaetz (Chippewa Valley), Alex Forer (Wausau), and Brandon Bartow (Manitowoc County).

AB 994 would:

- Require accounting, lien law, ethics, and best business be included courses as part of the initial 12 hours of instruction
- Require those taking the initial 12 hours of instruction be required to show photo identification at registration
- Add a requirement that at least four hours of the continuing education credits cover construction laws and codes, and contracts, liability, and risk management.
- Ensure the Department of Safety and Professional Services (DSPS) is enforcing current requirements, such as requiring a test for credits provided online, and requiring any vendor offering the online classes to submit acknowledgement of the completed and corrected test for each credit received online.

Assembly Amendment 1 was added to AB 994 to clarify current law that in person and online classes are available for DSPS credit. Finally, AB 994 was shared with DSPS prior to introduction and the bill contains a six-month delayed effective date per the request of DSPS.

We are now working to secure a vote on AB 994 in the state senate in early March.

Local-Focused Toolkit to Address Affordable Housing Crisis: Impressive List of Partners Unveil New Guide for Local Policymakers

The new Wisconsin-specific tool, *Enabling Better Places: A User's Guide to Neighborhood Affordability* focuses on bite-sized zoning code changes that can have an immediate impact on the development of much needed affordable housing across the state.

The Guide will provide options for local policymakers to adjust their zoning codes and remove regulatory obstacles to the development of workforce and “missing middle” housing. Currently outdated local zoning regulations and policies inadvertently restrict the housing market. The problem in the past has been the daunting size and scope of a zoning code rewrite.

The League of Wisconsin Municipalities joined with the Wisconsin Realtors Association, Wisconsin Builders Association, AARP-Wisconsin, Wisconsin Housing and Economic Development Authority (WHEDA), NAIOP Wisconsin, and the American Planning Association – Wisconsin to contract with the [Center on the New Urbanism](#) (CNU) to research and write the *Enabling Better Places* guide for Wisconsin municipalities.


“The Guide is a great example of public-private cooperation,” said League of Wisconsin Municipalities Executive Director, Jerry Deschane. “The housing industry and local government leaders agree Wisconsin has housing shortages, particularly workforce housing shortages, in virtually every community. The Guide will be an excellent toolkit that can be applied to every local situation based on a community’s unique set of circumstances. This collaborative, local-focused approach will produce far more and better results than a legislated one-size fits all mandate.”

The Guide has been in development since spring of 2021. Experts from CNU met with local officials in Eau Claire, Horicon, Ripon, Waukesha and Wau-nakee to review how their zoning code aided or ob-structed the development of affordable and “missing middle” housing. CNU used the information obtained from these case studies to develop an initial draft of the zoning guide. “Congress for the New Urbanism is always working to help places become livelier, more walkable, and, especially, more hospitable to wider housing choices,” said Rick Cole executive director of CNU. “We were very pleased at this opportunity to work with our partners in Wisconsin to produce a guide to help communities all across Wisconsin make their places better in all those ways.”

“Our members are looking forward to working with our local government partners around the state to up-date outdated zoning regulations that in many cases, discourage much needed housing options,” said Wis-consin Builders Association Executive Director, Brad Boycks. “More flexibility to provide Wisconsin families with greater housing options will be possible if the concepts discussed in the *Enabling Better Places: A User’s Guide to Neighborhood Affordability* are enact-ed across the state.”

“A vast majority of the U.S. population does not live in or have access to housing that will meet their needs as they age. AARP recognizes that the largest barrier to reforming housing regulations at all levels of gov-ernment is outdated thinking that denser housing will be a nuisance and destroy the character of neigh-borhoods,” said AARP Wisconsin Interim State Director Christina FitzPatrick. “AARP Wisconsin is pleased to collaborate with the League of Wisconsin Municipal-ities, the Congress for New Urbanism and others to understand the current climate in the state and offer solutions to addressing our housing challenge.”

“We are excited to partner with the League and oth-ers to promote this important new tool to enhance neighborhood affordability,” said NAIOP Wisconsin CEO, Jim Villa. “Increasing available workforce hous-ing is critical to growing Wisconsin’s economy.”



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