

The Golden Rule

MAY 2021



Calendar of Events:

- **May 15**—GSHBA Hammer Down 5K Event at Backcountry Brewing in Plover
- **July 23** —Jeff Nygaard Golf Outing date TBD
- **September 10th– 13th** Parade of Homes

MEMBERSHIP DRIVE

Tell a
Friend!

In 2021 NAHB is offering HBAs the opportunity to win money for net member growth during their membership drive. Local HBAs will be rewarded for

their net growth in Builder and Associate membership during a three-month period from April 1 to June 30. Once the HBA posts a net gain of +3 Builder and/or Associate members during its drive, the HBA earns \$150! From that point, the HBA will earn \$50 per new Builder or Associate member recruited. GSHBA joined this Spring 2021 NAHB Membership Drive. Let's see how many new members we can add before June 30th!

If you know of someone that could benefit from the association then reach out to them. Invite them to visit one of our events or call the office and give us their contact information and we can reach out.

WE'RE MORE THAN HOMES



JOIN NOW



Officers

President—Mikhail Salienko
President Elect—Aaron Cordy
Treasurer—Bruce Woyak
Executive Officer—Carrleen Hyer

Board of Directors

| | |
|------------------|-------------------|
| Aaron Cordy | Jeff Rice |
| Rob Erbes | Mikhail Salienko |
| Ryan Hyer | Mike Helmrick |
| Seth Stormoen | Carey Larson |
| Jennifer Novotny | Bruce Woyak |
| Jason Blenker | Stacey Zimmermann |

President's Message

Greetings GSHBA Members,

I hope this letter finds everyone in great spirit and good health. I trust all of our members are staying busy and continue to represent our organization in good light, providing quality work and excellent services to the Central Wisconsin community and beyond.

We have many things to share with everyone, but, first, I would like to thank all those who attended the Parade of Homes Auction as well as Silent Auction at Springville Bar at last month's general meeting. Although we could have used a few extra participants, overall, we've raised more money via both auctions compared to previous years. I most certainly appreciate everyone's generosity and participation in this event. Special thanks to Aaron Cordy and Ryan Hyer for doing a fantastic job running the Parade of Homes Auction. Their energy and enthusiasm are hard to match and they deliver great results!!!

- Hammer Down 5k Run/Walk on May 15th. Please make sure you sign up and help us promote this event. I hear we have over 200 participants signed up so far and I'm looking forward to this event! The committee has been working hard to come up with fun ideas and entertainment for this inaugural fundraiser and I would like to thank Bruce Woyak for this great idea. I hope he crosses the finish line first!
- Jeff Nygaard Annual Golf Outing will be held in Iola at Glacier Woods Golf Club this year on July 23rd. Please mark down your calendars and we would like to see as many members partake this year as possible. Seth Stormoen is the golf committee chair and he's been working closely with Carrleen to put together sponsorship opportunities as well as golfer registration forms to start accepting reservations!
- Board of Directors and Officers Ballot – due to the timing of our elections, we need to take a vote via email. Please look for ballots that will be provided to you in this Newsletter as well as via separate email from Carrleen. Every vote counts!
- Parade of Homes – scheduled for September 10-13th. If you still have advertising/marketing dollars available in your budget, we would appreciate you contacting Carrleen and purchasing advertising space in the Parade's booklet. A lot of time and energy is spent on making those booklets look professional and enjoyable. The finished product is distributed throughout the community and available at each Parade site.
- Presidents Project – I have been approached by the principal of the Jefferson Elementary School to assist them with construction of a shelter in the playground. The objective is to provide students with resting area as well as shade during their recess. Lowe's has already donated plenty of materials that would be utilized in this project, but we can always use help from our members and associates to complete it. If you are interested in being part of it, please reach out to me directly and we will definitely use your help. This project will not kick off until after school is out (June-July).
- Office Rental – GSHBA's Board of Directors is considering renting out our office space. We feel that the building is underutilized and we could potentially benefit financially and reduce our overhead expenses by renting out partial or entire office space to an interested party. Please reach out to Carrleen or I if you may be interested or know of anyone who might be looking for office space.

We don't have general membership meeting in May, but I hope to see many of you at the 5k race/walk event. Please be safe and careful out there!

Mikhail Salienko



Mikhail Salienko, Jr.

Commercial Lines Account Executive

Compass Insurance Services

O: (715) 303-3677

F: (715) 303-3688

C: (715) 252-8223

Mikhail.salienko@compassinsurance.net



May 15th, 2021

At Backcountry Brewing

3252 Mecca Dr. Plover, WI

Hosted by



AWARDS — FOOD — COLD BREWS — MUSIC — SWAG BAGS

Event Selection

- ☐ 5Kish Run
- ☐ 5 Kegger Walk
- ☐ Car to the Bar Hustle
(distance subject to parking)



Event Schedule

Registration/Check In Friday May 14th
4:30pm - 6:30pm & Saturday May 15th
8:30am - 9:45am

5kish Run 10:00am

5 Kegger Walk 10:10am

Car to the Bar Hustle 8:30am to Noon

Register online at www.gshba.org

Something for Everyone! Call a Running Buddy and **Run** about 5K. Don't feel like running, than **Walk** the Kegger. Don't feel like walking, than **Hustle from your Car to the Bar** and show your support by wearing your "I paid not to Run" Free Participant Shirt.

Everyone Pre Registered by April 24th receives a **FREE Long Sleeve Dry Fit 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.

REGISTRATION FORM

Register online at www.gshba.org or mail this form to 1001 Theater Dr. Plover, WI 54467

May 15th, 2021

At Backcountry Brewing

3252 Mecca Dr. Plover, WI



AWARDS — FOOD — COLD — MUSIC — SWAG BAGS

Event Selection

☐ 5Kish Run

☐ 5 Kegger Walk

☐ Car to the Bar Hustle

(distance subject to parking)



Pre Register online at www.gshba.org
or mail to 1001 Theater Dr. Plover, WI 54467.

Event Schedule

Registration/Check In Friday May 14th

4:30pm - 6:30pm & Saturday May 15th

8:30am - 9:45am

5Kish Run 10:00am

5 Kegger Walk 10:10am

Car to the Bar Hustle 8:30am to Noon

Everyone Pre Registered by April 24th receives a FREE Long Sleeve Dry Fit Shirt, Token for a Free Beer and a Swag Bag with goodies. Race Day Registration is an additional \$5 and shirts & bags while supplies last.

Shirt Selection: ___ Male Fit ___ Female Fit

Size: ___ S ___ M ___ L ___ XL ___ XXL

Event: ___ 5Kish Run \$35 ___ 5 Kegger Walk \$35 ___ Car to the Bar Hustle \$35 ("I Paid Not to Run" shirt included)

Accident waiver and release of liability: I _____ hereby absolve and hold harmless the race sponsors, GSHBA, Backcountry Brewing Co. and all persons connected to this race/event, from any liability or injury to me while participating in this run/walk event. I further provide that this hold harmless agreement applies to my heirs, executors & assignees. I am physically fit to participate in this event. (Parent or Guardian, if under 18).

Signature of Participant: _____ Date: _____

First Name: _____ Last Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Birth Date: _____ Male or Female _____

Mail Checks Payable to GSHBA or Credit Card Info to 1001 Theater Dr. Plover WI 54467. OR register online at www.gshba.org

Credit Card # _____ Expiration Date _____

Name of Card Holder _____

Thank You to all our Hammer Down 5K Sponsors!



We've had so many members step up to sponsor this new event whether it's sponsoring a logo or name on the event shirts, sponsoring the bib numbers, the participant bags, water at the event, drink chips and beer for attendees, water bottles, banners, music, awards and the list goes on. We couldn't do these community events without

Ag Country Farm Credit

Backcountry Brewing

Bergman Builders

Central Door Solutions

Community First Bank

Community Insurance

Duralum Builder Center

Edward Jones

Erbes Construction

Heartland Custom Homes

Hyer Homes

Jon Marty's Custom Carpentry

Maher Water

NRG Radio - 4 logos

Precision Glass & Door

R. Smith Construction

The Portage County Bank

The Pineries Bank

A+Doors

Central State Electric

Crockett Septic

Disher Electric

EvenFlow Rain Gutters

KPR Brokers

Peskie Builders Inc

Point Trophy

Prevail Bank

Rural Mutual - Zinda Insurance Group

Solarus

Stone Point Custom Homes



**We are still looking for more volunteers for the day of the event.
Please call 715 340 2242 if you are willing to help.**



2021

July 23, 2021
Glacier Woods Golf Club
\$60 Per Golf

REGISTER YOUR TEAM SOON!

Limited to first 72 Golfers

Includes round trip bus ride, Lunch,
9 Holes of Golf with a cart, Dinner and
Two Drink Chips

- 11:30 Bus Departs from Backcountry Brewing to Iola
- 12:00 Registration & Lunch at Glacier Woods Golf Club
- 1:00 Shot Gun Start
- 4:30 Dinner, Awards & Prizes
- 6:30 Bus Departs from Glacier Woods to Plover

Brats/Hot Dogs for lunch and Dinner choice of Pepper
Charred Beef or Fried Cod with sides of rosemary roasted

**TEE EVENTS
AWARDS
DOOR PRIZES**

Top Prizes include Kayak
and 43" Smart TV

TEAM REGISTRATION / \$240 TEAM NAME _____

Player 1 _____ Beef ____ or Cod ____ Riding the bus Y / N

Player 2 _____ Beef ____ or Cod ____ Riding the bus Y / N

Player 3 _____ Beef ____ or Cod ____ Riding the bus Y / N

Player 4 _____ Beef ____ or Cod ____ Riding the bus Y / N

REGISTER INDIVIDUALLY / \$60

Name _____ Beef ____ or Cod ____ Riding the bus Y / N

PAYMENT _____ Invoice Company Name _____ (Email to office@gshba.net)

_____ Check Enclosed (Mail to 3530 Karrington Pl. Plover, WI 54467)

_____ Paying at Registration (Cash or Check)

* You may also pay via credit card at (715) 341-3536

Lunch, Drinks and Dinner Sponsors:



COMPASS

INSURANCE SERVICES

Protection with Integrity

Mikhail Salienko
5569 Highway 10 East
Stevens Point, Wisconsin 54482
Phone: 715-544-1586
Cell: 715-252-8223

mikhail.salienko@compassinsurance.net
www.compassinsurance.net



Mikhail Salienko
Commercial Lines Account Executive

PROUD MEMBER OF THE
GOLDEN SANDS
HOME BUILDERS
ASSOCIATION

COMMERCIAL INSURANCE

- Builders Risk
- General Liability
- Property
- Workers Compensation

PERSONAL INSURANCE

- Home
- Auto
- Umbrella
- Renters



We are looking to rent our GSHBA office at 1001 Theater Dr. Plover. The space is approximately 1,300 square feet with three two office areas, a conference room, reception area, private bathroom, kitchen and parking lot. Please contact the office at 715-341-3536 if you are interested in renting or know someone that is looking for office or retail space.

Officer and Board of Director Ballot 2021

PRESIDENT-ELECT

_____ **BRUCE WOYAK – CENTRAL DOOR SOLUTIONS (ASSOCIATE)**

TREASURER

_____ **STACEY ZIMMERMANN – RURAL MUTUAL INSURANCE (ASSOCIATE)**

BOARD OF DIRECTORS – VOTE FOR THREE

_____ **RYAN HYER - HYER CONSTRUCTION (BUILDER)**

_____ **JAY WOLF - EDWARD JONES (ASSOCIATE)**

_____ **JASON BLENKER – (BUILDER)**

_____ - **NOMINATION FROM THE FLOOR**

DIRECTORS REMAINING ON THE BOARD :

CAREY LARSON - DURALUMN BUILDING CENTER (BUILDER)

ROB ERBES - ERBES CONSTRUCTION (BUILDER)

SETH STORMOEN - STONE POINT HOMES (BUILDER)

MIKE HELMRICK - RETTLER CORPORATION (BUILDER)

JENNIFER NOVOTNY - THE PORTAGE COUNTY BANK (ASSOCIATE)

MIKHAIL SALIENKO – COMPASS INSURANCE (ASSOCIATE)

AARON CORDY – STEVENS POINT LOG HOMES (BUILDER)

Email ballot to office@gshba.net by June 1, 2021

2021 NOMINATION FORM

- **BUILDER MEMBER OF THE YEAR**

Name of Nominee _____

Business Name _____

- **ASSOCIATE MEMBER OF THE YEAR**

Name of Nominee _____

Business Name _____

- ♦ **Any of the following can be used as criteria:**

- A. Builder Spirit (Faithfulness to principles, laws and regulations of the association, and its code of ethics. Encourages good, professional standards among other members. Spends time promoting GSHBA and the industry.)
- B. Active in Civic Affairs: Participation in civic and service clubs, charitable activities, political action, fraternal or religious groups.
- C. Active in GSHBA: Participates in GSHBA committee work, special projects, seminars, and educational programs.
- D. Active in WBA/NAHB: Participates on committees, special projects, seminars, and education programs.

- ♦ **The following criteria must be followed for nominations:**

- Member in Good Standing
- Only accomplishments from this year may be considered

YOUR NAME _____

COMPANY NAME _____

Email ballot to office@gshba.net

Nominations must be received at the GSHBA office by June 1, 2021



September 10th—13th, 2021

Friday and Monday 4pm- 8pm

Saturday and Sunday 11am - 6pm

Tickets are \$10 in advance and \$15 at the door for Adults, and infants
FREE at any Parade Home during Parade hours .

Parade Contracts for entering a home are due by May 1st.

Contracts are available at www.gshba.org under Events—Parade of Homes.

Advertising in the Parade of Homes Booklet is a **member's only benefit**. The form to purchase an ad in the book is on the next page. Be sure to attend the Live Auction on April 20th at Memories at 6:00pm to bid on other Parade Sponsorships.

The next **Parade of Homes Committee Meeting is May 3rd at 4:30pm** at Backcountry Brewing.

Advertise In “The Golden Rule” Newsletter

The Newsletter is sent to all members and GSHBA friends via e-mail and posted on our website. The newsletter emails have the highest open rate out of all the emails the Association sends out. This is a great way to network your businesses to fellow members and other people in the public that have opted to receive our newsletter.

If you are interested call the office at 715-341-3536 today!



GOLDEN SANDS
HOME BUILDERS ASSOCIATION

PARADE of HOMES

Sponsors

Parade of Homes Platinum Sponsor—Bergman Builders

Ticket Sponsor – Erbes Construction

Map Sponsor – Central State Electric

Associate Spotlight – Central Door Solutions

Builders Spotlight - Stone Point Custom Homes

Prize Sponsor – Edward Jones, Jay Wolf

Notes Page of the Parade Booklet – Dean Altman Trucking & Excavating

Bag Sponsor – Kafka Granite

Bootie Sponsor – Dean Altman Trucking & Excavating

Bus Tour Lunch Sponsor – Central Door Solutions

Live Radio Feed / House #1 – Erbes Construction

Radio Weather Sponsors – Erbes Construction and Hyer Homes

Booklet Cover – Jon Marty's Custom Carpentry

Thank You



PARADE OF HOMES **STATEMENT**

Business Name _____ Date _____

*Please check the size of ad you'd like and also if your ad will remain the same as last year, same with changes (mark them on the sample), or new ad.
Please send new ads to office@gshba.net*

☐ Same ad as last year ☐ Same ad with changes ☐ New Ad

B&W AD RATES

☐ 1/4 ~ \$190 ☐ 1/2 ~ \$230 ☐ Full ~ \$310

COLOR AD RATES

☐ 1/4 ~ \$240 ☐ 1/2 ~ \$340 ☐ Full ~ \$500

Ads requiring extensive design/layout will be billed accordingly at \$60 per hour. Formatting, color or image manipulation and scanning will be additional.

Signature _____

AD AND PAYMENT DUE BY JUNE 25, 2021

*Please fill out the form and send the **WHITE COPY**, along with ad information (such as changes or new copy) and payment (check should be made out to GSHBA) in the enclosed envelope to Golden Sands Home Builders Association.*

*Keep the **YELLOW COPY** for yourself as a receipt.*

Thank You for Supporting the GSHBA Parade of Homes!

MAIL THIS FORM WITH CHECK TO: 1001 THEATER DR. PLOVER, WI 54467

OR EMAIL THIS FORM TO BE INVOICED

OR PHONE IN CREDIT CARD PAYMENT 715-341-3536

THE WIRELESS CARRIER THAT GIVES YOU CLARITY IN A CLOUDY WORLD.



- Same Offers and Deals for new and existing customers

- Clear reliable wireless connections



- Live and local customer service



1.800.236.0055



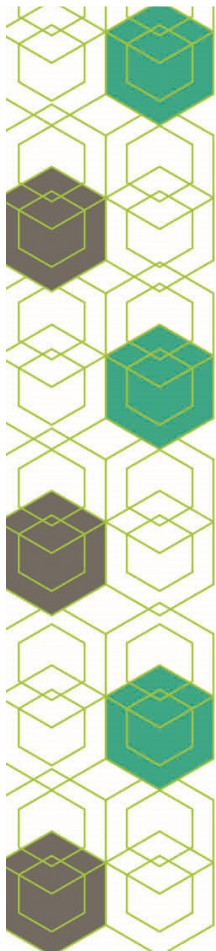
www.cellicom.com



[facebook.com/cellicom](https://www.facebook.com/cellicom)

Cellicom

Restrictions apply. Rate maps indicate where rates apply and may not reflect actual service availability or wireless coverage. Coverage areas depicted are approximate. To inquire about specific service availability in a geographical area, contact Cellicom's Customer Service at (800) 236-0055. Geographic terms, weather conditions, and type of equipment may affect cellular coverage. Wireless service is subject to technological limitations, including capacity and tower availability. Visit Cellicom.com for complete details on coverage and all deals and promotions and full terms.



COMMUNITY INSURANCE

Auto • Home • Business • Life

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.



 **GRINNELL**
MUTUAL

715-344-2222

www.community-insurance.com
Amherst • Iola • Stevens Point • Waupaca

**Sell To your
best advantage.
Buy with confidence!**

THE
Diane Jahn
SALES TEAM



Diane Jahn
715-498-9722
jahnd@firstweber.com



Ryan Stevenson
715-252-1314
stevensonr@firstweber.com



Sarah Smith-Jahn
262-355-5801
jahns@firstweber.com



MLS # 22004444 – Land For Sale

Two Acre Lot

Asking Price - \$44,900

Address - 5520 Jordan Road, Stevens Point WI 54482

Looking for a nice lot to build on? Do you want a home? or just a nice big shop or extra garage? This 2.01 acre lot is zoned AG 4 so as long as you follow set backs and get a permit there is no limit to the size of outbuilding that can be built here. If you build your driveway would face South which is nice for melting that pesky Wintertime snow and ice! Price includes the design and permit already completed for a Conventional Septic System. These lots are hard to find. No subdivision covenants restricting you. Take Jordan Road East from Torun Road to the lot on the North side of the road. Call if you'd like the aerial and survey maps sent to you.



MLS # 22003987 – Waterfront Lots For Sale

.86 Acre Lot

Asking Price - \$144,900

Address - ISLAND VIEW COURT Stevens Point, WI 54481

INCREDIBLY RARE OPPORTUNITY TO LIVE ON THE WATER! If you want to own one of the last buildable lots on McDill Pond now is your chance. Located on a very quiet cul de sac this beautiful lot on the water is ready for you to build your dream home. Builders this would make a great location for your your next PARADE HOME!! The land is a mix of open and some trees for privacy. It gently slopes towards the water to provide easy access for swimming, kayaking or boating. The large open water and deep channels allow for you to pontoon and motorboat as well as good fishing. Call today for maps and more info before it's gone.

DianeJahn.FirstWeber.com



Rep. Jagler Elected to State Senate

On Tuesday, April 6, State Representative and Assembly Housing and Real Estate Committee Chair John Jagler won a special election to serve out the remaining two years on now Congressman Scott Fitzgerald's term. Jagler received 51.2% of votes to Democrat Melissa Winkler's 43.8%- and third-party candidate Spencer Zimmerman's 4.6%.

Jagler is expected to be seated in his new position the week of April 19 and is likely to be named the chair of the Senate Committee on Housing, Commerce, and Trade.

WBA was instrumental in supporting Jagler's campaign in the primary and general election, working to send him over \$6,000 in contributions and holding a member only event for his election via Zoom earlier in the year.

We look forward to working with Senator Jagler in the State Senate.

Hearing Held on Occupancy Permit Bill

Recently, the Senate Committee on Economic and Workforce Development held a public hearing on [Senate Bill 254](#) (SB 254) to make sure homes that proceeded through the construction process where some inspections were waved did not receive negative black marks on the occupancy permit were vetoed earlier this session when included in a larger pandemic bill. WBA testified in favor of SB 254.

SB 254 also contains a provision that would allow permittees to extend certain permits issued by the Department of Safety and Professional Services, Department of Natural Resources, and the Department of Transportation by 36 months.

WBA is working with Senator Dan Feyen, the bill author, on an amendment to clarify the language in SB 254 regarding inspections to make it more consistent with the process and procedures spelled out in administrative rules.

Finally, WBA will be working with the soon to be new chair of the Assembly Housing and Real Estate committee to also schedule a public hearing on the companion bill in the lower house.

WBA to Support Additional Broadband Funding in State Budget

After recently surveying members, WBA found that most support additional funding in the upcoming state budget to expand broadband to rural areas of the state. Additional broadband funding and support for additional funding for K-12 public education are two areas that GOP leaders in the legislature and Governor Tony Evers have both publicly stated they support.

Building Multifamily Housing Using the Uniform Dwelling Code (w/ no sprinkler requirement)

WBA was recently made aware of guidance documents provided by the Wisconsin Department of Safety and Professional Services that serve as a "how to" guide to build multifamily units and follow the Uniform Dwelling Code (UDC). Generally, multifamily units with three or more units are built under the commercial building and now, again, require sprinkler systems.

Thirty Five Percent Increase in New Home Construction

The latest single-housing permit numbers show that new home construction is up thirty five percent in the first quarter of 2021 compared to the first quarter of 2020. Compiled by the Department of Safety and Professional Services (DSPS), the data is required to be submitted to DSPS by all municipalities in the state.

Between January 1, 2021 and March 31, 2021, 2,626 new home permits were pulled in Wisconsin compared to 1,941 permits during the same time period in 2020, an increase of 35 percent. This news comes after a 10 percent increase in new home construction in all of 2020 compared to 2019.

"While we have heard from our members that business has been strong, these numbers are greater than even we anticipated given the rising cost of building materials and quarter one occurring during winter months," said Wisconsin Builders Association (WBA) Executive Director Brad Boycks.

Other encouraging data has been released by the Department of Administration. In the first quarter of 2021, 67 plats and 1,404 lots were approved. These numbers are on track to surpass last year's, as there were 201 plats and 5,340 lots approved in all of 2020.

"Historically low interest rates and a low inventory of existing homes have been huge factors in the number of new home building and remodeling projects," said WBA President Abe Degnan. "While we need to see the cost of building materials come down as they are not sustainable for the industry, we are pleased they haven't hindered the volume of overall homebuilding thus far."

From NAHB: Bringing Housing Home: Rising Lumber Prices Tops the Agenda

In less than two weeks NAHB members across the land will have an opportunity to meet face-to-face with federal lawmakers or in a virtual format to discuss critical issues confronting our industry, including soaring lumber prices and supply shortages that are driving up housing costs.

Bringing Housing Home®, the premier grassroots event of the year, will take place during the week of May 3. Every NAHB member is encouraged to meet with U.S. representatives and senators in their home districts. These meetings are key to strengthening relationships with lawmakers and keeping the housing industry as a priority in Congress. State and local home builder association executive leaders are encouraged to choose the meeting style that suits their local association and follow COVID-19 guidelines and protocols.

Access the NAHB Legislative Priorities brochure to learn about the key issues, other than the top priority of rising lumber prices, to discuss at these meetings. Lawmakers are also being urged to take action to:

- Reform the nation's housing finance system
- Strengthen the Low-Income Housing Tax Credit
- Prevent federal intrusion into the energy codes development process
- Create a national flood insurance program that is predictable and affordable
- Craft an infrastructure package that takes housing affordability concerns into account
- Invest in federal vocational job training programs

30+
Years Experience

A+DOORS LLC
Sales • Service • Installation
Commercial • Residential • Industrial

**Sales, Service, Installation
All Makes And Models!**

A+Doors is dedicated to improving your homes security,
while adding curb appeal and value to your home.

C.H.I. OVERHEAD DOORS **LIFTMASTER PROFESSIONAL**

www.aplusdoorswi.com • aplusdoors@att.net
AL PAVELSKI, OWNER • 715-344-4129