

# The Golden Rule

**OCTOBER 2019**



October is “**Careers in Construction Month**”. The purpose is to increase public awareness of the opportunities available on construction trade professions.

#### **WHAT CAN WE DO FOR CAREERS IN CONSTRUCTION MONTH?**

Recognize contributions made by the professionals working in construction, instill a sense of pride in the industry, increase awareness and foster a positive career image.

**RECOGNIZE LOCAL EDUCATORS**— It goes a long way when Industry professionals recognize local teachers for their contribution to developing the future construction workforce. Honor instructors in high schools, universities, job corps centers and apprenticeship training programs. Take them to lunch or send a thank you to let them know the work they do is appreciated.

**CONSTRUCTION EMPLOYEE DAY** - Pick a day to honor the construction management and construction trades professionals. Show employees they are appreciated...Ideas include having a companywide party, picnic or luncheon, giving employees gifts with company logo or recognizing an employee of the year.

**LEARN HOW TO GET INVOLVED IN DEVELOPING OUR INDUSTRY'S WORKFORCE AND FUTURE** - At our October Membership Meeting Bridgetta Altmann—Austin, the Youth Apprentice Coordinator at Stevens Point Area Senior High will be speaking about how businesses can get involved in our local apprentice programs. Learn how you can get matched up with employees and students eager to learn more about professions in our industries.

**POST ON SOCIAL MEDIA**—NAHB is encouraging builder and associate members to take photos or brief videos of their daily routine and post them to social media using the tag #CICDAY2019

#### **Calendar of Events:**

- **October 9** - Parade of Homes Committee at Charcoal Grill 7pm
- **October 12** —Dug Out Project at Woyak Park 8am
- **October 15** —Halloween Dinner, Associate Table Tops and Youth Apprentice Coordinator Guest Speaker at Shooters 6pm
- **October 17**—WBA Virtua Member Meeting Day
- **October 24** - Home Show Committee Meeting at Springville 6pm
- **November 13** —Parade Float building at Best Excavation's Shop 5pm
- **November 15**— Stevens Point Holiday Parade 6pm
- **December 17** - Holiday Casino Party
- **February 15**— Home Show at Sentry World 9am—6pm

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#### **Officers**

President—Jeff Rice

President Elect—Mikhail Salienko

Treasurer—Bruce Woyak

Executive Officer—Carrleen Hyer



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## President's Message

Hello GSHBA members,

I'm honored to have been chosen as the President of GSHBA. I'd like to use this opportunity to outline my plans for promoting and improving the organization and its membership for the coming year:

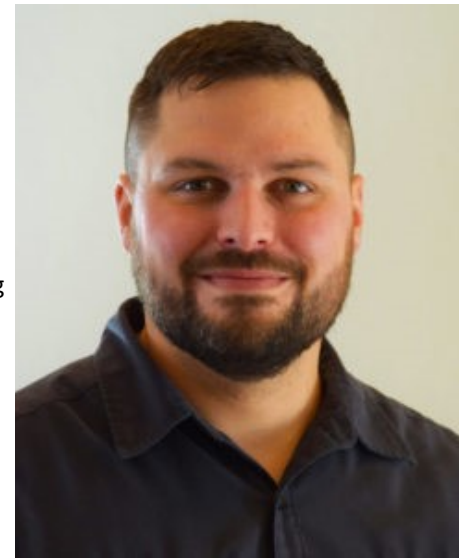
1. The largest problem many of us currently face has less to do with finding work, and more to do with finding workers. I plan on working with local secondary and post-secondary educational institutions in our region to help promote trades as a viable career option to students. The first instance of this will occur at the October meeting on October 15 at Shooters, when Brigitta Altmann, Vice Principal at SPASH, will give a short presentation about how you can promote an apprenticeship within your organization, and hopefully attract more young people to careers in the trades.
2. The GSHBA would benefit greatly from having a stronger relationship with the city planners and community development directors working at the municipalities in our region. By creating stronger lines of communication between the municipalities and our organization, I believe that we'll be able to unearth new opportunities for development that we can communicate directly to our members, and ultimately benefit GSHBA's members, the organization, and our communities simultaneously.
3. More visibility of the organization in our collective areas should produce more opportunities for our members. We can achieve this by doing more community service work and being more involved in community events. Some good examples of how we can be more involved are coming up soon, in the form of a work day on Saturday, October 12 at Woyak Park where GSHBA members are updating the dugouts (Contact Chris Brooks if you can help!), and taking part in the Holiday Parade in Stevens Point on November 15 (Float construction is happening at Best Excavating's shop on November 13).
4. Of course there are more projects and opportunities for the GSHBA to come in the next year, not least of which are some updates and changes to the Home Show and Parade of Homes. If you care to be involved with the planning of either of these events, please contact Carrleen in the GSHBA office to make sure you're included on the planning communications.

It's my sincere hope and expectation that by employing this four-pronged approach of engaging and attracting youth to trades, creating purposeful and mutually beneficial relationships with our local municipalities, taking a strong, visible role in our communities, and executing fantastic public-facing events we will help move this organization even further forward than we've been able to in the past.

I hope to see you at some of our upcoming events! Bring a friend or potential new member!

Sincerely,

Jeff Rice



**Jeff Rice**  
**Origin Family Homebuilders**  
**117 Edgewood Rd,**  
**Custer, WI 54423**  
**Phone: (715) 592-6983**  
**[jeff@originhomebuilders.com](mailto:jeff@originhomebuilders.com)**

## Building Our Future—GSHBA Scholarship Program

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. Your gift of a Scholarship is most important because it will make a difference in the lives of area students who dream of making a difference. Tomorrow's leaders learn from today's leaders, and it is vitally important to support the education of our next generation of contractors. Education creates possibilities. Giving a GSHBA Scholarships is just the beginning - someone else's beginning. Students hear the message behind the money, the message that others see the promise of their potential and believe in their dreams.

**If you would like to add a scholarship, contact the GSHBA Office at  
715.341.3536 or e-mail [office@gshba.net](mailto:office@gshba.net) by NOVEMBER 1<sup>st</sup>**



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## **Parade of Homes Kick Off Meeting**

**Wednesday, October 9th at Charcoal Grill in Plover**

We will be discussing the dates and contracts for this year's Parade. All members are welcome! We are always looking for help on the committee so if you'd like to get involved attend this first planning meeting.

## **Woyak Dug Out and Sign Project**

**Work Day October 12th at 8:00am at Woyak Center in Plover**

As many of you know we have been working to help roof the dugouts at Woyak Ballpark in Plover. We will be putting up signs for advertising public events at the park as well. We need members to help finish up the project so if you have any time to help on the 12th please contact Chris Brooks or email the office at [office@gshba.net](mailto:office@gshba.net).



**EAT, DRINK AND BE SCARY!**  
**GSHBA HALLOWEEN PARTY**

**AT SHOOTERS**

**TUESDAY, OCTOBER 15TH**

**6:00 PM TRICK OR TREAT AT  
ASSOCIATE TABLE TOPS**

**CASH PRIZES  
FOR BEST COS-  
TUMES!**

# Halloween Costume Party

Buffet includes chicken, beef, ham, mashers, gravy, stuffing, vegetable and pasta dishes, soup (yes their amazing chicken soup) salad, rolls and more!

**Guest Speaker Brigitta Altmann-Austin will be sharing how businesses can take advantage of the apprentice program available at SPASH to get matched up with employees. Invest in your industry's future and get great employees!**

**ATTENTION BUILDERS, THERE IS A \$100 DISCOUNT** on the 2020 Parade of Homes Entry Fee if you attend and trick or treat at each Associate Table Top.

**RSVP AND RESERVE A TABLE TOP SPACE BY OCTOBER 10th**

*This is a Spooktacular opportunity for members to get familiar with what other*

Company Name \_\_\_\_\_

*Bring your tastiest guest....we'd love to have them for dinner!*

Names: \_\_\_\_\_

# of additional guests \_\_\_\_\_ x \$18.00

Yes, I would like to reserve an Associate Promo Display Area \_\_\_\_\_



## Thank you Volunteers!

The GSHBA Kids Construction Booth at Art in the Park was a smashing success, literally hammers were smashing as kids built tool boxes and other creative projects. Thank you Drexel Lumber, Feltz Lumber and Blenker Corporation for donating lumber for the event. Thank you BJ Welling for letting us use your shop to prepare all the wood kits and your tools during the event. Thank you to all the members that volunteered at Welling Kitchen and at the event on Saturday.



art in the park



## What's in a name?



In our case, quite a bit.

A name like "Pella Windows & Doors of Wisconsin" comes with expectations. Not only do building professionals expect Pella's high-quality materials, colors, and styles, they want local insight and a work ethic worthy of Wisconsinites. Our strong values and integrity complement a true consultative approach, so your next project is worry-free, rewarding, and a good value.







## HOLIDAY PARADE

on Main Street in Stevens Point

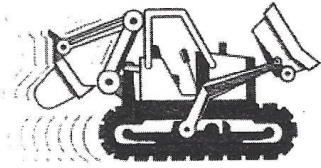
Friday, November 15th at 6:00pm

We will be building a GSHBA float again this year at Best Excavating's Shop on November 13th at 5:30pm—till it looks great. We would love your help in building the float on Nov 13th and/or riding in the parade on Nov 15th and handing out goodies. We will be meeting after the parade at Springville Sports Grill for pizza.



# BEST

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# HOME SHOW

**GOLDEN SANDS HOME BUILDERS ASSOCIATION**

**SENTRY WORLD**

**February 15, 2020**

**9am-6pm**

Watch for Contracts &  
 Sponsorship opportunities  
 in your email and  
 mail boxes this week!

*The first Home Show Committee Meeting was held last week. There was some great ideas for the show this year including incorporating all the new technology that is available in homes and throughout the build process. Contracts and Sponsorship opportunities will be emailed and mailed to all members and past vendors this week. The planning will continue at our **next committee meeting on October 24th at Springville**. We are always looking for help so mark your calendars and attend the next meeting if you would like to get involved.*

# Smart Home Builder Incentive Program



Smart Thermostats • Smart Door Locks • Lighting Control • Home Theaters • Multi-Room Audio • Voice Control

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Our Builder Incentive Program encourages contractors to promote smart home technologies in their projects. *Include our \$2,500 Smart Beginnings package in every bid, and we will reward your referral* once the installation is completed. We'll work with you and your clients to integrate home automation right into the construction plan. Then our experienced professionals will handle all installation, programming, client education and support — much like any other sub — *except we'll pay you!*

## Builder Benefits

- ✓ Receive 10% referral bonus on projects we complete with your referral
- ✓ Customer consultation with our team to help them identify the automation features that they'll enjoy most
- ✓ Our experienced installers handle all installation, programming, education and support — on time and within budget
- ✓ Partnership enhances your market differentiation
- ✓ Increased customer satisfaction and overall home enjoyment



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In September we installed our the Board of Directors and Officers for 2019-2020.

Welcome our newest Board of Director Stacey Zimmermann with Rural Mutual Insurance Company. Officer installations included our new President Jeff Rice from Origin Family Homebuilders, Treasurer Bruce Woyak with Central Door Solutions and President Elect Mikhail Salienko with Compass Insurance.



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At our September Installation and Awards we took time to recognize and appreciate some of our outstanding members this past year.

Congratulations to everyone that received an award and thank you for all you do for the Association!



**Builder of the Year**

**Kurt Bergman, Bergman Builders**



**Associate of the Year**

**Mikhail Salienko, Compass Insurance**



**Presidents Award**

**Jerry Hoffman, Mid State Supply**

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