

# The Golden Rule

OCTOBER 2022



## President's Message

Welcome everyone to a new term of the GSHBA. I would like to thank all previous board of directors, treasurer and President from past terms to build a strong association for myself and along with some new board members to continue on what you all have started.

I am looking forward to upcoming year along with Mark Robinson to have some informational meetings for all and continue with all events like the 5K, winner winner chicken dinner and possibly try and get a bowling night back as a meeting. I would also like to try and bring back associate night with table tops just so the builders know what the associate members can do for them and also each other.

I am also setting up my committees for the following year so if anyone has interest in getting involved on a committee please reach out to me. I hope to see all at the next meeting at Anchor Bay on the 11th. Good food and spirits with Officer Seth Pionke from the Plover Police Department to talk about crime Prevention and how to protect your job sites. So please have your questions ready for him.

All have a good week,

Bruce Woyak



**Bruce Woyak, Central Door Solutions**

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Food for thought: Term: "The whole nine yards" People have thought that this was a football term to reach a first down. But the term arrives all the way back from WWII. It refers to the length of an ammunition belt on world war II fighters- When a pilot had exhausted his ammunition, he said he shot off the whole nine 9 yards.



3460 North Biron Dr. Wisconsin Rapids, WI

## **GSHBA October General Membership Dinner**

**October 11, 2022**

**At Anchor Bay Bar & Grill**

**Cocktail Hour at 6pm**

**Dinner at 7pm**

All dinners included a baked potato, salad, vegetable and a dinner roll. Please select an entree:

- ☐ 8 oz. Choice Angus Sirloin
- ☐ Beer Battered Cod Fillet

**Guest Speaker at 7:30pm**

**Plover Police Department Crime Prevention Officer**

**Seth Pionke**

**RSVP dinner selection by October 5th to [office@gshba.net](mailto:office@gshba.net)**

One Dinner included with membership and \$20 each additional guest.

## 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 of 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, e-mail  
[office@gshba.net](mailto:office@gshba.net) by NOVEMBER 1<sup>st</sup>



### CHAIR OR JOIN A COMMITTEE NOW!

It's a new year for GSHBA and we are looking for volunteers to be a Committee Chair or to join a committee to help out. Associate Advisory, Community Events, Education, Ethics, Governmental Affairs, Hammer Down 5K

Maintenance, Membership, Parade of Homes, Social Media, Scholarships and Programs are just a few of the committees we need help with. Please call Carrleen (715) 340-2242 or Bruce (715) 572-5461 or email [office@gshba.net](mailto:office@gshba.net) if you can spare some time to volunteer. You get out of the association what you put in. Get all you can from your membership by getting involved today!

**We will be switching our monthly events to the second Tuesday of each month.** Portage County Business Council switched their monthly gatherings to the third Tuesday of each month and we want members of both associations to be able to participate in all the events. Please adjust your calendars for the upcoming year.



## LOOKING FOR A WINDOW PARTNER? I CAN HELP!

Hi, I'm Brian Jeske. I am a 25 year veteran of Pella Windows and Doors of Wisconsin. My wife and I relocated from the greater Milwaukee area. I am a 5 time Pella Corporation presidents club winner. I work with residential builders, remodelers, architects, and homeowners to help select the right windows and doors for their projects. I take pride in my customer service, detail and accuracy. How can I help you with your project?

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# *Annual Installation Dinner & Awards Banquet*



**2022 Associate Member of the Year** - Bruce Woyak with Central Door Solutions



**2022 Builder Member of the Year** - Ryan Hyer with Hyer Homes



**2022 Leadership Award-** Seth Stormoen with Stone Point Custom Homes



**2022 Leadership Award-** Carey Larson with Duralum Building Center



**2022 Presidents Award-** Aaron Cordy with Stevens Point Log Homes



Thank you Cory Sellars, WBA President, for installing our new President Bruce Woyak

# *Annual Installation Dinner & Awards Banquet*



**2022-2023 GSHBA Officers & Board of Directors!**



**President** - Bruce Woyak, Central Door Solutions (715) 340-9884  
bwoyak@centraldoorsolutions.com

**President Elec** - Mark Robinson, Blenker Companies (715) 824-5665  
Mark.Robinson@blenkerco.com

**Treasurer** - Stacey Zimmermann, Rural Mutual Insurance (715) 341-6622  
SZimmermann@ruralins.com

## **Board of Directors:**

**Kurt Bergman**, Bergman Builders (715) 498-5825 bergmanbuilders@charter.net

**Aaron Cordy**, Stevens Point Log Homes (715) 340-9884 aaron@pointlogs.com

**Rob Erbes**, Erbes Construction (715) 340-6853 erbes@erbesconstruction.com

**Mike Helmrick**, Rettler Corp. (715) 252-2868 mhelmrick@classicrealtwyi.com

**Ryan Hyer**, Hyer Homes (715) 340-7773 ryanhyer@gmail.com

**Carey Larson**, Duralum Building Center (715) 572-7301 duralumsiding@gmail.com

**Mikhail Salienko**, Compass Insurance (715) 8223 mikhail.salienko@compassinsurance.net

**Seth Stormoen**, Stone Point Custom Homes (715) 321-4429 seth@pointlogs.com

**Jay Wolf**, Edward Jones (715) 252-8981 jay.wolf@edwardjones.com





Despite a lot of rain, it was another great Parade this year. We had around 1,000 people come thru the homes during the weekend. Special thanks to all the builders, subcontractors and suppliers that worked hard to put the homes on display. This year was especially difficult with supply chain issues and busy schedules but everyone pulled it off with some beautiful houses!

Thank you Chris Brooks for Chairing the Parade Committee and Aaron Cordy for Co-chairing!

Thank you to the following builders for entering homes:

**BERGMAN BUILDERS**

**BLENKER COMPANIES**

***DENYON HOMES***

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## **WISCONSIN BUILDERS ASSOCIATION**

### **Advocacy Digest | September 20, 2022** **Brad Boycks, Executive Director**

#### **Member Meeting Day via Zoom Set for October 6**

WBA will hold a Member Meeting Day via Zoom on Thursday, October 6. All members can attend the advocacy meeting, membership and local officers meeting, and actively participate.

The Advocacy Group will start at 9 am and members will be asked to sign off on the WBA Advocacy Agenda for 2023-2024. Advocacy Group members will also be getting a sneak peak of a study conducted by the Institute for Law and Liberty that will be conducted by interviewing several WBA builders and developers on ways to reduce the cost of housing in Wisconsin.

The Membership and Local Officers Group starts at 10:45 am and will be treated to an update on key housing market trends by Danushka Nanayakkara-Skillington, AVP of Forecasting and Analyst for the National Association of Home Builders.

The board of directors meeting starts at 1 pm and will kick off by an address from Bill Owens who is running unopposed for the office of Third Vice Chairman of the National Association of Home Builders for 2023. Qadra Evans, Director of Industry Relations, New Construction for Zillow will also present a brief update to give you the latest economic trends and insights directly from the expert, Zillow. All members can attend the board meeting but only board members may vote.

The complete meeting packet will be sent out via email to all members around September 23.

#### **Uniform Dwelling Code Council Meets in August**

The Uniform Dwelling Code Council (UDC Council) got together in August for the first time since April of 2021. The council again voted WBA Past President Mark Etrheim as the UDC Council vice chair and also discussed starting the process of reviewing the entire UDC in 2023 and making suggested changes via the administrative rule process.

As you know there has been a continued push to move further on the energy code than we have been comfortable with in addition to proposals to allow municipalities to implement "stretch codes" that could greatly exceed the statewide energy code and break statewide uniformity.

We will continue to monitor future meetings of the UDC as they consider new code proposals as part of an overall code review, most likely in early 2023.

#### **FROM NAHB: Builder Confidence Falls for Ninth Straight Month as Housing Slowdown Continues**

In another sign that the slowdown in the housing market continues, builder sentiment fell for the ninth straight month in September as the combination of elevated interest rates, persistent building material supply chain disruptions and high home prices continue to take a toll on affordability.

Builder confidence in the market for newly built single-family homes fell three points in September to 46, the lowest level since May 2014 with the exception of the spring of 2020, according to the National Association of Home Builders (NAHB)/Wells Fargo Housing Market Index (HMI) released today.

"Buyer traffic is weak in many markets as more consumers remain on the sidelines due to high mortgage rates and home prices that are putting a new home purchase out of financial reach for many households," said NAHB Chairman Jerry Konter, a home builder and developer from Savannah, Ga. "In another indicator of a weakening market, 24% of builders reported reducing home prices, up from 19% last month."



“Builder sentiment has declined every month in 2022, and the housing recession shows no signs of abating as builders continue to grapple with elevated construction costs and an aggressive monetary policy from the Federal Reserve that helped pushed mortgage rates above 6% last week, the highest level since 2008,” said NAHB Chief Economist Robert Dietz. “In this soft market, more than half of the builders in our survey reported using incentives to bolster sales, including mortgage rate buydowns, free amenities and price reductions.”

Derived from a monthly survey that NAHB has been conducting for more than 35 years, the NAHB/Wells Fargo HMI gauges builder perceptions of current single-family home sales and sales expectations for the next six months as “good,” “fair” or “poor.” The survey also asks builders to rate traffic of prospective buyers as “high to very high,” “average” or “low to very low.” Scores for each component are then used to calculate a seasonally adjusted index where any number over 50 indicates that more builders view conditions as good than poor.

All three HMI components posted declines in September. Current sales conditions dropped three points to 54, sales expectations in the next six months declined one point to 46 and traffic of prospective buyers fell one point to 31.

Looking at the three-month moving averages for regional HMI scores, the Northeast fell five points to 51, the Midwest dropped five points to 44, the South fell seven points to 56 and the West posted a 10-point decline to 41.

HMI tables can be found at [nahb.org/hmi](https://www.nahb.org/hmi). More information on housing statistics is also available at [Housing Economics PLUS](https://www.housingeconomics.com) (formerly housingeconomics.com).

## WBA Member Meeting and Board of Directors Meeting

Members are always welcome to attend the WBA quarterly meetings! The October meeting is virtual and the agenda is below along with a link to register to attend.

Thursday, October 6, 2022 (8:30 AM - 2:30 PM) (CDT)

### DESCRIPTION

Join us for our last member meeting day of 2022.

8:30am - Meeting Room Opens

9:00am - Advocacy Group Meeting

- Featuring approval of 2023-2024 legislative agenda; update on key political races

10:45am - Membership & Local Officers Meeting

- Featuring discussion by Danushka Nanayakkara-Skillington, NAHB; Key Market Trends

12:00pm - Break

1:00pm - Board of Directors Meeting

- Featuring Qadra Evans, Director of Industry Relations, New Construction; Zillow

### LINK TO REGISTER:

<https://association.wisbuild.org/eventcalendar/Details/member-meeting-day-virtual-760020?sourceTypeld=Website>



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