



OCTOBER 2025



THE GOLDEN RULE

THE GOLDEN SANDS HOME BUILDERS ASSOCIATION NEWSLETTER

PRESIDENT'S MESSAGE

GSHBA Members:

First and foremost, I would like to thank Jay Wolf for the great job he did as our President this past year. This role is a huge commitment and Jay's outstanding leadership did not go unnoticed...guess that's why he received the Leadership Award at our September meeting! Congratulations as well to Mike Helmrick, Ryan Hyer, and Eric Chojnacki who were awarded the GSHBA Associate Member of the Year, President's Award, and GSHBA Builder Member of the Year respectively.

Carl Harris, the 2024 NAHB Chairman of the Board, was our guest speaker at the September meeting and installed our new leaders for this coming year. As a side note, I met Carl at the 2025 International Builders Show and I joked that he should install our new group of leaders this year. He put it on his calendar on the spot and was awesome enough to follow through on his promise. I would encourage all of you to put the International Builders Show on your bucket list. I have attended several times over the past 30 years. Trust me, it is money well spent! This year's show is February 17 – 19 in Orlando, Florida. The Expo Pass for members is free with September registration.

We are having a combined meeting with the Wausau Area Builders Association on October 1st for a Stratford Homes plant and model tour with dinner following at the Buck-A-Neer Restaurant. This will be a great opportunity to network with another local association. In November, we will be float building for the Stevens Point Downtown Christmas Parade, with pizza after...and of course participating in the parade the following night. And I'm excited to announce that we are bringing back Casino Night for our Christmas party on December 9th at The Sky Club.

Thank you for putting your trust in me as your leader this coming year. My dad was a charter member of GSHBA and also a past president. I hope to represent GSHBA as well as he and our other past presidents have.



Kurt Bergman, Bergman Builders

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Kurt Bergman

CALENDAR *of* EVENTS

October 1 - Stratford Homes Plant & Model Tours and Dinner at Buck-A-Neer Restaurant

October 14 - Board of Directors Meeting at 4:00pm at Bergman Builders

October 14 - Scholarship Committee Meeting 5:00pm at Bergman Builders

November 25 - Holiday Parade Float Building at Bergman Builders & Dinner at Springville Sports Barn

November 26 - Walk with our Float at the Holiday Parade - 6:00pm Stevens Point on Main Street

December 9 - GSHBA Christmas Party at Sky Club - Casino Night



GSHBA October Meeting at Stratford Homes

Wednesday October 1, 2025 5pm - 8:00pm

At Stratford Homes - 212501 WI-97 Stratford, WI

Plant & Model Tours at 5:00pm

Dinner following at Buck-A-Neer Restaurant

Dinner is a family-style meal including beef tips & gravy, baked chicken, mashed potatoes & gravy and vegetables.

This event is combined with Wausau Area Builders Association

A bus will be available for transportation, **leaving at 4:15pm** from the parking lot just east of Oso's Brewing at 1800 Plover Rd.



To View the Directory online go to www.gshba.org or Click on this link

[GSHBA MEMBER DIRECTORY](#)

Installation & Awards Dinner

We had a fantastic evening at our Awards and Installation Dinner in September held at the Sky Club , with a great turnout of members coming together to celebrate another successful year.

We were especially honored to welcome Carl Harris from the National Association of Home Builders (NAHB) as our guest speaker. Carl shared valuable insights about the many benefits NAHB provides to members and the important work being done at the national level to support our industry. He also graciously officiated the installation of our new officers and Board of Directors.

This year's **Board of Directors** includes two new members:

- **Don Minarcin**, *Nicolet Bank*
- **Jon Marty**, *Jon Marty's Custom Carpentry*

Our new officers were also installed:

- **Kurt Bergman**, *President*
- **Eric Chojnacki**, *President-Elect*
- **Mike Helmrick**, continuing as *Treasurer*



We were thrilled to recognize several outstanding members for their dedication and contributions over the past year:

- **Associate of the Year:** *Mike Helmrick with Rettler Corp.*
- **Builder of the Year:** *Eric Chojnacki with Freedom Home Builders*
- **President's Award:** *Ryan Hyer with Hyer Homes*
- **Leadership Award:** *Jay Wolf with Edward Jones*

It was truly an evening of celebration, connection, and inspiration as we look forward to another great year together with our new leadership team in place.



Welcome New Members!

Welcome our newest members joining the Association this month:

Betro Flooring - Jamie Betro

Droptine Fabrication LLC - Krissy Pliska

Guelzow Heating & A/C - Tyler Stanczyk and Joel Berry

Mill Creek Masonry - Rick Byrum

Northwestern Mutual - Walter Roth

Thomas Masonry - Tom Wierzba



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WE OFFER ENDLESS POSSIBILITIES FROM BASIC SIGNAGE TO INDUSTRIAL SIZE PROJECTS. WE HAVE ACCESS TO A LARGE INVENTORY OF STEEL, ALUMINUM, AND STAINLESS. WHETHER YOUR PROJECT CALLS FOR BAR STOCK, SHEET, TUBE, OR PLATE, IT WILL BE OUR GOAL TO COMPLETE YOUR PROJECT IN A TIMELY MANNER.

CONTACT US TODAY WITH YOUR PROJECT IDEA. SMALL OR LARGE, WE CAN HELP!



Donate a Scholarship - 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.

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 DONATE A SCHOLARSHIP, CONTACT THE GSHBA OFFICE 715.340-2242
or e-mail office@gshba.net BY NOVEMBER 1st**

SCHOLARSHIP COMMITTEE MEETING

October 14th at 5:00pm

At Bergman Builders - 2200 Okray Ave. Plover

**If you are interested in serving on the scholarship committee this year,
we would love to have you! Attend our first meeting of the year to kick
off the 2026 Scholarship Program.**



**GSHBA Christmas Party
December 9th at Sky Club
Drinks ~ Dinner ~ Casino Party**

Watch your email for more info to follow



Help Build a GSHBA Holiday Parade Float

Tuesday, November 25th

4:00pm Float Building at Bergman Builders

Okaray Ave. Plover, WI

6:30pm Dinner at Springville Sports Barn

Being involved in the community is so important to GSHBA . The Holiday Parade is a great way to do it. The Parade is the next day, **November 26th at 6:00pm**. We will be lining up on **Main St. near Associated Bank around 5:15pm to walk with the float and hand out candy**. Everyone is invited to help build the float and go to Jordan Park after. The more the merrier, it's a great way to kick off the holiday spirit!

WBA Member Meeting Day (Virtual) -

Thursday, October 9, 2025 (9:00 AM - 3:00)

Details:

8:45AM - Meeting Room Opens

9:00AM - 10:15AM - Advocacy Meeting

Featured speaker: Evan Loukadakis, NAHB Federal Legislative Manager

10:30AM - 11:30AM - Membership and Local Officers/Emerging Issues Group Meeting

featured speaker: Johnson Financial Group and John Keckhaver, Dept. of Workforce Development Youth Apprenticeship Section Chief

11:30PM - 12:30PM - Break for Lunch

12:30PM - 2:30PM - Board of Directors Meeting

If you have not yet registered for the meeting and plan to participate, please go to the [InfoHub](#) to register, or click here: <https://association.wisbuild.org/ap/Events/Register/zBFQxx4igCACR>



**WISCONSIN
BUILDERS
ASSOCIATION**



Wisconsin Builders Association Backs Three Critical Legislative Proposals to Unlock Affordable Housing

September 23 – The Wisconsin Builders Association (WBA) today announced its strong support for a housing package, specifically three legislative proposals—LRB-0669/P5 (Subdivision Reform), LRB-2130 (Workforce Housing PAYGO TID), and LRB 2355 (Truth in Planning)—designed to streamline development processes, lower housing costs, and address Wisconsin’s urgent need for affordable workforce housing.

“The greatest obstacle to expanding workforce housing in Wisconsin is the high upfront cost of subdivision infrastructure—such as sidewalks, curbs, water and sewer lines, and utilities,” said WBA President Mike Derrick. “These expenses fall on developers at the start of a project and are ultimately built into the price of each home, pushing entry-level housing beyond the reach of many working families.”

Adding to the challenge are inconsistent planning and zoning requirements, which create uncertainty, delay projects, and drive-up costs. Together, these factors make it increasingly difficult to deliver the affordable housing our communities urgently need. The three bills directly address these barriers.

1. LRB-2130: Establishing Workforce Housing “Pay-As-You-Go” (PAYGO) Tax Increment Districts (TIDs)

- Uses tax increment from new homes to offset subdivision infrastructure costs.
- Lowers price points to make workforce homes more attainable for working families.
- Targets “missing middle” housing with limits on lot size and square footage.
- Voluntary tool that communities can choose to use; expands single-family and duplex options.
- Developer-financed model ensures private investment leads with minimal municipal risk.

2. LRB-2355: Truth in Planning & TIF Modifications

- Aligns zoning with comprehensive plans to eliminate costly, time-consuming disconnects.
- Establishes “by-right” housing when projects comply with approved plans and requirements.
- Extends affordable housing TIF flexibility from one year to two.
- Clarifies “newly platted residential” definition to allow redevelopment of blighted parcels.

3. LRB-0669/P5: Subdivision Plat Approvals & Public Improvements

- Requires municipalities to offer pre-submission, conceptual subdivision review for predictability.
- Updates public improvement rules—no upfront installation required before plat approval; caps initial security at 120% of estimated costs.
- Streamlines approvals: clerks must certify final plats within 10 days.
- Modernizes planning statutes to support efficient processes and diverse housing options.

With the leadership of Representatives Brooks, Armstrong and Kreibich and Senators Jagler and Feyen — and in collaboration between WBA, the Wisconsin REALTORS® Association and the League of Wisconsin Municipalities—these legislative initiatives can help communities bring their vision to life by creating clearer, more efficient, and transparent processes for growth that align with local goals.

The advertisement features a large group of ten employees in business attire, some wearing green polo shirts with the company logo. A woman in the front row is circled in green, with a green arrow pointing to her and the text "Person of the Year". Above the group is the Community Insurance logo, which consists of a green shield with a stylized "ci" inside, and the words "COMMUNITY INSURANCE" in black capital letters below it. To the right of the logo is a collage of hexagonal images showing various scenes: a person on a bench, a person lying down, a person working at a desk, and a person in a field. On the left side of the advertisement is a vertical decorative border with a repeating geometric pattern of green and grey hexagons. At the bottom, a green banner contains the phone number "715-344-2222" in large white font, followed by the text "HOME | AUTO | UMBRELLA | BUSINESS | LIFE" and the website "www.community-insurance.com" in smaller white font.

715-344-2222 HOME | AUTO | UMBRELLA | BUSINESS | LIFE
www.community-insurance.com



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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