

FEBRUARY 2026



# THE GOLDEN RULE

## THE GOLDEN SANDS HOME BUILDERS ASSOCIATION NEWSLETTER

### PRESIDENT'S MESSAGE

GSHBA Members:

Hopefully everyone is staying busy despite this cold spell...hopefully it will warm up soon!

**Again this month, we have two new members to welcome to GSHBA. Welcome Shawna Oliver and Rachel Sopa from Sterling Water Culligan and Amy Frolik from TDS Telecom. Making our new members feel welcome is critical to member retention so please try to visit with them at upcoming meetings and events.**

Thank you to Ideal Crane for hosting our January event as well as offering telehandler training to our members. We had a great turnout...approximately 40 members trained for the certification followed by networking.

There is still time to sign up for our next meeting on **WEDNESDAY**, February 11th. I encourage both builders and associates to come and see what the associate members of GSHBA have to offer. **We will be giving away one FREE GSHBA membership to an attendee who visits all associate displays during the event. The deadline to sign up is Wednesday, February 4<sup>th</sup>.**

Scholarship applications are due March 3<sup>rd</sup>. We have 17 scholarships totaling \$19,950! Make sure you spread the word to your family, friends and employees!

Our 5K and golf outing committees are working on this year's events. Consider sponsoring these events and also registering to run or walk, and golf. All members are welcome to attend any committee meetings. If you are interested in helping with the planning of these events, reach out to either myself or Carrleen.

Have a safe February!



**Kurt Bergman, Bergman Builders**  
**(715) 498-5825**  
**[office@bergmanbuilders.com](mailto:office@bergmanbuilders.com)**

*Kurt Bergman*

# CALENDAR *of* EVENTS

**February 4- Hammer Down 5K Committee Meeting** 4:00pm at Bergman Builders (2200 Okray Ave.)

**February 11 (Wednesday) - GSHBA Board Meeting** at 4:00pm at Springville Sports Barn.

**February 11 (Wednesday) - Associate Showcase Night** at 5:30pm at Springville Sports Barn

**February 17-19** - International Builders Show in Orlando FL

**March 12**- Guest speaker David Hreha , location TBD

**April 14 - Scholarship Banquet** at Food + Farm Exploration Center in Plover at 6:00pm

**May 2 (Saturday)- Hammer Down 5K** at Anchor Bay in Wisconsin Rapids at 10:00am

**May 12** - Elections and Parade of Homes Auction Night

**June 9** - Summer Picnic at Pacawa Park, Worzella Pavillion in Plover

**July 10** - Jeff Nygaard Annual Golf Outing at the Ridges Golf Course



## Training and Open House

Thank you to Ideal Crane Rental for offering telehandler training for our members last month and for hosting an Open House afterwards. Approximately 40 members trained for the certification, with even more stopping by to enjoy food, drinks and networking.

Congratulations to Mike Elmore of Denyon Homes, winner of the \$200 Kwik Trip gift card generously donated by Ideal Crane!



# Associate Showcase Night

*"Check out what we have to offer"*



## GSHBA Associate Showcase Night

**Wednesday, February 11, 2026**

**5:00 - 5:30 PM** - Associates set up tables and displays

**5:30 - 7:00 PM** – Drinks & Learn About Your Associate Members

**7:00 PM** – Dinner

*Several Builders are donating to offer some free drinks for the evening to show appreciation to all our associate members!*

Associate Showcase Night is a great opportunity for members to showcase the products and services they offer and for attendees to learn more about their fellow GSHBA members and their businesses.



This event is also an excellent chance to invite guests who are interested in learning more about our members and the value of GSHBA.

We will be holding a drawing to give away **one FREE GSHBA membership** to an attendee who visits **all associate displays** during the event!

**Associate Members:** Don't miss this opportunity to **set up a table or display** and share what you do with fellow members. There is **NO CHARGE** to set up a table or display. Springville has several 8-foot tables available. If you only need 4 feet, tables can be shared with two associates per table. Please let me know whether you would like to reserve a full table or half table space. If you plan to bring a different type of display and do not need a table, that's great too—just let me know the amount of space you'll need.

To reserve your spot, please email me at [office@gshba.net](mailto:office@gshba.net) by **February 4th**.

# HAMMER DOWN 5K

SCAN TO REGISTER



**MAY 2, 2026 AT ANCHOR BAY**

**THE 5TH ANNUAL HAMMER DOWN 5K IS COMING!**



GSHBA IS EXCITED TO HOST OUR 5TH ANNUAL HAMMER DOWN 5K, AND REGISTRATION IS OPEN NOW AT [GSHBA.ORG](http://GSHBA.ORG)

**THANK YOU STONE INNOVATIONS FOR BEING OUR 2026 MAJOR SPONSOR!**

**LEARN HOW YOU CAN BE A SPONSOR ON THE NEXT PAGE!**





# Sponsorships Available

*Check a box below to Sponsor Now!*

## 8 Penny Sponsor - \$200

- Name listed on the Race Shirt
- Name/logo and link on website

## Food Sponsor

- Provide a snack for the runners at the finish

## 16 Penny Sponsor - \$350

- Logo listed on the Race Shirt
- 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 bag

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

Print Name of Authorized Signer \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name of Sponsorship Level or Item \_\_\_\_\_ Amount \_\_\_\_\_

Name of Sponsorship Level or Item \_\_\_\_\_ 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 3530 Karrington Pl. Plover WI 54467.

Check Enclosed \_\_\_\_\_ Invoice Me \_\_\_\_\_

Credit Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_ Zip Code \_\_\_\_\_

Name of Card Holder \_\_\_\_\_

**Logos and graphic files can be emailed to [office@gshba.net](mailto:office@gshba.net) prior to March 15th.** Vectored artwork of logos, preferably in a EPS and/or PDF files **Payments and Invoices need to be paid in full by prior to March 15th.** Call (715) 340-2242 or email [office@gshba.net](mailto:office@gshba.net) if you have any questions.

# Welcome New Members!

**Sterling Water Culligan** - Shawna Oliver and Rachel Sopa

**TDS Telecom** - Amy Frolik



Rachel Sopa



Rachel Sopa (Water Consultant) and Sterling Culligan Water are based out of Waupaca, and service Portage, Waupaca, and Waushara counties. We take pride in being a family-owned dealership for over 70 years, and providing solutions to all your water needs, at home and work. We offer free in-home water testing, and all water treatment services from water softeners, reverse osmosis, and specialized systems as well!



Amy Frolik

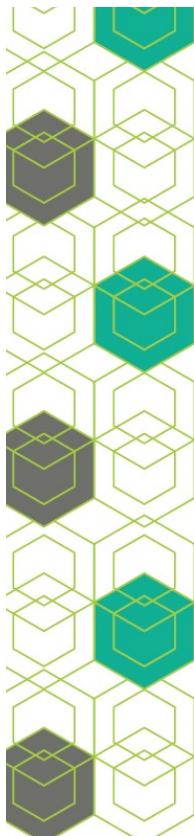
**TDS Telecom - Amy Frolik**

Founded and headquartered in Wisconsin, TDS delivers lightning-fast fiber-optic connections, TV, and phone services across the Badger State. TDS offers the latest technology to homes as well as advanced solutions for businesses including dedicated internet service and VoIP solutions.

We partner with builders to integrate fiber infrastructure during construction to add value to the property. Recent Fiber Broadband Association research showed fiber connections increased home values 4.9%, condos by 3.2%, and rental property rates were 12.8% higher!

Amy Frolik, TDS Senior Administrator of Field Marketing for Central Wisconsin, is excited to get involved and collaborate with Golden Sands Home Builders Association members.

REGISTRATION  
OPENING SOON



Person  
of the  
Year

715-344-2222

HOME | AUTO | UMBRELLA | BUSINESS | LIFE  
[www.community-insurance.com](http://www.community-insurance.com)



## Rock the Block – Stevens Point, WI

Rock the Block is a neighborhood revitalization program that aims to revitalize low-income neighborhoods within our community by engaging individuals, churches, youth groups, and business partners. By focusing on community-driven efforts, we intend to improve living conditions, enhance neighborhood aesthetics, and foster a sense of unity and pride among residents. This project will empower community members, instill hope, and positively impact on the overall well-being of the community. We would take one low-income neighborhood, in partnership with residents and community members, and make the neighborhood safer and more appealing.

### How does it work?

- Identify about 5 low-income families in a geographic area within the Stevens Point area who have a willingness to partner on improving their living conditions and neighborhood aesthetics.
- Projects include exterior painting, siding & window washing, yard decluttering & cleaning, yard maintenance & landscaping, improved exterior lighting, screen replacement, and small exterior home repairs. Project materials will average about
- The homes must be owner occupied and our goal is for families to be below 80% of AMI.

### What are the Project Objectives?

- Community Engagement – Engage and involve local residents, churches, youth groups, and business partners to actively participate in neighborhood revitalization efforts.
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- Housing Improvements – Enhance the physical appearance and safety of homes within the target neighborhood.

### Sponsorship Opportunities

- Sponsorship levels of Gold Sponsorship (\$2,500), Silver Sponsorship (\$1,000), and Bronze Sponsorship (\$500).
- Gold and Silver sponsors would have their name and a small logo included on all volunteer t-shirts, varying levels of social media posts on Facebook and HFH-CW website, and recognition at the celebration event.
- Bronze sponsors will include social media posts and recognition at the celebration event.

If you'd like to get involved by volunteering or sponsoring Rock the Block, reach out to Lisa Wolf via email at [wolf.lisa.a@gmail.com](mailto:wolf.lisa.a@gmail.com) or by phone (715) 340-9848.



To View the Directory online go to [www.gshba.org](http://www.gshba.org) or Click on this link



# CUSTOM GROUP TRAINING

## Solar Training Academy (PV 320)

*Midwest Renewable Energy Association (MREA)*

*7558 Deer Road, Custer, WI 54423*

This package of six MREA courses is ideal for those just entering the solar workforce or preparing to take the NABCEP PV Associate exam. This course package includes: 52 hours of training, textbook, printed course materials, and NABCEP PV Associate Exam.

Class will be held from 9 a.m. to 5 p.m. daily (full attendance is required for credentials).

Join us at our headquarters in Custer, WI, to earn your NABCEP PV Associate Credential. Classes are taught by NABCEP-certified and experienced PV professionals, providing you with the foundational skills to launch or advance your solar career. Upon completing this series, you'll be fully prepared to take the NABCEP PV Associate Exam. Pass the exam, and you've officially earned your credential to advance in the solar industry!



### ***Schedule:***

Monday, February 23, 2026	Tuesday, February 24, 2026	Wednesday, February 25, 2026	Thursday, February 26, 2026	Friday, February 27, 2026
<b>Working with Electricity (G 108)</b>	<b>Basic Photovoltaics (PV 101)</b>	<b>PV Site Assessment (PV 201)</b>	<b>PV System Design (PV 202) Day 1</b>	<b>PV System Design (PV 202) Day 2</b>
Monday, March 2, 2026	Tuesday, March 3, 2026	<p>We provide light snacks, coffee, and tea during class. Meals are not provided, but a refrigerator and kitchen are available for students to store and warm up lunches. Area accommodations can be found at <a href="http://www.midwestrenew.org/accommodations">www.midwestrenew.org/accommodations</a></p>		
<b>PV Labs &amp; Design Scenarios (PV 304)</b>	<b>PV Exam Prep (PV 220) NABCEP PV Exam</b>	<p>To apply, contact Nicole Stachurski (715) 422-5011 or <a href="mailto:nstachurski@fsc-corp.org">nstachurski@fsc-corp.org</a></p>		

### **Presented by Advance Wisconsin Employment**

This program is made available by a grant from the American Rescue Plan Act Coronavirus State and Local Fiscal Recovery Funds. Advance Wisconsin Employment and Forward Service Corp is an equal opportunity employer and service provider.

If you have a disability and need assistance with this information, please dial 7-1-1 for Wisconsin Relay Service. Please contact Nicole Stachurski at (715) 422-5011 or [nstachurski@fsc-corp.org](mailto:nstachurski@fsc-corp.org) to request free of charge information in an alternate format, including a translation to your preferred language. Grant eligibility requirements do apply. First-come, first-served; space is limited to 15 students. \$500 incentive for completion.





Feb 17-19  
Orlando, FL

2026 NAHB INTERNATIONAL BUILDERS' SHOW®



## REGISTER EARLY & SAVE!

Your local association membership comes with an NAHB Membership and NAHB Members qualify for special registration rates to attend the **2026 NAHB International Builders' Show® (IBS)**.



There's no better place to see what's new and what's next for our industry than the Builders' Show.



Exclusive NAHB Member Rates

**\$75\***

**EXPO PASS**

See product/technique demos, 1,700+ companies, new products, solutions and trends on the IBS Exhibit Floors.

**EXPO+EDUCATION  
PASS \$595\***

Includes Expo Pass access PLUS 120+ IBS Education sessions covering trends and insights from industry experts.

\*NAHB Member pricing valid 10/1/25 - 1/9/26. Visit BuildersShow.com/fees for details. Manufacturer and software provider registrants are not eligible.



Register  
& Save

**BUILDERSHOW.COM/WHYIBS**

FL0426

# Golden Sands Home Builders Association Scholarships

**Applications are available online at [gshba.org](http://gshba.org) and DUE MARCH 3, 2026**



## **GSHBA Scholarship of Excellence - \$2,000**

This scholarship is available to any eligible student or resident seeking education in the building industry living in GSHBA tri-county area of Adams, Juneau, Portage, Waushara, Waupaca, and Wood counties. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

## **Jeff Nygaard Memorial Scholarship - \$1,000**

GSHBA sponsors this scholarship in memory of former member Jeff Nygaard. This scholarship will be available to any student or resident in the Portage County area seeking an education in the health care profession or building related industry. This "stipend" will be granted directly to the recipient's school upon verification of enrollment.

## **The Portage County Bank Scholarship - \$1,000**

This scholarship will be available to any student or resident in the Portage County area that is seeking education in the finance/banking profession or building industry. This "stipend" will be granted directly to the recipient's school upon verification of enrollment.

## **Ryley Hofferber Memorial Scholarship - \$1,000**

This is available to a student from Portage or Waupaca County. The award recipient must be planning on entering or enrolled in a degree apprenticeship program or education program in the field of building construction trades. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

## **Hammer Down Scholarship - \$1,000**

This scholarship is available to any student seeking education in the Building Industry, Health/Promotional Wellnes or Physical Therapy living in Adams, Juneau, Portage, Waushara, Waupaca or Wood County. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

## **GSHBA Parade of Homes Scholarship - \$1,000**

This scholarship is available to any student seeking education in the Building Industry, Interior Design, Drafting or Marketing fields living in Adams, Juneau, Portage, Waushara, Waupaca or Wood County. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

## **Alchemy Concrete Scholarship - \$1,500**

This scholarship is available to a student from Amherst High School. The award recipient must be planning on entering or enrolled in a degree apprenticeship program or education program in the field of building construction trades. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

## **FFH Scholarship - \$1,000**

This scholarship is available to any new or continuing full or part time student seeking education at Mid-State Technical College in the Construction Trades program. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

## **Freedom Home Builders Scholarship - \$1,000**

Applicants must meet the following criteria: 1. Must have an enlistment contract to join any branch of service. 2. Must be in one of the trades or joining an engineer MOS. It can be a split if they already did basic training, and they are home to finish high school before going to do second phase of initial entry training.

### **\_\_\_\_ Marty Family Scholarship - \$1,250**

This scholarship is available to any Portage County resident training and working in a building industry trade. This "stipend" will be granted directly to the recipient for work related tools and equipment.

### **\_\_\_\_ AgCountry Farm Credit Services Scholarship - \$1,500**

This scholarship will be available to any student seeking education in the finance/banking profession or building industry. This "stipend" will be granted directly to the recipient's school upon verification of enrollment.

### **\_\_\_\_ Welling Kitchen, Bath & Flooring Scholarship - \$1,000**

This grant is available to any person entering a career related to kitchen, bath and/or floor design or remodeling. Applicants should explain their anticipated career, and how the grant will reduce the barrier to entry. The grant will be issued to the recipient for work-related tools, equipment, or education.

### **\_\_\_\_ Feltz Lumber Scholarship - \$1,500**

This scholarship is available to any student seeking education in the Building Industry, Interior Design, Drafting or Marketing fields living in Adams, Juneau, Portage, Waushara, Waupaca or Wood County. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

### **\_\_\_\_ Ideal Crane Rental, Inc. Workforce Ambassador Scholarship - \$1,000**

This scholarship is available to any new or continuing full or part time student seeking education at Mid-State Technical College in the Construction Trades or Diesel & Heavy Equipment Technician program. The "stipend" will be granted directly to the recipient's school upon verification of enrollment.

### **\_\_\_\_ Adams Skilled Trades Scholarship – \$1,200**

This scholarship is available to any student or resident within the GSHBA tri-county area — including Adams, Juneau, Portage, Waushara, Waupaca, and Wood counties — who is planning to enter or is currently enrolled in a degree, apprenticeship, or certification program in the electrical, mechanical, or building construction trades. Preference will be given to applicants pursuing careers in electrical, HVAC, plumbing, or other skilled trades that support residential and light commercial construction. The scholarship award will be paid directly to the recipient's educational institution upon verification of enrollment.

### **\_\_\_\_ SRS Building Products Scholarship - \$1,000**

This scholarship is available to any student in Portage county that is seeking education in the building industry, drafting or marketing fields. This "stipend" will be granted directly to the recipient's school upon verification of enrollment.

### **\_\_\_\_ Wirtz & Co Construction Scholarship \$1,000**

This scholarship is available to anyone majoring in Construction Management, Civil Engineering, Architecture, skilled trades or related. Career commitment should show statement of intent to work in construction engineering or related. No GPA requirements. Preferably from Central Wisconsin and we encourage underrepresented groups (women in construction, second chance parents who are starting over). Please include in your essay "Why I Want to Build"



## 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?

### Why Pella?

- Rated #1 for Innovation
- Rated #1 for Highest Quality
- The Best Warranty
- Energy Efficiency
- Simply Beautiful
- Superior Performance



**Pella Windows & Doors  
of Wisconsin**

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