

Indoor Outdoor Living

The latest in Coulee Region home products and services!

home & garden SHOW[®]

LA CROSSE AREA
BUILDERS
ASSOCIATION

May 3-5, 2013

Omni Center
Onalaska

Friday 5-9 p.m.

Saturday 10 a.m.-6 p.m.

Sunday 11 a.m.-4 p.m.

Adults \$5

Children (5-15) \$2

Children under 5 free

NEW THIS YEAR!
SEMINARS

sponsored by:

 **Xcel Energy**[®]
RESPONSIBLE BY NATURE™

Install NATURAL GAS APPLIANCES and add VALUE



xcelenergy.com/EnergyPartners

© 2013 Xcel Energy Inc.

Incentives only available where natural gas is provided by Xcel Energy.

EFFICIENCY AND INCENTIVES. When you install energy-efficient natural gas appliances in the homes you build, you are building in lasting value and energy efficiency for your customers. Plus, possible incentives may be available from Xcel Energy and Focus on Energy.

Get the details at xcelenergy.com/EnergyPartners.



Taking touchless to a whole new level

GERHARDS®
106 Cameron Avenue
La Crosse, Wisconsin
608.791.3685

GerhardsStore.com

The **KOHLER® Sensate™** touchless faucet frees your hands so you can speed through prep, cooking and cleanup without spreading messes and germs throughout the kitchen. Simply wave your hand, or an object such as a pan or kitchen utensil — to turn Sensate on or off. Available at Gerhards, The Kitchen & Bath Store™.

THE BOLD LOOK
OF **KOHLER®**

home & garden SHOW

Welcome



John Lautz
LABA President
Lautz Custom Builders



Justin Snyder
Home & Garden Show®
Committee Chair
The Audio Video Pros, Inc.



On behalf of the La Crosse Area Builders Association, I would like to welcome you to the 2013 Home & Garden Show. With more than 140 exhibitors, there is much to see. I encourage you to take your time browsing through the show. You will have the opportunity to become educated on some of the newest products and trends in the home building and remodeling industry. Talk to the experts to learn how these products and services can benefit you and your family.

The dedicated professionals of the La Crosse Area Builders Association attend conventions, conferences and seminars throughout the year to remain on top of all that is new in the housing industry. You can find great ideas and products to incorporate into building a new home, remodeling your existing home, adding landscaping amenities or simply sprucing up your garden—and you can talk to the experts about how to get the job done right. As a member of the Builders Association for more than 25 years, I can assure you these professionals are some of the best in the business.

Take time to attend some of the free educational seminars the show has to offer. From making your home more energy efficient to beautifying the landscaping, there is much to learn.

Thank you for attending this year's show. We hope you have an enjoyable time and an educational experience. Please stop by the La Crosse Area Builders Association booth to give us your feedback. Your comments will go a long way to help us make the show better in years to come.

John Lautz
LABA President

The La Crosse Area Builders Association welcomes you to the 2013 Home & Garden Show. If you are looking to build a home, remodel your existing home or just planning a home project, you will find inspiration and knowledge that will help and guide you through any and all of your home endeavors.

The theme this year is Indoor/Outdoor Living and the show features award-winning professionals you can trust to get your project completed from start to finish. Visit the booths of builders, landscapers, cabinetmakers, electricians, plumbers, home technology experts and more that show all that the Coulee Region has to offer. Be sure to visit the center court for indoor/outdoor living ideas.

Thank you to all of the Home & Garden Show committee members and the La Crosse Area Builders Association for the months of dedication and hard work needed to make the show a reality.

Justin Snyder
Home & Garden Show Committee Chair

LABA OFFICERS:

President: John Lautz (Lautz Custom Homes)
Vice President: Brett Werner (Advanced Multimedia Solutions)
Secretary/Treasurer: Ed Haupt (Lifetime Design Homes)
Past President: Jason Sobotta (Signature Design Construction)

LABA DIRECTORS:

Jon Olson (Jon Olson Construction)
Mark Etrheim (Mastercraft Homes)
Ryan Rugroden (Rugroden Drafting and Design)
Dee Dee Kerska (Xcel Energy)
Don Earley (Earley Drywall & Construction)

CONTROL EVERYTHING



From your home theater to the office, your living room to the boardroom, AVP proudly offers a control platform that delivers a complete and fully integrated solution for your home, business



Life
is amazingly good when its
Simple

the
av pros

intelligent environments

residential • commercial • marine

and leisure watercraft all from a simple and affordable, elegant, intelligent, easy-to-use system that allows you to start small and expand as your needs or requirements change.



For more information visit us on-line at: www.theaudiovideopros.com Find us on



1052 Oak Forest Drive – Suite 170. Onalaska, WI 54650. **608.779.9395**

Building Basics

WHEN SELECTING A BUILDER FOR YOUR NEW HOME, BEGIN BY FOLLOWING THESE GUIDELINES.

by Jessie Foss



“The public looks to us to give them quality people in the building industry.”

—Sue Weidemann, La Crosse Area Builders Association (LABA)

You’ve been dreaming, planning and saving for years. In your mind’s eye you can see the wraparound porch, the gourmet kitchen and the walk-in closets. But before you start to pick out the perfect shade of green for the bathroom walls or the lovely comforter for the master bedroom, you’ll need to find the right builder to construct your home.

Sue Weidemann of the La Crosse Area Builders Association (LABA) believes this year is shaping up to be a great time to build.

“We are seeing an increase in building starts, and because the building industry is a major indicator of how the economy is moving, we are all encouraged at where 2013 is going,” she says. “We have a strong belief that it will continue on the upward bound. Now is the time to build! Interest rates are good, builders are ready and lots are available.”

The best place to begin

First and foremost, Weidemann suggests contacting someone with LABA when beginning the search for a builder.

“We do background checks, we make sure all members are insured, follow a code of ethics and have the licensees necessary. They have to be presented to the membership committee for their approval, and then final approval by the board of directors,” she says. “The public looks to us to give them quality people in the building industry.”

Is this builder right for you?

Weidemann has several other suggestions when choosing the right builder for your project and cites the Wisconsin Builders Association with these ideas:

Ask the contractor for their Dwelling

Contractor Certification and Dwelling Contractor Qualifier Certification cards, provided by the Wisconsin Department of Commerce. In order to obtain the certification, a company needs to prove it carries insurance and if they have employees that they pay worker’s compensation. In order to pull a building permit in Wisconsin, an individual must also hold the Dwelling Contractor Qualifier Credential. That credential is tied to continuing education.

What type of warranty program does the contractor offer? Warranties are generally a bundle of obligations taken on by the provider as part of the contract, or imposed on the provider by law.

Find out how long the builder has been in business. It usually takes three to five years to establish a financially sound business. You want to make sure they will be around after



The Wisconsin Builders Association recommends those looking for a builder to ask prospective builders for references. The association says you should be wary about builders who only offer out-of-town references. But once you have solid references in hand, what do you ask? The association offers these suggestions:

- Was the builder accessible or hard to find during your project?
- Was the home completed when promised? If not, why not?
- Did the builder stay within budget? If not, why not?
- Did the builder follow the plans and specifications, or did he or she make changes without consulting the architect or you?
- Were there any surprises, such as excessive change orders, or did the work go smoothly? If there were change orders, how were these charged?
- Were the allowances adequate? Allowances are the builder's estimates for costs for, as an example, carpeting. The builder may have based the allowance on the installation of medium-grade carpet. The homeowner may have wanted top-of-the-line carpeting throughout the home.
- Was follow-up on warranty work completed in a timely manner?
- Do the home's mechanical systems (e.g., air conditioning, heating, plumbing and electrical) function well?
- Is the home energy efficient? Are utility bills reasonable?
- Why did you choose this builder?
- Was the builder easy to work with?
- Did the builder supervise the job closely?



the construction is complete to service any warranties.

Have the contractor provide you with a complete and clearly written contract. Having a "scope of work" contract before any work is done benefits both parties. Get all changes to the job in writing as well. Do not rely solely on verbal communication. Review the contract carefully. Also, get a lien waiver from the contractor before you pay. This is proof of payment for all materials and labor. Do not pay any cash up front unless you have signed a valid contract.

Find a builder who constructs the type and size of house you want to build. Builders often have areas of expertise. If you want to build a house from stock plans for \$150,000, don't talk to a custom builder who designs \$750,000 homes.

Be wary of unusually low-priced bids compared to others you've received. This may indicate inexperience or utilizing materials of lesser quality.

Ask to see other projects the company has done, both completed and in progress. Check for quality of workmanship and materials, or take someone with you if you are not personally knowledgeable in this area.

Contact the Better Business Bureau to see if the builder has any unresolved complaints. Ultimately, you should not feel pressured to decide on a builder. Take your time, get multiple bids, trust your instincts and before you know it, you'll be picking out the treatments for the picture window gracing the front of your new home.

Jessie Foss is a freelance writer in La Crosse.

The Professionals' Choice...



We're The Professionals' Choice!

We're committed to supplying you with only the best of products with name brands like Rockwood and Interlock.



www.blocksandbricks.com

#1 Quality Block / Paver Brick

We have products for your project no matter what size it is. From paver brick to retaining wall block we have the quality, style and color for any application.



Brent Brudos
608-780-5074

N6141 Sand Lake Rd
Onalaska, WI 54650

Block & Brick Supply, Inc.
Block & Brick Supply, Inc.
Block & Brick Supply, Inc.

RTS & Companies, LLC / Publishing Design Group 2004 / 608-520-2828

dream it build it

SOLUTION BASED BUILDING PROVIDES:

- Each home comes with RWC 10-year structural warranty
- Green friendly state-of-the-art panelized framing
- Your home is weather tight in days, not months
- Guaranteed price from start to finish
- Panelized floor, wall and truss systems



A General Contractor serving Southeast MN, Northeast Iowa & Western WI

Jake WIESER
CONSTRUCTION

MN License #5430 • WI License #2593

Call Jake at 507-896-JAKE (5253)



Learn more by contacting us.

JWieser@acegroup.cc



www.jakewieserconstruction.com

New Home Construction • Home Improvement • Commercial • Agricultural • Computerized Building Plans • Positive Design/Build Experience

Give us a call for all your SEPTIC & EXCAVATING needs!



Plan ahead-call early to get on the schedule!

WIESER
SEPTIC & EXCAVATING



507-895-8213

MN Lic. #2929 & Bonded • Len Wieser Jr.
www.wieserseptic.com • La Crescent



- Septic design work
- Septic inspections
- Water testing
- Septic consultation
- Sewer & waterline laterals
- Excavator/backhoe work
- Drain tile systems
- City water & sewer
- Dozer work
- Site work
- Shaping
- Ponds
- Clearing work
- Demolition
- Driveways
- Waterways
- Seeding & mulching
- And more!

Flooring Interiors

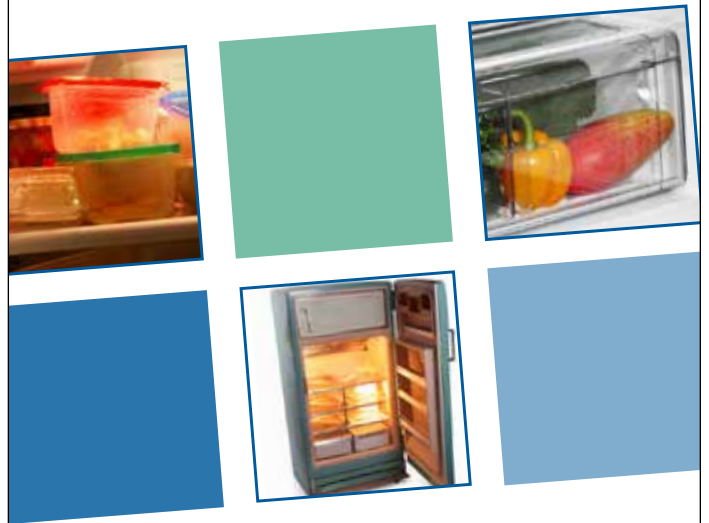
We've Got You Covered!

Granite • Slate • Wood • Vinyl • Carpet
Ceramic • Laminate • Marble

83 Copeland Ave. • La Crosse
608.779.9440



Family refrigerator cramped for space?



Many rebates are available for qualified ENERGY STAR appliances, including a great rebate on new refrigerators!

To learn more, contact your local Touchstone Energy Cooperative.



SOLARWORKS by Steve Lange



- Cost-effective way to improve any home
- Professionally installed in just 2 hours
- 100% 10 year warranty of product and 2 year warranty on installation

Call today to light up your home.

NEW this year- Glass Bottom Diffusers. Looks like a regular light fixture.




STEVE LANGE
Premier Solatube Dealer
608-386-8550 CELL
1000's of references available
Installing since 1994



\$25 off
your order.

Mention this ad to receive...



Nothing transforms a room quite like color. Pop a bright pillow in place, and you've added instant personality. Paint a wall, and you've altered its mood. Saturate it with a single shade, and—well, the possibilities are endless.

So are the color options. Where to begin? We started with the top five color trends as featured in Best in American Living by the National Association of Home Builders.

In Full Color

THE TOP 5 TRENDS FOR 2013
BLEND COOL CLASSICS
AND SIZZLING NEW SHADES.

by Betty Christiansen

Black and White. Although never really out of style, these clean classics are particularly popular now. Look for them as primary colors in furniture, fabrics, cabinetry and as background colors. Add in the options of matte or lacquered finishes, and you'll find no end to the possibilities of these sophisticated standbys.

Dark Blue and Navy. For a mood-filled alternative to black, consider the cool shade of deep blues. These colors have become increasingly popular over the past year and offer a refreshing option for accent wall colors, fabrics and draperies.

Tan. Cover the gray of the past few years with a warmer shade; tans are the very new, very now neutral. Walls, drapery, furniture—you can cover just about anything with tan. It's the perfect backdrop for other shades or a very sophisticated main color.

Brights. Bright is so right for 2013, whether Flaming Pink, Vibrant Yellow, Bright Blue or Lipstick Red. Pick a bouquet of your favorites—are all vibrant and youthful options for design and fashion in 2013.

Emerald Green. According to the Pantone Color Institute, the color for 2013 is Emerald Green. Immensely popular in fashion and beauty, it is now making its way into the world of interiors as well. According to Pantone's executive director, "Symbolically, emerald brings a sense of clarity, renewal and rejuvenation, which is so important in today's complex world." Now that's a sentiment we can all tip our painting caps to.

LABA—YOUR HOME-BUILDING RESOURCE

WHAT LABA IS

The La Crosse Area Builders Association is a nonprofit trade organization uniting 210 building-related companies in western Wisconsin. We educate our members on the latest in the building industry, are advocates of the building industry, provide networking opportunities and run the Parade of Homes and Home & Garden Show.

WHAT LABA DOES

The La Crosse Area Builders Association works to better the building industry; we are watchdogs for changes that can affect home building and remodeling. We offer a membership of trained, qualified and insured builders and tradespeople to the consumer. We do the homework so consumers can build, remodel or repair their homes with confidence in our members. From builders to electricians, plumbers, concrete, roofers, landscapers, fireplaces, stone work, heating and air, they and so many more affect the work on your most expensive purchase ... your home.

WHY USE LABA

LABA members are insured, sign a code of ethics and do continuing education to keep up with industry standards. One phone call can open doors to having a better experience when doing home projects. When choosing to work with a LABA member, you can feel confident that they are not a fly-by-night business. You can feel confident that they have ties to the community and often do service projects to help build a better community in which to work and live.

We get calls all the time from consumers who are having issues with their builder or someone doing work on their home who is not a member of the La Crosse Area Builders Association, and all the calls end the same way: "Next time I am going to call LABA before I hire someone." Our list of members is FREE to everyone and is available on our website at www.labaonline.com. We are your first call or place to search for help with your home!



STAFF:

Sue Weidemann, Executive Officer
Amy Heinz, Association Support Specialist
Mike Weibel, Government Affairs Consultant
Grant Katarow, Intern
Jonathan Heinz, Student Support

816 Second Avenue South, Onalaska, WI 54650
608.781.5242
www.labaonline.com

TOOLS FOR SCHOOLS AUCTION



PARADE OF HOMES



HOME & GARDEN SHOW



BUILDING CAREERS



BUILDING SUPPLY AUCTION



La Crosse Area Builders Association holds an annual Building Materials and Janitorial Auction in early September at the Onalaska American Legion. The auction in part supports their Tools for Schools program. Recognizing that school budgets continue to get tighter and tighter, the La Crosse Area Builders Association has created a Building Careers® Grant Program to ensure that funding is available for building-related programs at area high schools.

2013 parade of homes®

Mark your calendars for
August 16-18, 22-25!



Come see the latest innovations for your home and everything new in construction at the 2013 Parade of Homes. Mark your calendars for August 16-18, 22-25. Tickets are \$7 in advance, \$10 once the Parade of Homes begins. The Parade of Homes will be held from 5 p.m. to 8 p.m. on weekdays and noon to 5 p.m. on Saturday and Sunday.

LA CROSSE AREA
BUILDERS
ASSOCIATION

For more information visit:
www.labaparadeofhomes.com

*Bring Your Dream Home to Life.
Unique New Products to Enhance Your Lifestyle.*



Turn your home into a destination spot with County Materials' distinctive new series of landscaping and veneer products.

Crafted with advanced technology, our exclusive new pavers, retaining walls, and masonry veneers will bring the utmost in beauty and durability to your home.

Whether you want to create a look of distinction for the exterior of your home, or relax under the stars in your tranquil outdoor entertainment area, County Materials' products will deliver enjoyment and value to last a lifetime.

Ask your contractor for details, or stop by any of our showrooms today for personal service and inspiration.

Homeowners welcome!

La Crosse Showroom:

1702 Kramer St. • (800) 950-3610



COUNTY
MATERIALS CORPORATION
Proud to be American based & American made
www.countymaterials.com

Entrances • Patios • Outdoor Kitchens • Brick & Stone Veneers • Garden Walls
Fireplaces • Steps • Terraces • Walkways • Waterfalls



Wire or Laminate
Shelving and
Accessories for:

- Closets
- Laundry
- Garage
- Pantry

**CUSTOM
CLOSETS**

PROFESSIONAL DESIGNS
QUALITY INSTALLATION

FREE ESTIMATES

DAVE TOWNER

(608) 784-6554

CELL (608) 792-8424

www.customclosetslax.com



**Reflect Your Own Personal Style,
and You'll Never Want to Leave Your Kitchen!**



440 Commerce Drive
West Salem, WI 54669
1.877.786.2220
beyercabinets.com

608.786.2220



Residential & Commercial
Concrete Construction

Quality at a competitive price! • Established 1975



**Solid Concrete Walls
Basements
Flatwork**

Basement Waterproofing

ROBOTIC LAYOUT:
Computerized layout ensures accuracy



waldenberger@centurytel.net

Holmen, WI
Phone or Fax **608-526-4219**

Streamlining Bookkeeping & Payroll THROUGH THE CLOUD

Contact us to find out how!

2700 National Drive, Suite 101
Onalaska, WI 54650
608-781-8712
www.jrmcpa.biz



JRM & Associates, LLC
JAEKEL • RIUTZEL • MARSO
Certified Public Accountants

hidden valley designs
608.526.9870
www.hiddenvalleydesigns.com

Stop in and see us at the
La Crosse Area Builders Association Home Show!
See the 2013 colors of the year!



Duette® Architella® Honeycomb Shades

HunterDouglas
energy
smart
style

SAVE FEBRUARY 1 - APRIL 2, 2013

ENERGY SAVINGS MADE BEAUTIFUL.
Hunter Douglas Duette® Architella® Honeycomb Shades feature a patented design that provides layers of insulation at the window. Not only are they energy efficient, they also come in a gorgeous array of colors. Ask for details.

ROHDE PAINTING .COM

"Your Full Service Painters"
Residential & Commercial

Wallpaper Removal & Installation • Interior Painting - All Surfaces
In-Shop Pre-Finishing • Drywall Repairs & Texturing

608.783.6237

BEAVER BUILDERS' SUPPLY

N6838 Builders Court • Holmen, WI 54636 • 608-526-3232 • www.BeaverBuildersSupply.com



TruDefinition™ Duration® Shingles
Designer Colors Collection
with SureNail® Technology

NEW

We Strive To
INSPIRE

VISIT OUR GALLERY FOR
IDEAS AND INNOVATION



NORDEEN **DESIGN** GALLERY^{LLC}

NORDEENDESIGNGALLERY.COM
1802 STATE ST., LA CROSSE, WI
608.784.9530

La Crosse's Custom Kitchen and Bath Specialists



New Location!
N5566 Frontage Road
Onalaska



Showroom hours: Mon, Tues, Wed, Fri - 8am-5pm
Thurs - 8am-8pm
Evenings & Weekends by appointment
608.781.3900
www.wibuildingsupply.com

The Genuine. The Original.



7Rivers
region



Buy any new residential
garage door from the
Overhead Door Company
of the 7 Rivers Region
and standard
installation is just

\$88.00



608-783-6080

Overhead Door Company of the 7 Rivers Region
W6797 Abbey Rd. • Onalaska, WI 54650

www.overhaddoor7rivers.com

LA CROSSE AREA BUILDERS ASSOCIATION MEMBERSHIP DIRECTORY

3 & 4 SEASON PORCHES

Board Store Home Improvements, Inc., The (608) 782-8877
Windows and More (608) 785-0512

ACCOUNTING SERVICES

JRM & Assoc., LLC (608) 781-8712
Wipfli LLP (608) 785-4186

ADVERTISING SPECIALISTS

Charter Media (608) 826-1669
Coulee Region Communications, LLC (608) 783-5395
La Crosse Tribune (608) 791-8242

APPLIANCE DEALERS & SUPPLIERS

Midwest TV & Appliance (608) 781-1010
Wettsteins (608) 796-7826

APPRAISERS

Midwest Professional Appraisal (608) 784-4288

ARCHITECTURAL SERVICES

Kees Architecture, LLC (608) 519-0643

ASPHALT PAVING

Mathy Construction Company (608) 783-6411

ASPHALT REPAIR & MAINTENANCE

Scott Construction, Inc. (608) 254-2555

AUTO DEALER

Ballweg Midwest Toyota-Scion (608) 793-7000
River States Truck and Trailer (608) 784-1149

BASEMENT WATERPROOFING

Waldenberger Poured Walls, LLC (608) 526-4219

BLOCK & BRICK

Block & Brick Supply, Inc. (608) 787-6053
County Materials Corp. (608) 781-3615

BUILDING MATERIALS & SUPPLIERS

Badger Corrugating Co. (608) 788-0100
Balduzzi Midway Lumber Co., Inc. (608) 783-3329
Beaver Builders Supply, Inc. (608) 526-3232
Carlson Systems (608) 782-2007
Menards - Onalaska (608) 779-0207
Norandex Building Materials Dist. (608) 783-0010
ProBuild (608) 788-3100
Tri-State Insulated Concrete Forms (507) 493-5888
Wisconsin Building Supply, Inc. (608) 781-3900

BUILDING PERFORMANCE CONSULTING

Focus on Energy (608) 513-1332

CABINETS

Schafer Woodworking (608) 779-0367

CABINETS & COUNTERTOPS

Beaver Builders Supply, Inc. (608) 526-3232
Beyer Cabinets, LTD (608) 786-2220
Gerhards (608) 791-3685
Hiway Custom Laminates, LTD (608) 526-2800
Wisconsin Building Supply, Inc. (608) 781-3900

CARPENTRY (INTERIOR FINISH WORK)

Kirchner Custom Builders (608) 782-3087
Lassig Development (608) 792-0656
Ulrich Construction, LLC (608) 788-2806

CLOSET STORAGE SYSTEMS

Custom Closets (608) 784-6554
Glass Interiors of La Crosse (608) 782-2334

COMMERCIAL ALUMINUM ENTRANCES & WINDOWS

Windows and More (608) 785-0512

COMPUTER PRODUCTS/SERVICES

Advanced Multimedia Solutions (608) 783-0949

CONCRETE CONSTRUCTION

Feyen Concrete Construction, Inc. (608) 534-6519
Waldenberger Poured Walls, LLC (608) 526-4219

CONCRETE FLATWORK

Five Star Concrete, LLC (608) 526-6550

CONCRETE SUPPLIERS

River City Ready Mix (608) 781-5577

CONSTRUCTION EDUCATION

Kaplan Construction Education (608) 779-5599
Professional Education Resources, LLC (651) 301-2121

CONTRACTORS (COMMERCIAL)

J. F. Brennan Co., Inc. (608) 784-7173
Poellinger, Inc. (608) 785-1234
TCI AEC, Inc. (608) 781-5700

CONTRACTORS (GENERAL)-MINNESOTA

LICENSED

Best Custom Homes, Inc. (608) 786-4923
Empire Development and Construction, Inc. (608) 782-2988
Jake Wieser Construction, Inc./Wieser Septic & Excavating (507) 896-5253

Kirchner Custom Builders, Inc. (608) 782-3087
Mastercraft Homes, Inc. (608) 781-7200
North Country Contractors (608) 786-2628
Signature Design & Construction, Inc. (608) 769-3731
T.N. Thompson Enterprises (608) 783-6088

CONTRACTORS (GENERAL/CUSTOM BUILDER)

Best Custom Homes, Inc. (608) 786-4923
Bluske Custom Builders, LLC (608) 783-3021
Bushek, LLC (608) 792-0555
Campbell Construction, LLC (608) 632-1273
Fletcher Construction, Inc. (608) 781-5274
Gabrielson Construction, LLC (608) 781-2125
Gerke Construction (608) 788-1921
Golden View Homes, LLC (608) 797-2755
GTS Homes, Inc. (608) 780-3691
H & M Builders, LLC (608) 479-0031
Hansen Building, LLC (608) 624-5885
Jake Wieser Construction, Inc./Wieser Septic & Excavating (507) 896-5253

Jon Olson Construction, Inc. (608) 781-5428
Juniper Builders, LLC (608) 606-0214
Kickapoo Homes of Viroqua, Inc. (608) 637-8181
Kirchner Custom Builders, Inc. (608) 782-3087
Lassig Development (608) 792-0656
Lautz Custom Builders, Inc. (608) 786-2535
Lifetime Design Homes (608) 526-6928
Mark Smith Construction (608) 780-5998
Marlin Custom Builders, LLC (608) 779-4617
Mastercraft Homes, Inc. (608) 781-7200
Neumeister Construction, Inc. (608) 783-2182
Nicolai Builders (608) 788-7962
North Country Contractors (608) 786-2628
River Valley Contractors, LLC (608) 779-9677
Sader Construction, LLC (608) 526-6372
Scott Krismer Construction (608) 792-8452
Signature Design & Construction, Inc. (608) 769-3731
T.N. Thompson Enterprises (608) 783-6088
Traditional Trades, Inc. (608) 783-4785
Ulrich Construction, LLC (608) 788-2806
Wieser Brothers General Contractors, Inc. (507) 895-8903

CONTRACTORS (GREEN CERTIFIED)

Best Custom Homes, Inc. (608) 786-4923

COUNTERTOPS

Elegant Stone Products, Inc. (608) 637-7077

CULTURED STONE PRODUCTS

County Materials Corp. (608) 781-3615
La Crosse Fireplace Company (608) 788-7200

CUSTOM FABRICATED SHOWER ENCLOSURES

Glass Interiors of La Crosse (608) 782-2334

DECKS

Lassig Development (608) 792-0656

DESIGN SERVICE

Jake Wieser Construction, Inc./Wieser Septic & Excavating (507) 896-5253
Mastercraft Homes, Inc. (608) 781-7200
Rugroden Drafting & Design (608) 781-4470
T.N. Thompson Enterprises (608) 783-6088

DRYWALL CONTRACTORS

Andrew's Drywall & Construction, Inc. (608) 782-1974
Earley Drywall & Construction, Inc. (608) 784-5611
First Class Drywall (608) 792-9234
Three in One Construction, LLC (608) 317-8670
Tip Top Drywall (608) 317-0338

DRYWALL SUPPLIERS

Bond Drywall Supply, Inc. (608) 783-6273

ELECTRICAL CONTRACTORS

Elite Electrical Solutions, LLC (608) 386-0575
ITS Electric (608) 788-0720
Kish & Sons Electric, Inc. (608) 785-0207
Stetter Electric (608) 769-5890

ELECTRICAL SUPPLIER

Viking Electric (608) 796-1761
Werner Electric Supply MN. (651) 769-6841

EQUIPMENT RENTAL

Ideal Crane Rental, Inc. (608) 784-4862

EXCAVATING

Hess Excavating & Plumbing (608) 788-1763
Jake Wieser Construction, Inc./Wieser Septic & Excavating (507) 896-5253
MJG Excavating (608) 783-7223

FINANCIAL INSTITUTIONS/SERVICES

Associated Bank (608) 793-3832
Community Credit Union (608) 779-2404
Coulee Bank (608) 783-6000
Firefighters Credit Union (608) 526-3230
Merchant's Bank - Onalaska (608) 779-8294
Woitka & Associates (715) 834-7240
Thrivent Financial (608) 519-3669

FIRE/WATER CLEANUP

Servpro of La Crosse County (608) 786-0387

FIREPLACES, STOVES & CHIMNEYS

American Home Fireplace and Patio (608) 786-1233
E & B Insulation (608) 269-5839
La Crosse Fireplace Company (608) 788-7200

FLOORING

Brand Floors (608) 519-2222
Builders Flooring, Inc. (608) 779-5366
Carpets To Go (608) 783-3750
Floorcrafters, Inc. (608) 783-1088
Flooring Interiors, Inc. (608) 779-9440
Poellinger, Inc. (608) 785-1234
Wisconsin Terrazzo and Tile, Inc. (608) 779-5010

FOUNDATIONS - CONTRACTORS

Feyen Concrete Construction, Inc. (608) 534-6519
Howe Concrete Construction, LLC (608) 526-6551
Waldenberger Poured Walls, LLC (608) 526-4219

FURNITURE

King Furniture (608) 526-3399
Wesco Home Furnishings Center (608) 269-2115

GARAGE CONSTRUCTION

Lassig Development (608) 792-0656

GARAGE DOORS

Midwest Wayne Door, Inc. (608) 526-4474
Overhead Door Company of the 7 Rivers Region, Inc. (608) 783-6080

GLASS & MIRRORS

Glass Interiors of La Crosse (608) 782-2334

LA CROSSE AREA BUILDERS ASSOCIATION MEMBERSHIP DIRECTORY

GUTTERS & DOWNSPOUTS

Advanced Seamless, Inc. (608) 786-2929
 E & B Insulation (608) 269-5839
 Midwest LeafGuard (507) 775-7901

GYPSON FLOOR UNDERLAYMENT

E & B Insulation (608) 269-5839

HEATING, VENTILATION & A/C CONTRACTORS

Bagniefski Heating & Air Conditioning (608) 782-0664
 G&T Heating and Air Conditioning, LLC (608) 786-1140
 Heating & Cooling Specialists (608) 269-2681
 Paul's Heating & Air Conditioning, Inc. (608) 784-0751
 Schneider Heating & Air Conditioning (608) 782-4035
 Ziegler Heating & Refrigeration, Inc. (608) 526-4888

HOME AUTOMATION SYSTEMS

Advanced Multimedia Solutions (608) 783-0949
 Audio Video Pros, The (608) 779-9395
 Kish & Sons Electric, Inc. (608) 785-0207

HOME ENTERTAINMENT

Advanced Multimedia Solutions (608) 385-7233
 Audio Video Pros, The (608) 779-9395

HOME IMPROVEMENT & REMODELING

Bluske Custom Builders, LLC (608) 783-3021
 Bushek, LLC (608) 792-0555
 Empire Development and Construction (608) 782-2988
 Fletcher Construction, Inc. (608) 781-5274
 Jon Olson Construction, Inc. (608) 781-5428
 Kirchner Custom Builders, Inc. (608) 782-3087
 Lassig Development (608) 792-0656
 T.N. Thompson Enterprises (608) 783-6088
 Ulrich Construction, LLC (608) 788-2806
 Your Home Improvement Company (320) 230-9182

HOME PLAN DESIGN

Jake Wieser Construction, Inc./Wieser Septic & Excavating (507) 896-5253
 Rugroden Drafting & Design (608) 781-4470

INSULATED CONCRETE FORMS

Tri-State Insulated Concrete Forms (507) 493-5888

INSULATION

E & B Insulation (608) 269-5839
 Green Built Insulation, LLC (608) 769-0501
 Kinzler Construction Services (608) 782-7006
 Ultimate Insulation (608) 386-1711

INSULATION INSTALLERS

Beaver Builders Supply, Inc. (608) 526-3232
 Hometown Insulation (608) 269-4433

INSURANCE

Benefit Advisors Insurance Agency (608) 779-0633
 Combined Insurance (608) 386-4239
 Covern Insurance Services, Inc. (608) 526-6345
 Noble Insurance Service (608) 779-5500
 Westland Insurance Services, Inc. (608) 784-2775
 Winona Agency (507) 453-6353

INTERIOR DESIGNERS

Nordeen Design Gallery (608) 784-9530

KITCHEN & BATH DESIGNS

Beyer Cabinets, LTD (608) 786-2220
 Board Store Home Improvements, Inc., The (608) 782-8877
 Marble Shop, The (608) 783-2277
 ProBuild (608) 788-3100

LAND DEVELOPERS

Elmwood Partners Limited Partnership (608) 781-4777

LANDSCAPING

Armstrong Landscaping (608) 487-5311
 County Materials Corp. (608) 781-3615

LAWN/TREE MAINTENANCE

Doggie Business (608) 498-5250
 Outdoor Services, Inc. (OSI) (608) 786-3202

LIGHTING

Kish & Sons Electric, Inc. (608) 785-0207
 Solarworks (608) 386-8550
 Werner Electric Supply MN (651) 769-6841

LOG HOMES & CABINS (CONTRACTOR)

River Valley Contractors, LLC (608) 779-9677

MARKETING AIDS

MarketSharp (608) 779-5165

MASONRY CONTRACTORS

Design Masonry, LLC (608) 387-9449

MECHANICAL CONTRACTORS

Bernie J. Buchner, Inc. (608) 784-9000

MEDIA

Family Radio, Inc. (608) 796-2580
 La Crosse Radio Group (608) 782-8335

MILLWORK & MOLDINGS

Beyer Cabinets, LTD (608) 786-2220

MORTGAGE LENDER/SERVICER

Altra Federal Credit Union (608) 787-4520
 Associated Bank (608) 793-3832
 Community Credit Union (608) 779-2404

PAINT SUPPLIERS

Hallman Lindsay Quality Paints (608) 784-1222
 Sherwin-Williams (608) 781-7040

PAINTING CONTRACTORS

Rohde Painting, Inc. (608) 783-6237

PLUMBING CONTRACTORS

Every Plumbing & Heating, Inc. (608) 783-2803
 Hagen Plumbing (608) 783-1934
 Maxwell-White Plumbing, Inc. (608) 786-4004

PLUMBING SUPPLIERS

Gerhards (608) 791-3685

PORTABLE SANITATION

Arcade Pumping Service, LLC (888) 525-7229
 Best Kept Portables (608) 317-4232

POURED WALL CONTRACTORS

Howe Concrete Construction, LLC (608) 526-6551

RAILINGS

Glass Interiors of La Crosse (608) 782-2334

REAL ESTATE CLOSING AND ESCROW SERVICES

The Title Company, Inc. (608) 791-2000

REMODELING

Bushek, LLC (608) 792-0555
 Empire Development and Construction, Inc. (608) 782-2988

RETAINING WALLS

Retaining Wall Specialists, Inc. (608) 787-6053

ROOFING

Beaver Builders Supply, Inc. (608) 526-3232
 Bluske Custom Builders, LLC (608) 783-3021
 First American Roofing and Siding, Inc. (608) 783-3101
 Ledegar Roofing (608) 785-0901
 ProBuild (608) 788-3100

SATELLITE TV / DISHES

Dean's Satellite Services, Inc. (608) 269-2897

SEPTIC WORK

Jake Wieser Construction, Inc./Wieser Septic & Excavating (507) 896-5253

SEWER & WATER CONTRACTORS - MN LICENSED

Jake Wieser Construction, Inc./Wieser Septic & Excavating (507) 896-5253

SIDING

Beaver Builders Supply, Inc. (608) 526-3232
 Board Store Home Improvements, Inc., The (608) 782-8877
 First American Roofing and Siding, Inc. (608) 783-3101
 Miller Seamless, LLC (608) 783-2211
 Window World of La Crosse, LLC (608) 519-3230

SIGNS

Sign Pro (608) 782-3456

SPAS & SWIMMING POOLS

American Home Fireplace & Patio (608) 786-1233
 HotSpring Spas & Pools of La Crosse (608) 788-7747

STONE PRODUCTS

County Materials Corp. (608) 781-3615

SUNROOMS

Board Store Home Improvements, Inc., The (608) 782-8877

TILE INSTALLATION

Builders Flooring, Inc. (608) 779-5366
 Flooring Interiors, Inc. (608) 779-9440

TITLE INSURANCE

Title Company, Inc., The (608) 791-2000

TRASH REMOVAL/RECYCLING

Harter's Quick Cleanup (608) 782-2082
 Hilltopper Refuse & Recycling (608) 783-6727

TRUSS MANUFACTURING (WOOD)

Truss Specialists, Inc. (507) 895-8400
 Wisconsin Building Supply, Inc. (608) 781-3900

URETHANE FOAM APPLICATORS (SPRAYED)

E & B Insulation (608) 269-5839

UTILITIES

Dairyland Power Cooperative (608) 787-1320
 Riverland Energy Cooperative (608) 323-3381
 Xcel Energy, Inc. (608) 789-3651

WALL COVERINGS

Rohde Painting, Inc. (608) 783-6237

WELL DRILLING

Well Pros Pump & Well Drilling Services, LLC (608) 526-4900

WINDOW CLEANING

Bob's Window Cleaning (608) 457-2067

WINDOW TREATMENTS AND COVERINGS

Hidden Valley Designs, Inc. (608) 526-9870

WINDOWS & DOORS

Balduzzi Midway Lumber Co., Inc. (608) 783-3329
 Board Store Home Improvements, Inc., The (608) 782-8877

Fletcher Construction, Inc. (608) 781-5274
 Marvin Windows & Doors (920) 342-6983

ProBuild (608) 788-3100
 Window World of La Crosse, LLC (608) 519-3230

Windows and More (608) 785-0512
 Windows by Pella, Inc. (608) 788-7313

Wisconsin Building Supply, Inc. (608) 781-3900

WOOD (PRE-FINISHING)

Rohde Painting, Inc. (608) 783-6237

WOOD FLOORS

Builders Flooring, Inc. (608) 779-5366



2013 parade of homes®

Mark your calendars for August 16-18, 22-25!



For more information visit:
www.labaparadeofhomes.com

ADVANCED MULTIMEDIA SOLUTIONS
 Complete Technology Solutions for your Home and Business

Bring your favorite music, tv, and movies outdoors!

- Outdoor installed and portable sound systems
- Outdoor rated TVs and video projection systems
- Surveillance and security

608.783.0949
WWW.AMSAUDIOVIDEO.COM

Home Loan Professionals You Can Rely On

Mary Smith
Home Loan Originator
 NMLS ID # 485152
 Onalaska office
 608.779.2404 ext. 2312
mary.smith@communitycu.com

relax. we're here :)

Harley Hague
Home Loan Originator
 NMLS ID # 485261
 Downtown La Crosse office
 608.779.2404 ext. 2274
harley.hague@communitycu.com

www.communitycu.com
 608.779.2400 | 800.658.9004
 311 Main Street, La Crosse | 3130 South Avenue, La Crosse
 943 12th Avenue South, Onalaska | 515 Amy Drive, Holmen
 Federally Insured by NCUA.

Floorcrafters

We'd love to be your flooring guys

Karastan Quality carpet

WELL PROS

Pump & Well Drilling Services, LLC
 www.well-pros.com
 Service 24/7 • 608.526.4900

Proud to be the only well driller & pump service company in the greater La Crosse area accredited with the Better Business Bureau and member of the La Crosse Area Builders Association.



Well Pros Pump & Well Drilling Services believes in providing a quality water supply to their customers through prompt, affordable, honest and courteous service.

Our goal is not to be the largest business in our field, just the BEST.

Free Quotes.



N8825 Fawn Meadow Ln - Holmen, WI

RETAINING WALL SPECIALISTS, INC.

SPECIALISTS, INC.

“Specializing in Rockwood Retaining Wall & Interlock Paver Brick”



Brent Brudos-Owner

N1045 Brookside Drive - La Crosse
(608) 787-6053 or Mobile (608) 780-5074
www.blocksandbricks.com

FITS & Components, LLC / Publishing Design Group 2004 / 608-526-2828

37 Years of Excellence!



From our humble beginnings in 1976, to present day design, we span 37 years of quality craftsmanship that stands the test of time.

Let our building experience save you time and money
 10-year builders warranty

Frame-up to a total building package - any portion you desire
 Bring in your own ideas or floor plans or use ours

Kickapoo Homes, Inc.

“Custom Quality Homes Since 1976”

608.637.8181 • 888.637.8181

809 N. Main St., • Viroqua, WI 54665
 www.kickapoohomes.com



608.386.1711

Residential & Commercial Insulation
 Locally Owned & Operated for Over 12 Years

Check Out Our New Website!

www.ultimateinsulationllc.net



**Savings vary.*
 Find out why in the seller's fact sheet on R-values.
 Higher R-values mean greater insulating power.



Install Nu-Wool Premium Cellulose Insulation in the attic and sidewalls of your new home for performance and energy savings* throughout the life of your home!

Premium Insulation. Premium Protection. Great Value.

from roof to floor
**WE'VE GOT
IT ALL**

MENARDS®

Dedicated to Service & Quality™



The Altra DIFFERENCE



Dawn Garms
La Crosse • 787-4545



Brenda Fisher
La Crosse • 787-4504



Karen Giese
Onalaska • 787-4520



Kathryn Sexauer
Holmen • 399-1653



Sarah Benzing
Holmen • 399-1653



B.J. Hamilton
Winona • 507-452-5728

Altra is the
#1 REAL ESTATE LENDER
in the La Crosse area
over the last 7 years!

We offer great rates and a variety of home loan options, plus six local offices to help meet your needs in any neighborhood.

Altra has the perfect combination of experience and local, personalized service.



Local Service • Experienced Lenders

La Crosse • Festival Foods** • Onalaska
Holmen • La Crescent • Winona
608-787-4500 • 800-755-0055
www.altra.org

Altra
Federal Credit Union

*Membership eligibility required. Mortgage loans available to qualified borrowers. Contact Altra for more information. 2006 - 2012 Mortgage Market Share Report: Lien Filings in La Crosse County (Dollar amount of liens filed) (All mortgage filings between \$65,000 and \$500,000). **Festival Foods at 28 Copeland Ave. in La Crosse. Equal Housing Lender. Federally insured by NCUA.

