

LA CROSSE AREA BUILDERS ASSOCIATION



# home & garden SHOW<sup>®</sup>

**March 12-14, 2010**

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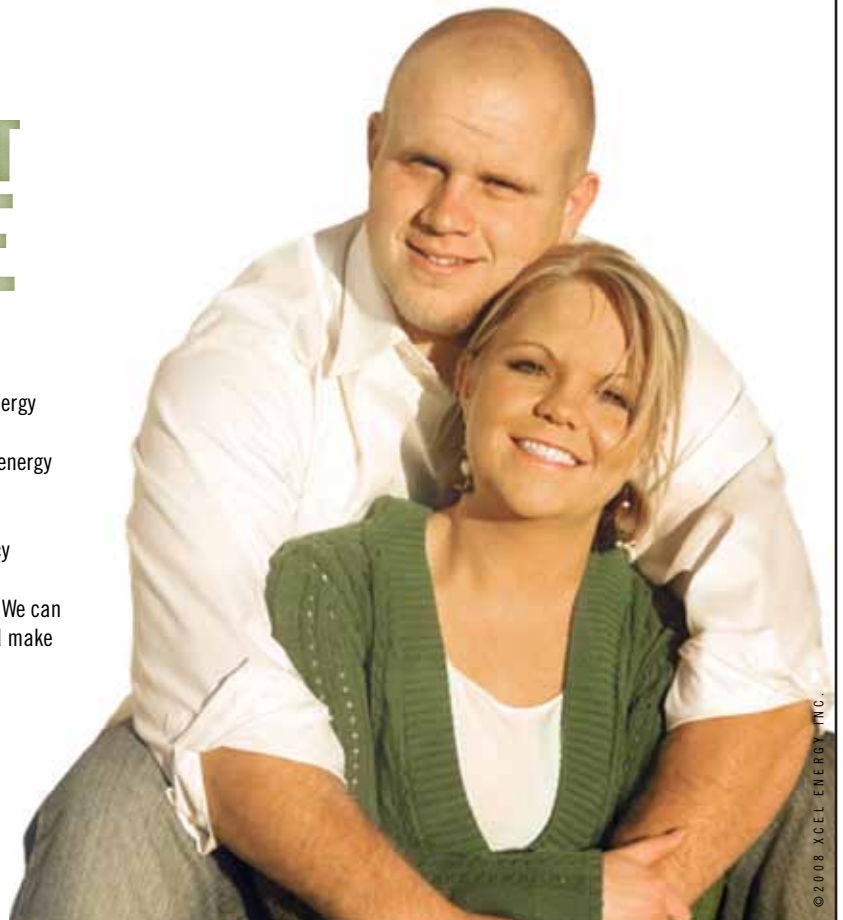


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**Sarah Cash**  
Home & Garden Show® Chair  
Community Credit Union

The 2010 La Crosse Area Builders Association's Home and Garden Show® is designed for homeowners in all stages of building, remodeling, landscaping and decorating. By attending, you will be able to view product samples, hear tips and ideas at our daily seminars, and receive advice from local contractors, landscapers, interior designers and lenders. "Keep It Local" and connect with the La Crosse area's building industry experts to enhance your home's comfort and functionality. We look forward to seeing you there!

## 2010 HOME & GARDEN SHOW® SEMINARS

### FRIDAY

6:00 PM - 6:30 PM

#### "Vermicomposting"

Want to turn your food scraps into black gold? Need a way to recycle all that junk mail? Cheri Schuyler, Master Gardener Volunteer, will show you how. She has worked as an intern in the Children's Discovery Garden at Brooklyn Botanic Garden in Brooklyn, New York and Hillview Greenhouse Life Center in La Crosse, Wisconsin.

### SATURDAY

11:00 AM - 11:30 AM

#### "Potscaping"

"If it doesn't move, plant it. If it moves, plant it fast." Containers are convenient, easily moved, and easy to create. Marilyn Rebarck, a Certified Master Gardener of 'Yardscape Design by Marilyn,' will use a powerpoint presentation to show you how to use container gardening to add a punch of color to your landscape.

1:00 PM - 1:30 PM

3:00 PM - 3:30 PM

#### "Energy Conservation Through Window Treatments"

Sheryl Rupprecht from Exciting Windows by Hidden Valley Designs will show you how to conserve energy with your window treatments.

### SUNDAY

12:00 Noon - 12:30 PM

#### "Plant Propagation"

Come learn how you can create a garden on a low budget, grow your own culinary ingredients, or simply have an excuse to play in the dirt. Honor DiDonato, Master Gardener, will show you how and will demonstrate growing annuals from seed, vegetables & herbs from cuttings, and perennials from division.

# welcome



## Tony Szak

La Crosse Area Builders Association President  
Empire Development

It's that time of year again! Time to start planning for that project you have always wanted to do. Whether you are planning a new home, remodeling, landscaping or just want to update to make your existing home more energy efficient, the 2010 La Crosse Area Builders Association's Home and Garden Show® is where you want to be.

This year our theme is "Keeping it Local." At the Home and Garden Show® you will find local contractors, suppliers, bankers and even sound system specialists that are located right here in our area. Many of these companies have been around for a long time and as members of the La Crosse Area Builders Association - you know that they are reputable companies and you can trust them with your project.

Right now is a great time to start any of your home improvement projects. Tax credits are still available for first time home buyers, and energy saving upgrades such as windows and insulation improvements also qualify for tax credits. Interest rates are still low and prices are great!

At the show you will find resources for your projects. With educational seminars held throughout the show you will know what to look for and you will be prepared for that project when it comes around. We look forward to seeing and visiting with you at the 2010 La Crosse Area Builders Association's Home and Garden Show®!

A special thank you to the Home Show Committee members whose monthly dedication made this show possible:

Sarah Cash, Chair - *Community Credit Union*  
Mark Etrheim - *Mastercraft Homes*  
Dee Dee Kerska - *Xcel Energy*  
Bryann Pickett - *Interior Designs*  
Diane Raam - *Coulee Region Communications*  
Carol Schank - *Coulee Region Communications*  
Duane Schulz - *Marlin Builders*  
Kurt Scott - *Window World*  
Melissa Staige - *HotSpring Spas and Pools of La Crosse*  
Kathy Van Vleet - *La Crosse Radio Group*  
Keith Yahn - *River Valley Contractors*

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# KEEPING IT LOCAL



**Tina Wehrs**

LABA Government  
Affairs Director/Education  
Coordinator

**The ripple effect of the dollars spent at local businesses creates a boost to the local economy, and the bottom line is it creates an economic boost in your pocketbook as well!**

What defines “shopping locally” to you? There are many views on this topic, but all the studies point to one thing... that buying local goods is the best way to stimulate your local economy. When you spend money at locally owned businesses, your dollars will circulate throughout the community. Those businesses then spend money with local vendors and pay local taxes, which benefit the community you live in. The ripple effect of dollars spent at local businesses creates a boost to the local economy, and the bottom line is it creates an economic boost in your pocketbook as well!

Home building is one of the largest contributors to stimulating an economy, especially a local economy. Housing generates substantial local economic activity, including new income and jobs for residents, and additional revenue for local governments.

When you hire a contractor, they spend money in your community by hiring laborers and sub-contractors. Those workers then spend money in your community on everything from groceries, to dining out, to health care, to education. Those workers then spend money on...well, you get the picture. This cycle of economic activity works best for you when the money stays in your community longer. When you purchase your doors, windows, flooring, trusses, and even your loan locally, you support your neighbors

and friends, and they then support local businesses that keep your local economy strong and growing.

### **Here are just a few of the benefits of shopping locally:**

It keeps more dollars in your local economy. According to one Chicago area study, for every \$100 you spend at a local business, \$68 will stay in the Community.

You help create and keep local jobs. Local businesses are the best creators of well paying jobs for you and your neighbors.

You generate local tax dollars that pay for schools and infrastructure. Locally owned businesses pay tax dollars to the community in which they are anchored, therefore providing money to fund the schools and roads that you use.

Local businesses are owned by the people who live in this community and are invested in the community's future. They are more likely to spend money locally, and are more likely to donate to nonprofits and other local service organizations.

Competition and product diversity lead to greater consumer choices. A marketplace of several small businesses is the best way to ensure innovation and low prices for the long-term.

Customer service is likely to be a more personal experience when you shop at a locally owned business. Local businesses can hire people with

knowledge of the local market. In contrast, if you make a purchase on-line or elsewhere, you may have a hard time finding personal service.

Shopping locally is more environmentally friendly. When businesses and consumers purchase locally, transportation costs are reduced and there is less of an impact on roads and infrastructure. More importantly greenhouse gas emissions are also reduced.

You are investing in local entrepreneurship when you shop locally. Your friends and neighbors have a vested interest in investing in your community.

By supporting local businesses, you are encouraging and supporting investment in new local businesses.

Shopping locally supports you, your family, friends, neighbors, and community!





# WHO SHOULD TAKE OUT THE BUILDING PERMIT?



Taking out a building permit or "pulling" permits is part of the duties a professional dwelling contractor offers clients. Following are a few reasons why the contractor *and not the homeowner* should apply for building permits.

A homeowner does not have the necessary documentation and information needed. Heat calculation, grading plans, wall details, and scaled plans...in triplicate are just the beginning of what may be required. Contractors have more experience and can handle applications thoroughly and efficiently.

If a homeowner is asked to pull building permits by the contractor, the homeowner might accidentally list the contractor along with his license number on the permit application and then change to using an unlicensed contractor to actually do the work. The State of Wisconsin is adding hefty fines to the Codes

that deal with this and will not just charge the offender but also the contractor whose license number was used. When the contractor pulls the permits it offers protection for both parties.

The contractor has built relationships with the building inspectors. They discuss the project and get to know each other. This is very valuable in any construction project. Everyone working together on the same page is the best way to do business.

Time is always of the essence. The contractors submit all the necessary information on time so a homeowner won't be waiting unnecessarily for weeks or longer to get the permit approved. And if a contractor gets a call that something is missing, they understand what is needed for a quick resolution.

As the homeowner pulling the building permit for the contractor, you may be personally liable should there be an (*continued on page 8*)

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# WHO SHOULD TAKE OUT THE BUILDING PERMIT?

(continued from page 6) injury. You may also be unaware that the contractor may not be paying unemployment insurance, worker's compensation insurance or carrying liability insurance thus putting unknown liability on you, the homeowner.

## IS YOUR CONTRACTOR ELIGIBLE TO PULL THE PERMIT FOR YOUR JOB?

In Wisconsin, yes, if they have the two following credentials:

Dwelling Contractor Qualifier certification (DCQ) from the Wisconsin Department of Commerce which requires continuing education. This requires renewal every two years along with 12 continuing education credits.

Dwelling Contractor certification (DC) formerly known as a Dwelling Contractor Financial Responsibility certification

requiring annual renewal through the state.

Both credentials are now required in the State of Wisconsin for any contractor that provides labor on a project that requires a municipal building permit.

## WHO CHECKS FOR THESE CREDENTIALS?

The municipality issuing the building permit is required to record the contractor's information and make sure both credentials are current. You too can ask any contractor to see their credentials and proof of insurance before you hire them.

The La Crosse Area Builders Association checks contractors' credentials and insurance information before admitting them to membership, and continues to check their credential status as long as they are a member.

You can be confident in your choice of a LABA contractor because we do the "home" work for you!

(Information courtesy of the Wisconsin Builders Association, a LABA partner)



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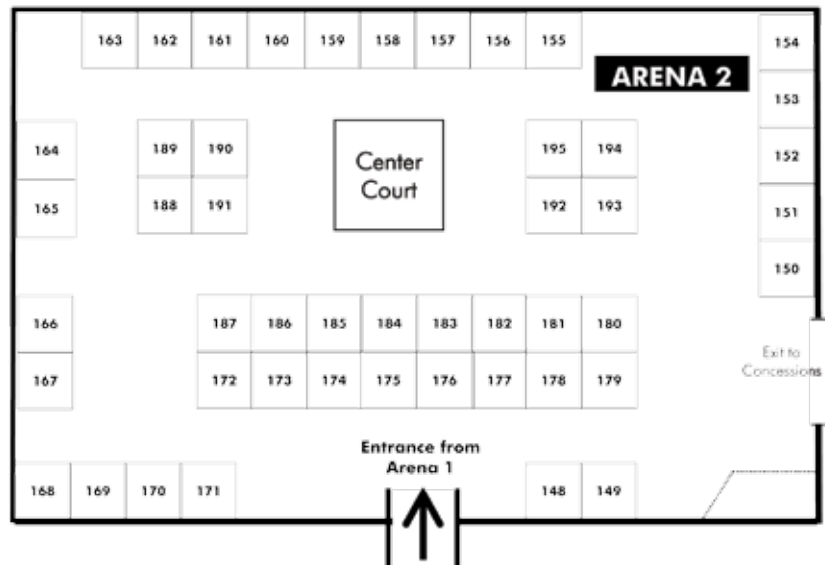
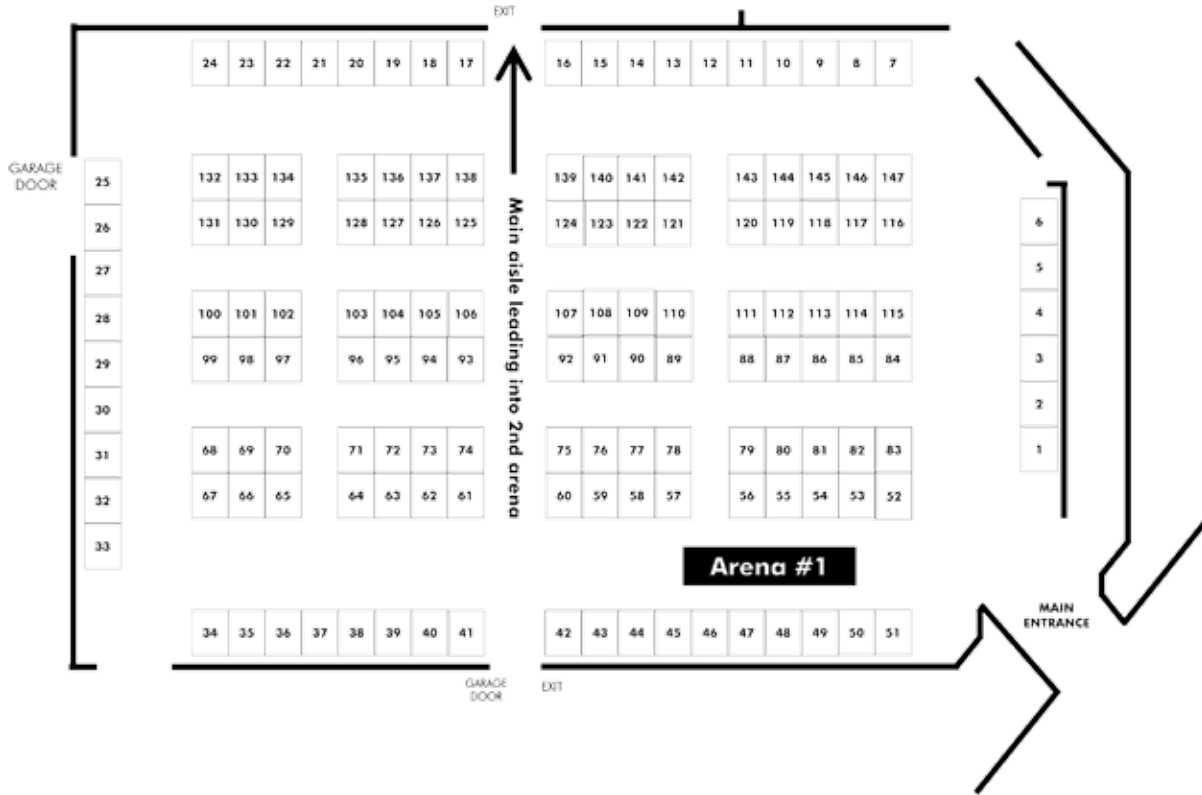
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**MAP**





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▶ Denotes a member of the La Crosse Area Builders Association.

## Basement Waterproofing

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## HISTORY OF LABA

The La Crosse Area Builders Association (LABA) was formed in the basement of Schmidy's restaurant in 1971. A small group of contractors – direct competitors – came together armed with a vision of making the local building industry a strong force in the region. The meetings began as casual get-togethers, but soon progressed to more formal meetings aimed at strengthening the industry and making housing more affordable. The occasional card game afterwards added to the camaraderie.

When the association was chartered, there were 25 founding members; today there are almost 300, including sub-contractors and other businesses affiliated with the industry.

Today, the La Crosse Area Builders Association is a nonprofit trade organization serving five counties in western Wisconsin. Members include builders, developers, remodelers, trade contractors, financial institutions, and suppliers who have discovered that membership in a professional association means education, information, increased profitability, professional recognition and networking opportunities.

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