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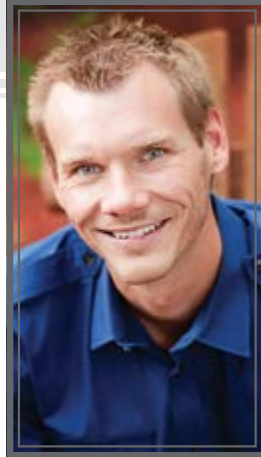
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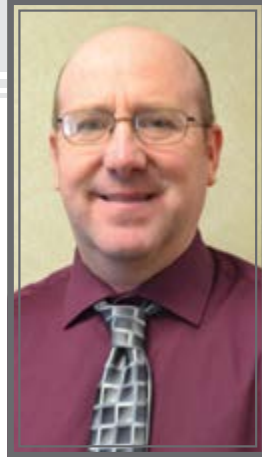


I would like to welcome everyone to the 2017 La Crosse Area Builders Association Home Show! It's such a great local event to attend because whatever your idea or project—big or small—you'll find all types of professionals from the design and building industry in one location to chat with and get to know. Members of the La Crosse Area Builders Association are experts in their fields and are a great resource for any information you may seek. Spend some time walking through the different booths and getting to know the professionals. They have a wealth of knowledge and are excited to help you out!

This will be a special year for the Home Show as we've implemented a different theme for each day. Friday night is Date Night! So grab your significant other or even come with a group of friends and enjoy a cold beverage or glass of wine while you visit the booths. Have a home project you want to tackle yourself? Saturday's Demo Day will be the perfect day for you to watch industry professionals perform some basic skills so you can do those DIY projects at home. Bring the kids on Sunday for Family Day! There will be activities for kids like bounce houses and even Segways to ride around.

On behalf of the La Crosse Area Builders Association, I would like to thank you for attending this year's show. We hope you have an enjoyable experience and find the right resources for your needs. We look forward to seeing you at the 2017 LABA Home Show!

Jason Etrheim
 LABA President



Kraig Lassig
 Home Show Committee Chair
 Lautz Lassig Custom Builders

Our La Crosse Area Builders Association Home Show is dedicated to providing you with the latest products and information you need to start your new construction or remodel projects.

Our skilled experts can help with your questions about paint colors, electrical issues, plumbing frustrations and landscape solutions. Looking for a new kitchen layout? Can't decide which shingle is best? Steel roof? Landscape block? Gutter options? What is the best way to add sound to that outdoor project? Why not stop and meet a variety of different companies that offer unique ideas, all under the same roof?

There will be a large display of LP Smartside, one of the most popular siding options available. Sometimes a small sample just doesn't help in the decision process, and you need to see it on a grand scale. Other larger displays of popular products will also be available for viewing.

Come Friday after work and enjoy a beverage on us! Are you planning on attending Saturday? You can participate in all the demonstrations being put on or rest your legs by taking a brief trip on a Segway. Don't forget Sunday is Family Day. Bring the little ones down for some fun time while you browse the aisles for that dream idea.

Thanks to all the volunteers, committee members and LABA staff who helped make this year's show outstanding. I can't wait to see you at the show!

Kraig Lassig
 Home Show Committee Chair



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Not Just Another Home Show

LABA unveils a new, event-filled Home Show for 2017.

BY BETTY CHRISTIANSEN

When Tena Bailey, the executive director of the La Crosse Area Builders Association, sat down with LABA Home Show committee members to plan the event for 2017, she was faced with a challenge: How do you take a longstanding event—running since 1994—and keep it fresh, make it new? “After 2016, we realized we had two different organizations in town running basically the same show,” Bailey says, referring to a similar event held by the La Crosse Builders Exchange. “So we wondered, ‘How do we set ours apart? What do we need to do to make it fun?’” Their plan will be unveiled at the Onalaska Omni Center March 10-12, at the 24th annual LABA Home Show.

Same quality, but more

Bailey is quick to point out that the best aspects of the LABA Home Show will remain. “The high quality of the vendors and the booths will be the same,” she assures. “It’s still all about building, all about the home. In this Internet society especially, we need to be able to put faces and personalities to the people building our cabinets and laying our floors. It’s not just about the best prices you can find, but capitalizing on connections.” The most important features the Home Show brings to its guests—the chance to meet contractors face-to-face, to see and touch the building products headed for your home—are still the heart and soul of the show. But it’s that other element—fun—that’s been ramped up this year.

“We did some research and asked other builders associations what worked for them,” Bailey says. “The answer was events”—ideally something unique every day.

Events for all

Bailey and the Home Show committee have come up with a show that offers just that—something fun, every day, for everyone.

The Home Show opens Friday evening at 4 p.m.—just when many couples are thinking of heading out for a drink or dinner. And when they do, Bailey hopes the Home Show will be their first stop. “It’s Date Night!” says Bailey. “We moved up our opening time so couples can come before going out to dinner, see the show and sample some wine and local beer.” Adult guests on Friday night will receive tickets for free wine and beer tastings offered by area vendors, which they can enjoy while they browse the booths and converse with contractors.

Saturday is Demo Day at the Home Show, with a long list of DIY project demonstrations intended to inspire guests to try something new at home—or perhaps realize they’d rather hire a professional. Over the course of the day, from 10 a.m. to 6 p.m., professionals will demonstrate projects from the basic to the ambitious, including installing a toilet, installing a faucet, creating a kitchen backsplash, changing a light fixture, planting basics, painting techniques and more.

“The demos replace our traditional seminars,” says Bailey. “Now, we’re not just talking about a homebuilding topic, but showing, teaching, doing something hands-on.”

On Sunday, the whole family is invited to come for kid-friendly fun. In a new twist that pumps up the family-friendly nature of the day, admission is free for everyone under 18. Opening at 11 a.m. that day, the Home Show is an ideal destination for families after church or after brunch, offering kids’ crafts, a bounce house, a magician and more.

In addition, daily activities enliven the show, including door prize drawings and a scavenger hunt with daily prizes. “If your spouse is busy talking to a vendor, this is something you can do,” laughs Bailey.



Attendees and contractors mingle and exchange information at the 2016 LABA Home Show. Look for the same face-to-face connections being made at the 2017 Home Show, but with events and demonstrations to spice things up.

A community asset

While the La Crosse Area Builders Association is most publicly known for its events, like the Home Show and Parade of Homes, Bailey points out that it's also an incredible community asset that serves the area in less-publicized ways. LABA's members comprise a wide variety of area tradespeople, whom LABA serves with the purpose of filling its mission "to educate our members and advocate for affordable housing and responsible government." "LABA is a member organization, driven by members and serving its members," Bailey says.

The public can be assured that LABA is a trustworthy resource for finding building professionals who are insured, are licensed, have signed a code of ethics and continue education to keep up with industry standards. "It just gives you that added protection" when hiring a builder, Bailey says.

Building careers

But perhaps what is most impressive is LABA members' commitment to educating a new generation of building professionals. Just last year, LABA donated \$6,500 worth of tools to building programs at local high schools.

Then, in October 2016, LABA hosted more than 100 high school students for a hands-on career day, where participants could discover what careers the building trades have to offer and ask

questions of professionals on the job.

The day began with a tour of an area lumberyard, during which students were shown everything from door construction to painting, staining, sales and marketing and more.

The second half of the morning was spent at a framed-up house on a working jobsite. Here, students were able to talk to builders, electricians and other professionals involved in the project. They also met architects, bankers and mortgage specialists, suppliers and representatives from Xcel Energy, all of whom discussed with the students all aspects of building a house. "It showed them there was more to it than swinging a hammer" in terms of opportunities in a building career, Bailey says.

Not just another Home Show

Bailey, who has served as executive director of LABA since October 2015, wishes to emphasize and applaud the hard work the Home Show committee has put into planning and invigorating this year's Home Show. "We want to invite the public to not just another Home Show, but an event," she says. "We want people to get out, get excited and get thinking about spring projects." And from the looks of this year's lineup, bets are that they'll succeed.

Betty Christiansen is editor of Coulee Region Women.



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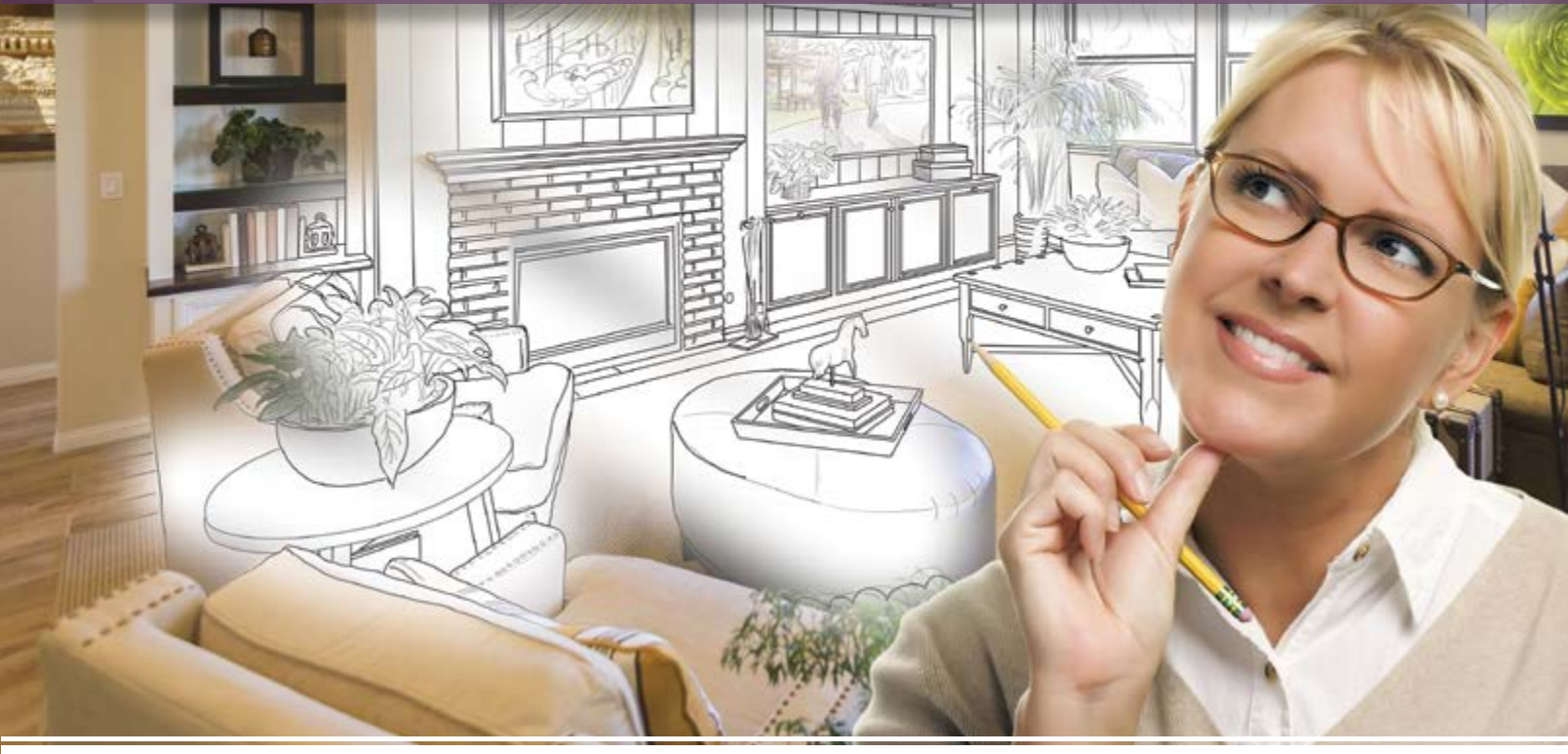


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Insider Hints for Design on a Budget

Mini-makeovers are key to transforming the look of your home.



Don't have a big budget but want to make some big design changes to your home? Well-designed rooms don't always have to come with a huge price tag; in fact, designing on a budget may be easier than you think.

Many times, by changing small elements, you can give a room an entirely new personality. Sometimes adding a few colorful pillows or picking up a paintbrush is all you need to do to make your room look like something out of the pages of a magazine.

The power of paint

One of the most common fixes for a boring room is color. "Color is easy to do and inexpensive," says Kathy Browning, owner of Design Consultants, a design firm in Virginia Beach, Virginia.

Updating the color of just one wall in any room will give it an entirely new feel. Painting, when approached correctly, can be an enjoyable experience with instant rewards. Lauren Warnock, an interior designer based in Chicago, reminds homeowners that warmer colors can make a room feel cozier and more inviting.

Cooler colors like gray or stark white, on the other hand, may give a room a more industrial feeling. "Light, airy colors open up a space, while deep, darker colors can make a room appear smaller," Warnock says.

Connie Edwards, director of design for Shenandoah Cabinetry, has her own advice when it comes to color, particularly if you are looking at the kitchen. "You can never go wrong with neutrals, but color is hot now," Edwards says. "Not necessarily vibrant colors—although for the right space, they can be fabulous—but think along the lines of buttery yellows, soft sage greens and nearly neutral blues."

Accessories pack a punch

Adding accents to pieces you already own can also make a large difference. For instance, if your couch is not as exciting as it once was, try throwing a few fun accent pillows on it. Throws and cushions, when selected as accents, can really bring new life to a tired piece of furniture.

"The use of pillows, throws and draperies in living spaces enhances a room in many ways," Warnock says. Fabrics also can add beautiful softness to a room and allow additional patterns and textures to be brought into it.

Rethink your artwork

Another budget-friendly change is to rotate the artwork in a room. Using the same frames but changing the images can easily create a new theme or mood, and combining several different frames in different finishes and sizes can achieve different looks.

Love your lighting

Often overlooked but strikingly effective, updated lighting can work wonders. "Lighting will dramatically change the mood of a room," Warnock says. Try installing a new fixture or simply swapping out the shades on current fixtures. Installing dimmer switches is another simple change that can transform any room.

Adapted from National Association of Home Building, www.nahb.org.



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What is LABA?

The La Crosse Area Builders Association is a nonprofit trade organization uniting over 190 building-related companies in western Wisconsin.

At LABA, we

- educate our members on the latest in the building industry
- advocate for the building industry
- provide networking opportunities
- run the Parade of Homes and Home Show
- partner with area high schools and WTC to encourage and assist individuals to pursue careers in the building trades

Tools for Schools Auction
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What does LABA do?

LABA 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 specialists, roofers, landscapers, fireplace installers, stonework specialists, heating and air specialists, and so many others, our members affect the work on your most expensive purchase ... your home.

Why should I use LABA?

LABA members are insured, sign a code of ethics, and do continuing education to keep up with industry standards. One phone call to LABA can open doors to having a better experience and better success with home projects. LABA members have ties to the community and often do service projects to help strengthen the community in which we work and live.

We often get calls from consumers who are having issues with a builder or remodeler 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. Make us your first call in your search for help with your home!





The La Crosse Area Builders Association is a professional organization that unites and represents people in the building industry. We promote safe, attainable, quality housing through education and interaction.

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Vice President: Paul Westlie (Hartland Construction)
Treasurer: Kraig Lassig (Lautz Lassig Custom Builders)
Past President: Dee Dee Kerska (Xcel Energy)

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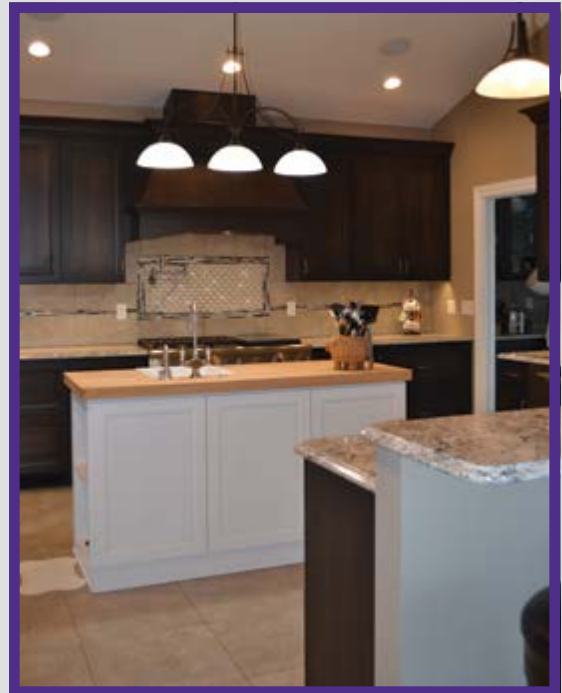
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Traditional Trades, Inc. (608) 783-4785
Wausau Homes (608) 781-5000

CONTRACTORS (GREEN CERTIFIED)

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

CULTURED STONE PRODUCTS

La Crosse Fireplace Company (608) 788-7200

DECKS & GAZEBOS

ABC Supply Co. (608) 779-2001
Lautz Lassig Custom Builders (608) 786-2535

DESIGN SERVICE

Balduzzi Midway
Lumber Co., Inc. (608) 783-3329
Jake Wieser Construction, Inc./
Wieser Septic & Excavating (507) 896-5253
Mastercraft Homes (608) 781-7200
Rugroden Drafting & Design (608) 526-2990
T.N. Thompson Enterprises (608) 792-8453

DRYWALL CONTRACTORS

Al's Drywall (608) 488-5020
Earley Drywall &
Construction, Inc. (608) 784-5611

DRYWALL SUPPLIERS

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

ELECTRICAL CONTRACTORS

Elite Electrical Solutions, LLC (608) 386-0575
Kish & Sons Electric, Inc. (608) 785-0207
Seymour Electric (507) 724-1323
Stetter Electric (608) 769-5890
Stokes Electric, LLC (608) 788-5300

ELECTRICAL SUPPLIER

Viking Electric Supply, Inc. (608) 796-1761
Werner Electric Supply MN (507) 895-3523

EMPLOYMENT AGENCIES

Tradesmen International (608) 781-5647

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Hilti, Inc. (608) 386-2433
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Hess Excavating & Plumbing (608) 788-1763
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Wieser Septic & Excavating (507) 896-5253
MJG Excavating, Inc. (608) 783-7223

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Phillips Fencing (608) 769-8076

FINANCIAL INSTITUTIONS/SERVICES

1st Community Credit Union (608) 366-2044
Altra Federal Credit Union (608) 779-3188
Firefighters Credit Union (608) 526-3230
Merchants Bank - Onalaska (608) 779-8294
Park Bank (608) 526-5503
State Bank Financial (608) 791-4212

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

FLOORING

Builders Flooring, Inc. (608) 779-5366
Decker Design, Inc (608) 783-5667
Floorcrafters, Inc. (608) 783-1088
Flooring Interiors, Inc. (608) 779-9440
Hardwood Specialists &
Craftsman (920) 470-4463
Interior Designs, Inc. (608) 526-3386
Leroy's Custom Flooring, LLC (608) 317-7093
Wisconsin Terrazzo, Inc. (608) 779-5010

FOUNDATIONS - CONTRACTORS

Five Star Concrete, LLC (608) 526-6550
Waldenberger Poured Walls, LLC (608) 526-4219

GARAGE CONSTRUCTION

Lautz Lassig Custom Builders (608) 786-2535

GARAGE DOORS

JBrooke Garage Door, LLC (608) 790-7355
Overhead Door Company
of the 7 Rivers Region, Inc. (608) 783-6080

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GARAGE FLOOR COATING

Garage Force of La Crosse (608) 633-0155

GLASS & MIRRORS

Glass Interiors of La Crosse (608) 782-2334

GUTTERS & DOWNSPOUTS

Advanced Seamless, Inc. (608) 786-2929

E & B Insulation (608) 269-5839

Midwest LeafGuard (608) 222-9919

GYPSUM FLOOR UNDERLAYMENT

E & B Insulation (608) 269-5839

HEATING, VENTILATION & A/C CONTRACTORS

A/C Doc's West Salem Appliance (608) 786-1160

Absolute Comfort

Heating & A/C, LLC (608) 385-3328

Bagnieski Heating &

Air Conditioning (608) 782-0664

Cary Heating &

Air Conditioning Co., Inc. (608) 782-0977

Heating & Cooling Specialists (608) 269-2681

Paul's Heating &

Air Conditioning, Inc. (608) 784-0751

Schneider Heating &

Air Conditioning (608) 782-4035

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 SYSTEMS

Advanced Multimedia Solutions (608) 783-0949

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HOME IMPROVEMENT & REMODELING

Board Store Home

Improvements, Inc. (608) 782-8877

Bruce Johnson Construction (608) 526-9383

Home Maintenance Experts, LLC (608) 385-1941

Interior Designs, Inc. (608) 526-3386

Jon Olson Construction, Inc. (608) 781-5428

Jones Construction (608) 386-8292

Kirchner Custom Builders, Inc. (608) 782-3087

Lautz Lassig Custom Builders (608) 786-2535

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Home Improvement (608) 779-9953

T.N. Thompson Enterprises (608) 792-8453

Ulrich Construction, LLC (608) 788-2806

Your Home Improvement

Company (320) 230-9182

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Green Built Insulation LLC (608) 769-0501

Lifetime Insulation (207) 208-5068

Ultimate Insulation (608) 386-1711

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Beaver Builders Supply, Inc. (608) 526-3232

INSURANCE

Coulee Region Insurance Group (608) 269-3173

Coverra Insurance Services, Inc. (608) 526-6345

Noble Insurance Service (608) 779-5500

TRICOR Insurance (608) 784-2775

INTERIOR DESIGN

Interior Designs, Inc. (608) 526-3386

J Company Design Studio (608) 784-9530

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IRRIGATION/SPRINKLERS

Outdoor Services, Inc. (OSI) (608) 786-3202

Ziegler's Landscape by Design (608) 783-1095

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Beyer Custom Cabinets, LTD (608) 786-2220

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Decker Design, Inc. (608) 783-5667

Interior Designs, Inc. (608) 526-3386

Marble Shop, The (608) 783-2277

LAND DEVELOPERS

Elmwood Partners Limited

Partnership (608) 781-4777

LANDSCAPING

Armstrong Landscaping (608) 487-5311

Ziegler's Landscape by Design (608) 783-1095

LAWN/TREE MAINTENANCE

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Ziegler's Landscape by Design (608) 783-1095

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Kish & Sons Electric, Inc. (608) 785-0207

Werner Electric Supply MN (507) 895-3523

Wettstein's (608) 784-6868

MARKETING AIDS/EMBROIDERY/SCREEN

PRINTING

HERA Marketing (608) 790-1862

MarketSharp Software and

Services (608) 779-5165

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Design Masonry, LLC (608) 387-9449

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La Crosse Media Group (608) 782-8335

Mid-West Family Broadcasting

La Crosse (608) 796-2580

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North Central Wood Products (608) 687-6006

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Associated Bank (608) 793-3824

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Sherwin-Williams (608) 781-7040

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EnergyElements LLC (608) 386-7454

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

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ABC Supply Co. (608) 779-2001

Beaver Builders Supply, Inc. (608) 526-3232

First American Roofing &

Siding, Inc. (608) 783-3101

SECURITY SYSTEMS

Advanced Multimedia Solutions (608) 783-0949

SEPTIC/SEWER & WATER CONTRACTORS

Jake Wieser Construction, Inc./

Wieser Septic & Excavating (507) 896-5253

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

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HotSpring Spas & Pools of

La Crosse (608) 788-7747

Sebesta Pools (608) 779-5416

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Builders Flooring, Inc. (608) 779-5366

Leroy's Custom Flooring, LLC (608) 317-7093

LA CROSSE AREA BUILDERS ASSOCIATION MEMBERSHIP DIRECTORY

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Wisconsin Building Supply, Inc (608) 781-3900

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Riverland Energy Cooperative (608) 323-3381
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Bob's Window Cleaning (608) 457-2067

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ABC Supply Co. (608) 779-2001
Balduzzi Midway Lumber Co., Inc. (608) 783-3329

Board Store Home Improvements, Inc. (608) 782-8877
Window World of La Crosse, LLC (608) 519-3230
Windows by Pella, Inc. (608) 788-7313
Wisconsin Building Supply, Inc (608) 781-3900

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Checklist for Finding & Hiring a Builder or Remodeler

Doing your homework will help you have a more successful experience.

Use this checklist to help you select a home builder or home remodeler to work on or build your home:

- Contact LABA for the names of member builders and remodelers. You can also ask family, friends or coworkers for recommendations.
- Make sure the builder or home remodeler has a permanent business location and a good reputation with local banks and suppliers.
- Find out how long they have been in the building 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 construction is complete to service any warranties.
- Make sure the builder/remodeler has sufficient workers compensation and general liability insurance. If not, you may be liable for any construction-related accidents on your premises.
- Ask the builder/remodeler to provide you with names of previous customers. If they won't, beware. If they do, ask the customers if they would hire the builder/remodeler again.
- Ask if you can see the builder's/remodeler's work, both completed and in progress. Check for quality of workmanship and materials.
- Do you feel you can easily communicate with the builder/remodeler? Remember you will be in close contact with them throughout the construction process and afterward as you live in your new home.
- Make sure the builder/remodeler provides you with a complete and clearly written contract. The contract will benefit both of you. If you are having a new home built, get and review a copy of the home warranty and homeowner manual as well.
- Be cautious of unusually low-priced bids. If the builder/remodeler is unable to pay for the materials and labor as the project proceeds, this may indicate a potential problem. Keep in mind that less expensive does not necessarily mean better!

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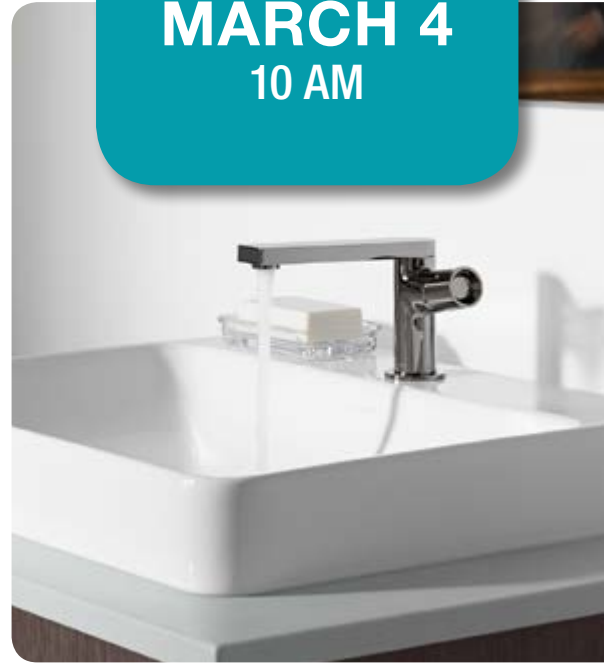
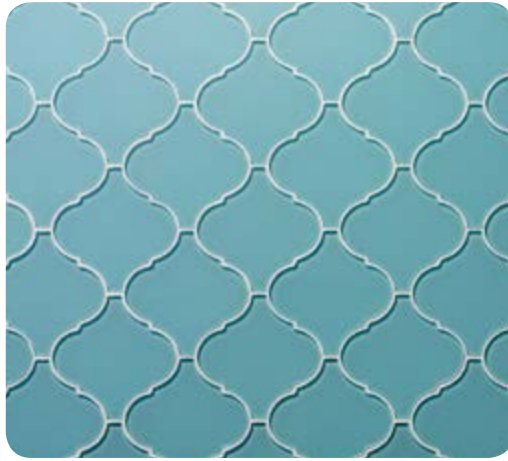
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