

# Types of Membership

## Builder:

A Builder member is a company that is engaged in the business of building or remodeling homes, multi-family, schools, commercial, industrial and other structures in the La Crosse Area. The Builder member designates a "Member of Record" who will receive all communications and be listed in the directory. The company of record must have a dwelling contractor license.

I enjoy being a member of LABA and have been helped by other members in my field on questions about all aspects of building. The networking at meetings has helped me become familiar with how this industry truly works and keeps me passionate about what I do. Prior to joining LABA and getting involved with meetings and committees, I never realized how much we have to work to keep the cost of building lower! My membership with LABA keeps me informed of the latest attempts to add to the cost of a home and everything our local, state and national building associations do to keep those increases to a minimum.

-Kraig Lassig  
Lautz Lassig Custom Builders



LABA has become more than just a business association to me. I strive to be as involved as I can be. With this involvement, I have fostered many new working relationships and also many new friendships. What I have discovered about LABA is that it is full of genuinely great people who are keeping everyone's best interest at the forefront. We are all looking out for one another, working together to make everyone as successful as they can be.

-Andrew Lamprecht  
River States Truck and Trailer  
La Crosse Truck Center Ford



## Associate:

An Associate member is a company that is engaged in a trade or profession related to the building industry in the La Crosse Area. The Associate member designates a "Member of Record" who will receive all communications and be listed in the directory.

## Affiliate:

As an employee of a La Crosse Area Builders Association member company, you have an opportunity for increased visibility and can play an active role in the future of the association by becoming an Affiliate member. Affiliate members receive a listing in the online directory and receive all communications.

For more information or to apply  
[www.labaonline.com](http://www.labaonline.com)  
608.781.5242 [info@labaonline.com](mailto:info@labaonline.com)  
816 2nd Avenue S., Onalaska, WI 54650



# MEMBERSHIP



# The Value of Membership

## Website Advertising

LABA offers advertising opportunities on our website with over 10,000 unique visitors at [www.labaonline.com](http://www.labaonline.com)

## Advertising Opportunities

LABA members have the opportunity to advertise in the monthly newsletters, the *Coulee Region Living* magazine for Parade of Homes and Home Show.

## Social Media

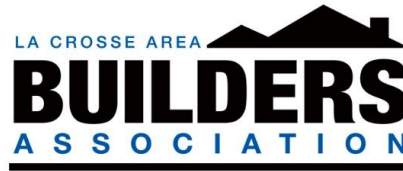
LABA features its members on social media outlets. Plus engaging with LABA on social media is a great way to promote your business.

## Political Advocacy

By joining LABA you are also a member of NAHB and WBA. They work hard at the national and state levels to ensure laws and regulations are favorable for the home building industry and small businesses. LABA also monitors issues on a local level and has an active Government Affairs Committee to help protect our industry. That's three organizations taking a stand for you and your business!

## Education

LABA, WBA and NAHB offer educational opportunities for both Builder and Associate members. LABA has offered courses that qualify for the dwelling Contractor Continuing Education Credits as well as business-related speakers of interest to all members at the monthly membership meetings.



## Networking Opportunities

LABA provides numerous networking opportunities throughout the year. Events such as Parade of Homes, the Home Show, Golf Outing, Auction and General Membership Meetings are some of the best attended networking events and committee meetings.

## Money Saving Opportunities

Membership in LABA can pay for itself through a variety of discount and rebate programs available through the National Association of Home Builders and the Wisconsin Builders Association:

- New Vehicles Discounts
- Free Legal Advice from WBA Attorneys
- WBA Rebate Program
- Plus much more! Call 608-781-5242 for more information on money saving opportunities.

## Social & Community Outreach

LABA offers a variety of social and community-related opportunities throughout the year. These include: Golf Outing, Summer Family Outing, Cabin Fever, Building Supply Auction, Christmas Party and community service activities. Some of the past community service projects include: building the Santa House and barricades for Rotary Lights, creating Children's Museum exhibits and providing tools for area high school Tech Ed Programs.



The Parade of Homes offers builders and associates a way to showcase their products and talents as well as the latest in architectural design and technology to the public.



This 3-day event has booths featuring the latest and greatest in home related products and services. The Home Show exposes exhibitors to thousands of interested consumers in a short period of time.