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March 28-30, 2025

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FRIDAY, MARCH 28

5 pm Building & Remodeling Pro Panel + Q&A

6 pm Design Your Next Home
- Avalon Design Group

7 pm How to Use Habitat for Humanity's ReClaim
- Habitat for Humanity of the Greater La Crosse Region

SATURDAY, MARCH 29

10:45 am Building & Remodeling Pro Panel + Q&A

11:45 am Construction Loan Process Step-by-Step
- Altra Federal Credit Union

12:45 pm Financing Home Renovations with Solar Solutions
- Ethos Green Power Co-op

1:45 pm What to Do with Your Waste and Recycling
- Hilltopper Refuse & Recycling

2:45 pm How to PAY for Your New Construction Home
- Associated Bank

SUNDAY, MARCH 30

10:30 am Create a Thriving Living/Working Indoor Space
- ActivePure Technologies

11:30 am Build with Insulated Concrete Forms (ICF)
- Balduzzi's

12:30 pm Home Buying Seminar
- Gerrard-Hoeschler, Realtors

1:30 pm Radon Awareness and Safety
- La Crosse County Health Department



Seminar Details
& Descriptions

www.LABAhomeshow.com

WELCOME



DOUGLAS BILLINGS

Home Show Committee Chair
Gerrard-Hoeschler, Realtors

On behalf of the La Crosse Area Builders Association, it is my distinct pleasure to welcome you to the 2025 La Crosse Area Builders Association Home Show! We are delighted to have you join us for this vibrant event dedicated to celebrating all things home and lifestyle.

Prepare to be inspired as we showcase the latest innovations, trends, products and services in home improvement, interior design, landscaping and beyond. Whether you're an experienced homeowner, a first-time buyer or simply someone passionate about crafting a space that reflects your personality, this event offers something special for everyone.

Explore a wide array of exhibitor booths featuring high-quality products and services to elevate your home. Experience hands-on demonstrations, interactive displays and engaging activities that will ignite your creativity. And, of course, connect with fellow homeowners, industry professionals and enthusiasts who share your passion for creating beautiful and functional living spaces.

If you're feeling hungry, be sure to visit the delicious variety of food trucks on site, offering something for every craving. And don't forget to check out our informative seminars, where industry experts will share valuable insights and tips to inspire your next project.

Be sure to check out our schedule of events to make the most of your time:

- Friday, March 28, 4-8 p.m.: Date Night
- Saturday, March 29, 10 a.m.-4 p.m.: Community Day
- Sunday, March 30, 10 a.m.-3 p.m.: Family Day

We are committed to making your Home Show experience exceptional. Should you have any questions or require assistance, our friendly staff and volunteers are here to help.

Thank you for being part of this exciting event. We look forward to seeing you at the LABA Home Show and hope you leave inspired, energized and brimming with ideas to transform your living spaces.

Welcome to the world of possibilities!

Douglas Billings

Home Show Committee Chair



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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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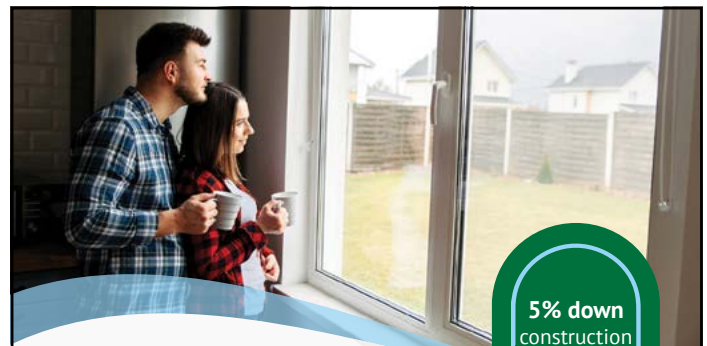
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5 WAYS TO JUMP-START YOUR HOME REMODEL

Is a home refresh in your 2025 plans? Here's how to get started.

After years in your home, you may be ready to change the look and feel of your house. Perhaps you are ready to upgrade your kitchen or add more space. Whatever the impetus, the thought crosses your mind: Maybe it's time to start a home remodel. If you are having trouble figuring out how to approach your remodel, consider the following five simple steps to jump-start the process.

STEP 1: Gather Ideas

The first step is to develop an idea of what you want to do with your home remodel. Next, write a prioritized list of your needs and wants. There are many sources to find design ideas for your home remodeling project. Attend the LABA Home Show, look at magazines and websites and collect pictures of homes or remodeling projects you like. The more clearly you can envision the project and describe it on paper, the better prepared you'll be in making your decision.

STEP 2: Think About How You Utilize Your Space

Think about traffic patterns, furniture size and placement, colors, lighting and how you expect to use the remodeled space. If your decision to remodel involves creating better access for someone with limited mobility, you may consider contacting a Certified Aging-in-Place Specialist.

STEP 3: Consider Home Energy Efficiency

You may want to improve home efficiency and hire a professional remodeler for green home remodeling. These projects include replacing windows and doors, upgrading heating and cooling systems, adding insulation and other updates to make the home more energy efficient, easier to maintain and more comfortable.

STEP 4: Think About Your Budget

Figure out how much money you have to spend on the home remodeling job, furnishings, landscaping or any other cost you might incur. There are several remodeling cost calculators online to give you a general idea of how much your home improvement may be.

STEP 5: Find a Qualified Professional

Whether your remodeling project is large or small, it's important to carefully think through your options and talk to several remodelers before you get started. Hiring a professional remodeler is the best way to ensure your project's success. These remodelers are dedicated to maintaining the highest integrity and standards in the industry.

To find a professional remodeler in our community, attend the Home Show, contact the La Crosse Area Builders Association at 608-781-5242 or info@labaonline.com, or visit LABA on the web at www.labaonline.com.

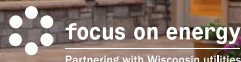


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The La Crosse Area Builders Association (LABA) is a non-profit trade organization in Western Wisconsin. LABA supports its **220+ member businesses**, advocates for attainable housing and responsible government, and connects real people with local home experts. This is done through hosting local events and fostering connections.

HOW TO FIND HOME EXPERTS

1. Visit our member directory.

 <http://business.labaonline.com/list/>

2. Search for a category.

Over 40 categories of businesses to choose from (i.e. builders, plumbers, etc.).

3. Contact a business directly!

It's easy to find the contact information for each business.

OUR MAJOR EVENTS



You can rest easy knowing that LABA ensures all of their members have the correct license and business insurance to operate in WI or MN. LABA members are committed to providing consumers with exceptional services, quality products, and other materials available.

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VENDOR HOSPITALITY:

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Top 3 Color Trends for 2025

Pick your palette for a fresh, modern home.

Are the white walls of your new home begging for some personality? Or is your room in need of an update? No matter the circumstance, choosing a wall color is not an easy feat. Sifting through hundreds of swatches can be overwhelming. Thankfully, the top paint manufacturers have released their top color picks for the year to help you narrow your selection. So what's in store for 2025? It's looking like purples, browns and beach house colors are going to make their marks.

Purples

Purple is often considered an accent color, but some are daring enough to use it for an entire wall or room.

Purple Basil from Glidden is a blend of warmth and energy, inviting you to embrace the transformative power of color.

Cinnamon Slate by Benjamin Moore is a delicate mix of heathered plum and velvety brown.

Violet by Minwax creates eclectic interiors and unique pieces.

Rumors from Behr is a luxurious ruby red so deep it borders on purple, adding warmth and rich allure.

Browns

Some play it safe with earth tones by opting for beige, but even neutrals can be bold.

Mocha Mousse by Pantone is a warming brown hue imbued with richness.

Raku by C2 is an earthy, burnt brownish red with oxidized undertones that infuses spaces with drama and intimacy.

Caramelized by Dunn Edwards is a warm terracotta brown with soft, earthy tones reminiscent of sunbaked clay.

Beachy Hues

There's a reason people love beach houses; the blues and greens offer freshness and tranquility.

Quietude by HGTV Home by Sherwin-Williams is a soft sage with a whisper of blue influence, and an emerging color for enduring design.

Encore by Valspar is an anchoring shade that embodies constancy and confidence to let you create a joyful respite.

Mapped Blue by Dutch Boy is versatile medium-tone blue with subtle yellow undertones that provides a dependable foundation.

Lastly, Sherwin-Williams opted for a curated collection of colors for its "2025 Color Capsule of the Year" that fits nicely with trends above, featuring both shades of brown—such as **Grounded** and **Clove**—and a light, muted shade of purple called **Mauve Finery**.

Need help deciding what works best for your space? Attend the Home Show, contact the La Crosse Area Builders Association at 608-781-5242 or info@labaonline.com, or visit LABA on the web at www.labaonline.com to find designers and paint specialists who can guide you.

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 Carpet One of La Crosse (608) 784-9800
 Carpets To Go (608) 783-3750
 Coulee Floors & Design (608) 788-6445
 Interior Designs, Inc. (608) 526-3386
 Decker Design, Inc. (608) 783-5667
 Wesco Home Furnishings (608) 269-2115
 Floorcrafters, Inc. (608) 783-1088
 Wisconsin Terrazzo, Inc. (608) 779-5010
 Used Anew LLC (608) 487-0547
 Wendler Construction Solutions LLC (920) 202-1329
 Polytek Surface Coatings (507) 252-8112

FOUNDATIONS - CONTRACTORS

Waldenberger, Inc. (608) 526-4219

FURNITURE/ACCESSORIES

Wesco Home Furnishings (608) 269-2115
 Riverview Outdoor Furniture (507) 313-3306

GARAGE CONSTRUCTION

Lautz Lassig Custom Builders (608) 786-2535

GARAGE DOORS

Garage Door Systems, Inc. (608) 781-5881
 Overhead Door Company
 of the 7 Rivers Region, Inc. (608) 783-6080
 JBrooke Garage Door LLC (608) 790-7355

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
 Larson Home Services (608) 222-9919
 Premier Seamless
 Kendhammer A-1
 Roofing & Construction (608) 790-9111
 2 Brothers Contracting (608) 615-1113

HARDWARE RETAIL

Blain's Farm & Fleet of La Crosse (608) 781-3130

HEATING, VENTILATION & A/C CONTRACTORS

Paul's Heating & Air Conditioning, Inc. (608) 784-0751
 Schneider Heating & Air Conditioning (608) 782-4035
 Absolute Comfort Heating & A/C LLC (608) 385-3328
 Bagnieski Heating & Air Conditioning (608) 782-0664
 Flocks Heating & A/C, Inc. (608) 654-5522
 608 Plumbing (608) 758-6246
 Heyer Heating & Air Conditioning (608) 799-3538
 Coulee Region
 Heating & Air Conditioning LLC (608) 317-1377
 Ethos Green Power (608) 637-3797
 WaterFurnace Renewable Energy (260) 442-5374

HOME AUTOMATION SYSTEMS

Audio Video Pros, The (608) 779-9395
 Kish & Sons Electric, Inc. (608) 783-5474
 AMS (608) 783-0949
 HABiTECH (608) 790-9251

HOME ENTERTAINMENT SYSTEMS

Audio Video Pros, The (608) 779-9395
 AMS (608) 783-0949
 HABiTECH (608) 790-9251

HOME IMPROVEMENT & REMODELING

Board Store
 Home Improvements, Inc., The (608) 782-8877
 Kirchner Custom Builders, Inc. (608) 782-3087
 T.N. Thompson Enterprises (608) 792-8453
 Ulrich Construction LLC (608) 788-2806
 Your Home Improvement Company (320) 230-9182
 Lautz Lassig Custom Builders (608) 786-2535
 Home Maintenance Experts LLC (608) 385-1941
 Parcher Home Improvement (608) 779-9953
 Bruce Johnson Construction (608) 526-9383

MOORE & MOORE

Reno and Construction (608) 780-2913
 Performance Construction (608) 788-0115
 Coleman Custom Homes LLC (507) 259-4931
 Kendhammer A-1
 Roofing & Construction (608) 790-9111
 Wendler Construction Solutions LLC (920) 202-1329
 River Valley Remodelers LLC (800) 240-5675
 Weidemann Construction LLC (507) 313-8317
 TJR Improvements (608) 519-2076
 Mazzola Construction
 and Consulting LLC (608) 780-8537

HOUSE WASHING

Driftless Softwash & Pressure Wash (608) 397-1217

INSULATED CONCRETE FORMS

Marlin Homes LLC (608) 779-4617

INSULATION/INSULATION INSTALLERS

Clear Choice
 Window & Home Solutions (608) 526-3582
 E & B Insulation (608) 269-5839
 First American Roofing & Siding, Inc. (608) 783-3101
 Green Built Insulation LLC (608) 769-0501
 Larson Home Services (608) 222-9919
 Lifetime Insulation (507) 696-1260
 Ultimate Insulation LAX LLC (608) 386-1711
 Select Spray Foam (608) 317-9382

INSURANCE

Fleis Insurance Agency, Inc. (608) 783-5206
 Insurance Center, The (608) 783-6441
 TRICOR Insurance (608) 784-2775
 Coverra Insurance Services, Inc. (608) 526-6345
 Noble Insurance Service (608) 779-5500
 Edward Jones (608) 788-6420

INVESTMENTS AND FINANCIAL PLANNING

Coulee Bank (612) 386-7672
 Edward Jones (608) 788-6420

IRRIGATION/SPRINKLERS

Outdoor Services, Inc. (OSI) (608) 786-3202
 Midwest Outdoor Services (608) 214-4806

KITCHEN & BATH DESIGNS

Beyer Custom Cabinets, LTD (608) 786-2220
 Board Store
 Home Improvements, Inc., The (608) 782-8877
 Marble Shop, The (608) 783-2277
 TJR Improvements (608) 519-2076

LANDSCAPING

River City Lawnscapes, Inc. (608) 526-9780
 Phillips Outdoor Services (608) 783-4200
 Brothers Lawn Care (608) 790-8664
 Midwest Outdoor Services (608) 214-4806
 All Elements Lawn & Snow (608) 790-7273

LAWN MAINTENANCE

Outdoor Services, Inc. (OSI) (608) 786-3202
 Midwest Outdoor Services (608) 214-4806

LIGHTING/LIGHT FIXTURES

Kish & Sons Electric, Inc. (608) 783-5474
 Van Meter, Inc. (608) 790-9950
 Gerhards (608) 519-5414
 Lumen Collective (608) 519-4343

MAINTENANCE-RESIDENTIAL AND COMMERCIAL

Home Maintenance Experts LLC (608) 385-1941

MARKETING/WEBSITES/ PHOTOGRAPHY

Hazel Media LLC (608) 618-0257
 Frontier Photography (608) 571-5802

MEDIA

Mid-West Family La Crosse (608) 796-2580
 Magnum Communications, Inc. (608) 372-9600

MILLWORK & MOLDINGS

Oak Ridge Woodworking

MOBILITY LIFTS, ELEVATORS, RAMPS

Coulee Region Mobility LLC (844) 487-5617
 Coulee Region Docks LLC (608) 792-9578
 Access Elevator, Inc. (608) 784-9980

MORTGAGE LENDER/SERVICER

Altra Federal Credit Union (800) 755-0055
 Compeer Home (608) 477-7625
 Merchants Bank (608) 779-8200
 State Bank Financial (608) 791-4572
 Coulee Bank (612) 386-7672
 Associated Bank (608) 793-3800
 Society Mortgage (608) 799-6450

PAINT SUPPLIERS

Sherwin-Williams (608) 781-1009
 Hallman Lindsay Quality Paints (608) 784-1222

PAINTING CONTRACTORS

Home Maintenance Experts LLC (608) 385-1941
 Wendler Construction Solutions LLC (920) 202-1329
 Prime 1 Painting and More (608) 769-5642
 A Plus Property Solutions (608) 304-4234

PEST CONTROL

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

PLUMBING CONTRACTORS

Every Plumbing & Heating, Inc. (608) 783-2803
 Maxwell-White Plumbing, Inc. (608) 786-4004
 608 Plumbing (608) 758-6246
 Berger Plumbing LLC (608) 519-0936

PLUMBING SUPPLIERS

Gerhards (608) 519-5414

PORTABLE SANITATION

Arcade Portables LLC (608) 525-4225

POST-CONSTRUCTION CLEANING (RESIDENTIAL & COMMERCIAL)

A Plus Property Solutions (608) 304-4234

RADON MITIGATION

Schneider Heating & Air Conditioning (608) 782-4035

REAL ESTATE AGENTS & COMPANIES

Raven Realty (608) 769-2903
 Gerrard-Hoeschler, Realtors (608) 781-7355
 ElevateOne Properties (608) 467-5452

REAL ESTATE CLOSING & ESCROW SERVICES

Knight Barry Title United LLC (608) 791-2000
 Town n' Country Title LLC (608) 323-3255

RECLAIMED BUILDING & DESIGN MATERIALS

Used Anew LLC (608) 487-0547

RENEWABLE ENERGY

Olson Solar Energy (608) 780-2347
 Ethos Green Power (608) 637-3797
 WaterFurnace Renewable Energy (260) 442-5374

RETAINING WALLS

Midwest Outdoor Services (608) 214-4806

ROOFING

Beaver Builders Supply, Inc. (608) 526-3232
 First American Roofing & Siding, Inc. (608) 783-3101
 ABC Supply Co. (608) 779-2001
 Larson Home Services (608) 222-9919
 GAF (877) 423-7663
 Kendhammer A-1
 Roofing & Construction (608) 790-9111
 Wendler Construction Solutions LLC (920) 202-1329
 TJR Improvements (608) 519-2076
 2 Brothers Contracting (608) 615-1113
 Coulee Region
 Roofing & Exteriors LLC (608) 780-5583
 Schmidt Roofing, Inc. (715) 314-3992
 Caulum Custom Construction (608) 780-0949

LA CROSSE AREA BUILDERS ASSOCIATION MEMBERSHIP DIRECTORY

SECURITY SYSTEMS

AMS (608) 783-0949

SEPTIC/SEWER & WATER CONTRACTORS

Rybold Excavating & Plumbing, Inc. (608) 526-5994
Wieser Septic & Excavating (507) 896-3922
608 Plumbing (608) 758-6246
Gerke Excavating, Inc. (608) 372-4203

SIDING

Beaver Builders Supply, Inc. (608) 526-3232
Board Store
Home Improvements, Inc., The (608) 782-8877
First American Roofing & Siding, Inc. (608) 783-3101
ABC Supply Co. (608) 779-2001
Kendhammer A-1
Roofing & Construction (608) 790-9111
Wendler Construction Solutions LLC (920) 202-1329
Weidemann Construction LLC (507) 313-8317
TJR Improvements (608) 519-2076
2 Brothers Contracting (608) 615-1113

SIGNS & FILMS

Signarama La Crosse (608) 783-6460
Auto Supreme Clean (608) 385-5255

SPAS & SWIMMING POOLS

HotSpring Spas & Pools of La Crosse (608) 788-7747
Sebesta Pools & Spas (608) 779-5416

SPRAY (URETHANE) FOAM APPLICATORS

E & B Insulation (608) 269-5839
First American Roofing & Siding, Inc. (608) 783-3101
Select Spray Foam (608) 317-9382

TELEPHONE/ COMMUNICATIONS COMPANY

TDS Telecom (608) 792-4355

TILE INSTALLATION

Builders Flooring, Inc. (608) 779-5366

TITLE INSURANCE

Knight Barry Title United LLC (608) 791-2000
New Castle Title of La Crosse (608) 783-9265
Town n' Country Title LLC (608) 323-3255

TRASH REMOVAL/RECYCLING

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

TREE SERVICE

MC Landworx (608) 790-5736

TRUSSES/TRUSS BUILDER

Beaver Builders Supply, Inc. (608) 526-3232
Select Trusses & Lumber, Inc. (608) 786-2414
Wisconsin Building Supply, Inc. (608) 781-3900

UTILITIES

Riverland Energy Cooperative (608) 323-3381
Xcel Energy (608) 343-0893
Olson Solar Energy (608) 780-2347

WALL COVERINGS

Used Anew LLC (608) 487-0547

WATER PUMPS/SOFTENERS/ CONDITIONING

Simplified Water LLC (608) 399-5656
Odyssey Plumbing LLC (608) 632-7473

WINDOW TREATMENTS & COVERINGS

Hidden Valley Designs, Inc. (608) 526-9870
Budget Blinds of La Crosse & Winona (608) 860-6050
Design Studio—Window Decor (608) 783-4548

WINDOWS & DOORS

Balduzzi's (608) 783-3329
Clear Choice
Window & Home Solutions (608) 526-3582
Board Store
Home Improvements, Inc., The (608) 782-8877
Marvin Windows & Doors (507) 951-5054
Windows by Pella, Inc. (608) 788-7313
Wisconsin Building Supply, Inc. (608) 781-3900
Window World of La Crosse LLC (608) 519-3230
ABC Supply Co. (608) 779-2001
Kendhammer A-1
Roofing & Construction (608) 790-9111
Kratt Lumber (608) 788-2600

WOOD FLOORS

Builders Flooring, Inc. (608) 779-5366
Carpets To Go (608) 783-3750
Woodwerks, Inc. (608) 269-4888
Kratt Lumber (608) 788-2600



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