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# LA CROSSE AREA BUILDERS ASSOCIATION

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.

## LABA Officers

President: David Coleman (Coleman Custom Homes)  
 Vice President: Jeremy Reed  
 (Habitat for Humanity of the Greater La Crosse Area)  
 Treasurer: John Mazzola (Mazzola Construction & Consulting)  
 Past President: Alex Goodman (Wisconsin Building Supply)

## LABA Directors

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 Jason Etrheim (MasterCraft Homes)  
 Kraig Lassig (Lautz Lassig Custom Builders)  
 Nick Balduzzi (Balduzzi's)  
 Tara Mayberry (Altra Federal Credit Union)

## NAHB (National) Directors

Jon Olson (life) (Jon Olson Construction)  
 Kraig Lassig (Lautz Lassig Custom Builders)  
 Tom Thompson (life) (T.N. Thompson Enterprises)

## WBA (State) Directors

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 Jeremy Reed (Habitat for Humanity of the Greater La Crosse Area)  
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 Jon Olson (life) (Jon Olson Construction)  
 Kraig Lassig (Lautz Lassig Custom Builders)  
 Mark Etrheim (life) (MasterCraft Homes)  
 Tom Thompson (life) (T.N. Thompson Enterprises)

## LABA Staff

Executive Officer: Tena Bailey  
 Executive Assistant: Christina Mehrkens  
 Administrative Assistant: Kaylee Sweisford  
 Building Manager (part-time): Jonathan Heinz

## Parade of Homes Committee Members

Chair: Rachel Persson (Coulee Region Communications)  
 Betty Christiansen (Coulee Region Communications)  
 Brenda Fisher (Altra Federal Credit Union)  
 David Coleman (Coleman Custom Homes)  
 Dawn Mazzola (Mazzola Construction & Consulting)  
 Duane Schulze (Marlin Homes)  
 Lois Becker (Midwest TV & Appliance)  
 Michelle Massman (Gerhard's Kitchen Bath & Lighting)  
 Tara Mayberry (Altra Federal Credit Union)

816 2nd Avenue S. | p 608-781-5242 | f 608.781.5221  
 Suite 100 | info@labaonline.com  
 Onalaska, WI 54650 | www.labaonline.com



**It is with pleasure** that we welcome all to the 2025 Parade of Homes hosted by the La Crosse Area Builders Association.

You are invited to walk through and tour some of the greater La Crosse area's most beautiful homes; speak with our talented builders, associates and trade professionals; and make note of your favorite features for your own future home. Our teams of

construction professionals have worked tirelessly to make these homes with the utmost care and quality. Please join us as we tour eight of the area's newest builds and see what our La Crosse Area Builders Association members have to offer homeowners of our area.

We are continuing with digital ticketing for added convenience this year. Guests are still able to purchase tickets with cash at Altra Federal Credit Union locations. Everyone will be presented with a unique code that grants access to the homes, so please make sure you have that with you when you come for the Parade. Thank you in advance for your patience with us and our volunteers as we learn to use these digital tickets as well.

We would like to extend a heartfelt thank-you to all our volunteers, the Parade of Homes planning committee, LABA's rockstar staff, all participating builders and professionals for making the Parade possible year after year. Countless hours of work go into planning this weekend so that we can showcase the best that the Coulee Region has to offer.

We would like to especially thank you, our guests, who attend this event. Thank you for taking time out of your busy lives to tour these wonderful homes, and please remember to vote for our "People's Choice" award for your favorite home!

With gratitude,  
**Rachel M. Persson**, *Coulee Region Women*  
 2025 Parade of Homes Committee Chair

## Parade of Homes®, August 2025

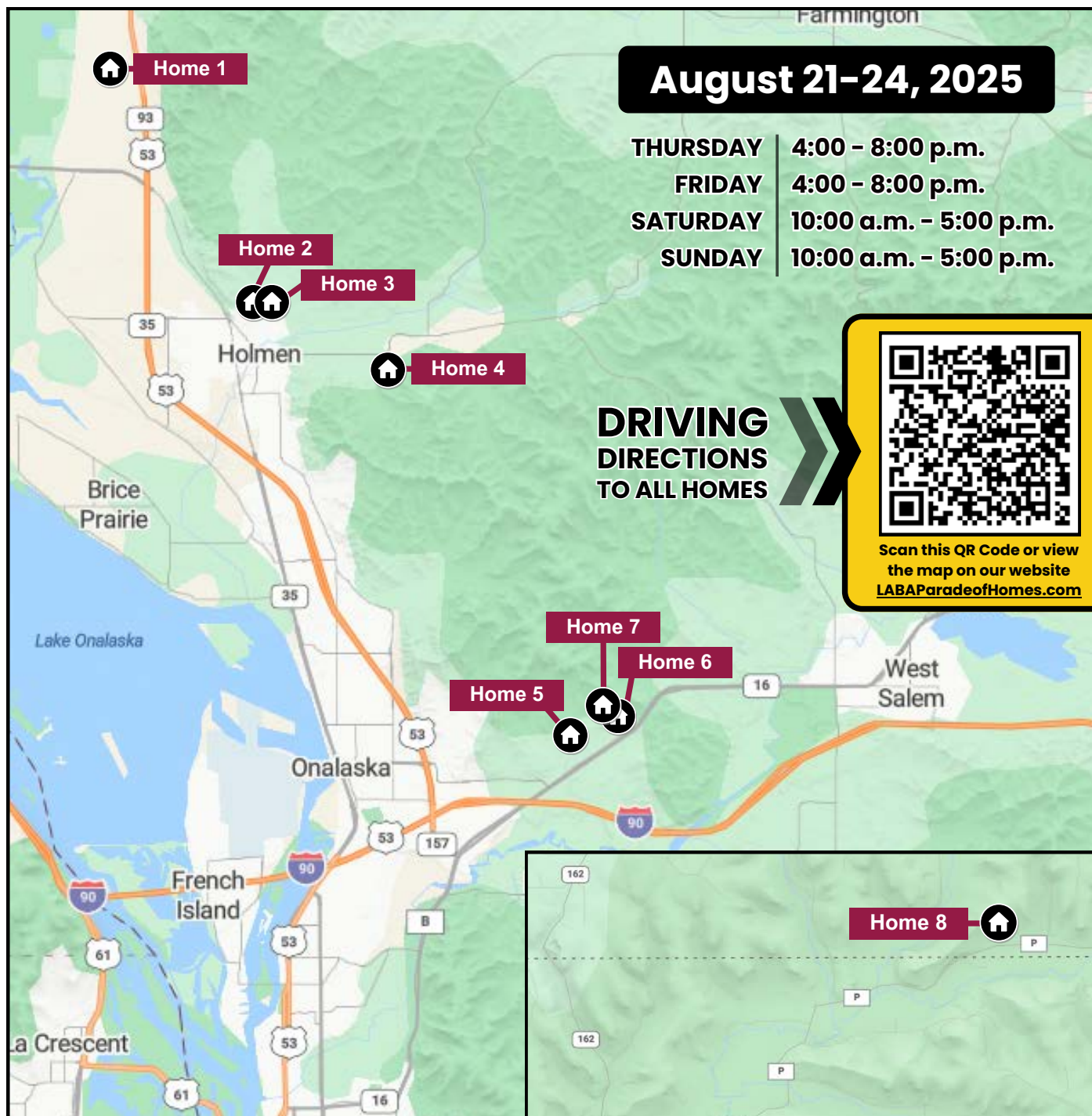
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# PARADE OF HOMES 2025 MAP



Map is not to scale and is only for reference. Scan QR code for exact map.



# PARADE HOME LISTINGS 2025

#	Builder	Phone	Address	Subdivision	Beds	Baths	Sq. Ft.	Pg.	Viewed
1	JD Powell Construction LLC	608-769-7604	1816 Golden Gate Way, Holmen	Seven Bridges	2	2	2,263	9	<input type="checkbox"/>
2	Elsen Construction	608-386-0333	280 Weston Rd., Holmen	West Ridge	5	3.5	3,440	11	<input type="checkbox"/>
3	Bratager Builders LLC	608-386-5254	251 Weston Rd., Holmen	West Ridge	5	3.5	3,300	14	<input type="checkbox"/>
4	Lautz Lassig Custom Builders	608-792-0656	W6311 Valley Pl., Holmen	Westwood Hills	5	3.5	5,682	17	<input type="checkbox"/>
5	Coleman Custom Homes LLC	507-259-4931	3381 Emerald Valley Dr., Onalaska	Emerald Valley	5	4.5	8,114	19	<input type="checkbox"/>
6	Mazzola Construction & Consulting LLC	608-780-8537	711 Grand Glen Ct., Onalaska	Grandview Estates	6	4.5	4,948	21	<input type="checkbox"/>
7	Mazzola Construction & Consulting LLC	608-780-8537	825 Crestwood Ln., Onalaska	Crestwood Estates	4	2.5	3,716	24	<input type="checkbox"/>
8	Coleman Custom Homes LLC	507-259-4931	W1050 County Rd. P, Coon Valley	N/A	5	3.5	5,368	27	<input type="checkbox"/>

*As you tour, please remember that families live in these Parade Homes.*

## VOTE PEOPLE'S CHOICE AWARD



Vote before Sept. 1st, 2025

## HOW TO CAST YOUR VOTE:

1. Purchase your \$10 Parade ticket online, at participating Altra Federal Credit Unions or at any Parade home.
2. Visit as many Parade homes as you'd like.
3. Once you visit your last Parade home of the tour, fill out the People's Choice Award survey online or on paper. To access the survey online, scan this QR code. Paper surveys can be requested from volunteers at any Parade home.
4. The survey will ask for your unique Ticket Code, which can be found near the QR code of your ticket.

## TOUR ETIQUETTE

In order to make our Parade of Homes tour an enjoyable experience for everyone, we ask that you adhere to these guidelines:

### DO...

- ✓ Bring your phone.
- ✓ Be courteous at all times.
- ✓ Use the portable restrooms outside.
- ✓ Respect all furnishings, appliances, etc.
- ✓ Wear shoe covers or socks **inside** the homes.
- ✓ Follow parking signage.
- ✓ Enjoy the experience!

### DON'T...

- ✗ Walk on landscaping.
- ✗ Bring young kids (<13) or pets.
- ✗ Use bathrooms inside the homes.
- ✗ Eat, drink or smoke inside the homes.
- ✗ Wear your shoe covers **outside** of the homes.
- ✗ Block driveways or park on seeded lawns.
- ✗ Take photos inside the home.





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## HOME 1

1816 GOLDEN GATE WAY, HOLMEN - SEVEN BRIDGES  
2 BEDROOMS | 2 BATHS | 2,263 SQ. FT.

## JD POWELL CONSTRUCTION LLC

LABA MEMBER SINCE 2024

Step inside this stunning custom-built home, a true showcase of thoughtful design and quality craftsmanship. Built on an energy-efficient insulated concrete form (ICF) foundation, this home offers exceptional durability, insulation and comfort. Enjoy cozy, year-round warmth with in-floor radiant heat throughout the entire home. Designed with accessibility in mind, the home features zero-entry living with 3-foot doorways and a zero-threshold primary shower, making it ideal for all stages of life. From the open-concept layout to the custom finishes and smart design choices, every detail has been carefully curated to blend functionality with modern comfort. Whether you're relaxing in the spacious great room or entertaining in the thoughtfully planned kitchen, this home offers a lifestyle of ease and sophistication. Tour this exceptional residence during the Parade of Homes and experience firsthand what makes it truly one of a kind.

**LABA members used:** Altra Federal Credit Union; Arcade Portables LLC; Balduzzi's; Builders Flooring, Inc.; Garage Force of La Crosse; Gerhard's Kitchen Bath & Lighting; Hallman Lindsay Quality Paints; Hidden Valley Designs, Inc.; Karl's TV & Appliance, Inc.; La Crosse Fireplace Company; Marble Shop, Inc.; Marvin Windows & Doors; Stetter Electric; Wisconsin Building Supply, Inc.



JON POWELL

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**HOME 2** 280 WESTON RD., HOLMEN - WEST RIDGE  
5 BEDROOMS | 3.5 BATHS | 3,440 SQ FT

## ELSEN CONSTRUCTION

LABA MEMBER SINCE 2025

Elsen Construction has unveiled a custom-built home that blends design and everyday functionality. This stunning residence boasts 3,440 square feet with five bedrooms and three-and-a-half bathrooms of carefully planned living space. More than just a home, this project reflects Elsen Construction's dedication to detail, material quality and expert craftsmanship.

Two covered porches with stained wood ceilings and an elegant front door invite you into the home. Alliance double-hung windows and wood-grain overhead doors complete the exterior aesthetic. On the back deck, Trex decking and a Westbury aluminum railing system with integrated LED lighted post blend durability and elegance.

Inside, Elsen Construction embraces timeless materials, centering the design around white oak finishes, including doors, trim, cabinetry and the open stairwell railing. Wood-grain luxury vinyl plank runs throughout the space. The kitchen is a show-stopper, with custom white oak cabinets, a hidden pantry and quartz countertops.

A four-car garage provides ample storage, while a storm shelter adds peace of mind. The lower level features lookout windows, a wet bar and a large living area. Limestone retaining walls complement the natural surroundings, and the LED-accented gable lighting adds a subtle architectural flair.

**LABA members used:** Advanced Seamless, Inc.; Coulee Floors & Design; E & B Insulation; Gerhard's Kitchen Bath & Lighting; JBrooke Garage Door LLC; New Castle Title of La Crosse; Schneider Heating & Air Conditioning; Sherwin-Williams; Stetter Electric; Waldenberger Inc.; Wisconsin Building Supply, Inc.



**BRIAN ELSEN**

608-386-0333

[brian@elsenconstruction.com](mailto:brian@elsenconstruction.com)

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## HOME 3 251 WESTON RD., HOLMEN - WEST RIDGE

5 BEDROOMS | 3.5 BATHS | 3,300 SQ FT

### BRATAGER BUILDERS LLC

LABA MEMBER SINCE 2023



**CHRIS BRATAGER**

608-386-5254

bratagerbuilders@gmail.com



This striking contemporary five-bedroom, three-and-a-half-bathroom home offers 3,300 square feet of thoughtfully designed, family focused living space, perfect for entertaining. The exterior features a 50-year steel roof, Marvin casement windows, Smart siding and a warm cedar-and-stone-clad front entry. A covered outdoor patio is prepped for a future TV, fireplace and outdoor kitchen, along with an irrigation system, Aquor water faucets and Kula Modern electrical outlets for a clean, modern finish.

Inside, you'll find custom cabinetry throughout, quartz countertops, wide-plank white oak flooring and a chef's kitchen with Thermador appliances. Layered lighting includes recessed LEDs, above/under cabinet lighting and toe-kick accents. Smart-home features like Lutron lighting control, invisible speakers, in-wall iPad control system and a linear electric fireplace with a 75-inch FrameTV and tray ceiling elevate the space. The spa-like master bath features Kohler fixtures.

The garage includes a floor drain and Quantum concrete coating, is heater-ready and has a dedicated 50-amp EV charging outlet. The lower level offers two bedrooms, a full bath, a family room, a second laundry and home theater prewire.

**LABA members used:** ACT Concrete, Inc.; Advanced Seamless, Inc.; Arcade Portables LLC; Badger; Balduzzi's; Brothers Lawn Care; Contractor Supply of West Salem; E & B Insulation; Eide Electric LLC; Floorcrafters, Inc.; Gerhard's Kitchen Bath & Lighting; Gerrard-Hoeschler, Realtors; Glass Interiors of La Crosse; HABiTECH; Heartwood Custom Cabinets LLC; La Crosse Fireplace Company; Pons Countertops LLC



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## HOME 4

W6311 VALLEY PL., HOLMEN - WESTWOOD HILLS  
5 BEDROOMS | 3.5 BATHS | 5,682 SQ FT

## LAUTZ LASSIG CUSTOM BUILDERS

LABA MEMBER SINCE 2011

Lautz Lassig Custom Builders is thrilled to invite you into this spacious ranch home designed for busy families. The great room with tray ceiling nestles custom cabinetry around a wood and marble fireplace. The kitchen is a chef's dream, boasting flowing granite and luxury appliances. Multiple barreled hallways and solid oak floors tie in the main floor. The master getaway suite with tray ceiling connects to a walk-in closet and master bath with a tiled double shower and soaker tub. Two oversized bedrooms, one-and-a-half baths, a built-in six-locker mudroom and a laundry room complete the upper floor; while one bedroom, a craft room and a massive family room with a stylish wet bar offer a recreational winter retreat in the lower level. The heated three-car garage allows plenty of space for vehicles, outdoor gear and a lawnmower for the acreage. Sip a lemonade on the covered back porch or brick patio as you savor wide-open coulee views and burgeoning landscaping with over 20 freshly planted trees. Thanks to the Pate family for letting us show off their lovely home.

**LABA members used:** ACT Concrete, Inc.; Altra Federal Credit Union; Arcade Portables LLC; Bagniefski Heating & Air Conditioning; Beyer Custom Cabinets, LTD; Contractor Supply of West Salem; Coulee Floors & Design; Coulee Region Roofing & Exteriors LLC; Elite Electrical Solutions LLC; Every Plumbing & Heating, Inc.; Focus on Energy; Gerhard's Kitchen Bath & Lighting; Glass Interiors of La Crosse; Impact Drywall; Jon Olson Construction, Inc.; Knight Barry Title United LLC; La Crosse Fireplace Company; Marvin Windows & Doors; Midwest TV & Appliance; Overhead Door Company of the 7 Rivers Region, Inc.; Pons Countertops LLC; Premier Seamless; Prime 1 Painting and More; Quality Foam Insulation; River City Lawnscape, Inc.; Rybold Excavating & Plumbing Inc.; Sherwin-Williams; Wisconsin Building Supply, Inc.; Xcel Energy, Inc.



**KRAIG & TERI LASSIG**

608-792-0656

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## HOME 5 3381 EMERALD VALLEY DR., ONALASKA - EMERALD VALLEY

5 BEDROOMS | 4.5 BATHS | 8,114 SQ FT

### COLEMAN CUSTOM HOMES LLC

LABA MEMBER SINCE 2019

Discover this exquisite new five-bedroom, four-and-a-half-bathroom home designed for luxury and comfort. The living room features vaulted ceilings and a stunning 19-foot quartz fireplace. The spacious kitchen boasts custom cabinets with lighting, quartz countertops and an attached butler's pantry that's a must-see! A grand tower room with custom stairs and a giant chandelier add unique character.

Main-level amenities include a large mudroom with floor-to-ceiling lockers and benches, an office and a laundry room. The elegant wine room showcases custom cabinets and a stone wall with illuminated wine racks.

The master suite offers private deck access, a beautiful bathroom with his-and-hers vanities, a makeup counter and a walk-in tile shower with multiple shower heads. The walk-in closet features custom illuminated cabinetry, while a private master laundry room adds convenience.

Custom quartz countertops, white oak flooring and 8-foot doors complement soaring 10- to 12-foot ceilings throughout. The basement includes three bedrooms, workout and play areas, a game room, a golf simulator/movie theater and patios perfect for entertaining and family living.

**LABA members used:** Balduzzi's; Berger Plumbing LLC; Bond Drywall Supply, Inc.; Builders Flooring, Inc.; Coulee Bank; Coulee Country Excavating LLC; County Materials; Gerhard's Kitchen Bath & Lighting; Glass Interiors of La Crosse; La Crosse Fireplace Company; Marvin Windows & Doors; Midwest TV & Appliance; Pons Countertops LLC; River City Lawnscape, Inc.; River City Ready Mix; Select Trusses & Lumber, Inc.; Sherwin-Williams; Xcel Energy, Inc.



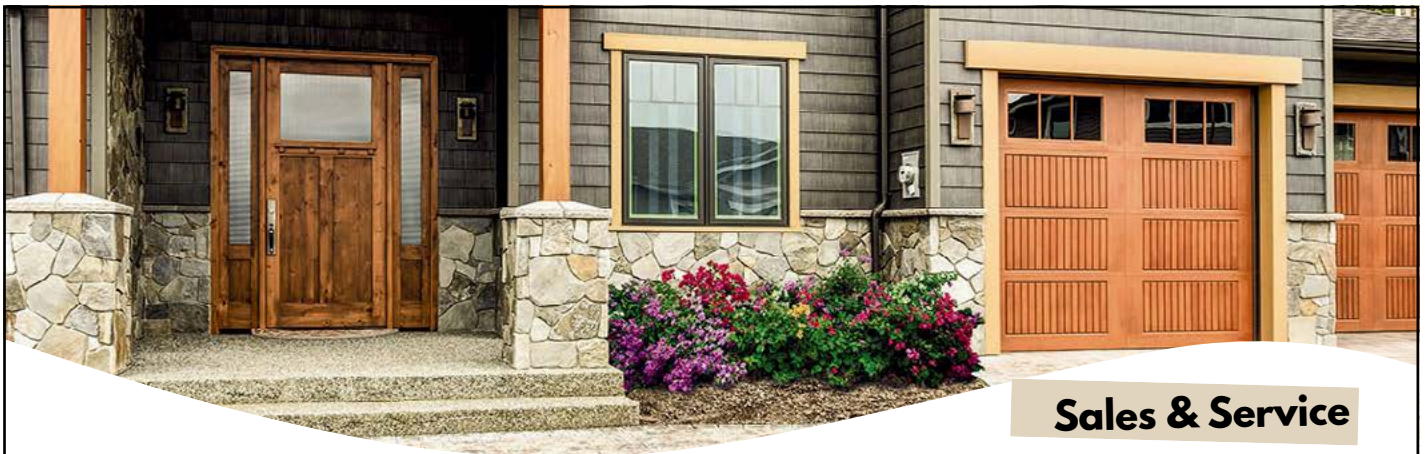
**DAVE COLEMAN**

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**HOME 6** 711 GRAND GLEN CT., ONALASKA - GRANDVIEW ESTATES  
6 BEDROOMS | 4.5 BATHS | 4,948 SQ FT

## MAZZOLA CONSTRUCTION & CONSULTING LLC

LABA MEMBER SINCE 2023

This exquisite home is designed for both everyday family life and sophisticated entertaining. Step into the heart of the home—a spacious gourmet European kitchen that is truly a chef’s dream. A butler’s pantry keeps preparation discreetly tucked away, allowing guests to comfortably enjoy the expansive island, the inviting great room or the sun-drenched sunroom.

The main level exudes warmth and elegance, featuring beautiful 10-inch custom flooring, premium finishes and thoughtfully selected fixtures. Practicality meets luxury with a convenient main-floor laundry and commercial grade coffee suite. Descend to the lower level to find three cozy bedrooms and a custom bath, a fitness room with sauna, a large game room, dedicated movie space and a rec room, all offering easy access to the yard.

Mazzola Construction would like to thank the owners and our building team for the inspired yet functional design of this exceptional residence.

**LABA members used:** A+ Property Solutions; ACT Concrete, Inc.; Advanced Seamless, Inc.; Beaver Builders Supply, Inc.; Bennetts Lawncare & Landscaping; Bond Drywall Supply, Inc.; Brit Holtan Interior Design; Coulee Floors & Design; Dynamic Concrete Resurfacing LLC; Elite Excavating; Focus on Energy; Gerhard’s Kitchen Bath & Lighting; Gerrard-Hoeschler, Realtors; Glass Interiors of La Crosse; HABiTECH; Hilltopper Refuse & Recycling; HotSpring Spas & Pools of La Crosse; JBrooke Garage Door LLC; La Crosse Fireplace Company; MC Landworx; Merchants Bank; Midwest TV & Appliance; New Castle Title of La Crosse; Olson Solar Energy; Pons Countertops LLC; ProVantage Painting; Schneider Heating & Air Conditioning; Select Trusses & Lumber, Inc.; Sherwin-Williams; Simplified Water LLC; Stetter Electric; TDS Telecom; TP Plumbing; Ultimate Insulation LAX LLC; Xcel Energy, Inc.



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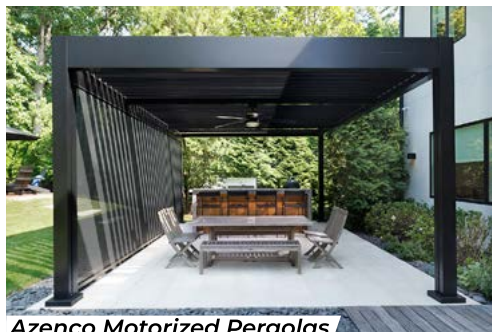
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## HOME 7 825 CRESTWOOD LN., ONALASKA - CRESTWOOD ESTATES

4 BEDROOMS | 2.5 BATHS | 3,716 SQ. FT

### MAZZOLA CONSTRUCTION & CONSULTING LLC

LABA MEMBER SINCE 2023



**JOHN MAZZOLA**

608-780-8537

mazzolacc@gmail.com

www.mazzolacc.com



Discover modern living at its finest in this beautiful walkout rambler nestled on a serene wooded lot. This fantastic executive home offers a spacious and functional layout, designed to be open and airy on both levels with an abundance of natural light in every room.

The heart of this home is the impressive kitchen, with a large island, dining nook, ample counter space and modern finishes. A dedicated home office provides the ideal space for remote work.

The lower level extends the living space with heated floors, a welcoming family room, a convenient wet bar and a thoughtfully designed craft room. Outdoor living is a delight with a large front deck, perfect for relaxing, and a smaller, covered three-season room in the back for more intimate enjoyment.

Mazzola Construction extends a warm thank-you to our building team and our customers for making this stunning home a reality. Come explore this exceptional property!

**LABA members used:** A+ Property Solutions; ACT Concrete, Inc.; Advanced Seamless, Inc.; Beaver Builders Supply, Inc.; Bennetts Lawncare & Landscaping; Bond Drywall Supply, Inc.; Brit Holtan Interior Design; Coulee Floors & Design; Dynamic Concrete Resurfacing LLC; Elite Excavating; Focus on Energy; Gerhard's Kitchen Bath & Lighting; Gerrard-Hoeschler, Realtors; Glass Interiors of La Crosse; HABiTECH; Hidden Valley Designs, Inc.; Hilltopper Refuse & Recycling; HotSpring Spas & Pools of La Crosse; JBrooke Garage Door LLC; La Crosse Fireplace Company; MC Landworx; Merchants Bank; Midwest TV & Appliance; New Castle Title of La Crosse; Pons Countertops LLC; ProVantage Painting; Schneider Heating & Air Conditioning; Select Trusses & Lumber, Inc.; Sherwin-Williams; Simplified Water LLC; Stetter Electric; TDS Telecom; TP Plumbing; Ultimate Insulation LAX LLC; Xcel Energy, Inc.



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**LABA members used:** Altra Federal Credit Union; Balduzzi's; Berger Plumbing LLC; Beyer Custom Cabinets, LTD; Bond Drywall Supply, Inc.; Builders Flooring, Inc.; Coulee Country Excavating LLC; County Materials; Gerhard's Kitchen Bath & Lighting; Glass Interiors of La Crosse; La Crosse Fireplace Company; Marvin Windows & Doors; Midwest TV & Appliance; River City Ready Mix; Select Trusses & Lumber, Inc.; Sherwin-Williams; Town n' Country Title LLC



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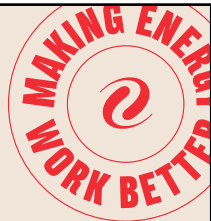





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