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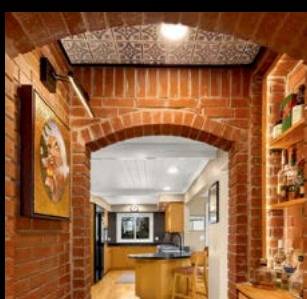
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WELCOME

DOUGLAS BILLINGS

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On behalf of the La Crosse Area Builders Association, it is with great pleasure that I extend a warm welcome to each and every one of you attending the La Crosse Area Builders Association Home Show! We are thrilled to have you join us for this exciting event dedicated to all things home and lifestyle.

Get ready to immerse yourself in a world of inspiration and innovation as we showcase the latest trends, products and services in home improvement, interior design, landscaping and more. Whether you're a seasoned homeowner, a first-time buyer or simply passionate about creating a space that reflects your style and personality, this show has something special for everyone.

You can expect to explore a diverse range of exhibitor booths featuring top-notch products and services to enhance your home, as well as experience hands-on demonstrations and interactive displays that will spark your creativity. And of course, you can connect with fellow homeowners, professionals and enthusiasts who share your passion for creating beautiful living spaces.

Check out our schedule of events to make the most of your time at the show:

Friday, March 22, 4-8 p.m.: Date Night
Saturday, March 23, 10 a.m.-4 p.m.: Community Day
Sunday, March 24, 10 a.m.-3 p.m.: Family Day

We want to ensure that your experience at the Home Show is nothing short of fantastic. If you have any questions or need assistance during the event, our friendly staff and volunteers will be readily available to help.

Thank you for choosing to be a part of this incredible event. We look forward to seeing you at the LABA Home Show and hope you leave with inspiration and ideas to transform your living spaces.

Welcome home to the world of possibilities!

Douglas Billings
Home Show Committee Chair



ALEX GOODMAN

LABA President
Wisconsin Building Supply, Inc.

Welcome to the 2024 Home Show! Your host is the La Crosse Area Builders Association (LABA). We are a group of dedicated professionals banding together to promote professionalism within the building industry, which we do through community projects like Parade of Homes, Build My

Future, Tools for Schools and our annual Home Show. This event in particular gives us the opportunity to meet and talk with you, our local homeowners, and share with you what we know best: our expertise in building, remodeling, landscaping and every trade involved in those, from plumbing to HVAC, foundations to finishing details.

Each spring, the Omni Center provides us with a premier two-arena location to host the Coulee Region's only Home Show, offering you an opportunity like no other to connect with the building experts in our area. Over the years, the internet has really become a source for product education, but it can't replace the face-to-face opportunity our Home Show provides. Today's consumer can combine their online research with actual conversations with and testimonials from the people who represent and install that product. With all these professionals gathered in one place, it's easy to connect with a quality professional who can serve you on your next project.

Thank you so much for your attendance at this year's LABA Home Show. We can't wait to see you out and about in our beautiful community.

Alex Goodman
LABA President

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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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Best Bets for Happy Pets

Pet amenities top the list for homeowners with four-legged family members.

There are several ways you can show your pet how much they mean to you by incorporating pet-centered design elements into your home. Many features will not only cater to your pet's lifestyle, but they also can enhance your home's appearance and add to its value. Whether you're looking to buy a new home, remodel your existing home or just need some inspiration for how to use your current space, here are a few ideas to get started.

Pet-friendly features

The National Association of Home Builders (NAHB) surveyed new and prospective home buyers about various home features and preferences, including pet-related ones. The survey found that pet-friendly communities and neighborhood amenities (like dog parks and proximity to vet services or pet-friendly businesses) can influence home-buying decisions. Many pet owners also prioritize homes with fenced yards, providing a safe space for their pets to roam freely. Owners also seek pet-friendly landscaping, such as a well-maintained lawn or a garden.

Improving comfort and convenience

Designing areas within your home where your pet can eat, sleep and bathe tells them that they are just as much a member of the family as everyone else. And having these dedicated locations can also help reduce the amount of time you spend cleaning up after your pet.

- **Built-in eating areas** are among the most popular design concepts for homeowners with pets. Beneath the kitchen counter, under an island or within a pull-out drawer are all great options to help save space and minimize spills.
- **Custom nooks** provide your pet with a quiet retreat to nap or play. Look for opportunities to incorporate these nooks beneath bay windows, or convert a cluttered crawl space beneath stairs into your pet's private refuge.

- **Pet-washing stations** in laundry/mud rooms can significantly improve the cleanliness of your home. An enclosed tiled area with an extended faucet can be used to give your pet a full bath or simply to clean paws after a romp in the outdoors.

Selecting the right flooring

With the appropriate flooring, both you and your pet can live amicably without pointing fingers (or paws) at one another whenever a new scratch or a spill is discovered. Flooring options today are seemingly endless, and each type comes with varying levels of durability, so you'll want to do your research as well as consult with a professional before making the investment.

- **Bamboo** flooring is becoming increasingly popular, especially among pet owners, for its hardness and resistance to stains. And for those who are trying to be green, both bamboo and cork flooring are also good for the environment.
- **Hardwood** floors have long been among the most desirable options, though many different types of wood and finishes are highly prone to showing wear over time.
- **Laminate, stone and tile** floors might not be your best option if your pet's comfort is a top priority. While they are much more durable and typically resist scratches better than other flooring, some pets will find them to be uncomfortably hard and exceedingly slippery.

To find a home builder, remodeler or designer that can help you make the best home design choices for your pets, attend the Home Show, contact LABA at 608-781-5242 or info@labaonline.com, or visit LABA on the web at www.labaonline.com.



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About La Crosse Area Builders Association (LABA)

The La Crosse Area Builders Association is a non-profit trade organization in Western Wisconsin.

Our goal is to educate our members and advocate for attainable housing and responsible government.



What can LABA do for you?

- Help you find the right person to complete your home project.
- Host popular events throughout the year (Home Show, Parade of Homes, Build My Future, Cabin Fever and more).
- Watch out for industry changes that can affect home building and remodeling.

LABA members are committed to providing consumers with exceptional services, quality products and materials available.

To find builders, electricians, plumbers, roofers and more, visit our Online Member Directory for free at the website below.

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Spring into Spring Cleaning

Follow these tips to get your house ready for warm weather.

Ah, spring! It's the time of year we long for a refresh, which also means a good spring cleaning. Tackle your house from top to bottom with these tips.

There are several home maintenance activities you can tackle to prep for the season. Inspecting and cleaning your home during the transitional months makes any household's future repair easier to manage. And by dedicating just a few days to completing these simple tasks, you will keep your home running smoothly and protect your investment at the same time. To get started, here are five ideas to help you spruce up your home for spring.

1. Refresh your windows

As the weather gets warmer, it's vital to ensure your windows are in good working condition. First, inspect all windows for proper operation and a tight fit. To start, clean the window tracks. If you have window screens, gently wash them with soapy water. Next, check that the weather stripping hasn't cracked or torn. You can help reduce your energy bills by preventing unwanted outside air from leaking into your home.

2. Schedule an air conditioning tune-up

Have your air conditioning system inspected and cleaned. If your system has a filter, replace it. A good rule of thumb is to have your air filter replaced every three months to keep your unit working efficiently. If your air conditioner is in good shape, consider other

ways to keep your home cool as the weather turns warmer, like adding curtains, shades or blinds to windows.

3. Prepare for unwanted pests

Warmer weather also means that pests—including ants, roaches, mice and termites—will be looking to join your household. Keep them out by sealing cracks and openings along baseboards, behind sinks and around pipes and windows. And repair holes in door and window screens to prevent outside pests from entering your home.

4. Inspect your roof

Severe weather can take a toll on your roof. Experts recommend checking your roof for any signs of winter damage from heavy snowfall or debris. Remember to take special care when using a ladder to inspect your roof (more on that later). Read and follow directions carefully.

5. Clean your gutters

Long winters bring a mix of storms and heavy winds that can carry a lot of debris to your gutters. Debris, leaves and other twigs clog up your gutters and downspouts. Your home is susceptible to interior or exterior water damage without a regular cleanup.

For more information on home maintenance, visit nahb.org/forconsumers.

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 Audio Video Pros, The (608) 779-9395
 HDAV (608) 780-4691

Home Improvement & Remodeling

Board Store Home Improvements, Inc., The (608) 782-8877
 Bruce Johnson Construction (608) 526-9383
 Home Maintenance Experts LLC (608) 385-1941
 Jon Olson Construction, Inc. (608) 781-5428
 Kendhammer A-1 Roofing & Construction (608) 790-9111
 Kirchner Custom Builders, Inc. (608) 782-3087
 Korger and Sons LLC (608) 780-5844
 Lautz Lassig Custom Builders (608) 786-2535
 Mazzola Construction and Consulting LLC (608) 780-8537
 Moore & Moore (608) 780-2913
 Reno and Construction (608) 779-9953
 Parcher Home Improvement (608) 788-0115
 Proformance Construction (800) 240-5675
 River Valley Remodelers LLC (608) 792-8453
 T.N. Thompson Enterprises (608) 519-2076
 TJR Improvements (608) 788-2806
 Ulrich Construction LLC (920) 202-1329
 Wendler Construction Solutions LLC (855) 792-4333
 Your Home Improvement Company (608) 779-4617
Insulated Concrete Forms
 Marlin Homes LLC (608) 779-4617
Insulation/Insulation Installers
 Clear Choice Energy 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



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Larson Home Services (608) 222-9919
 Lifetime Insulation (507) 696-1260
 Select Spray Foam (608) 317-9382
 Ultimate Insulation LAX LLC (608) 386-1711

Insurance

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

Investments and Financial Planning

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

Irrigation/Sprinklers

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

Kitchen & Bath Designs

An Eye For It (608) 540-8458
 Consulting & Design LLC
 Beyer Custom Cabinets, LTD (608) 786-2220
 Board Store Home (608) 782-8877
 Improvements, Inc., The
 Marble Shop, The (608) 783-2277
 TJR Improvements (608) 519-2076

Landscaping

Phillips Outdoor Services (608) 783-4200
 River City Lawnscape, Inc. (608) 526-9780

Lawn Maintenance

Lawn Doctor of La Crosse (608) 781-5044
 Outdoor Services, Inc. (OSI) (608) 786-3202

Lighting/Light Fixtures

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

Maintenance-Residential and Commercial

Home Maintenance Experts LLC (608) 385-1941

Marketing/Websites/Photography

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

Media

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

Millwork & Moldings

Oak Ridge Woodworking

Mobility Lifts, Elevators, Ramps

Coulee Region Docks LLC (608) 792-9578
 Coulee Region Mobility LLC (844) 487-5617

Mortgage Lender/Service

Altra Federal Credit Union (800) 755-0055
 Associated Bank (608) 793-3800
 Coulee Bank (612) 386-7672
 Merchants Bank (608) 779-8294
 Union Home Mortgage (608) 304-7954

Paint Suppliers

Sherwin-Williams (608) 781-1009

Painting Contractors

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

Pest Control

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

Plumbing Contractors

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

Plumbing Suppliers

Gerhards (608) 519-5414

Portable Sanitation

Arcade Portables LLC (888) 525-7229

Printing

Supreme Graphics (608) 323-3366

Radon Mitigation

Schneider Heating & Air Conditioning (608) 782-4035

Real Estate Agents & Companies

Century 21 Affiliated (608) 784-2121
 Gerrard-Hoeschler (608) 781-7355
 Re/Max First Choice (608) 781-7689
 The Siewert Group (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

Focus on Energy (608) 260-5867
 Olson Solar Energy (608) 780-2347

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Roofing/Roofing Supplies

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

Security Systems

AMS	(608) 783-0949
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Septic/Sewer & Water Contractors

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

Siding

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

Signs & Films

Energyline International	(612) 300-5905
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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

Five Star Telecom, Inc.	(608) 796-9088
TDS Telecom	(608) 792-4355

Tile Installation

Builders Flooring, Inc.	(608) 779-5366
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Title Insurance

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

Trash Removal/Recycling

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

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

Olson Solar Energy	(608) 780-2347
Riverland Energy Cooperative	(608) 323-3381
Xcel Energy, Inc.	(608) 789-3631

Wall Coverings

Used Anew LLC	(608) 487-0547
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Water Pumps/Softeners/Conditioning

Simplified Water LLC	(608) 399-5656
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Window Treatments & Coverings

Budget Blinds of La Crosse & Winona	(608) 860-6050
Hidden Valley Designs, Inc.	(608) 526-9870
Sun Control of WI	(651) 335-0172

Windows & Doors

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

Wood Floors

Ageless Wood Floors	(608) 488-2227
Builders Flooring, Inc.	(608) 779-5366
Carpets To Go	(608) 783-3750
Woodwerks, Inc.	(608) 269-4888

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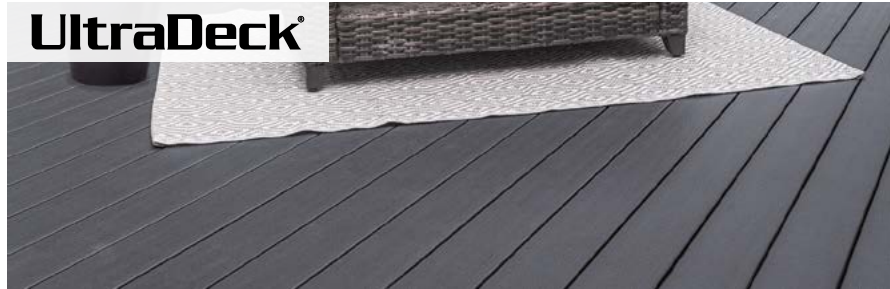
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