



# The Power of Local

Thursday, October 27, 2016  
La Crosse Center • South Hall A & B  
8:30 a.m. - 2:30 p.m.

Free Admission with a Business Card



Inside: Schedule of Events, Expo Floor Map, Business Expo Listings

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**Kimberly Bentzen-Tabbert**  
*Owner of Mainstream Boutique*



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# 2016 La Crosse Area Chamber Leadership

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## CHAMBER STAFF

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Address:  
601 7th Street N.  
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# Business Expo: THE POWER OF LOCAL

**O**ur Young Professionals said it best in a recent survey: The vibrancy of our local businesses and the entrepreneurial energy businesses create are what they love about our area. Local doesn't only mean small. It means businesses committed to our area—from Lost Lake Beer to Kwik Trip. Our local restaurants, retail, service providers and even our company headquarters give the La Crosse area our vibe.



Vicki Markussen  
*Executive Director*

Our 725 members—especially our Young Professionals—have said repeatedly that they want to get to know the businesses around them. Too often they operate in a silo. Some nationally and globally focused companies have strategies to engage their employees locally to help set roots. The Business Expo is one of those tools.

On October 27, the La Crosse Area Chamber of Commerce will highlight two businesses at our kickoff Small Business Breakfast and at our luncheon that have deep, generational roots in La Crosse. Brennan Marine, with its sister business J.F. Brennan Company, and Leithold Music are, respectively, third- and fourth-generation businesses in La Crosse. They are vital in two very different areas: our transportation system and our quality of life through the arts. You will learn more than just their stories; you will learn how they have evolved, how they have learned from mistakes, how they have realized best practices and how they are adapting to the world around them after more than 100 years in business each.

The heart of the event, however, is the trade show. It is the region's only opportunity for businesses to show other businesses what they do. It is your source for finding a local business to meet your needs. The Business Expo is your way to connect with other businesses to grow.

Vicki Markussen  
*Executive Director, La Crosse Area Chamber of Commerce*



La Crosse Area Chamber of Commerce - Business Expo 2016  
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# KEYNOTE PRESENTERS

**BREAKFAST**



## LEITHOLD MUSIC

116 S. Fourth Street ■ Downtown La Crosse  
(608) 784-7355 ■ 1 (800) 288-9743 ■ www.leitholdmusic.com

**Thursday, October 27 • 7:30-8:30 a.m.**  
Registration: 7-7:30 a.m.

**Cost:** \$20 for Chamber Members,  
\$30 for Non-Chamber Members  
(registration includes breakfast)

### Generations of Leadership: Leithold Music

Passion for People  
ABBIE LEITHOLD-GERZEMA,  
OWNER, LEITHOLD MUSIC

**“It’s about people, not items,”** is a business philosophy instilled by Abbie Leithold-Gerzema’s great-grandfather when he began Leithold Music in 1888. It’s a model that kept the company alive in the 1980s when the economy shuttered many music stores. The Leithold passion for people also causes it to support the startup and continuation of many community music programs including the Youth Symphony, the Blue Stars and the Da Capo band. The Chamber is proud to share the story

of one of our founding Chamber of Commerce members—Leithold Music. The company’s painted billboard is a downtown icon, setting the tone for our picturesque historic downtown. Learn how this fourth generation of business owners continues to see their job not as work, but a way to help people.

Business Expo booths are open after the breakfast program concludes. Please plan some extra time to visit the booths on the exhibit floor before you leave to start your business day. The Expo is your opportunity to do business with local companies that keep our region vibrant.

## Thank you to our Emerald Sponsors



Pre-registration is required for the breakfast and the luncheon.

Registration deadline is Thursday, October 20, 2016

Register online at [www.lacrossechamber.com](http://www.lacrossechamber.com)

**LUNCHEON**



**Thursday, October 27**  
**11:30 a.m.-12:30 p.m.**

Registration: 10:30-11:30 a.m.

Exhibit Floor Open:

8:30-11:30 a.m.. & 12:30-2:30 p.m.

**Cost:** \$29 for Chamber Members  
\$39 for Non-Chamber Members  
(registration includes lunch)

### Generations of Leadership: Brennan Marine Brothers Rebuilding Bridges, Boats & Beyond

ADAM, MARK AND MATT BINSFELD

**N**early 100 years ago, Jim and Gene Brennan left their family farm in Lansing, Iowa, and started a small contracting business that specialized in bridge construction. By the mid-1940s, Jim had moved to La Crosse and began working out of a small yard near the

old Milwaukee Road roundhouse on the North Side. In 1959, he and Gene split the business, and J.F. Brennan Company was incorporated on the southern end of French Island. Since then, Brennan has grown to become a leading provider of environmental services, marine construction and harbor management services throughout the country. As the company enters its fourth generation of leadership, Brennan employs more than 350 marine professionals and has positioned itself for substantial growth opportunities. Learn how they have diversified across several niche markets, recruit and keep a talented workforce, and effectively manage the elevated levels of risk they face in their daily work activities.



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# Chamber: **RESPAWNED**

BY VICKI MARKUSSEN, EXECUTIVE DIRECTOR

**V**ideo games introduced the word *respawned*—a term that means you come back to life at the same place with all the action going on around you but with full energy and ready to roll. Our Chamber’s new strategic plan is like being respawned, but with a whole new set of strategies.

Our strategic plan is somewhat like a business plan. It sets the course for how we operate, what we do and what we don’t do. When I started at the Chamber two-and-a-half years ago, I saw our strategies as the equivalent of a business saying: “We want to sell more, provide great products and talk to our customers.” Those are the outcomes of doing something that people want, and doing it really well.

After 30 months of listening to members, we began our plan by looking at the needs of our very diverse members. Some needs are universal, such as talent. Some are particular to a certain segment, such as networking events. From this, we learn what our members need us to be.

Now that we know where we’re trying to go, we can build the vehicles to get us there. Our team at the Chamber is steering. The passion of our members fuels those vehicles; the more passion, the farther we can go. Our members own this path, not our team. It is a path to help you, your business, your customers and vendors, and the businesses that make our economy robust and help us attract and keep talent. We look forward to connecting, growing and advocating alongside you.

## Focus 1:

### GROWTH THROUGH TALENT

Our region’s low unemployment is restricting our growth in nearly all industries. We must find innovative talent solutions for business attraction, growth and startup.

- LEAD in the creation of tools to attract talent to this region, particularly in fields our local colleges and universities do not serve (engineering, IT, accounting, architecture, etc.).
- PARTNER to find innovative solutions to address this worker shortage.
- LEAD in efforts to get our young professionals—our current and next generation of business leaders—prepared, engaged and connected in our community.

## Focus 2:

### CONNECT TO GROW BUSINESSES

The power of the Chamber is our ability to connect businesses to address common opportunities and challenges by offering them shared best practices, ongoing relationships and resources.

- LEAD in offering local businesses insight and resources to help create growth strategies.
- LEAD in assisting businesses to grow by connecting them with other local businesses in a variety of formats.
- LEAD by providing information that keeps them current and competitive.
- PARTNER to increase the success rate of new businesses by offering them Chamber resources and our members’ body of knowledge, and by creating a climate that encourages local businesses and entrepreneurs—particularly women and minorities.
- SUPPORT efforts to improve companies’ entry into global and government contract work that supports higher wages and economic stability.
- LEAD efforts to pool members’ buying power to save money and offer opportunities not available or too cost-prohibitive if pursued alone.

## Focus 3:

### ADVOCATE FOR A THRIVING BUSINESS CLIMATE

Every business located in our area is impacted by local factors: talent, infrastructure, regulation, taxation, utilities, quality of life, etc. The Chamber is the largest collective force in western Wisconsin for positive change in our community and government.

- LEAD in identifying and advocating for a business climate that allows businesses to thrive.



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## Schedule of Events

- |                       |   |
|-----------------------|---|
| 7-7:30 a.m.           | Registration:<br>Kick-Off Small Business Breakfast  |
| 7:30-8:30 a.m.        | Kick-Off Small Business Breakfast<br>(Pre-registration required)<br><b>Generations of Leadership:<br/>Leithold Music's Passion</b><br>Abbie Leithold-Gerzema,<br>Vice President, Leithold Music   |
| 8:30 a.m.-2:30 p.m.   | Exhibit floor open<br>Free admission with a<br>business card<br><i>Exhibit floor closed from<br/>11:30 a.m.-12:30 p.m. for the<br/>luncheon.</i>  |
| 10:30-11:30 a.m.      | Registration: Featured Luncheon   |
| 11:30 a.m.-12:30 p.m. | Featured Luncheon<br>(Pre-registration required)<br><b>Generations of Leadership:<br/>Brennan Marine-<br/>Brothers Rebuilding Bridges,<br/>Boats &amp; Beyond</b><br>Adam, Mark and Matt Binsfeld |



*When they can't be with you  
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# CONNECTING YOU WITH DATA To Grow Your Business

## PROFILE OF LA CROSSE COUNTY BUSINESSES

From the U.S. Census Bureau, 2012 Data unless otherwise noted.

### Who We Are:

#### TOP INDUSTRIES BY EMPLOYMENT

Source: Worknet, 1st Quarter 2016

1. Hospitals
2. Educational Services
3. Food Services & Drinking Places
4. Ambulatory Health Care Services
5. Nursing & Residential Care Facilities

### What We Pay Per Hour

Family & General Practitioners: \$114.79

Chief Executives: \$70.34

Physicians & Surgeons: \$67.71

Pharmacists: \$62.03

Natural Sciences Managers: \$55.45

### Number of Businesses & Employees

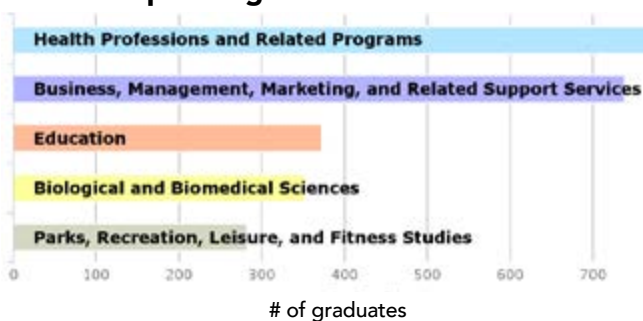
Source: Quarterly Census of Employment & Wages: 1st Quarter, 2016

La Crosse County -  
3,036 total establishments  
67,669 employees

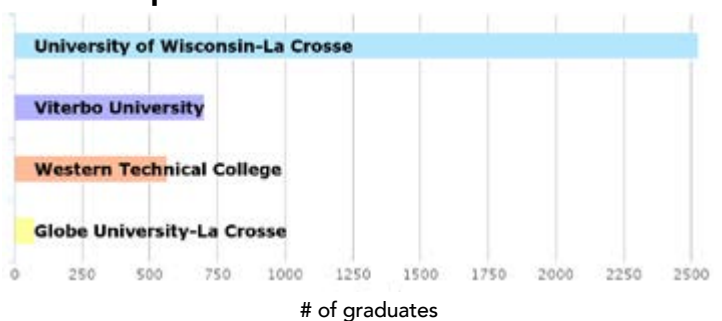
Where Some of Our Employees Live and Work			
La Crosse	2014	2002	+/-
Employed in the City	47,097	41,358	-1,261 few employed
Employed in City - Live Outside	33,983 (72.2%)	32,064 (66.3%)	+1919
Employed in City - Live in City	13,114 (27.8%)	16,294 (33.7%)	-3,180
Onalaska	2014	2002	+/-
Employed in the City	10,224	6,483	+3,741 more employed
Employed in City - Live Outside	8,926 (87.3%)	5,362 (82.7%)	+3,564
Employed in City - Live in City	1,298 (12.7%)	1,121 (17.3%)	+177
Holmen	2014	2002	+/-
Employed in the City	2,443	2,228	+215 more employed
Employed in City - Live Outside	1,998 (81.8%)	1,756 (78.8%)	+242
Employed in City - Live in City	445 (18.2%)	472 (21.2%)	-27

## PROFILE ON WHO WE ARE GRADUATING

### Top 5 Programs BY # OF GRADUATES



### Top 5 Universities BY # OF GRADUATES





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Learn more at [www.eojohnson.com](http://www.eojohnson.com).

**EO Johnson Business Technologies**

Jeff Iverson, Branch Manager  
3310 Kinney Coulee Road S.  
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**Gundersen Business Health Services**

Bruce Friell, Director  
1900 South Avenue - NCA1-06  
La Crosse, WI 54601  
BusinessLink: 608-775-4431  
[bhs@gundersenhealth.org](mailto:bhs@gundersenhealth.org)  
[gundersenhealth.org/business](http://gundersenhealth.org/business)

# MAP OF LA CROSSE CENTER SOUTH HALL

SOUTH HALL A (EXPO BOOTHS) & SOUTH HALL B (BREAKFAST & LUNCHEON)

## Chamber of Commerce - October 27, 2016

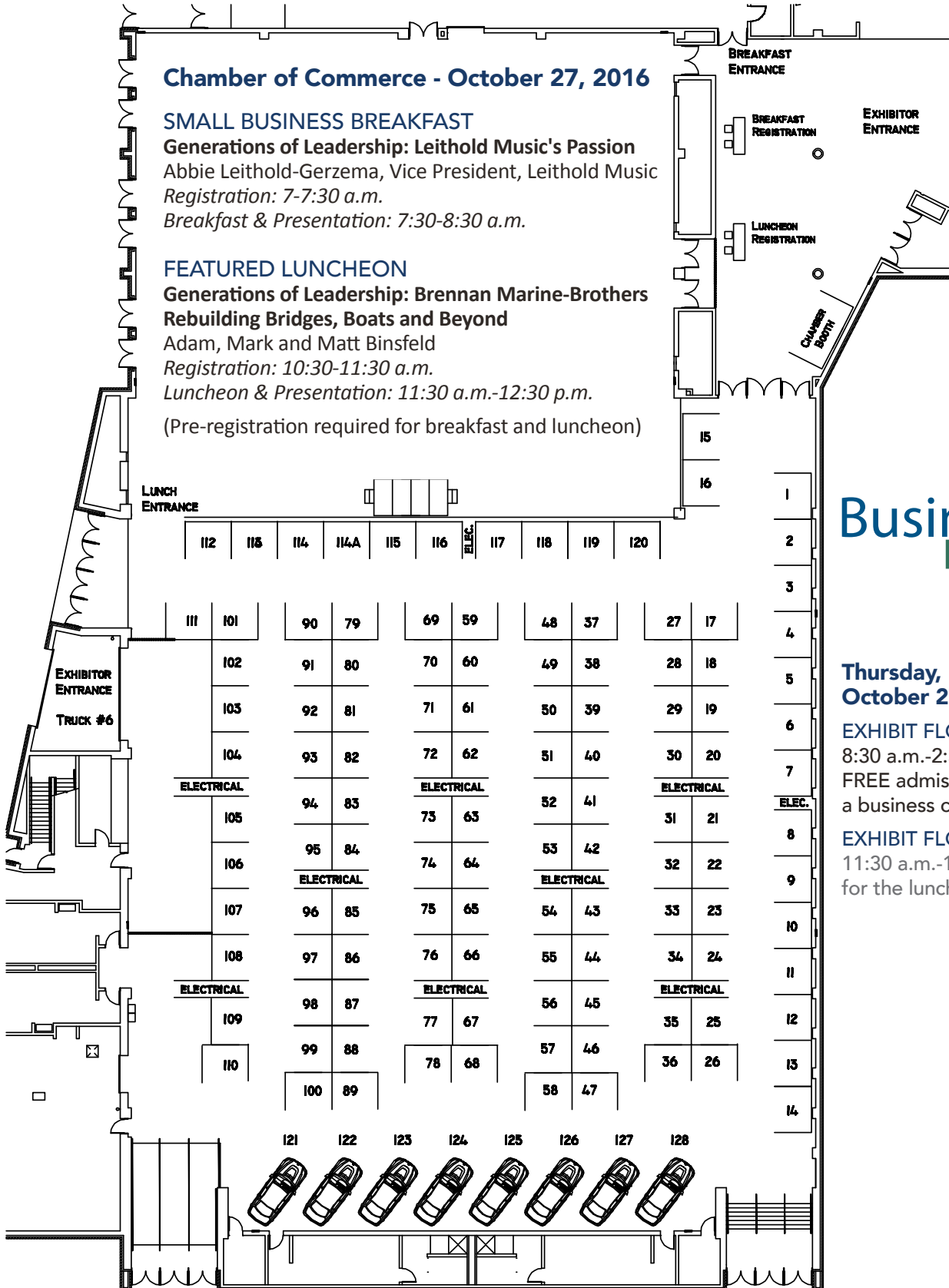
### SMALL BUSINESS BREAKFAST

**Generations of Leadership: Leithold Music's Passion**  
 Abbie Leithold-Gerzema, Vice President, Leithold Music  
 Registration: 7-7:30 a.m.  
 Breakfast & Presentation: 7:30-8:30 a.m.

### FEATURED LUNCHEON

**Generations of Leadership: Brennan Marine-Brothers**  
**Rebuilding Bridges, Boats and Beyond**  
 Adam, Mark and Matt Binsfeld  
 Registration: 10:30-11:30 a.m.  
 Luncheon & Presentation: 11:30 a.m.-12:30 p.m.

(Pre-registration required for breakfast and luncheon)



**Thursday, October 27, 2016**

**EXHIBIT FLOOR OPEN**  
 8:30 a.m.-2:30 p.m.  
 FREE admission with a business card.

**EXHIBIT FLOOR CLOSED**  
 11:30 a.m.-12:30 p.m.  
 for the luncheon.

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**La Crosse Regional Airport**  
Clinton Torp, Airport Director  
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**Kwik Trip** began in Eau Claire in 1965 and has since grown to over 530 stores with 18,000 co-workers in three states and has been named a Top Workplace in Wisconsin, Minnesota and Iowa. Kwik Trip produces more than 80 percent of the products featured in its stores. Kwik Trip's La Crosse-based headquarters operates its own commissary, bakery and dairy and maintains its own distribution center and transportation fleet.

**Kwik Trip**  
Steve Loehr, Vice President of Support Center Operations  
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www.tammyzyoga.com



# Your Local Food Bank

In area communities we're an essential food support for over 80 food pantries, mealsites and youth programs.

Our warehouse's La Crosse location allows us to gather, sort and ensure that donated perishable foods are distributed quickly and efficiently. For our partners to provide to area neighbors in need.

Please support the Hunger Task Force of La Crosse.

**Local matters. To the community. To the hungry.**

The  
**Hunger  
Task Force**  
OF LA CROSSE



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www.lacrossethf.org  
(608) 793-1002 • 1240 Clinton St. • La Crosse, 54603

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Posters, Feather Flags, Banners, Retractable Banners, Tradeshow Displays, Canvas Prints, Tablecloths, Directors Chairs, and more.



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marketing services  
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**608.784.2110**

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# Business Expo Listings

## **3PAdministrators - #46**

2850 Midwest Drive, Suite 106  
P.O. Box 247  
Onalaska, WI 54650-0247  
608-779-3000  
www.3pa.com

3PAdministrators is a full-service health benefits administrator providing comprehensive benefits management and administration of self-funded plans, HRA, HSA, flexible spending plans and COBRA.

## **ABR Employment Services - #78**

Village Shopping Center  
1501 Losey Boulevard S.  
La Crosse, WI 54601  
608-782-9700  
www.abrjobs.com

Designing workforce solutions that address your unique business issues while improving your staffing R.O.I. ABR will deliver the work-ready talent when you need them.

## **Advanced Multimedia Solutions - #73**

N3455 State Road 16  
La Crosse, WI 54601  
608-783-0949  
www.amsaudiovideo.com

Advanced Multimedia Solutions provides sales, installation and service of electronics in residential and commercial environments. Visit our Experience Center to see the latest in Smart Home technology.

## **Advisors Management Group, Inc. - #51**

505 King Street, Suite 208  
La Crosse, WI 54601  
608-782-0200  
www.advisorsmanagement.com

Fee-only portfolio management financial planning.

## **Altra Federal Credit Union - #48**

1700 Oak Forest Drive  
Onalaska, WI 54650  
608-787-4500  
www.altra.org

Altra is a not-for-profit financial institution providing members with a full range of financial services, lower loan rates, higher savings rates and fewer fees.

## **Associated Bank - #41**

205 4th Street N.  
La Crosse, WI 54601  
608-793-3800  
www.associatedbank.com

Largest Wisconsin-based bank. Eight La Crosse area locations. No. 1 mortgage and SBA lender in Wisconsin. We'd like to get "associated" with you!

## **Bethany Lutheran Homes, Inc. - #20**

2575 7th Street S.  
La Crosse, WI 54601  
608-406-3900  
www.bethanylutheranhomes.org

Full continuum of quality homes and services for the aging including independent and assisted living, Alzheimer's group homes, skilled nursing care and therapy services.

## **BMO Harris Bank, N.A. - #38**

3500 State Road 16  
La Crosse, WI 54601  
608-781-8834 (Valley View)  
www.mibank.com

A full-service bank.

## **Brickl Bros., Inc. - #101**

400 Brickl Road  
P.O. Box 125  
West Salem, WI 54669-0125  
608-786-0890  
www.bricklbros.com

Full-service design/build general contractor for commercial, industrial and rural wood and steel construction as well as concrete flatwork. Delivered on time ... on budget.

## **Candlewood Suites - #93**

56 Copeland Avenue  
La Crosse, WI 54603  
608-785-1110  
www.candlewoodsuites.com/lacrossewi

Opened in Spring 2010 with 92 studio and one-bedroom suites. Fully equipped kitchen, large workspace, free wireless Internet access, complimentary guest laundry, shopping service, library, Candlewood Gym and more.

## **Catholic Charities of the Diocese of La Crosse - #92**

3710 East Avenue S.  
La Crosse, WI 54601  
608-782-0710  
www.cclse.org

Legal immigration services. Warming center. Disability services. Birth parent support services. Financial literacy and financial education. Emergency assistance. Adoption services.

## **Cell.Plus/U.S. Cellular Agent - #25**

1537 Losey Boulevard S.  
La Crosse, WI 54601  
608-519-5440  
www.cell-plus.net

Cell.Plus is an award-winning exclusive agent for U.S. Cellular providing an excellent experience for customers. They also provide introductory, advanced and business smartphone classes.

## **Cindy Gerke & Associates, Inc. - #85**

901 Rose Street  
La Crosse, WI 54603  
608-784-2100  
www.realestatelacrosse.com

Established in 1994, with only three agents, Cindy Gerke & Associates began as Cindy's "vision" that our agents, working together as a family, can improve the quality of the traditional real estate service in our area.

## **CliftonLarsonAllen LLP - #1**

1052 Oak Forest Drive, Suite 230  
Onalaska, WI 54650  
608-392-1600  
www.claconnect.com

CliftonLarsonAllen helps businesses, governments, nonprofits and individuals from coast to coast by delivering audit, tax, consulting and outsourcing capabilities best aligned with their clients' needs.

## **Co-op Credit Union - #64**

100 French Road  
Onalaska, WI 54650  
608-784-2499  
www.coopcu.com

Co-op Credit Union provides a full line of services to members in La Crosse County. Our office is located on the second floor of the La Crosse post office.



# Business Expo Listings

## **Computer Training and Consulting, LLC - #49**

4008 Mary Drive  
Onalaska, WI 54650  
608-769-4203  
[www.ComputerTrainingWI.com](http://www.ComputerTrainingWI.com)

Live Online and Onsite Training—Microsoft Office, Project Management and Crystal Reports. We provide LIVE Online or Onsite training on the latest Microsoft Office versions including 2016 and 365.

## **Confidential Records, Inc. - #61**

1629 Caledonia Street  
La Crosse, WI 54601  
608-498-4063  
[www.confidentialrecordsinc.com](http://www.confidentialrecordsinc.com)

Mobile on-site paper shredding, security containers provided. NAID AAA Certified. Everything 100% recycled. Drop-off services available.

## **Coulee Region Adult Day Center - #102**

1062 Oak Forest Drive, Suite 160  
Onalaska, WI 54650  
608-519-2306  
[www.couleeregionadultdaycenter.com](http://www.couleeregionadultdaycenter.com)

Providing day care, respite, shower services and in-home care to disabled and elderly adults (over 18 years). Your loved one will enjoy activities, community outings, daily living skills and socialization.

## **The Court Above Main - #58**

420 Main Street  
La Crosse, WI 54601  
608-782-3603  
[www.thecourtabovemain.com](http://www.thecourtabovemain.com)

This exclusive event space, located on the historic third floor overlooking downtown La Crosse, is perfect for wedding receptions, rehearsal dinners, corporate conferences. Sixteen-foot ceilings, floor-to-ceiling windows, complete bar.

## **CPC Printing & Promotions - #39**

1001 Commercial Court  
Onalaska, WI 54650  
608-781-1050  
[www.crescentprinting.com](http://www.crescentprinting.com)

CPC Printing & Promotions is a third-generation, family-owned company specializing in sheetfed and heatset web commercial printing, promotional products and decorated apparel.

## **CR Solutions - #10**

548 Lester Avenue  
Onalaska, WI 54650  
608-779-9400  
[www.cr-sol.com](http://www.cr-sol.com)

CR Solutions and Ironcore are information technology solution providers of hosted and in-house computer sales, consulting, support, design, implementation, services and solutions.

## **Dahl Automotive La Crosse - #47, #127 & #128**

711 3rd Street S.  
P.O. Box 788  
La Crosse, WI 54602-0788  
608-784-9600  
[www.dahlauto.com](http://www.dahlauto.com)

Vehicle sales, service, body repair and painting, and detailing.

## **Dale Carnegie Training**

### **Offered by Siebert Associates, Inc.-#70**

2801 Coho Street, Suite 208  
Madison, WI 53713  
608-222-5363  
[www.swwwis.dalecarnegie.com](http://www.swwwis.dalecarnegie.com)

Your business partner for proven results. Services range from strategic planning and keynote addresses to sales and leadership training, always emphasizing business results.

## **DBS Group - #60**

2700 National Drive, Suite 101  
Onalaska, WI 54650  
608-881-6007  
[www.dbsg.com](http://www.dbsg.com)

Full-service firm providing design and construction services in an integrated design-build delivery. Markets served include grocery, retail, office, health care, hospitality, industrial, manufacturing, warehouse, multi-family and senior living.

## **Dependable Solutions, Inc. - #114 & #114A**

3815 Mormon Coulee Road, Suite 104  
La Crosse, WI 54601  
608-519-5665  
[www.dpndbl.com](http://www.dpndbl.com)

Dependable Solutions is a full-service IT consulting firm specializing in providing technology expertise and solutions to businesses, governmental entities and educational institutions.

## **Emmons Business Interiors/Complete Office of Wisconsin - #30**

200 Main Street, Suite 105  
La Crosse, WI 54601  
608-377-1149  
[www.ebiweb.com](http://www.ebiweb.com)

Emmons Business Interiors (EBI) is a full-service office furniture dealer offering a complete line of quality office furnishings, design, space planning, installation, project and move management.

## **EO Johnson Business Technologies - #31 & #32**

3310 Kinney Coulee Road S.  
Onalaska, WI 54650  
608-788-2390  
[www.eojohnson.com](http://www.eojohnson.com)

A business technologies company providing IT services, document and print management systems, printers/copiers, digital signage, production printing equipment, work flow analysis and document scanning.

## **Explore La Crosse - #121**

410 Veterans Memorial Drive  
La Crosse, WI 54601  
608-782-2366  
[www.explorelacrosse.com](http://www.explorelacrosse.com)

Tourist information and convention planning assistance.

## **Fairway Outdoor Advertising - #26 & #36**

1329 Interchange Place  
La Crosse, WI 54603  
608-784-8200  
[www.fairwayoutdoor.com](http://www.fairwayoutdoor.com)

Outdoor billboard and digital media company.

## **First Supply, LLC - #79**

106 Cameron Avenue  
P.O. Box 1028  
La Crosse, WI 54602-1028  
608-784-3839  
[www.1supply.com](http://www.1supply.com)

Plumbing, HVAC, water and well supplies, municipal supplies, cabinets.

## **Five Star Telecom, Inc. - #8 & #9**

5136 Mormon Coulee Road  
La Crosse, WI 54601  
608-796-9088  
[www.5startel.com](http://www.5startel.com)

We can design a communication network tailored to your needs. From carrier services to structured cabling, we have the experience and knowledge you need.

# Business Expo Listings

## **Girl Scouts of Wisconsin - Badgerland Council, Inc. - #68**

2710 Quarry Road  
La Crosse, WI 54601  
800-236-2710  
[www.gsbadgerland.org](http://www.gsbadgerland.org)

Girl Scouting builds girls of courage, confidence and character, who make the world a better place.

## **Gundersen Health System - #115 & #116**

1900 South Avenue  
La Crosse, WI 54601  
608-782-7300  
[www.gundersenhealth.org](http://www.gundersenhealth.org)

Providing you a personal relationship with medical excellence. Among the best in the nation for heart, cancer, women's health, pediatrics, neuroscience, orthopaedics, trauma and more.

## **H & R Block - #84**

103 6th Street S.  
La Crosse, WI 54601  
608-782-6014  
[www.hrblock.com](http://www.hrblock.com)

Tax services—easy to complex! Tax returns, rapid refunds, electronic filing, mortgage services, financial advice, investment services, express IRA with saving opportunity. Peace of mind guarantee!

## **Habitat for Humanity - La Crosse Area - #21**

3181 Berlin Drive  
La Crosse, WI 54601  
608-785-2373  
[www.habitatlacrosse.org](http://www.habitatlacrosse.org)

## **Harter's Quick Clean Up Services, Inc. - #107**

2850 Larson Street  
La Crosse, WI 54603-1829  
608-782-2082  
[www.harters.net](http://www.harters.net)

Residential and commercial rubbish removal, construction and recycling containers.

## **Health Tradition Health Plan - #3**

1808 E. Main Street  
Onalaska, WI 54650  
608-781-9692  
[www.healthtradition.com](http://www.healthtradition.com)

Health maintenance organization, a Mayo Clinic Health System Choice in Wisconsin.

## **Houck Transit Advertising - #15 & #16**

4610 Milton Street N.  
Saint Paul, MN 55126  
800-777-7290  
[www.houckads.com](http://www.houckads.com)

It's Houck Transit Advertising's mission to help our clients' organizations grow by increasing awareness of their products and services with high-impact transit advertising campaigns.

## **ISG - #37**

201 Main Street, Suite 710  
La Crosse, WI 54601  
608-789-2034  
[www.is-grp.com](http://www.is-grp.com)

Responsive, full-service design firm providing architecture, civil, structural, mechanical and electrical engineering; land surveying; environmental services; landscape architecture; interior design and community resource planning.

## **Kwik Trip - #117 & #118**

1626 Oak Street  
La Crosse, WI 54603  
608-781-8988  
[www.kwiktrip.com](http://www.kwiktrip.com)

Our goal is to be Better than the Best in all we do—from customer service to offering the highest quality products at competitive prices.

## **La Crosse Area Chamber of Commerce - #33**

601 7th Street N.  
La Crosse, WI 54601  
608-784-4880  
[www.lacrossechamber.com](http://www.lacrossechamber.com)

Since 1868, the Chamber has united companies to advocate for, inform and provide marketing opportunities to help businesses grow and to create a pro-business environment.

## **La Crosse Area Development Corporation - #43**

601 7th Street N.  
La Crosse, WI 54601  
608-784-5488  
[www.ladcoweb.org](http://www.ladcoweb.org)

Economic development/business retention. Primary MSA contact.

## **La Crosse Center - #54**

300 Harborview Plaza  
La Crosse, WI 54601  
608-789-7400  
[www.lacrossecenter.com](http://www.lacrossecenter.com)

Convention center, arena and ballroom.

## **La Crosse Radio Group: Magic 105, Kicks 106.3, Eagle 102.7, Classic Rock 100.1, Today's Talk 1490 - #119 & #120**

1407 2nd Avenue N.  
Onalaska, WI 54650  
608-782-8335  
[www.lacrosserradiogroup.net](http://www.lacrosserradiogroup.net)  
Radio.

## **La Crosse Regional Airport - #7**

2850 Airport Road  
La Crosse, WI 54603  
608-789-7464  
[www.lseairport.com](http://www.lseairport.com)

The region's local commercial service airport serving the La Crosse area with daily nonstop airline service, private charter flights, cargo transportation and hangar facilities.

## **La Crosse Tribune River Valley Media Group - #12, #13 & #14**

401 3rd Street N.  
La Crosse, WI 54601  
608-782-9710  
[www.lacrossetribune.com](http://www.lacrossetribune.com)

Daily and Sunday newspapers in La Crosse and Winona, online services, direct marketing, shoppers, weekly newspapers and commercial printing.

## **Lamers Bus Lines, Inc. - #100**

326 Sky Harbour Drive  
La Crosse, WI 54603  
608-781-8177  
[www.golamers.com](http://www.golamers.com)

A 65-year-old company with 29 terminals across the state of Wisconsin. Featuring charter motorcoach, school buses and complete tour and travel.

## **Loffler Companies - #81**

559 Braund Street, Suite 1  
Onalaska, WI 54650  
608-782-7587  
[www.loffler.com](http://www.loffler.com)

Konica Minolta, Sharp & HP network printer and copy machine sales and service. Scanning and faxing integration. Managed print services and document management solutions. Multimedia digital white board sales.

# Business Expo Listings

## **Lost Lake Pilsner Beer - #89**

32288 County Road 1  
La Crescent, MN 55947  
608-792-4306  
www.lostlakebeer.com

Joe Weiss, Brewmaster, is graduate of Seibel Brewing Technical Institute and has worked in the brewing industry for 50 years. Lost Lake Pilsner is light, crisp and easy drinking.

## **Magnum Broadcasting - #88**

505 King Street, Suite 221  
La Crosse, WI 54601  
608-784-0876  
www.magnumbroadcasting.com

KQEG-TV Channel 23 La Crosse, Charter Cable Channel 5. Mix 96.1 a Family-Business Friendly Station airing Today's Best Music Mix.

## **Mainstream Boutique - #24**

1125 Main Street, Suite 180  
Onalaska, WI 54650  
608-519-5522  
www.mainstreamboutique.com/newsite/  
Wisconsin/delaf

Mainstream Boutique offers unique fashions and accessories to women of all ages.

## **Manpower - #23**

2800 National Drive, Suite 103  
Onalaska, WI 54650  
608-781-8899  
www.mnpwr.com

Manpower is your connection to effective workforce management solutions. We ensure that you have highly qualified, productive and motivated people in place when you need them.

## **Marco - #62**

5136 Mormon Coulee Road  
La Crosse, WI 54601  
608-787-8888  
www.marconet.com

Marco is a 100% employee-owned company that helps organizations manage their information by applying network expertise to voice, data, video and print solutions.

## **Mayo Clinic Health System - #4**

700 West Avenue S.  
La Crosse, WI 54601  
608-785-0940  
www.mayoclinichealthsystem.org

Health care delivery network with 1,100 physicians offering the Mayo Clinic standard of care in over 75 communities across Iowa, Minnesota and Wisconsin.

## **Meridian Marketing Services - #59**

1026 19th Street S.  
P.O. Box 971  
La Crosse, WI 54602-0971  
608-784-2110  
www.meridian-corp.com

Complete marketing services. Brochures, catalogs, websites, advertising, manuals, trade show graphics and display hardware, black-and-white and color digital printing. Visit us at [www.meridian-corp.com](http://www.meridian-corp.com) or [www.supersizemygraphics.com](http://www.supersizemygraphics.com).

## **The Monogram Company - #80**

515 Division Street  
La Crosse, WI 54601  
608-784-9647  
www.monogramco.com

Custom embroidery and screen printed apparel for businesses and organizations of all sizes. Custom logo'd promotional products, service industry uniforms and accessories.

## **Netkinetix, Inc. - #105**

601 St. Andrew Street, Suite 203  
La Crosse, WI 54603  
608-796-0560  
www.netkinetix.com

Netkinetix provides custom application programming and consulting services to clients nationwide. We also design and develop ecommerce sites and complex web applications.

## **The Parenting Place - #71**

1500 Green Bay Street  
La Crosse, WI 54601  
608-784-8125  
www.theparentingplace.net

Parent education/support and child care resource/referral. Employer assistance with work/family issues, family-friendly policy development, parenting workshops and creating job-site child care.

## **Park Bank - #99**

1200 Main Street  
P.O. Box 100  
Holmen, WI 54636-0100  
608-526-2265  
www.parkbankplace.com

Park Bank is a family-owned community bank specializing in home loans, investment properties and small business financing. Award-winning small business lender. Fourteen consecutive years as Wisconsin's largest volume community bank lender.

## **Pepsi-Cola Bottling Company of La Crosse - #111**

1900 West Avenue S.  
P.O. Box 998  
La Crosse, WI 54602-0998  
608-785-0450  
www.pepsilacrosse.com

Soft drink, water, juice, coffee and new age beverage distributor.

## **Premier Hotel Properties - #82**

9409 State Road 16  
Onalaska, WI 54650  
608-783-6555  
www.hiexonalaska.com

Deluxe accommodations, indoor pool, whirlpool and fitness area. Conference capabilities. Enhanced continental breakfast bar, free local phone calls and high-speed wireless Internet. Located by Valley View Mall.

## **QPS Employment Group - #29**

1802 State Road 16  
La Crosse, WI 54601  
608-433-9655  
www.qpsememployment.com

QPS Employment Group is a full-service staffing firm servicing the La Crosse area, comprised of dedicated and passionate people with over 30 offices throughout the Midwest. We place great people with great companies in industrial, skilled trades, administrative, manufacturing, general labor and professional employment.

# Business Expo Listings

## Referral Staffing Solutions - #52

200 Mason Street, Suite 18  
Onalaska, WI 54650  
608-487-4421  
www.referralstaffingsolutions.com

All-inclusive staffing service and recruiting firm providing outstanding experiences to clients and employees—making the right placements the first time. Serving Tomah, Sparta, La Crosse/Onalaska and surrounding Wisconsin areas.

## Remedy Intelligent Staffing - #11

1288 Rudy Street, Suite 106  
Onalaska, WI 54650  
608-783-1652  
www.remedystaff.com

Professional recruiting firm specializing in customer service, technical, industrial, health care and scientific.

## Riverfront, Inc. - #72

3000 South Avenue  
La Crosse, WI 54601  
608-784-9450  
www.riverfrontinc.org

Riverfront serves people with disabilities and other challenges, providing vocational and independent living services. Riverfront's business services provide assembly, packaging, mailing and employment services to area business.

## Rod's Ride On Powersports, Inc. - #125 & #126

4140 Mormon Coulee Court  
La Crosse, WI 54601  
608-788-4514  
www.rodsrides.com

Sales and service of motorcycles, ATVs, UTVs, personal watercraft, trailers and associated parts and accessories.

## Sam's Club - #57

1211 Crossing Meadows Drive  
Onalaska, WI 54650  
608-781-1670  
www.samsclub.com

Retail wholesale club, Sam's Club offers fresh meat, produce, liquor, office supplies, tire and battery, photo, optical, grocery, electronics, clothing, home furnishing and seasonal departments.

## Shenanigans - #104

2100 Dawson Avenue  
La Crosse, WI 54603  
608-783-3333  
www.shenanigansfun.com

Laser tag, ropes course, rock wall, human hamster ball, paintball, arcade games and more. Full sports Bar and tiki bar. Birthday parties, team building, group events. Celebrations on the river.

## Shred Right - #77

862 Hersey Street  
St. Paul, MN 55114  
651-647-1300  
www.shredrightnow.com

Green Smart NAID Certified information and document destruction for paper and media on-site or off-site; education and assistance in writing your security plan to keep compliant. Over 25 years in industry.

## SpringBrook Community Assisted Living, LLC - #91

861 Critter Court  
Onalaska, WI 54650  
608-783-2292  
www.springbrookassistedliving.com

SpringBrook is a state-certified Residential Care Apartment Complex (RCAC) and a state-licensed Community Based Residential Facility (CBRF) capable of providing personal, supportive and nursing related cares, along with Memory Care.

## State Bank Financial - #2

401 Main Street  
P.O. Box 159  
La Crosse, WI 54602-0159  
608-784-4600  
www.statebankfinancial.com

The largest locally owned community bank in the area providing full-service consumer, business and investment products and services for over 130 years. Branches in La Crescent, La Crosse, Onalaska and Sparta.

## Stoney Creek Hotel & Conference Center - #50

3060 S. Kinney Coulee Road  
Onalaska, WI 54650  
608-781-3060  
www.stoneycreekhote.com

Stoney Creek Hotel and Conference Center Onalaska offers a unique Northwoods atmosphere, offering 157 sleeping rooms and 11 meeting rooms for a total of 12,000 square feet of space.

## T.I.C., Inc. d/b/a The Insurance Center - #103

701 Sand Lake Road  
Onalaska, WI 54650-2442  
608-783-6441  
www.ticinsurance.com

The Insurance Center's neighborhood agents are ready to offer a customized insurance plan to fit your needs and protect you for tomorrow with guidance, answers to your questions and online assistance.

## U.S. Cellular - #90

9348 State Road 16, Suite 224  
Onalaska, WI 54650  
608-781-2600  
www.uscc.com

Cellular/wireless telephones, systems and service.

## University of Wisconsin-La Crosse - #40

1725 State Street  
La Crosse, WI 54601  
608-785-8000  
www.uwlax.edu

A comprehensive institution offering bachelors, masters and master-plus degrees, UW-L consistently ranks high in U.S. News & World Report's & Kiplinger's annual list of the best universities.

## Upper Iowa University - Prairie Center - #22

133 S. Michigan Street  
Prairie du Chien, WI 53821  
608-326-4292  
www.uui.edu

Since 1857, offering accredited, quality programs through flexible, multiple delivery systems, including onsite, online and self-paced study. Preparing students to succeed in the world.

# Business Expo Listings

## **US Bank National Association - #6**

201 Main Street, Suite 100  
La Crosse, WI 54601  
608-782-8101  
www.usbank.com

We put the power of US to work for you. Delivering financial solutions to our customers at two locations: downtown La Crosse and Crossing Meadows in Onalaska.

## **VARC, Inc. Vernon Area Rehabilitation Center - #53**

1133 Nelson Parkway  
Viroqua, WI 54665  
608-637-3934  
www.varcinc.com

VARC, Inc. is a contract assembly and packaging fulfillment company. Specializing in employment for people with varying abilities.

## **Verve, a Credit Union - #112**

311 Main Street  
P.O. Box 39  
La Crosse, WI 54602-0039  
608-779-2400  
www.verveacu.com

Full-service financial institution with main office at 311 Main Street in downtown La Crosse and branch offices in Holmen, Onalaska and south La Crosse.

## **Viterbo University - #69**

900 Viterbo Drive  
La Crosse, WI 54601-8804  
608-796-3000  
www.viterbo.edu

Established in 1890, Viterbo University is a coeducational Catholic university founded in the Franciscan tradition. Students are able to select from more than 70 undergraduate degree programs and five graduate programs in business, servant leadership, nursing, education and mental health counseling. Viterbo's nursing, education and fine arts programs have earned an outstanding regional and national reputation for exceptional quality.

## **Western Technical College - #5 & #19**

400 7th Street N.  
P.O. Box 908  
La Crosse, WI 54602-0908  
608-785-9200  
www.westerntc.edu

Provides post-secondary education through degree and non-degree course offerings, granting two-year associate degrees, one-year technical diplomas, specialized certificates and many other educational options.

## **Wieser Brothers General Contractor, Inc. - #28**

200 Twilite Street  
La Crescent, MN 55947  
507-895-8903  
www.wieserbrothers.com

Full-service commercial general contractor providing design/build, construction and concrete services.

## **Wipfli LLP - #113**

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