



Message from the HBA President

April 2026

LISA KIND | 2026 HBA PRESIDENT

As we move into April, I hope you, as a member, are both feeling and seeing the positive changes this year's board is working hard to bring to the Holmen Business Association.

Our focus continues to be creating meaningful value for our members—through engaging monthly meetings, relevant speakers, and opportunities to connect and grow your business. The energy and momentum we're building would not be possible without each and every one of you.

Thank you for being a member, for showing up, for sharing ideas, and for supporting one another. Your involvement is what makes HBA strong.

The board has also made a commitment to invest in HBA and its future. As part of that commitment, we're excited to share that in May, Michael Grego and Melanie Straate of Provare Marketing will be presenting on how they plan to help promote our organization. We encourage you to join us and be part of this next step forward. And we're not done yet—we will continue finding new ways to promote and support our members.

We are continuing to listen, gather feedback, and implement new ideas to make this association even better. If you have suggestions for speakers, topics, or ways we can improve, we encourage you to reach out. Your voice matters, and we want to hear it.

Let's keep the momentum going and continue building an association that truly supports and promotes our local business community.

Thank you for being a part of it.



Next Membership Meeting

Thursday, May 14th
Monthly Meeting
12pm | Holmen Library

This issue:

Message from the HBA President

PAGE 01

Board Announcements

PAGE 02

New Members

PAGE 03

March Speaker

PAGE 05

Motivational Moment

PAGE 06

Put it on your Radar

PAGE 07

Community Support Needed

PAGE 08

Fun Facts and Announcements

PAGE 09

Holmen Happenings

PAGE 11

Meeting Minutes

PAGE 24

HBA Board & Member List

PAGE 25

Board Announcements

BY HBA BOARD OF DIRECTORS

The board is working on a **BIG ANNOUNCEMENT** and new member benefit. We will present it to our members at our next meeting May 14th. Please do your best to be present at this meeting! **Businesses present at the meeting will have priority in our new member benefit.**

Welcome to our new board member Dillon Dean of State Bank Financial. Dillon will be assisting with the newsletter and communications. We are excited to welcome Dillon and already appreciate his ideas and energy.



"Spring reminds us that growth often begins beneath the surface."

Welcome

NEW BOARD MEMEBER
DILLON DEAN
STATE BANK FINANCIAL



**BUSINESS
OF THE
MONTH**



**DON'T MISS
THIS
OPPORTUNITY**



**DON'T MISS
OUR NEXT
MEETING ON
MAY 14TH.**
WE WILL BE
ANNOUNCING
EXCITING
CHANGES AND
OPPORTUNITIES
FOR OUR
MEMBERS.

CHECK OUT OUR NEW MEMBERS

We're excited to welcome several new members to our community! Please join us in giving them a warm welcome and taking a moment to learn more about their businesses and services. Supporting fellow members is one of the best ways to strengthen our local network. Consider following them on social media, stopping in, or referring them to friends and clients. We're proud to have them as part of our group and encourage everyone to check them out and show their support!



Burn Boot Camp - Holmen
Kim NaDing
500 N Holmen Dr.
Holmen, WI 54636
kimberlynading@midwest.fitness



Kling's Designs
Travis Klingforth
328 N Star Rd Ste 207
Holmen, WI 54636
608-797-6200



Scooter's Coffee (Holmen, WI)
1410 Holmen Dr.
Holmen, WI 54636
608-615-7171



Robert VanCraenenbroeck
La Crosse, WI
608-385-8549
rob@cultureatwork.net
www.cultureatwork.net

Welcome

CHECK OUT OUR NEW MEMBERS

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Apex Xteriors
Kyle Smith
305 W McHugh St.
Holmen, WI 54636
608-397-8382
ApexXteriors@gmail.com
www.apexxteriors.com



Park Bank
Lori Raabe
1200 S Main St
Holmen, WI 54636
608-526-2265
lori.raabe@helloparkbank.com



HOLMEN AREA
— FOUNDATION —
COMMUNITY • EDUCATION • GROWTH • SERVICE

Holmen Area Foundation
PO Box 432
Holmen, WI 54636
info@holmenareafoundation.org
www.holmenareafoundation.org



Cordell's
Kohl Adamson
300 S Holmen Dr
Holmen, WI 54636
Kohl@CordellsAuto.Net

Welcome

HBA hosted cj white, Marketing account lead for Elevate media group Inc. His work highlights the people, places, and organizations that define the communities he serves.

In addition to his creative responsibilities, CJ serves in a sales role, working directly with clients to understand their objectives and deliver tailored media solutions that drive results. He is also an active member of multiple boards, contributing strategic insight and leadership to support organizational growth and community impact.



**CJ WHITE | MARKETING ACCOUNT LEAD
ELEVATE MEDIA GROUP INC.**



An interactive, choose-your-own-adventure style session where attendees step into the role of board members for a fictional local business and make real marketing decisions in real time. As the group makes choices, we explore the true time and financial costs behind common marketing paths and what it actually takes to build sustainable growth.

Motivational Moment

Growth Brings Opportunity—And Expectation

As we move into May, there's a natural shift happening around us. The days are longer, the pace picks up, and there's a renewed sense of energy throughout the community. For many businesses, this time of year marks the beginning of a busier—and often more important—season.

It's also a good moment to pause and reflect.

Holmen continues to grow at a steady pace. New families are moving in, new homes are being built, and with that comes new expectations, new habits, and new opportunities. For business owners, that growth presents both promise and responsibility.

Growth doesn't automatically translate into success—but it does create opportunity for those who are prepared to meet it.

In a community like ours, business is still deeply personal. Customers value familiarity, trust, and consistency. They notice when they're taken care of, and just as importantly, they notice when they're not. A single positive experience can turn into a loyal customer. A negative one can quietly send someone elsewhere.

What often makes the difference isn't anything dramatic. It's the small, steady things done well over time—being responsive, being reliable, creating an experience that feels easy and welcoming.

This time of year also brings a shift in how people spend their time and money. Families are out more. Schedules change with the school year winding down. Weekends fill up quickly. Businesses that recognize and adapt to these rhythms often find themselves better positioned—not by doing more, but by doing the right things at the right time.

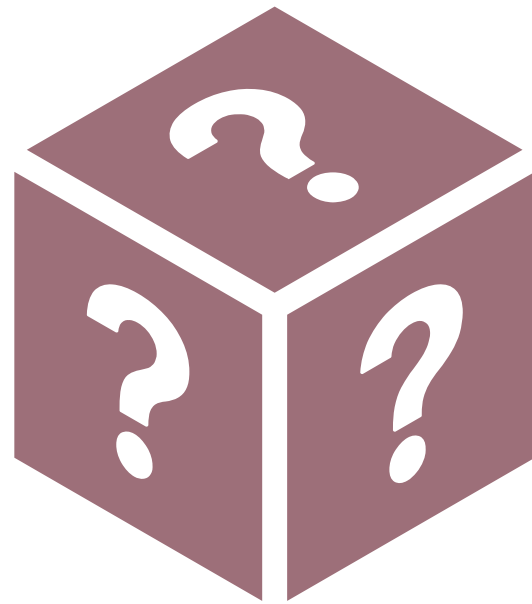
There's also something worth remembering about being part of a business community like Holmen's. No one operates in isolation. The overall strength of our local economy is shaped by how we collectively show up—how we serve, how we collaborate, and how we support one another.

May is a good time to reset where needed, refine what's working, and prepare for what's ahead.

The opportunity is there. The question is how we choose to meet it.

Board members have been busy working on our big announcement.

Lots of meetings, discussions, and collaborative effort to bring new benefits to our members.



PUT IT ON YOUR RADAR




THE MONTH OF MAY IS:

- THE FIRST MONTH OF SPRING
- MENTAL HEALTH AWARENESS MONTH
- NATIONAL BBQ MONTH

- MAY 1 (FRI) - MAY DAY
- MAY 2 (SAT) - NATIONAL SMALL BUSINESS DAY
- MAY 4 (MON) - STAR WARS DAY
- MAY 5 (TUE) - CINCO DE MAYO
- MAY 6-12 - NATIONAL NURSES WEEK
- MAY 10 (SUN) - MOTHER'S DAY
- MAY 11-15 - NATIONAL SMALL BUSINESS WEEK
- MAY 15 (FRI) - INTERNATIONAL DAY OF FAMILIES
- MAY 16 (SAT) - ARMED FORCES DAY
- MAY 17 (SUN) - JOE HICKEY BENEFIT
- MAY 20 (WED) - NATIONAL RESCUE DOG DAY
- MAY 21 (THU) - NATIONAL WAITSTAFF DAY
- MAY 25 (MON) - MEMORIAL DAY

Community SUPPORT NEEDED



COMMUNITY BENEFIT FOR

JOE HICKEY

11:00am until 4:00pm	May 17	Features Fieldhouse 1425 WI-16 West Salem
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Come support Officer Joe Hickey after a medical emergency.
Raffles, food, silent auction, wine raffle, drinks, bake sale, music & more!
All proceeds go to Joe Hickey & his family.
Live Auction starts at 2:00pm.

NEWS LETTER *Announcements*

NEXT NEWSLETTER DEADLINE MONDAY MAY 18TH

We'd love to highlight more of our members in upcoming newsletters. as a reminder, This is a FREE member benefit!
Consider submitting:

- SPECIAL DEALS OR PROMOTIONS
- MEET-THE-STAFF FEATURES
- BUSINESS ANNOUNCEMENTS OR ACCOLADES
- UPCOMING EVENTS OR OPEN HOUSES
- JOB POSTINGS OR HIRING NEEDS
- HELPFUL REMINDERS FOR MEMBERS
- MILESTONES, CELEBRATIONS, OR ANNIVERSARIES
- WANTED ADS OR PARTNERSHIP OPPORTUNITIES

Email submissions to holmenbusiness@gmail.com



DILLION DEAN

608-451-8943

DILLOND@STATEBANKFINANCIAL.COM

**NEED MORE HELP?
REACH OUT TO
YOUR NEWSLETTER
EDITORS DIRECTLY**



STEPHANIE O'DRISCOLL

608-797-3552

STEPHANIEODRISCOLL@EDINAREALTY.COM

**Not receiving meeting reminders or notifications?
email: holmenbusiness@gmail.com.**

INTERESTING *facts*

HOW MUCH HAS HOLMEN GROWN SINCE 2000?

Holmen's population has grown by about 85–88%

- 2000: ~6,100 people
- 2010: ~9,000 people
- 2020: ~10,600 people
- 2023+: ~11,500+ and still growing

**HOLMEN HAS NEARLY DOUBLED IN SIZE SINCE 2000
ARE YOU POSITIONED TO CAPTURE THAT GROWTH?**



Holmen HAPPENINGS

HOLMEN AREA COMMUNITY CENTER

Bee Well Health Fair



Learn about community resources to support health & wellness!


Free Event Includes:


- ✓ Healthy Snacks
- ✓ Blood Pressure Checks
- ✓ Hearing Checks
- ✓ Try Our Walking Path
- ✓ Fitness Class Demonstrations
- ✓ Free Give-Aways
- ✓ Raffle Basket Drawings


- ✓ Vendor Booths
- ✓ Health & Wellness Information

Sign-up for lunch by calling the
ADRC at 608-785-5700 by April 17
Menu: Chicken Alfredo, Garlic Toast,
Broccoli, Grapes, Black Bean Brownie



 **Tuesday - April 21 2026**

 **8:30 am to 12:30 pm**

 **Holmen Area Community Center**



608-399-1870

www.holmenc.org



Breakout Sessions

9 am "Downsizing"
Stephanie O'Driscoll
Danyel Zielke
Realtors, Edina Realty

10 am "Next Steps Planning"
Panel Includes:
Aging & Disability Resource
Caretta Senior Living
St Croix Hospice

Holmen HAPPENINGS

PAWESOME PETS

TOXIC PLANTS & PET SAFETY

HIDDEN DANGERS IN YOUR HOME & GARDEN



Many pets are exposed to toxic plants, often from everyday plants in homes and yards.

MOST DANGEROUS PLANTS

- Lilies (cats kidney failure)
- Sago Palm (often fatal)
- Azalea (heart + nerve issues)
- Cherry Trees (cyanide risk)

COMMON HOUSEHOLD & GARDEN RISKS

- Tulips (bulbs toxic)
- Daffodils (digestive + heart)
- Hydrangea (toxic compounds)
- Aloe (GI upset)
- Philodendron / Pothos (mouth irritation)
- Peace Lily (oral irritation)

PREVENTION

- Check your home and yard for potentially toxic plants and remove them if possible.
- Keep all plants out of reach or in areas your pets cannot access.
- Supervise pets when introducing new plants into your environment.
- Provide safe toys and enrichment to reduce chewing out of curiosity.

WARNING SIGNS OF PLANT TOXICITY IN PETS

- Vomiting or diarrhea
- Excessive drooling or pawing at the mouth
- Lethargy or sudden changes in appetite
- Difficulty breathing, tremors, or seizures

WHAT TO DO

1. Remove any remaining plant material from your pet's mouth
2. Rinse their mouth with water if possible
3. Call your vet or poison control (Pet Poison Helpline at 855-764-7661 or the ASPCA Animal Poison Control Center at 888-426-4435).

Pawesome Pets Country Club
3927 Circle Dr, Holmen, WI 54636
608.284.8606 • contactus@pawesomepetscountryclub.com

OUTDOOR READINESS STARTS INDOORS

BUILD YOUR DOG'S SPRING SKILLS THROUGH ENRICHMENT



Give your dog the spring tune-up they need—book enrichment days now.

- Dogs need mental stamina and emotional regulation to handle busy trails, patios, and events.
- Enrichment builds problem-solving, confidence, and calm behavior.
- Structured social groups help dogs practice polite interactions before the summer crowds hit.
- Great for puppies who will be experiencing their first "big summer."

BRING YOUR PUP TO OUR ENRICHMENT-BASED DOG DAYCARE!



Pawesome Pets Country Club
3927 Circle Dr, Holmen, WI 54636
608.284.8606 • contactus@pawesomepetscountryclub.com

Holmen HAPPENINGS

HOLMEN AREA ROTARY

2026 Service Auction Fundraiser

The Holmen Area Rotary Club will hold their 18th annual Service Auction fundraiser on Friday Evening, May 1st at the beautiful Celebrations on the River in the Court Yard Room. The event starts with a social hour at 5:00 and includes an appetizer buffet, a Live Auction of unique items and services, bucket raffles and more. Auctioneer Alex Goodman sets a fun and active pace for the evening. Live Auction items in the past included gourmet cakes, airplane flights, sailboat excursions, fishing trips, catered dinners, dog sitting, car detailing and many, many more. Items will be listed on the website as they are announced. Tickets are only \$40 or invite some friends and reserve a table for 8 at \$300. Reserved table centerpieces have a sign announcing the company or organization that is reserving the table. Price of the ticket includes a spread of fabulous hot appetizers and a fun filled night. There will be a cash bar for your enjoyment.

Event sponsorships are also available. Be a part of an exciting evening of fun, community, food, and auction to raise funds for Coulee Region Community needs. This event is our club's largest fundraising effort; it has been happening for 17 years and has raised over \$300,000 that has been used to make our community and world a better place.

- Platinum \$750 Sponsorship includes reserving an entire table with 8 seats, top billing in the Auction Guide and signage and recognition throughout the night.
- Gold \$500 Sponsorship – includes 4 tickets, a spot in the Auction Guide, signage and recognition throughout the night.
- Silver \$300 Sponsorship – includes 2 tickets, a spot in the Auction Guide and recognition throughout the night.

For more details, please go to <https://holmenarearotary.org> or contact Judy McHugh at 608-780-1628.

- What: Holmen Area Rotary Club's 18th Annual Service Auction Fundraiser
- When: Friday May 1, 2026; Social Hour starts at 5:00 PM, Auction Starts at 6:00 PM
- Where: at Celebrations on the River, 2100 Dawson Avenue, La Crosse WI 54603

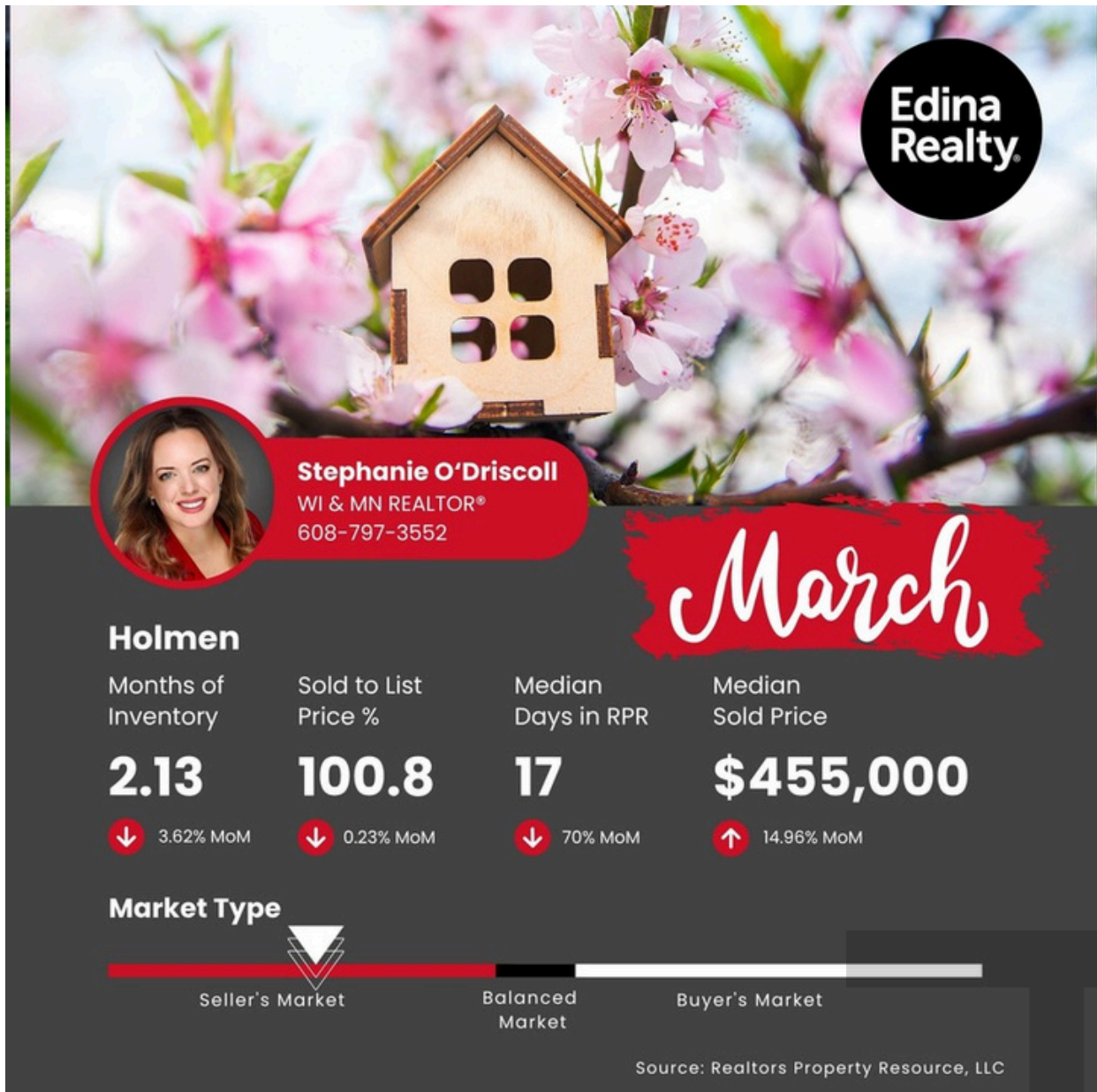
Holmen HAPPENINGS

STEPHANIE O'DRISCOLL | EDINA REALTY

Holmen is still sitting in strong seller territory with just over 2 months of inventory. Homes are selling fast, and sellers are still getting full price or more. The real headline? Prices jumped. Median sold price is up nearly 15% month-over-month to \$455K.

Buyers: you don't have negotiating power yet. Hesitate and you'll pay more later.

Sellers: you're in control, but pricing right still matters – the market rewards sharp strategy, not wishful thinking.



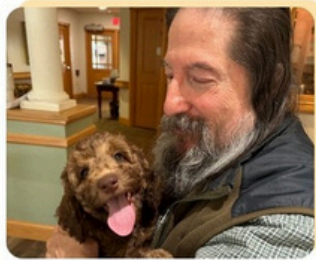
Holmen HAPPENINGS

EAGLE CREST COMMUNITIES

For each stage of life...

Discover Seamless Senior Living in Holmen!

We offer a full range of care across three nearby locations, allowing seniors to smoothly move to higher levels of support as needed, ensuring they get the right care at every stage of life.



Heights Town Homes

Independent Living

Private one-level town homes and attached garages. No more lawn care or winter shoveling—just enjoy neighbors and local shops, cafes, and parks nearby.



The Heights Assisted Living

Assisted Living

Our assisted living community features cozy apartments tailored for those needing extra care, with dedicated staff providing personalized support for residents' comfort and peace of mind.

Hearten House III

Memory Care

Our community provides compassionate support in a peaceful setting, with personalized care and engaging activities for residents' well-being and dignity.



EAGLE CREST COMMUNITIES
Caring Since 1916

Call Kaylee To Learn More!
608.526.2635 | eaglecrestlife.org

JOIN OUR TEAM IN HOLMEN

**WE ARE
HIRING!**

Join our compassionate team dedicated to enriching lives. Eagle Crest Communities offers more than a job – it's a fulfilling career in senior care.



EAGLE CREST COMMUNITIES
Caring Since 1916

- ▶ Full-time + benefits
- ▶ Part-time available
- ▶ Highest wages ever
- ▶ Flexible scheduling

OPEN POSITIONS AT

THE HEIGHTS ASSISTED LIVING | HEARTEN HOUSE III

EXPLORE OUR OPENINGS!

608-406-3884
eaglecrestlife.org



Holmen HAPPENINGS

ETIQUETTE UNCORKED, LLC.

Alene Keenan is the founder of Etiquette Uncorked and a former yacht professional who spent years traveling and working at sea. Now back in the Midwest, she shares stories and insights from her experiences through relaxed, engaging presentations focused on service, connection, and confidence and through approachable, relaxed wine events.

What Audiences Experience:

Engaging storytelling from around the world - Meaningful reflections on service, care, and connection - A warm, approachable, conversational style

Ideal For:

Business and professional organizations Libraries & community groups Senior living communities Young professionals in business



Alene Keenan Speaker
Author | Founder, Etiquette Uncorked
954-873-2869
akeenan.author@gmail.com

Holmen HAPPENINGS

HOLMEN HISTORICAL SOCIETY

The Holmen Area Historical Society will mark Preservation Month on Monday, May 4. Local historian and genealogist, Hannah Scholze, will present "Using and Preserving Church Records." Hannah's passion for local and family history started at the age of ten though helping her grandmother decipher the Norwegian church records at Halfway Creek Lutheran Church in Holmen. She will discuss why church records are a valuable but often overlooked resource for genealogical research and other important information. Gather with us at the Holmen Area Community Center at 6:00 PM. The program is free and open to the public.



Hannah Scholze
Local historian and genealogist

Register of				Baptisms				
No.	Name of Child	Name of the Father	Name of the Mother	Baptized	Day of Baptism	Name of Minister	Fee	Remarks
25	Anna Maria Paul	Richard G. Green	Elizabeth Gink	Feb. 17, 1822	March 24, 22	Andreas Gleditsch	5.00	
26	Olaf Peter Paulsen	Asp. Paulsen	Maria Olsen	April 6, 22	June 5, 22	Andreas Gleditsch	5.00	
27	John Peter Paulsen	John Paulsen	Lucy Lar.	June 15, 22	Aug 22, 22	Andreas Gleditsch	5.00	
28	Anders Peter Paulsen	Richard G. Green	Willa Gleditsch	Aug 15, 22	Sept 1, 22	Andreas Gleditsch	5.00	
29	Anna Maria Paulsen	Henry Paulsen	Hanna Paulsen	Aug 15, 22	Sept 15, 22	Andreas Gleditsch	5.00	
30	Olaf Peter Paulsen	Olaf Miller	Maria Miller	Sept 1, 22	Feb. 25, 23	Andreas Gleditsch	5.00	
31	Anders Peter Paulsen	Anders Paulsen	Anna Paulsen	Feb. 11, 23	March 15, 23	Andreas Gleditsch	5.00	
32	Anders Peter Paulsen	Anders Paulsen	Maria Paulsen	June 22	April 25, 23	Andreas Gleditsch	5.00	
33	Maria Peter Paulsen	Olaf Paulsen	Olaf Paulsen	March 28, 23	April 25, 23	Andreas Gleditsch	5.00	
34	Maria Peter Paulsen	Olaf Paulsen	Olaf Paulsen	Feb. 22, 23	April 25, 23	Andreas Gleditsch	5.00	
35	Maria Peter Paulsen	Olaf Paulsen	Olaf Paulsen	April 25, 23	May 6, 23	Andreas Gleditsch	5.00	
36	Maria Peter Paulsen	Olaf Paulsen	Olaf Paulsen	June 22, 23	July 15, 23	Andreas Gleditsch	5.00	
37	Maria Peter Paulsen	Olaf Paulsen	Olaf Paulsen	July 15, 23	July 22, 23	Andreas Gleditsch	5.00	
38	Maria Peter Paulsen	Olaf Paulsen	Olaf Paulsen	Aug 15, 23	July 28, 23	Andreas Gleditsch	5.00	
39	Maria Peter Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
40	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
41	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
42	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
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45	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
46	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
47	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
48	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
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74	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
75	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
76	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
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90	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
91	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
92	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
93	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
94	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
95	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
96	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
97	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
98	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
99	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	
100	Anna Maria Paulsen	Olaf Paulsen	Olaf Paulsen	Sept 1, 23	Aug 6, 23	Andreas Gleditsch	5.00	

Holmen HAPPENINGS

WNB

WNB Financial is pleased to announce the promotion of Autumn Jacobs to Retail Lead for the Winona market.



Autumn Jacobs
Retail Lead | Winona

AUTUMN BRINGS SEVEN YEARS OF BANKING EXPERIENCE ACROSS MULTIPLE ROLES, PROVIDING HER WITH A STRONG FOUNDATION IN BOTH CUSTOMER SERVICE AND RETAIL OPERATIONS. SHE HAS BEEN WITH WNB FINANCIAL FOR THE PAST TWO YEARS, MOST RECENTLY SERVING IN THE HOLMEN MARKET, WHERE SHE DEMONSTRATED STRONG LEADERSHIP, COLLABORATION, AND A COMMITMENT TO CLIENT EXPERIENCE.

WHILE BASED IN HOLMEN, AUTUMN HAD OPPORTUNITIES TO WORK IN SEVERAL WINONA OFFICES AND QUICKLY DEVELOPED STRONG CONNECTIONS WITH BOTH COWORKERS AND CLIENTS. SHE IS EXCITED TO RETURN TO THE WINONA MARKET IN THIS NEW LEADERSHIP ROLE.

"AUTUMN IS KNOWN FOR HER FUN, POSITIVE, AND UPLIFTING PERSONALITY," SAID LACY OLSON, REGIONAL RETAIL MANAGER. "SHE BRINGS AN ENERGY THAT MAKES EVERY ENVIRONMENT BETTER, AND HER EXPERIENCE AND ENTHUSIASM MAKE HER A GREAT FIT TO LEAD OUR WINONA RETAIL TEAM."

PLEASE JOIN US IN CONGRATULATING AUTUMN ON HER WELL-DESERVED PROMOTION.

CONGRATS!

Holmen

HAPPENINGS

HOLMEN AREA FOUNDATION

YOU'RE INVITED

Holmen Area Foundation Breakfast Celebration

presented by:

Altra
Federal Credit Union

HOLMEN AREA
— FOUNDATION —
COMMUNITY • EDUCATION • GROWTH • SERVICE

Thursday, April 23, 2026
Town of Holland - Town Hall
7:00am - 8:15am



Scan here to RSVP or visit:

www.holmenareafoundation.org/breakfast.html

Enjoy a light breakfast while we celebrate our 2026 Servant Leadership Award recipient, hear from community leaders about Holmen's growth, and spotlight our scholarship and grant recipients.

FEATURED SPONSORS

festival
foods

Features
FOOD • FAMILY • FUN

SPONSORS

Xcel Energy

verve
a credit union

KWIK TRIP

M COURTESY CORPORATION



LOWMAN
FAMILY DENTAL

Citizens First Bank
Banking with people.

Ameriprise Financial
Ruger Financial Group
A private wealth advisory practice of Ameriprise Financial Services, LLC

Schloegel Family Fund for Kids

KING FURNITURE

Holmen HAPPENINGS

BURN BOOTCAMP – HOLMEN

TRANSFORMATION STORY

SAMANTHA MARQUEZ

BURN BOOT CAMP - HOLMEN, WI



Before joining Burn, I was in a complete slump - always tired and my motivation was at an all time low. I had hit the heaviest I'd ever been and didn't recognize the woman staring back at me. I was active throughout high school and college but once I started my career in 2014, my activity drastically changed and I gained 100 lbs throughout the years. I'd go in spurts of trying to become healthier but it became a never ending cycle of gaining and losing the same 20lbs.

In May of 2025, I became engaged! I didn't think I'd see myself walking down the aisle and certainly not with the way I looked and felt about myself. I knew I needed to make some major changes. The traditional gym setting just wasn't working for me anymore so I needed to try something outside of my comfort zone. I had heard about Burn from other friends but I didn't think it would be something I'd be capable of doing. I had been sedentary for at least a year when I finally mustered up the courage to try a week for free.

The first camp I went to was a Saturday morning conditioning class. I was terrified to walk into the door but when I did, I was met with so many smiles and high fives. Sabrina picked me out immediately and she was my partner for camp. That day changed my life! Even though it was one of the most difficult workouts I'd done, I immediately knew that this was the change I needed to become the person I wanted to be. With sweat dripping after that brutal camp, I signed up for a 12 month membership and I haven't looked back.

I've been a member at burn for 8 months now and I've lost 45lbs. The confidence and energy that I feel is insane. I no longer get nervous to come to camp because I know that I will be with others with the same goals of just becoming better!

The amount of times that others have encouraged me to keep going when they see I'm struggling just shows the compassion that we have for each other. Burn has become a huge part of my life! If you're considering joining, reach out and I will happily fill you in on how amazing this community of people are!

burn boot camp

Holmen

HAPPENINGS

THE FRAME GALLERY



The
Frame Gallery
Since 1990

Picture Framing & Design

What can I frame for you?

Stop in or give me a call!

416 South Main Street, Holmen 608-526-3333



Holmen

HAPPENINGS

PROVARÉ MARKETING



4 HOURS PER DAY

That's how long the average person spends on their phone every day. Every. Day.

If you're wondering where to reach your potential customers, look no further. Do you have a marketing plan that reaches your customers where they spend the majority of their free time?

Our mobile marketing plans cover everything your business needs to be relevant in today's mobile world.

Let's have a conversation about your business.

Email Me:

melanie@provaremarketing.com



Melanie Straate
Senior Growth Strategist



Upcoming Events

**BIG ANNOUNCEMENT!
DON'T MISS THIS
MEETING!**

Member Meeting

Thursday, May 14th
12pm | Holmen Library

June 11

HBA Social - Details to be Announced

July 9th

Holmen Historical Society - 250 Anniversary Holmen

Aug 13th

Outdoor Social/Meeting - Halfway Creek Park

Sept 10th

Holmen Development/Road Construction

Upcoming Speakers

May.

Michael Gregeo & Melanie Straate | Provare Marketing

July.

Holmen Historical Society - 250 Anniversary Holmen

MEETING MINUTES

1. CALL TO ORDER & INTRODUCTIONS

The meeting was called to order and began with introductions. A total of 62 members were in attendance. Additional introductions from new members.

2. FINANCIAL REPORT

Checking account \$6,406 and \$15,000 savings.
5 new members, welcome!

3. UPCOMING EVENTS & ANNOUNCEMENTS

Discussed positive feedback on video previewing upcoming speaker for meeting.
Congratulations to Champions on being drawn for June's Business of the Month.

4. HISTORICAL SOCIETY UPDATE

Park Bank is the oldest business in Holmen and we are happy to have them as a new member.

5. COMMUNITY CENTER UPDATE

Robin spoke of upcoming events - Cheesefest in June, looking for sponsors; this is their largest fundraiser for the year.

6. COMMUNITY ACTIVITIES

Congratulations to the School District of Holmen for a passed referendum. Dancing with the Sports Stars benefiting Joe Hickey scheduled.

7. GUEST SPEAKER

CJ White gave an interactive presentation on how to allocate time and money promoting a new business.

8. COMMUNICATIONS

Reminder that the HBA newsletter will be released next week. Members are encouraged to submit articles by Monday after the meeting. If you are not receiving emails, contact the board.

9. ADJOURNMENT

Meeting adjourned following final announcements.

Our Community Partners

HOLMEN POLICE
HOLMEN AREA FIRE DEPT.
HOLMEN SCHOOL DISTRICT
VILLAGE OF HOLMEN
TOWN OF HOLLAND

Board Of Directors/Committee Members

PRESIDENT	LISA KIND	LISAKIND@REMAX.NET
VICE PRESIDENT	TIM KOLEK	TIMK@BLUFFVIEWBANK.COM
TREASURER	JAMIE THIELKER	JAMIEDPSW@GMAIL.COM
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COMMUNICATIONS	DILLION DEAN	DILLOND@STATEBANKFINANCIAL.COM
COMMUNITY	RUTH SCHOLZE	RSCHOLZE73@GMAIL.COM

If you, or someone you know, would like to be involved on the board, please let us know at the next membership meeting.

Connect with Us!

P.O. Box 163, Holmen, WI 54636

holmenbusiness@gmail.com

www.holmenbusinessassociation.com



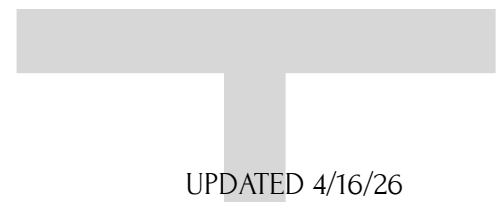
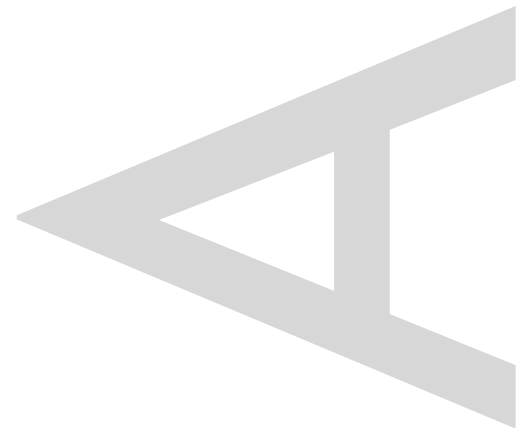
2026 Holmen Business Association Member List

608 Brewing Company - Holmen
Ace Hardware - Holmen
Apex Exteriors
Altra Federal Credit Union
American Family Insurance - Jason Lassen Agency
Associated Bank
Bluff View Bank
Bluffview Memory Care
Boys & Girls Clubs of Greater La Crosse - Skogen Club
Burn Boot Camp - Holmen
Caretta Senior Living
Carpet City Flooring Center
Cell Plus / US Cellular
Champions Riverside Resort
Citizens First Bank
Coaches Corner Sports
Coulee Life Church
Coulee Tech, Inc.
Courtesy Corporation - McDonalds
Coverra Insurance Services, Inc.
Cordell's
Creekside Fence
Culture at Work
Davig Financial Corporation
DBS Group
Doggie Business LLC
Drugan's Castle Mound
Eagle Crest Communities
Edward Jones - Paul Gunderson
Elevate Media Group
Engleson & Associates, LTD
Explore La Crosse
Features Sports Bar & Grill
Flyn Computing
Flyway Fence Company
Friends of McGilvray Road
Gerke Excavating, Inc
Good Shepherd Evangelical Lutheran Church
Holmen Area Community Center
Holmen Area Foundation
Holmen Area Historical Society
Holmen Area Rotary
Holmen Fire Department
Holmen's Hope
Humpal Financial Inc.
JRM CPAs
Klings Deisgn
Knight Barry Title United LLC
La Crosse County - Holmen Library
La Crosse Area Chamber of Commerce
Lowman Family Dental
Lush Wine Bistro
Moxy Salon & Spa
New York Life - Ethan Lallemon-Meyer
O'Brien & Associates
Olympic Builders General Contractors, Inc
Omega Bakery
Optical Fashions Eye Care Clinic
Park Bank
Pawesome Pets
Prime One Paint
Provaré Marketing
ReMax Results - Lisa Kind
Riverland Energy Cooperative
Rivertown Dental
Ruger Financial Group
Rural Mutual Insurance Kevin Carlson Agency
School District of Holmen
Scooter Coffee
Scouting America Gateway Area Council
Shiny Objects Boutique LLC
Smokey's Bar & Grill
State Bank Financial
State Farm Bryan Helgeson
Stephanie O'Driscoll - Edina Realty
Stetter Electric
Summit Drafting and Design
Supreme Graphics

UPDATED 4/16/26

2026 Holmen Business Association Member List

The Frame Gallery
The Grind
The Hive Chiropractic Center
Three Rivers Technologies, Inc
Town 'n Country Title
Town of Holland
Verve a credit union
Village of Holmen
WNB Financial
Wisconsin Terrazzo
Xcel Energy
XeteX
Ziegler Heating & Refrigeration



UPDATED 4/16/26