

Message from the HBA President

NANCY MCHUGH

In this part of the state, many of us enjoy time spent on the Mississippi River and celebrate all it has to offer for recreation. The river and boating also reminds me of a great phrase we all have heard at some point in our business careers. My favorite is "A rising tide lifts all boats!" This is an aphorism with the idea that an improved economy will benefit all participants. As HBA members, I would like to use this phrase to remind our members of the part each of our businesses play in the success of our community and our local economy. I feel it also means that together we can be more successful which is why I encourage all to become more active in HBA by going to membership meetings, using the newsletter to promote business and place ads (for free)! Other opportunities like attending the networking Holmen After 5 events and volunteering for community events also helps our business and community immeasurably! Feel free to contact any board member to find out other ways to get involved!

Happy July!

Sincerely,
Mancy McHugh



Next Membership Meeting

Thursday, July 14, 2022 Speaker: Allison Steers News 8 - Phase 3 Digital 12pm - 1pm | Holmen Library

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Board Announcements

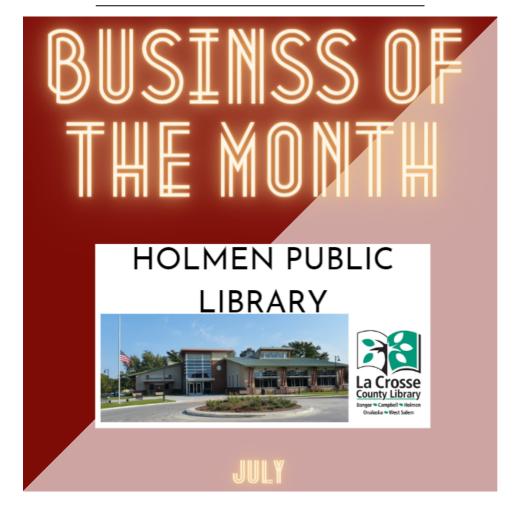
BY HBA BOARD OF DIRECTORS

HBA Board of Directors held it's monthly meeting on Tuesday, July 5th at Features in Holmen. Topics discussed were:

- Kornfest Bartending opportunity and Korn Coupons to pass out to patrons on grounds as a treat from HBA.
- Website Update progress and cost
- Membership rate increase
- Holmen School Supply Drive

"Happiness is not in the mere possession of money; it lies in the joy of achievement, in the thrill of creative effort."

- FRANKLIN D ROOSEVELT





IMPORTANT ANNOUCEMENT

Membership Is Worth It

The Holmen Business Association has been in existence since September 30, 1974. This organization has a long standing Purpose Statement which is to promote and protect the best interests of the residents of Holmen area; to promote and strive for the improvement and betterment of all public facilities and services within said area; to promote and encourage a better community and civic spirit and to foster good will and friendships between and among all residents of said area; to cooperate with county, town and village officials and with other civic and public organizations for the general welfare of the Holmen area.

We, as an organization, have worked very diligently through the years to adhere to this Purpose Statement. When the country was hit with COVID we had to take extreme measures to minimize contact and be within government guidelines for the safety of or members. We again are working very hard to reinvigorate this organization in this new era of COVID but have been faced with increased costs and expenses in this process. We have developed new ideas and worked to bring back prior activities that promote the ideals of our Purpose Statement.

So with our continued improvement and growth in mind we are increasing our annual membership fee to \$125 for Businesses and \$75 for Non-Profit Organizations. This will be able to be paid online through our new website. We are also adding the option to pay prorated rate of \$5 for each monthly meeting lunch up front also. The new rates will go into effect January 1, 2023.

This new payment option and more will be available on the new website that has a "go live date" of August 1st.

If you have any questions, concern or ideas, as always, please contact the Holmen Business Association Board of Directors at holmenbusiness@gmail.com.



Gateway Area Council, Boy Scouts of America

2600 Quarry Road La Crosse, WI 54601

Contact: Morgan Hoff, District Executive

email: morgan.hoff@scouting.org

Stone Distribution, LLC

N5550 Cty Rd Z

Onalaska, WI 54650

Contact: Dave Carney, Director of Sales & Marketing

email: dave.c@stonedistributionllc.com



VOLUNTEER NEEDS

FOR SPECIFIC QUESTIONS REGARDING THESE OPPORTUNITIES, PLEASE REACH OUT DIRECTLY TO THE CONTACT LISTED BELOW.

Kornfest Bartending

Saturday, August 20th
5pm - 9pm
TWO 2 hour shifts available
(5pm - 7pm, 7pm - 9pm)

Sign up at an HBA event or email Holmenbusiness@gmail.com

Sign up by JULY 25th for guaranteed HBA shirt



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Holmen Area Historical Society Old Fashioned Ice Cream Social and Fundraiser

Don your vintage outfit and join us for an old fashioned ice cream social and fundraiser to celebrate our love of local history! It will be held at the Holmen Area Community Center from 1pm to 3pm on Sunday, August 7.

One of our primary functions is to maintain an archive of items of local historical interest. We are raising funds to pay the monthly rental fee for a climate controlled storage unit. In addition to a silent auction of donated antiques and traditional craft items, we will raffle off framed and signed prints of two of the McGilvray Bridge

paintings by Arthur Anderson and Michael Klafke and a painting of Long Coulee School done by JoAnne Evavold. We also plan to have basket raffles of items contributed by local businesses and individuals.



We hope to enhance the gathering with local barbershop music and a display of vintage cars in the parking lot.

HOLMEN AREA HISTORICAL SOCIETY

PRESENTS

2022 Programs Calendar

UPCOMING EVENTS

August 1, 2022: Fundraiser and Ice Cream Social
September 12, 2022: 101 Years of Scouting
October 3, 2022: Human Library
November 7, 2022: WWII Video Oral History: Glen Jostad
December 5, 2022: Holiday Gathering

Meetings are held at the HACC the first Monday of the month at 6pm, unless otherwise noted. https://holmenhistory.weebly.com/

PAST PROGRAMS

January 3, 2022: Early Holmen Area Settlers
February 7, 2022: A Farm Winter by Jerry Apps
March 7, 2022: Sylvia Boma, La Crosse Cty's First Female Sherrif
April 4, 2022: Debate and Diplomacy in History
May 2, 2022: Preservation Month - Program To be Announced
June 6, 2022: Movie Night - Kinchen Stories
June 11, 2022: Story Circle: Wedding Rell's

Click **HERE** for full schedule!

PUBLIC NOTICE



HOLMEN AREA
HISTORICAL SOCIETY

ICE CREAM SOCIAL



SUNDAY, AUGUST 7, 2022 1PM – 3PM HOLMEN COMMUNITY CENTER

COME JOIN US:

OLD-FASHIONED ICE CREAM SOCIAL SILENT AUCTION - VINTAGE & ANTIQUE ITEMS



BASKET RAFFLES BUCKET RAFFLES

CLASSIC VEHICLES ARE WELCOME:

CARS, TRACTORS, TRUCKS, MOTORCYCLES
RESERVED PARKING IN ROWS CLOSEST TO HOLMEN DRIVE



WNB FINANCIAL
MORE THAN A BANK

Mark Kulig Joins WNB Financial as SVP Chief Retail Officer

WNB Financial is pleased to announce that Mark Kulig has joined the Bank as Senior Vice President and Chief Retail Officer.

Kulig is responsible for the overall leadership of Retail Banking for WNB and is a member of the Senior Leadership Team. He brings 17 years of experience, all of which have been spent in Retail Banking, most recently as the Director of Retail Banking for Coulee Bank.

"Mark's extensive background in Retail Banking will be a great asset to WNB as we grow our retail brand in our markets," said David Vaselaar, WNB Financial President and Chief Executive Officer. "The landscape of Retail Banking continues to evolve rapidly, so Mark's experience and leadership will allow WNB to meet the needs of our clients by offering innovative solutions through both traditional and digital channels."

"I'm happy to join WNB Financial with its long history and dedication to serving its customers and communities," Kulig said. "I look forward to being active in all the communities we serve."

Kulig grew up in Onalaska but has spent the past 15 years in Holmen with his wife, Amber, and two daughters. He's an active board member for the Coulee Region Business Center and also volunteers his time for Junior Achievement and the Future Business Leaders of America.

July Business of the Month Holmen Public Library

Holmen Public Library is one of La Crosse County Library's five service locations. Our unique model is built on collaboration with our municipalities providing the building, maintenance, furniture and fixtures and La Crosse County provides the Staffing and



resources. This successful partnership in the Village of Holmen dates back to 1978, when the library started in a room in Village Hall run by long-time Staff member Deen Layland who retired in 2019.

It was not long before the library had outgrown that humble space, and it was the Holmen Business Association that stepped forward and led the way to fundraise for the purchase and renovation of the former grocery store building on State Street where the library was able to serve the community from 1988 until 2017. In September of 2017, our brand-new facility with 18,000 square feet—including a Community Room and the County Library Administrative Center—opened its doors on 121 W Legion Street. We've been serving the Holmen community from this beautiful facility ever since and will celebrate our five-year anniversary this September.



Pictured from left to right: Jason Grossklaus, Karla Swaney, Christine Bradshaw, Beth Bakkum, Denan Johnson, Nancy McHugh

To celebrate our upcoming anniversary, we're starting a "Countdown Movie Mondays" series in August, during which we'll show a movie from each of the previous five decades every Monday at 2:15pm (see our website for movie listings).

To stay up to date on all the library's services and programming, we encourage you to visit our website at lacrossecountylibrary.org and sign up for our e-newsletter. From there you can also register for a library card to access our full array of services.



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TOWN N' COUNTRY TITLE



Dear Homeowner,

Meet Team Lassen - all of us are here to serve YOU! Our unique backgrounds, training and experience have prepared us well to help meet your insurance needs. Additionally, as residents of your community, we understand how important it is to be there for you - our trusted friends and neighbors. Together, we're building strong partnerships that help everyone succeed.

We believe there's more to insurance than the policy itself. It's about providing dependable protection, friendly service and flexibility to meet our customer's needs. You can count on Team Lassen to be your passionate insurance advisors! Call, text or email us to get started on protecting your dreams.



For more information contact:

The Jason Lassen Agency TeamLasseneamfam.com

www.LassenAgency.com

(608) 372-8100 201 Helen Walton Dr Tomah, WI 54660

(608) 526-9400 2200 Staphorst Ln Holmen, WI 54636







Upcoming Women's Business Brunch



In the upcoming Explore La Crosse Visitor Guide, we are excited to feature and empower women business leaders of the La Crosse Region. The Explore La Crosse team is hosting a brunch with coffee and pastries on Monday, July 18th at 11:00 am and we are inviting local women members to join us and chat about what it means to be a women in business in the La Crosse Region and share empowering experiences that you've had over the years.

After our meeting, we will compile highlights of our conversations into an article and feature the piece in our next guide.

This brunch is on a first come - first serve basis and we plan to take the first 10 applicants!

We look forward to meeting with you soon at the Explore La Crosse Office: 123 7th Street S. La Crosse, WI 54601.

Register to attend by clicking <u>here!</u>

For any additional questions, please contact:

Haleigh Doyle
Director of Media and Marketing
doyle@explorelacrosse.com
Phone: (608) 782-2211

Abby Kosloski
Marketing and Project
Engagement Intern
kosloski@explorelacrosse.com
Phone: (608)782-2366

PPEMINGS



JULY 2022

For more information about any of these programs, please see our website at lacrossecountylibrary.org and click on Youth Programming or Adult Programming.



Summer Reading Program for Youth

We'll blaze our own trail and explore new ways of learning and creating with tech, nature, music, art, science, math, and more at the library and beyond in our Read Beyond the Beaten Path Summer Library Program. Program runs through July 30.

- · Reading Program for babies entering grade 5
- Teen Reading Raffle
- STEAM Camps for entering grades 2-8
- Outdoor Story Times, July 11-29
- Outdoor Family Events on July 6, 13, 20, & 27



MIDDAY MOVIES

FREE MOVIES ON THE BIG SCREEN

WEST SALEM LIBRARY THURSDAYS AT 2:15PM

THE BRIDGES OF MADISON COUNTY

A DOG'S JOURNEY

FLORENCE FOSTER JENKINS







JULY 5 - JULY 29

Bring your friends, play games, eat pizza, and watch a movie on the big screen ... for free!

(Mostly) Monday nights at Holmen and Thursday nights at Onalaska. See website for details.



SATURDAY, JULY 30

Readers who finish their Reading Record and all Reading Raffle readers can earn a ticket to the party. Enjoy free ice cream treats plus outdoor lawn games!









FOR AGES 16+

Grab a BINGO card from the checkout desk and start playing! Bring the card back by August 17th and receive one entry into the prize drawings for each 5-ina-row BINGO that you complete!



WEST SALEM

THURSDAY, JULY 14 @ 6:30PM

Art class for ages 16+. No experience necessary: step-bystep instruction & all supplies provided. Registration required.



CLOSED DATE: All library locations will be closed on Monday, July 4.

LACROSSECOUNTYLIBRARY.ORG 608.399.3390









First Annual HBA School Supply Drive!



The Holmen Area Business Association is starting a campaign for school supplies to be given to the districts school underprivileged children who are not able to get all of the supplies needed for the school year. The collection will be from July 15th to August 15th.

Attached is the list of supplies that are needed for each grade in the Holmen School District. This is the first year HBA is doing this and we are trying to gain some traction within the HBA membership by asking you through direct email and the newsletter.

We are happy to accept the supplies at convenient drop off places in Holmen at the following locations:

- Festival
- Boys and Girls Club
- Holmen Public Library

click <u>here</u> to see school supply lists

We would also be happy to receive cash or check donations at WNB Financial in Holmen, attention to Jason Grossklaus. (Checks can be made to HBA) With your monetary donation we will go out and shop for the supplies that are most in need.

This school supply drive only recently was started so we do not have a lot of time as we are planning to deliver all of the supplies to the district on August 15th. Time is of the essence. Thank you very much for your consideration and your generous donations!



Grossklaus Joins WNB Financial Business Banking Team in Holmen

WNB Financial is pleased to announce that Jason Grossklaus has joined the Bank as Vice President and Business Banking Officer in Holmen, Wis.

Grossklaus brings 16 years of commercial lending experience, most recently with United One Credit Union and Altra Federal Credit Union. He's passionate about helping customers achieve their business goals and tailoring products and services to their specific needs.

"We're very grateful and fortunate to have Jason join our growing team in Holmen," said Dave Justus, WNB Financial Community President – Holmen. "Jason's reputation for building and cultivating relationships with small businesses aligns perfectly with our Brand of Service, Solutions, and Community."





"I'm excited to be back in the Coulee Region and working for WNB, which has a culture that perfectly matches my style of lending," Grossklaus said. "I bring an open mind and think outside the box with each relationship I develop."

Grossklaus looks forward to rejoining the Holmen Business Administration and La Crosse Area Chamber of Commerce to deepen his community roots. He and his wife, Christina, have two children and are building a new home in Holmen. In his free time, Grossklaus enjoys golfing, being on the river, and spending time with family and friends.

WNB's new full-service office is now open at 1506 Cole Court in Holmen.

Holmen Area Foundation Foundation Footprints - July/August 2022

The Holmen Area Foundation is continuing to be a presence in the community in various ways this summer. You may have spotted us in our blue shirts here and there as you took part in your summer events.

Our biggest fundraiser of the year, the Mike Schmitz Memorial golf tournament, took place a week later in June than planned due to the super soaker rain effects on our initial day. Our actual event turned out to be a glorious day in the sun for the over 30 teams that came out to support our Foundation and the Holmen High Activities department. We appreciated all who took part in this special gathering to celebrate friendships and to help our community and school through their investment of their donations. We raised a generous amount of around \$11,000, which will be split between the school and Foundation to invest in our ongoing work.

We also gave a hand once more to the Grandview Garden Club with their planting of beautiful flowers and addition of mulch around the plantings by the HD Rootbeer Stand this spring and early summer. It provides a great gateway into our community as you enter Holmen from the north.

A special recognition is extended to former Holmen High student Jordan Briskey, who worked so hard in developing and carrying out a tribute to our Vietnam War veterans at the West Copeland Park in Northside La Crosse. Our Foundation worked as a pass through account to help funnel funds to the appropriate sources to help in the development of this memorial. Again, a thank you to Jordan and our veterans. Take some time yet this summer and fall to drive down to check out was has been developed here. It's a truly wonderful site, and sight, to behold.

Hoping you also have taken some time to check out the Sunday summer evening concerts at the Halfway Creek Park bandshell, as the concerts are back and it is hard to beat a nice evening from 5-7 pm listening to the variety of music provided by the groups that perform there weekly. We are one of the sponsors of this recently developed tradition for our community. Thanks to Nancy Proctor for her long-time efforts to develop and promote this music event. We had a successful evening of providing a wonderful pulled pork meal in early June as we headed into summer with a Pork in the Plaza event behind the downtown Holmen Moxy's location. We are hoping to set up another meal sometime yet this summer, and that will lead into another good night of eating with a food truck event at Empire Stadium at the high school for our high school Homecoming event on Friday, September 16.

The next day, September 17, will be the celebration of our 25th Anniversary of our Foundation at the Halfway Creek bandshell, where we will celebrate our past and look to our future with the announcement of the special ways we will continue to mark our presence in the Holmen community. Mark your calendar to come and join us. We start that day with a Fun Run on the nearby bike trail and proceed with a meal, games, and a short program during the rest of the event. Our next round of HAF grants will be shared following our July 1 deadline so educational staff can order desired items prior to the new school year for our Viking grants. Those specifics will be shared in the next edition of the Visions newsletter. We appreciate those who have engaging plans to enhance the scope of their teaching through their application for these grants.

We have said recent goodbyes and thanks to several Foundation members, and are welcoming Karen Rooney, Erin Malak, Thanh Duquette, and Kathy Reinholt to our group as we look to maintain our group at 20 members.

We appreciate those who have supported our efforts in the past as part of the Holmen community and welcome all future efforts to keep Holmen as a vibrant, growing community with a focus on service and inclusion.



It's been 65 years since EO Johnson first opened this family business. And while we still sell copiers, since our company's inception, we've also helped countless organizations improve operations, discover efficiencies, optimize processes and productivity, fulfill their print and finishing needs, secure their network, pivot to working remotely, and so much more. Our mission is to enhance the management, security, and access of business information.

Yes, our business has changed over the years, in tandem with the everchanging world of technology and needs of our clients. But at the heart of our business, we're still the same. We still care deeply for our customers, our communities and our employees, as we have since the beginning.

Read more about EO Johnson's 65 years in business:

https://www.eojohnson.com/blog/in-celebration-of-65-years

SUBSCRIBE TO OUR BLOG!

Q | eojohnson.com/blog

Contact

Michaela McCluskey

Account Executive – Imaging

mmccluskey@eojohnson.com • 608-519-8440

SHARE YOUR GOOD NEWS!

HBA offers a FREE opportunity to share current happenings within your business, around the community, and MORE!

SUBMIT TO: holmenbusiness@gmail.com



Edward Jones

> edwardjones.com | Member SIPC



Creating Your Estate Plan

It's a topic people tend to put off or ignore, but one of the most important things you can do is develop a sound plan for your estate. Doing so lets you take a giant step toward a more secure future for yourself and generations to come.

Attend our Creating Your Estate Plan presentation and you'll learn more about:

- · What to consider when creating your will
- · The benefits of trusts in estate planning
- · How to help reduce taxes on your estate
- · How insurance can help protect your family

We hope you will join us. Feel free to bring friends and family.



Cody M Hougom Financial Advisor 3812 Creekside Ln Holmen, WI 54636 608-781-5427

Save The Date

Tuesday July 19th 5:30-6:30 p.m.

Holmen Area Community Center 600 N. Holmen Drive Holmen, WI

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<u>July</u>

Membership Meeting

Thursday, July 14th 12pm - 1pm Holmen Library

Holmen After 5

Features - Holmen

Thursday, July 21st

5pm - 7pm

<u>August</u>

NO MONTHLY
MEMBERSHIP MEETING

HBA Board Meeting

Tuesday, August 2nd

12pm - 1pm

Features - Holmen

VOLUNTEER!

Kornfest Bartending
Saturday, August 20th

See volunteer section on page 3 for more info

Upcoming Events

HBA is excited to assist Features Sports Bar & Grill in hosting the next Holmen After 5!

We look forward to seeing you our members attend this networking opportunity!





Upcoming Events

SAVE THE DATE



Thursday, September 15th 5:30pm - 6:30pm

more details to follow

Bus Tour of Holmen

Tour new economic developments and business around Holmen narrated by Village Administrator Scott Heinig! Ending at the fire station for a presentation by municipality representatives.



This will be in lieu of our noon meeting that day



Upcoming Events



- Double Take Sponsored by: Bluff View Bank
- 12 Pinski Brothers Sponsored by: WNB Financial
- 19 Under Cover Sponsored by: Dahl Manufacturing
- 26 Sage Band Sponsored by: MSA

JULY

- Sponsored by: Holmen Area Rotary
- 24 Shufflin Duprees Sponsored by: Altra Federal Credit Union

AUGUST

- B-Sides-S Sponsored by: Lowman Family Dental
- 14 Cat & The Fiddle Sponsored by: Holmen Area Foundation
- 21 Kornfest

SEPTEMBER

- 4 Big Strum Sponsored by: Coldwell Banker River Valley Realtors
- 11 Sal & Dean Sponsored by: Great River Orthodontics
- 18 Mayer Brothers Sponsored by: Lisa Kind Remax Results





























No Glass Containers. Bring Lawn Chairs, Blankets, & A Picnic Dinner!

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HOLMEN'S HOPE



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STATE FARM - BRYAN HELGESON

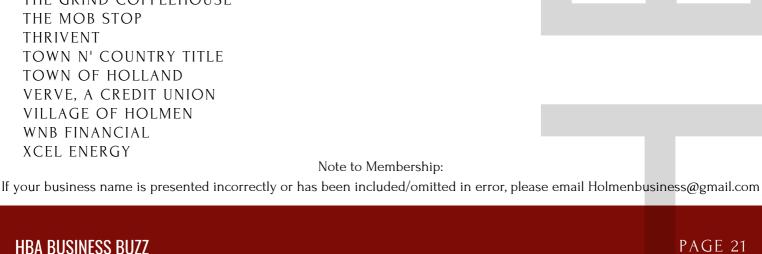
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THE GRIND COFFEEHOUSE



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NANCY@TOWNNCOUNTRYTITLE.COM KSWANEY@VERVECU.COM JNELLGOYETTE@GMAIL.COM JUSTIN.KOHLS@ASSOCIATEDBANK.COM PAUL.GUNDERSON@EDWARDJONES.COM JASONG@WNBFINANCIAL.COM GMACK@AMFAM.COM LLBUCHNER@BREMER.COM

Connect with Us!

P.O. Box 163, Holmen, WI 54636 holmenbusiness@gmail.com www.holmenbusinessassociation.com



