

BUSINESS BUZZ

Official Newsletter of the Holmen Business Association



Message from the HBA President

LISA KIND | 2026 HBA PRESIDENT

May 2026

Spring has arrived, and things are getting more exciting here at HBA! The momentum continues to build, and it has been great seeing our members engaged, connected, and investing in the future of our business community.

HBA hit 100! 🎉

Yes, we are now 100 members strong, and the energy within HBA continues to grow. The last few meetings have brought record-setting attendance, showing the strength of the Holmen business community and the positive momentum we will continue to build on together. The board remains focused on finding new ways to strengthen our organization and create more value for our members. As we roll out our first Business of the Month and new HBA Spotlight initiatives with the assistance of Provare Marketing, we are already looking ahead at what more we can do to promote our members and support local businesses.

We continue to ask for your thoughts and ideas because member involvement is what makes HBA successful. Please send your ideas to holmenbusiness@gmail.com or connect with an HBA Board Member—we want to hear from you!

Thank you for being part of HBA—we are just getting started!

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Next Membership Meeting

Thursday, July 9th
Monthly Meeting
12pm | Holmen Library

Board Announcements

BY HBA BOARD OF DIRECTORS

The board is continuing to work towards our new member benefit. As a reminder Businesses present at the meeting will be entered into a drawing for Business of the Month.



Follow HBA on Facebook



“Look for the helpers. You will always find people who are helping.”
-Mr. Rodgers

BUSINESS OF THE MONTH-JUNE



CHECK OUT THE HBA FACEBOOK PAGE FOR BUSINESS OF THE MONTH AND OTHER MEMBER SPOTLIGHT POSTS

NEW MEMBER BENEFITS

BUSINESS OF THE MONTH CAMPAIGN



- UTILIZE HBA CURRENT FACEBOOK/INSTAGRAM ACCOUNTS FOR INCREASED REACH (1.2K FOLLOWERS)
- INTRODUCTORY POST W/PHOTO
- 1-2 POSTS PER WEEK
- SHOOT & EDIT SHORT VIDEOS (PRODUCTS, STORIES, BTS, ETC.)
- PRODUCT PHOTOS
- RESPOND TO COMMENTS ON THESE POSTS, DRIVE CONVERSATIONS
- COLLABORATION FROM MEMBERS (LIKE/SHARE/COMMENT)

*ALL VIDEOS/PHOTOS GIVEN TO B.O.M. FOR FUTURE USE

MONTHLY MEMBER SPOTLIGHT



- UTILIZE HBA CURRENT FACEBOOK/INSTAGRAM ACCOUNTS FOR INCREASED REACH (1.2K FOLLOWERS)
- INTRODUCTORY POST
- SHORT DESCRIPTION OF THE HIGHLIGHTED BUSINESS
- RELEVANT PHOTOS OR VIDEOS
- COLLABORATION FROM MEMBERS (LIKE/SHARE/COMMENT)

*ALL VIDEOS/PHOTOS WILL BE SUBMITTED BY SPOTLIGHT BUSINESS

NEW MEMBER BENEFITS

Reminder to follow the Holmen Business Association on Facebook and help support fellow members by liking, commenting on, and sharing posts – especially our featured Businesses of the Month. Every share helps expand visibility, reach new audiences, and strengthen our local business community through the power of member connections and community engagement.

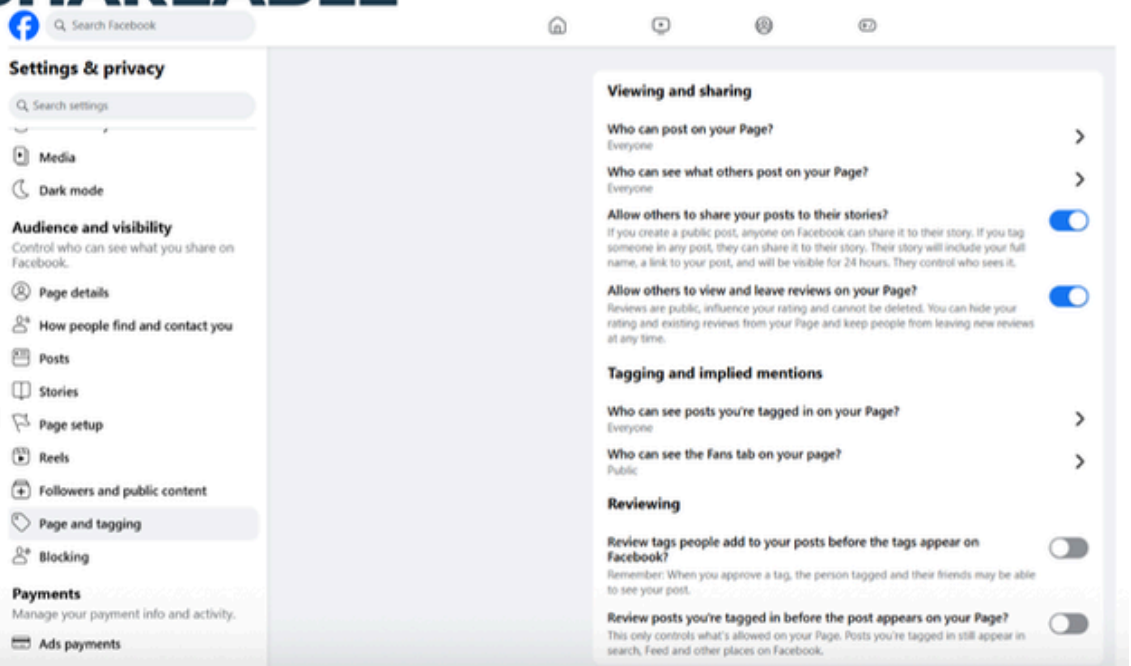


Follow HBA on Facebook



HOW TO MAKE YOUR BIZ FACEBOOK PAGE SHAREABLE

1. Open Facebook page and click on "Professional Dashboard"
2. On the far right, click on "Page Access"
3. Settings & Privacy bar will appear. Click on "Page and tagging"
4. Settings shown allow all tagging, posting, comments, etc.



HOLMEN
HBA
BUSINESS ASSOCIATION

Your civic and commerce community



HAPPY HOUR

PATIO PARTY

AT



• HOLMEN, WI •



THURSDAY
JUNE 11TH, 2026



5-7PM

We're welcoming our friends!



ONALASKA
BUSINESS ASSOCIATION



WEST SALEM
BUSINESS ASSOCIATION



RSVP BY 6/10



holmenbusiness@gmail.com



CONNECT. COLLABORATE. CELEBRATE.

Stronger. Together.





We're excited to share a huge milestone for our Business Association — we've officially reached 100 members! Reaching this milestone is more than just a number, it reflects the energy, ideas, partnerships, and commitment that each member brings to the table. Thank you to every member for being part of this growing network and helping make our business community stronger than ever. We can't wait to see what's ahead as we continue to grow together.



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!

A+ PROPERTY SOLUTIONS
BURN BOOT CAMP
DRIFTLESS CROSS FIT
EMPLIFY HEALTH
HOLMEN ACE HARDWARE
HOLMEN LUTHERAN CHURCH
JRM CPA'S
JOHNS, FLAHERTY & COLLINS
KLINGS DESIGNS
PAWESOME PETS
PRIME 1 PAINT
RUNDE METAL RECYCLING

Welcome



A LOT OF INFORMATION. A BIG IMPACT.

We know we covered a tremendous amount of marketing information in a short period of time—from digital strategy and branding, to lead generation, automation, and customer engagement.

Our goal was to provide practical insights you can immediately apply to help grow your business more effectively and avoid common marketing pitfalls.



SMARTER STRATEGY



PROVEN TACTICS



BEST PRACTICES



DO'S & DON'TS

At Provaré Marketing, we believe successful marketing is built on clear strategy, proven best practices, and knowing the "do's and don'ts" that can save time, money, and frustration.

On Target. On Budget. Online.

Thank You FOR JOINING US!

Thank you for attending our recent presentation at the HBA meeting.

We appreciate the opportunity to connect with such a driven group of business owners and professionals.



COMPLIMENTARY CONSULTATION

Let's talk about your marketing goals, challenges, and opportunities.

**No hard sales pitch.
No pressure.**

Schedule your session today:



Email Melanie:
melanie@provaremarketing.com



Or Call:
608-317-9474



**MICHAEL GREGO |
OWNER/CHIEF MARKETING STRATEGIST
PROVARÉ MARKETING**



Motivational Moment

**“Look for the helpers. You will always find people who are helping.”
— Fred Rogers**

As spring winds down and summer begins, many small business owners are feeling the effects of a busy season. The long hours, constant demands, and pressure to keep everything moving can start to wear on even the most dedicated people.

In every community, there are individuals who naturally step in to help. They support customers, encourage employees, volunteer their time, solve problems, and quietly carry responsibilities that others never fully see. Small businesses are filled with these people.

But one thing we often forget is that the helpers need support too. Burnout doesn't always look dramatic. Sometimes it simply looks like exhaustion, stress, impatience, or feeling mentally checked out after running at full speed for too long. Many business owners and professionals are so focused on taking care of everyone else that they rarely pause to take care of themselves.

As we head into summer, it's a good time to reset.

Take a break when you need one. Delegate where you can. Ask for help when the workload feels heavy. Check in on colleagues, employees, friends, and fellow business owners who may be carrying more than they let on.

Strong businesses are not built by people who never get tired. They are built by people who support one another, recognize when they need to recharge, and understand that no one succeeds alone.

This season, continue looking for the helpers — and remember to take care of them too.



NEWS LETTER *Announcements*

NEXT NEWSLETTER DEADLINE MONDAY JUNE 15TH

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.**

Holmen

HAPPENINGS



A LOT OF INFORMATION. A BIG IMPACT.

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STRATEGY**



**PROVEN
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**BEST
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**DO'S &
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Holmen HAPPENINGS

PAWESOME PETS



**JUNE
ENRICHMENT ACTIVITIES**

1		CAMPGROUND TREASURE HUNT	
8		CAMP RANGER RECALL	
15		CAMPGROUND ZOOMIE ZONES	
22		CAMP COMPLETION CERTIFICATE	

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

Holmen HAPPENINGS

STEPHANIE O'DRISCOLL | EDINA REALTY

Tucked into a wooded setting, this 3 bed, 2 bath home gives you space, privacy, and room to grow. Unfinished basement ready for whatever you need next--more living space, a gym, or storage. Start your mornings on the front porch and wind down on the back porch surrounded by trees. If you've been looking for a home that feels a little more private without sacrificing space, this is it.

Holmen
FEATURED
LISTING

Edina Realty®

Stephanie O'Driscoll
Broker Associate, REALTOR®
608-797-3552



\$450,000



2102 Prairie Pl
Holmen, WI 54636



3 Bedroom



2 bathroom



Tree Lined Lot



3 Car



Unfinished

Holmen HAPPENINGS

AMERICAN FAMILY INSURANCE: JASON LASSEN TEAM

"This January, #TeamLassen was named Best Young Professional Workplace of the Year. Built by a team of young professionals and led by an incredible leader (whose YP membership may have been... reassigned by now), our culture is rooted in trust, dedication, flexibility, and a shared sense of humor. It is a place where people genuinely enjoy showing up each day, not just for our clients, but for each other. A sincere thank you to the La Crosse Chamber, our local supporters, our amazing team, and everyone who has played a part in making this possible. We may be a little biased, but we truly believe what we have here is something special. We're proud of what we've built, and even more excited about what's ahead."



Holmen HAPPENINGS

EAGLE CREST COMMUNITIES



EAGLE CREST COMMUNITIES
Caring Since 1946

Discover a Career You'll Love!

Start a rewarding career with excellent benefits with the largest senior care provider in the La Crosse, Onalaska, and Holmen areas.



Looking for a job close to home?
We have openings in La Crosse, Onalaska, and Holmen!

eaglecrestlife.org
608-406-3884



Immediate Availability!
Hearten House III

Holding On to What Matters
Memory Care
with *Heart*

LeadingAge Wisconsin

Eagle Crest Communities proudly provides Dementia-Specific Certified care in all our memory care communities. We focus on meeting each resident's unique needs with compassionate, personalized care in a comfortable and supportive environment.

CALL TODAY TO LEARN MORE!
608.791.2702 | eaglecrestlife.org



EAGLE CREST COMMUNITIES
Caring Since 1946

Holmen HAPPENINGS

HOLMEN COMMUNITY CENTER

Wine
and
Cheese
EVENT
Saturday, June 20th
3:00- 7:00 pm



Holmen
CHEESE FEST

Wine and Cheese Tastings
Live Music, Silent Auction,
Art Reception and More!

\$20.00 PER PERSON

Showcasing local wineries,
creameries, and local
markets in our region.

FEATURING

Hidden Springs Creamery
Nordic Creamery
Elmaro Vineyards
Tenba Ridge Winery
Lush Wine Bistro
Holmen Meat Market

PROCEEDS SUPPORT THE

**HOLMEN AREA
COMMUNITY CENTER**

600 N. Holmen Drive, Holmen, WI 54636
608 399 1870 www.holmenc.org

Holmen HAPPENINGS

DRUGAN'S CASTLE MOUND

Seafood is on the Menu!

Craving something fresh,
flavorful, and satisfying?

Drugan's seafood entrées showcase our
guests' favorites, including salmon,
shrimp, and our popular pan-fried walleye.



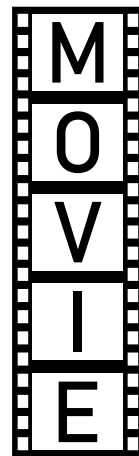
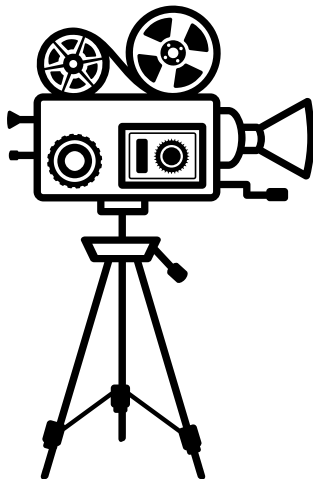
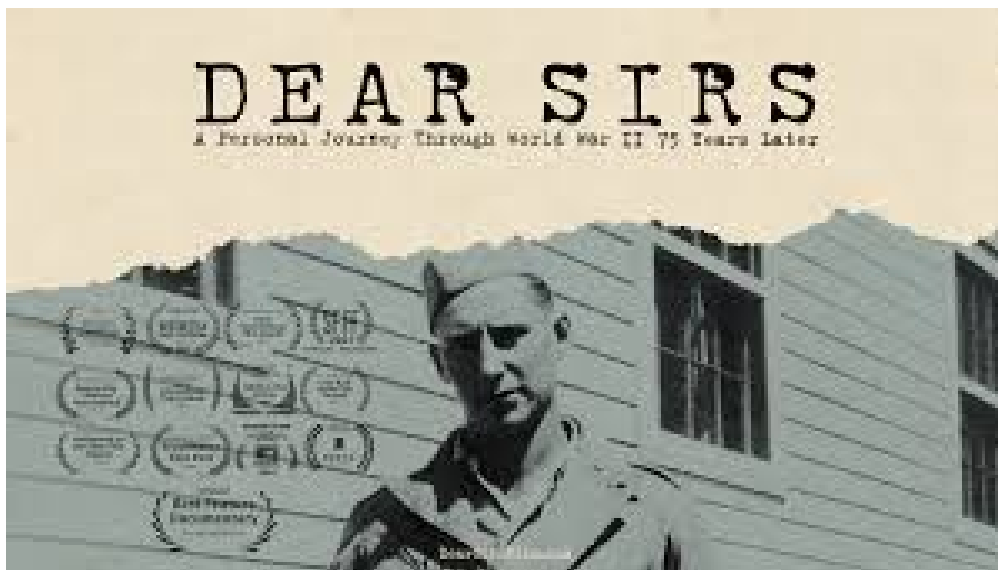
Join Us & See What
Everyone's Been Ordering

VIEW OUR MENU 

Holmen HAPPENINGS

HOLMEN HISTORICAL SOCIETY

On Monday, June 1, the Holmen Area Historical Society will screen the award winning 2022 documentary, *Dear Sirs*. Director Mark Pedri shares his bicycle trip through Europe retracing his grandfather's steps as a prisoner of war, seeking to understand the man and the intergenerational impact of war. Learn more about this important film that won a 2024 Heartland Emmy: <https://www.dearsirsfilm.com/> The screening is at 6:00 PM in the Skogen Boys & Girls Club education room, 600 N. Holmen Drive, and is free and open to the public.



Holmen HAPPENINGS

HOLMEN PUBLIC LIBRARY



UPCOMING EVENTS

Holmen Public Library
121 W. Legion St, Holmen, WI 54636
608-526-4198 | lacrossecountylibrary.org



SUMMER LIBRARY PROGRAM

Includes a reading challenge, story times, STEAM Camps, teen programs, and free family events!



Driftless Eco Explorers

Meet outside the Holmen Library at 11 am on Mon, June 8 for a nature walk.

FREE FAMILY EVENTS

Mad Science of Milwaukee

Thurs, June 4 at 6:30pm

Nature Music with Will

Wed, June 10 at 12:30pm

Indigenous Dance

Wed, June 24 at 12:30pm

SUMMER BOOK BINGO

Reading challenge for adults. Receive a free book from the book sale, enter to win prizes! June 1-July 25.

EVENTS PAGE

See all library programming



Holmen HAPPENINGS


BURN BOOTCAMP – HOLMEN

burn boot camp
21 DAYS FOR \$21
SIGN UP TODAY & GET STARTED ON JUNE 15TH

UNLIMITED 45 MINUTE CAMPS
FLEXIBLE SCHEDULING
PERSONAL GOAL SETTING

ONE ON ONE TRAINING
FREE CHILDWATCH
*SUPPORTIVE COMMUNITY

CHOOSE YOUR LOCATION & SCAN TO GET STARTED

BURN HOLMEN 550 N HOLMEN DRIVE	BURN LA CROSSE 1808 HWY 16
 <ul style="list-style-type: none"> 4:30 AM 3:30 PM* 5:30 AM 4:30 PM* 6:30 AM 5:30 PM* 8:30 AM* 9:30 AM* 	 <ul style="list-style-type: none"> 4:30 AM NOON (M-TH) 5:30 AM 3:30 PM* 6:30 AM 4:30 PM* 8:30 AM* 5:30 PM* 9:30 AM*

**POP UP
IN THE PARK**

HOSTED BY:
burn boot camp

FREE COMMUNITY WORKOUT

 GRAB A FRIEND	 AGES 13+ WELCOME	 ALL FITNESS LEVELS
---	--	---

 JUNE 1ST, 2026 |  TIME: 6PM |  PIERCE PARK ONALASKA

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





Upcoming Events

Member Meeting

June 11
HBA Social

July 9th
Holmen Historical Society - 250 Anniversary Holmen

Aug 13th
Outdoor Social/Meeting - Halfway Creek Park

Sept 10th
Holmen Development/Road Construction

Upcoming Speakers

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 68 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

Congratulations on Holmen Rotary being named business of the month for July.

Save the date for HBA June Social

4. COMMUNITY CENTER UPDATE

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

5. GUEST SPEAKER

Provare' Marketing

6. COMMUNICATIONS

Reminder that if you are not receiving the newsletter to email us! Members are encouraged to submit articles by Monday after the meeting.

7. 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
EVENTS	BETSEY DOROGHAZI	BETSEY@BRYANHELGESON.COM
PAST PRESIDENT	KARLA TOPPEN	KARLA.TOPPEN@DOGGIEBUSINESSLLC.COM
MEMBERSHIP	MICHELLE SANDBOTHE	MICHELLE.SANDBOTHE@ASSOCIATEDBANK.COM
COMMUNICATIONS	STEPHANIE O'DRISCOLL	STEPHANIEODRISCOLL@EDINAREALTY.COM
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



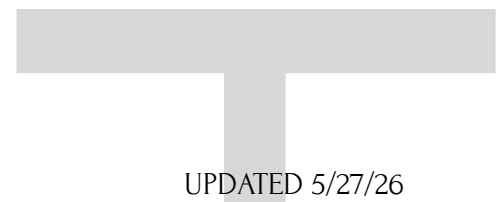
2026 Holmen Business Association Member List

608 Brewing Company - Holmen
A+ Property Solutions
Altra Federal Credit Union
American Family Insurance - Jason Lassen Agency
Apex Exteriors
Associated Bank
Bluff View Bank
Bluffview Memory Care
Boys & Girls Clubs of Greater La Crosse - Skogen Club
Burn Boot Camp
Caretta Senior Living
Carpet City Flooring Center
Cell Plus / US Cellular
Champions Riverside Resort
Citizens First Bank
Coaches Corner Sports
Cordell's Auto
Coulee Life Church
Coulee Tech, Inc.
Courtesy Corporation - McDonalds
Coverra Insurance Services, Inc.
Creekside Fence
Culture At Work
Davig Financial Corporation
DBS Group
Driftless Cross Fit
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 Ace Hardward
Holmen Area Community Center
Holmen Area Foundation
Holmen Area Historical Society
Holmen Area Rotary
Holmen Fire Department
Holmen's Hope
Holmen Lutheran Church
Humpal Financial Inc.
Johns, Flaherty & Collins
JRM CPAs
Knight Barry Title United LLC
Klings Designs
La Crosse County - Holmen Library
La Crosse Area Chamber of Commerce
Lowman Family Dental
Lush Wine Bistro
Moxy Salon & Spa
New York Life - Ethan Lallemond-Meyer
O'Brien & Associates
Olympic Builders General Contractors, Inc
Omega Bakery
Optical Fashions Eye Care Clinic
Park Bank
Pawesome Pets
Prime 1 Paint
Provaré Marketing
ReMax Results - Lisa Kind
Riverland Energy Cooperative
Rivertown Dental
Ruger Financial Group
Runde Metal Recycling
Rural Mutual Insurance Kevin Carlson Agency
School District of Holmen
Scooter Coffee
Scouting America Gateway Area Council
Shiny Objects Boutique LLC

UPDATED 4/16/26

2026 Holmen Business Association Member List

Smokey's Bar & Grill
State Bank Financial
State Farm Bryan Helgeson
Stephanie O'Driscoll - Edina Realty
Stetter Electric
Summit Drafting and Design
Supreme Graphics
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 5/27/26