



## MONTHLY MEETING

WEDNESDAY, APRIL 12, 2017, NOON AT  
WESTVIEW INN



**GUEST SPEAKER**  
**June Dairy Days**

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**Our meetings offer networking, information, resources, and a relaxed atmosphere where everyone is welcome. Please plan to attend our meetings! Your membership dues cover an excellent buffet lunch for one representative of your business. Additional representatives pay a small fee toward the buffet lunch.**



# Monthly Meeting Update

March 8, 2017

Meeting called to order at 12:00 p.m. by President Callie Stanhope. After introductions and buffet lunch, the regular meeting commenced. Guest Speaker Lindsey Pul spoke with the membership regarding the upcoming Relay for Life event scheduled for 7, 2017, from 5:00 p.m. to 1:00 a.m.

## Minutes and Treasurer's Report



Secretary Teresa Schnitzler's minutes of the January meeting were distributed, and Treasurer Patty Gjertsen's Association bank balance report was distributed.

The Association bank balance is \$6,221.81. Celebrate West Salem bank balance is \$1,129.97, and Winter Wonderland balance is \$49.39 after expenses.

The flowerpot fund has a \$1,637.60 bank balance. There are currently 66 paid 2017 members.

Motion by Jodie Curtis, seconded by Dan Eoriatti to approve the minutes and the treasurer's report as presented. Motion approved.

## Board of Directors Member Opportunities

There are one or two positions open on the Board of Directors.

## Celebrate West Salem

Celebrate West Salem has been scheduled for March 19, 2017, and the Committee has been meeting to plan for next year's event. There are 56 booths reserved as of this meeting, and there is still room if anyone wishes to participate in the event.

## Annual Banquet

The annual banquet was attended by 60 people. Citizen of the Year was awarded to Rita Schmitz, and Business of the Year was awarded to Pischke Motors.

## Guest Speakers

If anyone has suggestions for a guest speaker, please contact a WSBA Board member.

## Community Music Video

Connor Waldhart, Owner of CW Entertainment, released the schedule of videotaping for the community music video. The song "Best Day of My Life" by American Authors was chosen as the music, and businesses are encouraged to be creative. The membership suggested KQEG drop some video material from June Dairy Days and the NASCAR races for Mr. Waldhart's use in the music video.

## Spotlight of the Month

1<sup>st</sup> Community Credit Union was chosen as the April Spotlight Business of the Month.

Motion by Aaron Dienger, seconded by Denise Jones to adjourn the meeting at 12:51 p.m.

Teresa L. Schnitzler, Secretary/Director



# BUSINESS “SPOTLIGHT” OF THE MONTH



*1<sup>ST</sup> Community Credit Union*  
1410 West City Highway 16  
West Salem, WI 54669  
(608) 786-2420  
[www.1stccu.com](http://www.1stccu.com)

1st Community Credit Union is a nonprofit organization owned by its members...people like you. Our purpose is to provide a source of credit at a fair and reasonable rate along with exceptional service to our member/owners. We are a full service financial institution offering home loans, auto & recreational loans, personal loans, commercial loans, and credit cards. We also offer a full line of deposit accounts, debit cards, and electronic services including online banking, mobile banking, and telephone banking.

Anyone living or working in La Crosse, Monroe, Jackson, Trempealeau or Vernon Counties is eligible to be a member of 1st Community Credit Union. To join, simply visit one of our convenient locations to fill out a membership application and make a small deposit in a share savings account. That's all it takes to be eligible for the financial services offered to members of 1st Community Credit Union. Stop in and meet our friendly West Salem staff or visit us online at [www.1stccu.com](http://www.1stccu.com)!

**1st Community Credit Union**  
1410 W. Highway 16  
West Salem, WI 54669  
Phone: (608) 786-2420  
Fax: (608) 786-1025  
Email: [general@1stccu.com](mailto:general@1stccu.com)

#### **LOBBY HOURS**

Mon thru Thurs 8:30 - 5:00  
Friday 8:30 - 5:30  
*Lobby Closed Saturdays*

#### **DRIVE-UP HOURS**

Monday thru Friday 7:30 - 5:30  
Saturday 8:30 – Noon

#### **Our ATM Locations**

1st CCU Drive-Up  
West Salem High School



The 11<sup>th</sup> Annual Celebrate West Salem Business Expo held on Sunday, March 19, 2017, was an exceptional success! Sixty-one vendors participated and attendance at the event was incredible.

Thank you to the Celebrate West Salem Committee for yet another excellent, well-attended Business Expo.

Thank you to event sponsor KQEG TV/Mix 96 Radio for radio, television, and on-site advertising for Celebrate West Salem.



# The Economic Forum™



You are invited to the 61<sup>st</sup> meeting of The Economic Forum™. During its storied history, LADCO's Economic Forum has devoted its programs to “issues or trends that will have a major impact on the area economy.”

**This Forum is entitled “Redrawing Legislative Districts: What Should Wisconsin do in Light of the Federal Court Order?” is slated for Wednesday, April 19, 2017 beginning at 7:00 AM in the Radisson Hotel Ballroom.** A number of Wisconsin citizens filed a lawsuit in federal court, arguing that the legislative boundary lines (Senate and Assembly) were drawn incorrectly after the last decennial census. The centuries old dictum is “one person, one vote”. The federal court recently handed down a ruling agreeing with plaintiffs and ordered new lines be drawn by November of 2017. The method employed after the last census was an in-house method; inside of the Legislature. This has been the method for decades in Wisconsin.

In light of the court ruling should Wisconsin reconsider how it draws boundaries? Some argue that today “legislators chose their voters instead of voters choosing their legislators.” This hue and cry goes up every 10 years regardless of who controls the legislature and therefore the redistricting process.

To explore this significant public policy question, we have assembled a distinguished panel of speakers. One model that is pointed to as a more objective approach is the “Iowa model” where a bipartisan panel draws up the legislative boundaries using the best data available. To give more background and how this is working we will hear from Professor Donna Hoffman, head of the Political Science department at University of Northern Iowa. A major advocate for change is Mr. Tim Cullen, former State Senator and Majority Leader, D-Janesville. And defending the status quo (the legislature is, after all, authorized to redistrict in our state constitution) is Mr. William Feehan, Chairman of the La Crosse County Republican Party, former La Crosse County Supervisor and former member of the La Crosse County Board of Health.

Longtime Political Science Professor Joe Heim will moderate this Forum. At issue in this debate are not just lines on a map. At issue is “Who will govern?” and “How shall we govern?”. In Wisconsin “good government” has been synonymous with “good business” for over a century. Here is a moment in time for Wisconsin to check ourselves and decide on the best way to move forward.

You can be a part of this debate on April 19 and in no small measure this exercise in democracy.

Please make plans to join us for the 61<sup>st</sup> Economic Forum on **Wednesday, April 19** in the **Radisson Hotel Ballroom. Breakfast begins at 7:00 AM with the program beginning at 7:30 AM** and concluding by 8:45 AM. **Cost is \$40.00 per person.** To register, please fill out and return the [REGISTRATION FORM](#) with your payment by **Friday, April 14, 2017. No registrations will be accepted after this date.** Thank you!



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West Salem Business Association  
P. O. Box 84  
West Salem, WI 54669