



MONTHLY MEETING

WEDNESDAY, JANUARY 10, 2018, NOON AT
WESTVIEW INN



GUEST SPEAKERS: Cheryl and Don Brenengen
West Salem Boys & Girls Club Updates

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.

West Salem Business Association

December 13, 2017

Meeting called to order at 12:00 p.m. by Vice President Nicole Vidal. After introductions and buffet lunch, the regular meeting commenced.



Collections for the West Salem Lion's Club food baskets were taken, and the membership was

thanked by O.J. Romskog for its generosity. Food baskets will be distributed on December 23. Guest Speaker State Assembly Representative Steve Doyle updated the membership on State legislative activities.

Minutes

Motion by Patty Gjertsen, seconded by Tim Groth to approve the minutes of the November regular meeting. Motion unanimously approved.

Treasurer's Report

Treasurer Patty Gjertsen's Association bank balance report was distributed. The Association bank balance is \$6,070.18. The downtown flowerpot account balance is \$66.04. Winter Wonderland donations are now being remitted and expenditures have been made, leaving the account balance at \$2,275.70. The Celebrate West Salem account balance is \$1,905.74. Patty stated the December 2 Winter Wonderland event was successful and well-attended.

Motion by Laurie Noelke, seconded by Ashley Giese to approve the treasurer's report as presented. Motion approved.

West Salem Business Association Website

Teresa Schnitzler informed the membership of a recent issue with the Association website. The BluGroup presently hosts and maintains the Association website, and Tony Roberts states so much has changed since the website was built nearly ten years ago. The BluGroup is highly recommending upgrading the website to avoid on-going technical issues and to adapt to today's standards from a design, programming, and compatibility aspect. The BluGroup is proposing a new website with the understanding it should be fairly reasonable, import all existing information from the current website, remove all of the outdated information, test if on various browsers and devices, allow for one round of revisions by the Association, making those revisions, and then launching the site for an estimated price of \$2,500.

Teresa Schnitzler asked the membership for its recommendation on how to proceed with this task. Several members suggested names of website designers, and each would talk with these vendors. Meanwhile, Teresa Schnitzler was directed to put together a proposed request for proposals for this work, giving preference to WSBA members.



Treasurer Report



Annual Banquet

The banquet is scheduled for Saturday, February 3, 2018. Nominations for Citizen of the Year and Business of the Year can be submitted to any Business Association Board of Director. The banquet will be held at Westview Inn, downtown West Salem.

Spotlight of the Month

Rick Wilson and KQEG was chosen as



the January Spotlight Business.

Motion by Laurie Noelke, seconded by Patty Gjertsen to adjourn the meeting at 1:00 p.m.

Teresa L. Schnitzler, Secretary/Director

The West Salem
Business Association
invites you to attend the
**12th Annual
Celebrate West Salem
Business Expo**

Sunday, March 18th, 2018
11:00am to 2:00pm
West Salem High School



This event brings together local businesses,
educational institutions and civic organizations
to showcase their products and services as well as
to celebrate the community we live in.

Please consider showcasing your products and services at
this incredible event.



**West Salem Business Association
Annual Meeting and Banquet**
Saturday, February 3, 2018
Westview Inn,
Downtown West Salem

The West Salem Business Association will look back on another year on Saturday, February 3, 2018, at our annual banquet at Westview Inn. The banquet is a chance for our members and friends to get together in a social setting, recognize several of its members, and celebrate the successes of the preceding year. Members of the general public are always invited and welcome!

The cost for this year's banquet is still \$25.00 per person and includes a meal, meeting, and entertainment. Cocktail hour will begin at 5:30 p.m., and dinner will be served at 6:30 p.m. Meeting and entertainment to follow. Business of the Year and Citizen of the Year Awards!

For tickets or more information, please contact:

Teresa Schnitzler
Village Hall
786-1858

Patty Gjertsen
Union State Bank
786-0600

Tickets will be available soon.

Please purchase tickets by January 26, 2018
(Banquet takes the place of our regular February meeting)



www.westsalemwi.org

BUSINESS "SPOTLIGHT" OF THE MONTH FOR JANUARY

Congratulations Magnum Broadcasting and Rick Wilson!



Magnum Broadcasting was founded in 1991 by Dave Magnum with his first radio station in Tomah Wisconsin. The company has since grown to 14 Radio and TV stations in Wisconsin. Magnum Broadcasting is the largest Wisconsin broadcast company in the state.

Locally we have Radio Stations WXYM or Mix 96.1, WTMB or Classic Rock 94.5, and WBOG or Kool Gold 1460, KQEG TV channel 23 and WIBU TV channel 51. KQEG TV is the originating station for our television broadcast, WIBU is our translator providing signal to the Tomah and Sparta area. Our TV station can also be seen on Charter Cable on Channel 5 and Century Link on Channel 4. We pride ourselves on providing family friendly programming on all of our stations.



Mix 96 is our Adult Contemporary station playing music from the 80's, 90's and today.

Morning personality Van McNeil wakes up the Seven Rivers Region with great music, information, weather, and news. Afternoons you'll meet Reid Magnum who brings you home with news of the day and great music.

Classic Rock 94.5 plays the legends of Rock and presents it in an adult



mature manner. Kool Gold 1460 plays classic hits from the 60's and 70's. Each radio station is programmed to appeal to a different demographic. This enables our advertisers to reach the specific customer that will most likely do business with them. All our radio stations are streamed live from our web site at Magnumbroadcasting.com.



Our TV station KQEG is the ION affiliate for the area, carrying well known top rated programs like Criminal Minds, Ghost Whisperer, Without a Trace, Burn Notice, and Flashpoint, to name a few. We also carry Big12 basketball, SEC and MAC Football, and last year we added UWL football games to our growing schedule. Our main thrust has always been the local programs we have developed. We have covered High School Sports for over 16 years, presenting games in their entirety. Our philosophy has been to try to cover as many area schools as possible, giving all of the kids a chance to be on television. We also cover the NASCAR races from the La Crosse Fairgrounds Speedway on a weekly basis, providing the races for the thousands of fans who follow it weekly. We cover local events like parades, rodeos, and show choirs in both big and small communities.

Seven Rivers Series continues, and we now have Seven Rivers Talk, a local community talk show, Seven Rivers Sports with a focus on High School as well as LOCAL professional sports, 7 Rivers Racing, with news and highlights from the West Salem Track, and Mississippi Thunder in Fountain City, Seven Rivers Health, and Seven Rivers Shopping. Our sales department consists of media specialists, consultants who bring over 76 years of combined experience to help businesses grow. Our consultants work with businesses throughout the area to help them build their business and make it profitable.



We Serve

**West Salem Lions Club SUPER BOWL Breakfast & Raffle
Sunday, February 4, 2018, from 7:30 a.m. until
Noon**

**West Salem Elementary School
SERVING: Pancakes, Sausage, Blueberries, Milk,
Coffee and Juice**

**Cost: \$5.00 for Adults and \$3.00 12 and under
Super Bowl Raffle Drawing at Noon!**

**Join the American Legion Post
51 building fund committee as it
presents Chris Hillman and Herb
Peterson perform live at the Heider
Center!!**



**Chris was one of the
original members of The
Byrd's and was also a
member of The Flying
Burrito Brothers. Chris recently released a new album
produced by longtime friend, Tom Petty. Chris and Herb
perform together frequently and both were members of the
popular Desert Rose Band in the early 1980's! Tickets will be \$27 (front
section) & \$24 (back section)**



**Refreshments and deserts will be available for purchase at the
event as well.**

**All profits from the event will go to help make the new building a
reality!**

Purchase your tickets at www.showtix4u.com





www.westsalemwi.org

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West Salem Business Association
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