



Monthly Meeting

WEDNESDAY, MAY 9, 2018,
NOON AT WESTVIEW INN



GUEST SPEAKER:

**Rita Schmitz, President
June Dairy Days**

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.

Monthly Update

Regular Meeting - April 11, 2018

Meeting called to order at 12:00 p.m. by President Nicole Vidal. After introductions and buffet lunch, the regular meeting commenced. Guest Speaker Elizabeth Kapanke representing the La Crosse Loggers Baseball talked with the membership about West Salem Community Day at the July 21, 2018, Loggers Game.

Minutes

Motion by Ashley Giese, seconded by Callie Stanhope to approve the minutes of the March regular meetings. Motion unanimously approved.



Treasurer's Report

Treasurer Patty Gjertsen's Association bank balance report was distributed. The Association bank balance is \$5,321.97. The downtown flowerpot account balance is \$1,543.61, which is still approximately \$400 short of what is needed to pot and maintain the hanging flower baskets for 2018. The West Salem Lions Club may donate to this project too.

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

Celebrate West Salem

The Celebrate West Salem event was held on Sunday, March 18. Sixty-eight booths were reserved, and the vendors felt the event was successful and many business opportunities were acquired. The remaining balance in the Celebrate West Salem account is \$1,364.58 after all expenses. Co-Chairs Brenda Osterlie and Teresa Schnitzler expressed frustration, however, with the lack of assistance after the event. A requirement of utilizing the gymnasium and commons area is clean up after use. This includes moving all of the tables and chairs back to the commons area, vacuuming all area rugs and returning rugs to the locations designated, sweeping all floors, and rolling up the large tarps covering the gymnasium floor. Clean up took nearly three hours for the handful of volunteers after the event.



Membership Survey

Ross Hubbard of 1st Community Credit Union created a survey regarding membership with the West Salem Business Association. The survey was e-mailed out, and the membership is encouraged to participate in this valuable survey.

Guest Speakers

President Vidal asked the membership its opinions on providing guest speakers for every regular meeting, whether attendees would prefer a few meetings without guest speakers, and suggestions for future speakers and content of information.

Upcoming Events

Anyone with an event or announcement was asked to present same and also let Teresa Schnitzler know so information can be included in the monthly newsletter. Announcements were made regarding the opening of race season at the La Crosse Fairgrounds Speedway, Coulee Health is holding a 5th anniversary/Business After 5 event on June 25, and 1st Community Credit Union and Union State Bank are both holding shred days at their respective locations on April 21.

Spotlight of the Month

Callie Stanhope and Pischke Motors was chosen as the May Spotlight Business.

Motion by Laurie Noelke, seconded by Ashley Giese to adjourn the meeting at 12:51 p.m.

BUSINESS “SPOTLIGHT” OF THE MONTH



*Congratulations,
Callie Stanhope and
Pischke Motors
Your Business Has Been
“Spotlighted” as Business of
the Month for May*



Celebrating 98 Years

Family-owned and operated since inception, we credit our loyal customers for our continued success. What makes our customers loyal? Our dedication to them, backed by highly skilled individuals ready to provide their very best.

- * 1920 - Ralph W. Pischke opens business in downtown West Salem
- * 1933 - Chrysler and Plymouth Franchise added to vehicle line-up
- * 1969 - William L. Pischke takes ownership of dealership from father
- * 1984 - Rahn W. Pischke and Gary R. Pischke take ownership of dealership from father
- * 1991 - Relocate to our current Hwy 16 location
- * 2008 - Truck shop and Car Wash addition completed at West Salem location
- * 2008 - Purchase Former Eversole/Lithia dealership in La Crosse—Pischke Motors of La Crosse, Inc
- * 2008 - Blake Winters takes reigns as General Manager at La Crosse location.
- * 2009 - Added Nissan franchise to La Crosse store location
- * 2016 - New State of the Art Collision Center located on Second Street in La Crosse and Car Wash
- * 2016 - Robert Pischke joins team as General Manager at West Salem

Pischke Motors is a proud supporter of our area communities, businesses and the many local events in our area. We look forward to Celebrating 100 years and many, many more.



The Annual West Salem Historical Society Spring All-Village Rummage Sale is Friday, May 18 and Saturday, May 19, 2018

www.westsalemwi.org

Follow us on 

Your West Salem Business Association has traditionally provided a speaker and organized the June Dairy Days Kick Off. This year is no exception.



The June Dairy Days LUNCH is Friday, June 1 beginning at Noon. Tickets are \$8.00 and are available at the door.

Joel Bruemmer, Bruemmer Organic Dairy, will be our guest speaker for the June Dairy Days Lunch.

Your Association also assists in the preparation of the June Dairy Days advertising poster, and the poster will be distributed shortly.

For information, updates, schedule of events, registrations, photos, and much more, check out the June Dairy Days website at www.junedairydays.com.

Member Announcements and Upcoming Events



West Salem Chiropractic and Lautz Lassig Custom Builders, Inc. have purchased West Salem Storage. If anyone has storage needs, please contact Dr. Dan Eoriatti at (608) 317-3200 or Kraig Lassig at (608) 792-0656.



West Salem
Chiropractic



Lautz Lassig
Custom Builders, Inc.
West Salem, WI



Take a closer look at Coulee Christian School New! Full-time 3K, 4K and TK

Coulee Christian School invites you to begin your child's school experience in a Christ-centered, positive learning environment. Our teaching team, trained and experienced in early childhood education, offers your child the best in academic and spiritual education. Registration is now open! Summer 2018 and School Year 2018-2019.

The West Salem Dance Team will be holding a car wash and a dog wash at the Neshonoc Sports parking lot on Saturday, May 19. Indian Tacos will be served in the parking lot. The Spring Fishing Derby on Lake Neshonoc is also on May 19. Something for everyone! Contact Neshonoc Sports for more details!





May 19 is Poppy Day!
 The West Salem
 American Legion and
 Auxiliary members will
 be out distributing
 poppies the morning of
 May 19. If business will
 allow Legion members at their business
 locations for a few hours, please give Nikki
 Vidal a call at (608) 385-1838.



Monday, May 14th



**La Crosse
 Country Club**



**Coulee Christian School
 Golf Scramble and Spring Banquet!**
 Gather your team and register for this highly anticipated
 event!
 NEW LOCATION-La Crosse Country Club!
 Registration opens 4/1 @ www.couleechristian.org
 Scramble (includes Spring Banquet) \$125
 Spring Banquet only \$40

10:30 Check-in
 11:00 Lunch available for purchase
 12:00 Shotgun start
 5:30 Spring Banquet (steak dinner, silent auction,
 and raffle drawing to win a new Toyota truck!)

THANK YOU Gold Level Sponsors!



f [couleechristiangolfscramble](https://www.facebook.com/couleechristiangolfscramble)

www.couleechristian.org



May 28th - Memorial Day program at Village
 Park (in the event of inclement weather it
 will be at the Legion Hall). Potluck
 afterward at the American Legion Hall –
 Everyone is welcome!

REGISTER NOW
2018 WORKFORCE SUMMIT
 THIS YEAR'S TOPIC WILL BE "HELPING EMPLOYERS
 FIND EMPLOYEES IN A TIGHT LABOR MARKET"

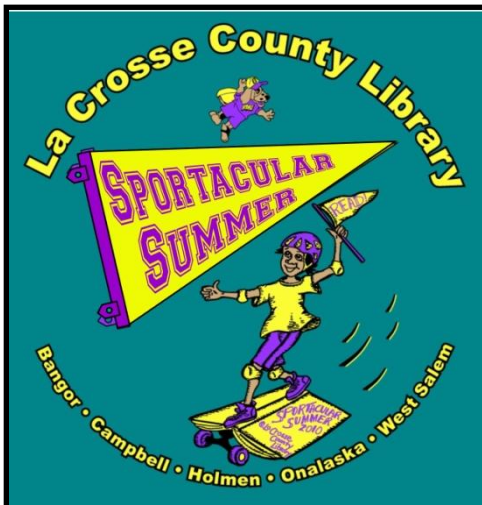
- INDIVIDUALS WITH DISABILITIES • VETERANS
- INDIVIDUALS COMING FROM CORRECTIONAL FACILITIES

MAY 23, 2018
9AM - 2 PM
 Radisson Center Ballroom
 300 Harborview Plaza
 La Crosse, WI 54601

\$30 non-member/\$25 member per person
 Go to www.7riversalliance.org to register



The 7 Rivers Alliance is looking for businesses to help sponsor this year's Workforce Summit event. The event will be held in the Radisson Center on May 23rd from 9am-2pm. The mission of the summit is to introduce a new perspective to employers on how to find employees in a tight labor market. There will be three Q&A roundtables ran by agencies, employers and employees in the following categories: individuals with disabilities, veterans, and rehabilitated. There is a \$250 Presentation Sponsorship that will go towards one of these three employment categories. With this sponsorship the business will be showcased on the website, the program, and during the presentation. There is also an Event Sponsor opportunity. This sponsorship package is \$500 and includes overall promotion (social media, website, Eventbrite), their logo will appear first and largest on programs, and an ability to bring in banner and set up table at the event. If you are interested in becoming a sponsor please email Anna at Anna@7riversalliance.org and if you are interested in registering please follow this link: <https://www.eventbrite.com/e/2018-workforce-summit-registration-44266445129>



Sportacular Summer Library Program

It's going to be a Sportacular Summer at the Hazel Brown Leicht Memorial Library in West Salem and at all locations of La Crosse County Library!

This year's fun-filled summer at the library centers around sports and games of all kinds. Featured performers include a world yo-yo champion, the bean-bag-juggling Truly Remarkable Loon, the Science of Sports, and more! Kids can sign up to be in Rookies Story Time for preschool through grade 1, All Stars Lunch Bunch for grades 2-4, and Major League Library Club for grades 5-8. There are also two reading programs: a "Sportacular Reading Game" for Preschool through Grade 8, and a "Teen Reading Raffle" for Grades 7-12. Plus lots more!

Sign-up starts Tuesday, May 29 — the day after Memorial Day. Kids of all ages are invited to join the West Salem Library's Reading Team. Let's get ready to score big!



IN THIS ISSUE:
Upcoming Events and Announcements
Business Spotlight of the Month!
Meeting Minutes
June Dairy Days Kick Off Lunch



West Salem Business Association
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