



MONTHLY MEETING

WEDNESDAY, NOVEMBER 14, 2018, NOON
AT WESTVIEW INN, DOWNTOWN WEST SALEM

GUEST SPEAKER:
West Salem Police Chief
Charles Ashbeck



*PLEASE CONSIDER A NON-
PERISHABLE FOOD ITEM
DONATION FOR THE
WEST SALEM FOOD PANTRY!*

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

October 10, 2018

Meeting called to order at 12:00 p.m. by President Nicole Vidal. After introductions and buffet lunch, the regular meeting commenced. Sheri Torkelson of CESA #4 presented the Youth Apprenticeship Program, and West Salem School Superintendent Troy Gunderson explained the referendum question on the November 6 ballot.

Minutes and Treasurer's Report

Secretary Teresa Schnitzler's minutes of the September meeting were distributed, and Treasurer Patty Gjertsen's Association bank balance report was distributed. The Association bank balance is \$5,726.77. The flowerpot account balance is \$232.09, and Winter Wonderland balance is \$1,376.39 after expenses. There are currently 102 paid members.

At the September general membership meeting, Member Rick Wilson made a motion to approve a \$180 donation to the West Salem Boys & Girls Club capital campaign. The motion was unanimously approved by the membership. Since that vote, Treasurer Gjertsen learned the letter received was not a request for a donation, and this action needs to be corrected.

Motion by Steve Zeman, seconded by Dan Eoriatti to rescind the \$180 donation to the West Salem Boys & Girls Club capital campaign. Motion unanimously approved.

Motion by Steve Zeman, seconded by James Quinn to donate \$500 to the West Salem Boys & Girls Club capital campaign. Motion approved.

Motion by Laurie Noelke, seconded by Kristina Sage to donate a Diamond Sponsorship to the West Salem High School DECA for \$500 and \$100 to the West Salem Middle School DECA. Motion approved.



Celebrate West Salem

Planning will begin for next year's Celebrate West Salem event at an organizational meeting scheduled for Wednesday, October 17, 2018, at Noon at Hunter's Last Chance. In order to keep this event a success, volunteers are needed. Please consider attending this first meeting.

Annual Downtown Trick or Treating and Trunk or Treating Events

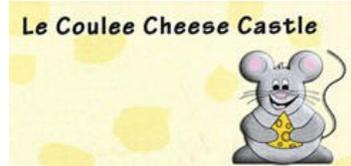
This free community event will provide a safe and unique trick-or-treating experience for families. Costumed children, age 12 and under, will trick-or-treat outdoors from 3:00-5:00 p.m. on Wednesday, October 31 by going between downtown businesses on Leonard Street and booths set up in West Salem Village Park to get their bag filled with goodies.

South Leonard Street from Hamilton to Elm Street will be closed to vehicular traffic from 3:00 to 5:00 p.m. Businesses and organizations are encouraged to consider hosting a Trunk-Or-Treating booth in Village Park to promote a safe and centralized location for kids to go. As safety is a prime concern, we would like to aid in getting kids off the street and into the park, away from traffic. This option will also provide businesses with small offices the ability to reduce congestion at their place of work. If your business is interested in participating in this event with a booth in Village Park, please let the Recreation Department know so we can reserve a spot for you. Picnic tables will be provided around the park for you to utilize, however, you are more than welcome to bring along any of your own booth supplies to promote your business and make your spot your own. Additional details will be mailed to each participating organization prior to the event, including directions and setup times.

Upcoming Events

- October 10 – Wine on Wednesday at B's Place
- October 17 – American Legion Lunch
- October 17 – Business After 5 at the West Salem Middle School
- October 21 – American Legion bus trip to Highground in Neillsville
- October 26 – West Salem High School Show Choir Pasta Dinner
- October 27 – West Salem High School Show Choir craft show
- October 31 – Downtown Trick or Treating

Spotlight of the Month

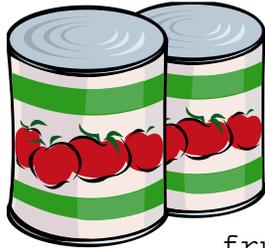


Le Coulee Cheese Castle was chosen as the November business of the month.

Motion by Teresa Schnitzler, seconded by Rick Wilson to adjourn the meeting at 1:00 p.m. Motion approved by voice vote.

Teresa L. Schnitzler, Secretary/Director

NOVEMBER MEMBERSHIP MEETING



The Board would like to remind the Membership that we will continue the November nonperishable food drive collection for the West Salem Food Pantry.

Please bring a nonperishable food item to the November 14 meeting. Food items needed at the food pantry include canned fruit, pork and beans, cereal, peanut butter, and canned beef stew.

DOWNTOWN TRICK OR TREATING – SUCCESS!!!



Each year, more and more children and adults participate in the West Salem Business Association sponsored Downtown Trick or Treating event!

This year was no exception!

Thank you to all who opened their businesses on Wednesday, October 31 to the children for a safe and fun trick or treating event and for all those who came downtown and to the Village Park to distribute treats!

If anyone would like to comment on the event or make suggestions, please feel free to call me.

Teresa L. Schnitzler

Village of West Salem

(608) 786-1858

tschnitzler@westsalemwi.com

BUSINESS “SPOTLIGHT” OF THE MONTH FOR NOVEMBER



Le Coulee Cheese Castle

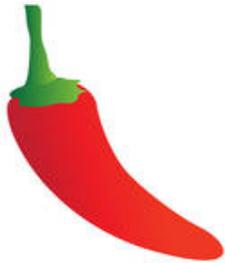
Le Coulee Cheese Castle has been located at 112 South Leonard Street in downtown West Salem since 1981. The business was started by Duane and Mary Lou Pfaff and sold to Nick Miller in 2003.

Le Coulee Cheese is home to over 60 varieties of Wisconsin Cheese, sausage, Wisconsin specialty foods, hand-dipped ice cream cones, and gifts for all occasions. Some of the more popular cheeses include 5 Year Old Cheddar, Mindoro Blue, and Montamore. More uniquely flavored cheeses that Le Coulee Cheese sells include Chicken Soup Monterey Jack, Cinnamon Apple Pie Cheddar, and Green and Black Olive Cheddar.

It is not uncommon to see ice cream customers, both young and young at heart, lined up out the door during the summer months. According to owner Nick Miller, “It is always fun and rewarding to interact with customers on a daily basis. I get to know so many of our community’s children and wonderful visitors each year. People who visit Wisconsin, or happen to be driving through our state, certainly love taking home Wisconsin Cheese! I appreciate all of you!”

The holiday season is fast approaching and happens to one of the busiest times of the year at Le Coulee Cheese. Cheese gift boxes are sent all over the country and make a great gift. It is a great time of the year to showcase all that Wisconsin has to offer in the way of cheese, sausage, fudge, and Amish candies.

West Salem 1st Responders Annual Chili Supper Fund-Raiser



Thursday, November 8, 2018
4:00 – 7:00 p.m.

West Salem High School Commons

The West Salem 1st Responders will be holding their annual chili supper on Thursday, November 8, 2018, from 4:00 to 7:00 p.m. at the West Salem High School Commons. The menu includes chili, cheese, crackers, bread, milk or coffee, and ice cream. Please attend this worthwhile fundraiser to help the 1st Responders raise money for needed supplies and equipment for the team. All members on the West Salem Emergency Medical Team are volunteers and we are now, more than ever, looking for more members, especially day time volunteers. If you might be interested in the team and would like more information about our Observer Program, please contact West Salem 1st Responders, 567 Brick Road. As always, we sincerely thank you for your continued support.

The West Salem Food Pantry will be there collecting nonperishable food items. They are currently in need of canned fruit, canned vegetables, pork and beans, and peanut butter.

Your survival may someday depend on us, but our survival does depend on you!





IN THE GARDEN

Two Performances, Free of Charge

Tuesday, November 13, 2018

6:00 PM—8:30 PM

Wednesday, November 14, 2018

9:00 AM—11:30 AM



"In the Garden" was written by Matthew Widman and published in *The MemoryCare Plays*, a book of three one-act plays compiled and edited by Dr. Margaret Noel. The setting of *"In the Garden"* is the home of Arthur Monsetin where his three grown children have come together to try to help and decide a course of action for their beloved father who is really struggling with Alzheimer's Disease. Each of Arthur's children has a very different view about what is best, yet one thing is clear: their love for their father will guide the way.

Stoney Creek Hotel &
Conference Center
3060 S Kinney Coulee Rd
Onalaska, WI

**Registration
Required,**
call ADRC at
608-785-5700



West Salem Community Blood Drive

Presbyterian Church
Fellowship Hall
625 W Franklin Street

**Friday, November 16, 2018
12:30 PM to 5:30 PM**

To schedule an appointment call Connie at 786-0684.

Sponsored by



Scan to schedule
an appointment.

Union State Bank

Give more life. Donate blood.

1-800-RED CROSS | 1-800-733-2767 | RedCrossBlood.org | Download the Blood Donor App

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TURKEY DINNER MON, NOV. 12, 2018

MENU: ROAST TURKEY

MASHED POTATOES AND GRAVY

VEGETABLE BREAD DRESSING

CRANBERRY SAUCE COFFEE OR MILK

DESSERT

COST: \$10.00

NO COST TO VETERANS

TIME: 5:30 P.M. – ?

PLACE: WEST SALEM AMERICAN LEGION

148 SOUTH LEONARD STREET, WEST SALEM, WI

EVERYONE IS WELCOME





www.westsalemwi.org

IN THIS ISSUE:

Monthly Meeting Reminder
Business Spotlight of the Month

DON'T FORGET!

Please remember to bring a non-perishable food item to the November 14 regular Association meeting. All items donated will be delivered directly to the West Salem food pantry

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