



## MONTHLY MEETING

WEDNESDAY, MARCH 13, 2019, NOON AT  
WEST SALEM MIDDLE SCHOOL



## GUEST SPEAKER

**West Salem Middle School Principal Ben  
Wopat and West Salem School  
Superintendent Troy Gunderson  
Brenengen West Salem Boys & Girls Club**

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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.**

**West Salem Business Association**  
**41<sup>st</sup> Annual Meeting and Friends Banquet**  
**February 2, 2019**

Meeting called to order at 7:00 p.m. by President Nicole Vidal.

Treasurer's Report

The annual treasurer's report was reviewed by the membership. The bank balance on December 31, 2018, was \$3,624.68. The downtown flower pot fund balance was \$232.21, the Winter Wonderland account balance was \$2,647.68, and the Celebrate West Salem bank balance was \$1,404.58.

Motion by James Jenks, seconded by Ashley Giese to approve the 2018 Treasurer's report as prepared by Treasurer Patty Gjertsen. Motion unanimously approved.

By-Laws

The West Salem Business Association By-Laws set forth the terms of office for the President and Vice President are one year. The Board of Directors has proposed the two offices have a two-year term for continuum and consistency.

Motion by Ashley Giese, seconded by Vern Tranberg to extend the President and Vice President terms of office to two year terms effective February 2, 2019. Motion unanimously approved.

Election of Officers

Motion by James Jenks, seconded by Tim Groth to approve the election of the following officers for 2018:

President:	Nicole Vidal, First National Bank
Vice President:	Laurie Noelke, Coldwell Banker River Valley Realtors
Secretary:	Teresa Schnitzler, Village of West Salem
Treasurer:	Patty Gjertsen, Union State Bank
Directors:	Rick Eickmeier, Anytime Fitness
	Trent Jorgenson, Altra Federal Credit Union
	Rick Wilson, Magnum Media

Motion unanimously approved.

Presentation of Awards

President Nicole Vidal presented the Citizen of the Year Award to Kristina Sage, and the Business of the Year award to Westview Inn.

Motion by Rick Wilson, seconded by Ashley Giese to adjourn the meeting at 7:17 p.m.

Teresa L. Schnitzler, Secretary



**2018 Business of the Year  
Westview Inn, Downtown West Salem**



**2018 Citizen of the Year  
Kristina Sage, Oma Coffee & Bakery**



**Patty Gjertsen, President's Award  
Recipient for Outstanding Service**



**Teresa Schnitzler, President's Award  
Recipient for Outstanding Service**

*Celebrate*  
**WEST SALEM**  
**BUSINESS EXPO**



**2019 "Celebrate West Salem" Business Expo**

This is your invitation to the upcoming "Celebrate West Salem" Business Expo. Celebrate West Salem is a community wide event being planned for Sunday, March 17, 2019, at the West Salem High School. This event will bring together local businesses, educational institutions, and civic organizations of all sizes to showcase their products and services, as well as to celebrate the community we live in. Booths are still available, and all late fees are waived. Here's your chance to become a vendor.

Celebrate West Salem is a sales, prospecting, relationship-building, lead generating and networking opportunity. Meet potential clients and introduce your company and its capabilities to the business world at this exciting event.

JOIN US FOR AN OPEN HOUSE AT THE

# Panther Den!



Stop by during Celebrate West Salem!  
**Sunday, March 17, 2019**  
**11 a.m.-2 p.m.**



[Wednesday Wine Night](#) is from 4-9 on March 20 at B's Place, Downtown West Salem. The bar will be open, so you can get a mixed drink as well as Wine and Beer for purchase. There will be a few snacks but no food served. No cover, no tickets, just come and enjoy!

We are working on an art/craft/flea market for next month and will be looking for vendors as well. Inquire with Stephanie at 608-779-9411.



# Heider Center for the Arts Presents: Sail On - The Beach Boys Tribute



Sponsored By:



RADIO | DIGITAL | MOBILE | SOCIAL



## Sail On - The Beach Boys Tribute

Sail On: The Beach Boys Tribute focuses on performing songs by America's Band, The Beach Boys, to sheer perfection. Members of Sail On have performed with musicians from Brian Wilson's band, The Zombies, Earth Wind and Fire, Cheap Trick, Mark Lindsay and produced recordings for Micky Dolenz. In 2018 Sail on performed over 70 dates across the country, including 3 nights filling in for Brian Wilson of The Beach Boys, while accompanied by the famous Nashville Symphony.

Friday, March 8, 2019 at 7:30 pm

Tickets: \$24/\$22

Call the box office at: (608)786-2550

**PURCHASE YOUR TICKETS ONLINE**

**NOW: [www.heidercenter.org](http://www.heidercenter.org)**

Box Office Hours: Monday: noon - 7pm, Wednesday and Friday: noon - 4pm



### **West Salem High School Blood Drive**

National Honor Society

**Thursday, March 14**

**8:30 AM - 2:00 PM**

**Location:** Library/EMC

*All donors will receive a t-shirt! Help save up to 3 lives with each blood donation! Be A Hero!!*

Please visit [bit.ly/WestSalem2019](http://bit.ly/WestSalem2019) to schedule an appointment or call 877-232-4376.

**Appointments encouraged. Open to the Public.**




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Coulee Health has added Jill O'Brien, DPT Pelvic Health Physical Therapist of O'Brien Physical Therapy to our Coulee Health team! She is truly one of the best PT's in the state, and we are very excited to have her serve this community! For more information Coulee Health, 920 West City Highway 16, West Salem, Wisconsin 54669 - (608) 612-0777 [couleehealth@gmail.com](mailto:couleehealth@gmail.com)





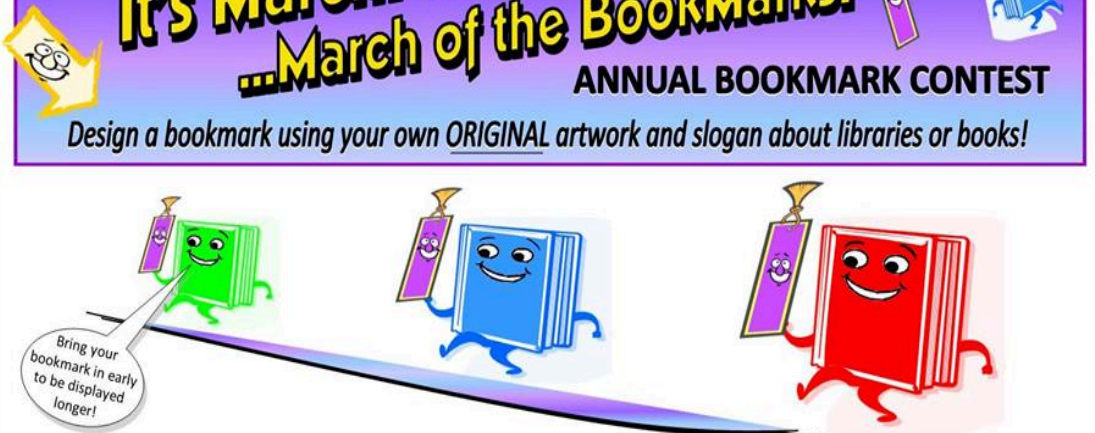


La Crosse County Library  
Bangor • Campbell • Holmen • Onalaska • West Salem

# It's March! March! ...March of the BookMarks!

## ANNUAL BOOKMARK CONTEST

Design a bookmark using your own ORIGINAL artwork and slogan about libraries or books!



Bring your bookmark in early to be displayed longer!

**WHAT DO WINNERS RECEIVE?**

- A **BOOK** of their choice from our special catalog!
- **COLOR COPIES** of their bookmark displayed and made available for patron use at all five Libraries!
- An **"AWARD MEDAL"** in our display! (Medals given for both First Place and Honorable Mentions.)
- Their **name, grade, and school** in the local newspaper.

**HOW ARE BOOKMARKS DISPLAYED?**

- **Every** bookmark will be hung in the "MARCH OF THE BOOKMARKS" display in the library location where it is submitted.
- Participating students & their families can see the displays as they go up during **MARCH**, and also from **APRIL 8-30** when the winning Bookmarks will be displayed with their "award medals."

**Winners are announced during National Library Week, April 8-13!**

**Entry forms containing contest rules are available at La Crosse County Library.**

Entries accepted between **March 1 - March 30.**  
(Deadline is closing time on March 30.)  
Contest is for kids in grades **5K - 12.**

Call Carol, Dawn, or Katherine at 399-3384, 399-3372, 781-9568 line 5, or email [youthservices@lacrosecounty.org](mailto:youthservices@lacrosecounty.org) if you have any questions!

It's almost time for "March! March!...March of the Bookmarks!"

Design a bookmark and turn it in during the month of March for a chance to win the Bookmark Contest. The winning entry for each grade level will be announced during the week of April 8. Open to grades 5K-12. Pick up an entry form today!



Hazel Brown Leicht Memorial Library  
201 Neshonoc Road, West Salem



La Crosse Area Builders Association Home Show is March 8-10.

Friday through Sunday at the Onalaska Omni Center.

FRIDAY – Date Night: 4-8pm. Free glass of wine or beer. SATURDAY: Demo Day. Lots of demonstrations by vendors. SUNDAY: Family Day. Hands on building for kids. Touch a truck- Get in a dump truck or climb on a fun rides from Rods Ride on power sports.



Kraig Lassig, Lautz-Lassig Custom Builders, West Salem, President of the La Crosse Area Builders Association

**FEATURES**  
SPORTS BAR

# IRISH WE WERE IN THE 80'S

SATURDAY  
MARCH 16TH  
8PM-MIDNIGHT

\$10  
COVER

1ST 150 PEOPLE RECIEVES FREE

80'S SCHWAG

## BRATPACK RADIO



# Lakeview Business Park, Industrial Drive, West Salem



The Lakeview Business Park is a unique high-end commercial and industrial development in West Salem, Wisconsin. The park features low utility and tax rates, an attractive, professional design, and comprehensive transportation access, including Interstate Highway and rail service. Also, fiber optic communications and three-phase electric infrastructure are available at this site. In addition, the West Salem area boasts a high quality of life, with short commutes, affordable housing, and abundant recreation.

The Lakeview Business Park is targeted to high-end industrial and commercial businesses that will invest substantial resources in their business and demand the security of a high-quality development. The Lakeview Business Park features 75 acres of prime industrial land available for development, with a total of 160 acres. The Park features visibility and easy access to Interstate 90 as well as rail service via the Canadian Pacific. Open lots, with custom lot sizes available, are ready for new development and are 7 River Alliance Golden Shovel Ready Sites!

The inaugural tenant of the Lakeview Business Park was Select Trusses. The Lakeview Business Park was brought to fruition by the Lakeview Partners LLC, a partnership between the La Crosse County Business Fund, Xcel Energy, and CenturyTel. Financing for this project was accomplished through a consortium of local lenders – Coulee Bank, Associated Bank, Merchants Bank, and Fortress Bank.

More photos & information can be obtained on the La Crosse Area Development Corporation Web site. <https://www.ladcolax.com/>

# MOTORS PISCHKE

Pischke Motors is celebrating 99 years in business in March. Special events are planned to celebrate. Watch Facebook or tune into <https://www.pischkemotors.net>.

## Our members have been busy remodeling, expanding, and constructing:



Construction update at future, new location of 234 North Leonard Street...barista area, conference room, and kitchen!



# American Legion Post 51



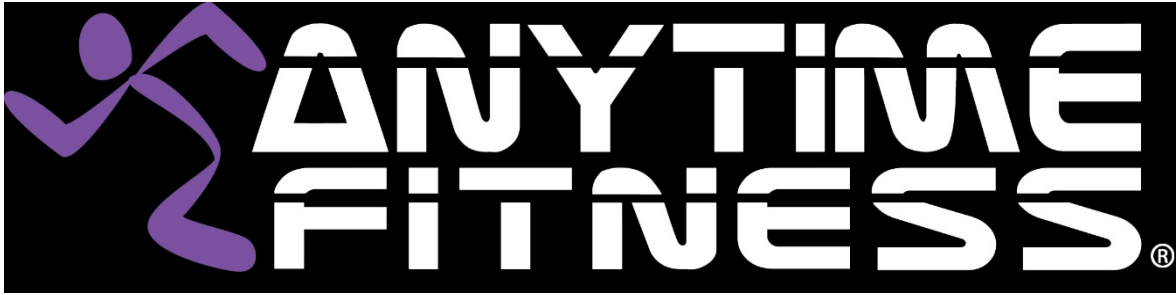
148 South Leonard Street



**All you can eat breakfast Buffet – Sunday,  
March 10 – 8:00 a.m. to 11:30 a.m. - \$8.00**

**Join us for a hearty breakfast including: eggs, eggs and ham, pancakes, French toast, potatoes, sausage, bacon, biscuits and gravy, Belgian waffles, fruit, toast, coffee, milk & juice.**





Anytime Fitness  
1500 W City Highway 16, West Salem, Wisconsin 54669

**February 27 was the beginning of a brand new project at Anytime Fitness in West Salem. Stay tuned more to come as we progress through this new phase of growth in our club building expansion.**



# Spotlight Business of the Month



**Three Bros. Bats**  
**136 East Elm Street,**  
**West Salem**  
**(608) 612-0448 – Office**  
**(608) 385-0739 – Cell**  
<http://threebrothersbats.com>

Three Bros. Bats specializes in making handmade custom wood baseball and softball bats.

Why does a person decide to make baseball bats? Tim Schneider started making them because he loves the game of baseball and wanted to swing a better bat than the ones he owned. So, in 2013 he bought a lathe, a few chisels and got a chunk of wood from his friend. The first bat wasn't great but today there are ball players around the Midwest who swing a Three Brothers Bat for the same reason Tim started making them—a love for the game and a desire to swing a better bat.

TBB took shape in 2015, in the Schneider brother's hometown of West Salem, WI. The first bats were made in the boy's parent's two car garage. Today, Three Brothers makes their maple, birch, and ash bats in an old building right downtown West Salem, WI and right across the street from the baseball field Tim hit his first homerun on. The bats have received praise locally and the company has grown steadily every year since its inception.

Three Brothers Bats uses premier grade lumber from the Northeast. From start to finish, every game bat, award bat, and training bat is made by hand and used to hit baseballs at all levels. Tim and Mike played college ball at the University of Wisconsin Stout and Dan played at Olivet Nazarene. The brothers still play amateur ball in Wisconsin and TBB is the official bat of the Sparta Miller Baseball team, 2016 and 2017 Wisconsin Baseball Association Champions. The Schneider brother's dog, Derby, would love to tell you the bats swing themselves, have great pop and are awesome but he can't talk.

Please [reach out](#) with any questions and check out our selection of [custom game](#) and [award/trophy bats](#)





[www.westsalemwi.org](http://www.westsalemwi.org)

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