



MONTHLY MEETING

WEDNESDAY, APRIL 10, 2019, NOON AT
WESTVIEW INN



GUEST SPEAKERS
Alex Deshler, Relay for Life

Police Chief
Charles Ashbeck, Community
Assistance Program



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 13, 2019

Meeting called to order at 12:20 p.m. by President Nicole Vidal. After introductions and buffet lunch, the regular meeting commenced. Guest speakers West Salem School Superintendent Troy Gunderson and Boys & Girls Club Director Jake Erickson, discussed the upcoming referendum question on the spring ballot and a programming update on the West Salem Boys & Girls Club.

Treasurer's Report



Treasurer Patty Gjertsen's Association bank balance report was distributed. The Association bank balance is \$5,132.66. The flowerpot account balance is \$232.21, and Winter Wonderland balance is \$552.68. The Celebrate West Salem account balance is \$2,781.78, and 51 booths have been reserved. There are 85 members of the Association. Membership renewals were mailed out and due back by February 1.

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

Flowerpots

The downtown hanging flower pots have been planted, but funding the continued activity is in question. Each basket of flowers is approximately \$73 to plant and maintain.

Spotlight of the Month

Three Brothers Bats was chosen as the March spotlight businesses of the month.



Motion by Rick Wilson, seconded by Steve Zeman to adjourn the meeting at 12:50 p.m. Motion approved by voice vote.

Teresa L. Schnitzler, Secretary/Director



BUSINESS “SPOTLIGHT” OF THE MONTH



CONNIE A. JACOBSON, D.D.S.

1529 Heritage Blvd. • P.O. Box 126
West Salem, WI 54669
608-786-0900 Office • 608-786-4418 Fax

Jacobson Dental Your Family Dentist

Serving West Salem, La Crosse &
Onalaska, WI
and surrounding areas



Welcome
TO JACOBSON DENTAL

We understand how important your smile, comfort, and dental care options are to you. Take a look around our site to learn more about [who we are](#) and [what we can do](#) for you and your family.

Your smile is our top priority. We help you make informed decisions about your dental health needs, the treatments we recommend, dental costs, and insurance benefits ~ all of this is an important part of our services for you as your family dentist. We can't wait to see your smile!

Since 1989, Dr. Jacobson has been creating model smiles for all ages. She began practicing dentistry in West Salem, Wisconsin in 1994 after purchasing the practice of Dr. David Scott. She moved to the dental office's present state-of-the-art building in 1998.

Dr. Jacobson is a graduate of the Marquette University School of Dentistry where she received her Doctor of Dental Surgery (D.D.S.) degree. She has practiced dentistry in the La Crosse area full-time since 1994.

Dr. Jacobson is actively involved in local, state and national dental organizations. She has attended extensive continuing education courses allowing her to practice orthodontics and TMJ therapy in addition to general dentistry.

CONGRATULATIONS, JACOBSON DENTAL



The 13th Annual Celebrate West Salem Business Expo held on Sunday, March 17, 2019, was an exceptional success! Many new and many long established 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.



**1ST COMMUNITY
CREDIT UNION**
Sparta • West Salem • 888-706-1228

We're Celebrating National Credit Union
Youth Month In April - JOIN US!

Visit 1stccu.cents123.com for Thrills, Chills,
and Valuable Money Skills with The Centsables!

The Centsables are six super-friends who are here to teach children about saving and smart money management skills. Your child can watch the videos, play games, and do other fun activities while learning valuable life skills. Open a Centsables Savings Account for your child(ren) today and start them on the path to their successful financial future!

Federally
Insured
By NCUA



As part of National Credit Union Youth Month, 1st Community Credit Union is proud to introduce our new year-round youth savings program featuring The Centsables. It's more than just savings but a complete financial literacy resource for kids, teens and young adults. <http://1stccu.cents123.com/>. As part of the festivities we have a coloring contest going on for kids until the end of April. Kids can pick up a coloring sheet at either branch in West Salem or Sparta. Plus a free movie day on Saturday, April 20 at Sparta Cinema at 10 am. The Centsables will be on hand, all kids under 18 receive free popcorn. You don't need to be a member to come to the movie, it's open to everyone but kids must be accompanied by one adult. Doors open at 9 am.

**HEY KIDS, YOU'RE INVITED TO A
FREE MOVIE AT SPARTA CINEMA**

Saturday, April 20th
10:00 am at Sparta Cinema,
1010 Maple Ave, Sparta, WI

- ~ Watch a new-release movie for free!
- ~ Kids under 18 receive a Free Junior Popcorn
- ~ Doors open at 9:00 am
- ~ Movie begins at 10:00am



Courtesy of your friends at
**1ST COMMUNITY
CREDIT UNION**



Thursday, April 25 5:30 p.m.: Check out the first local distillery in downtown La Crosse! Open to current and prospective members of the Young Professionals of the Coulee Region membership group, ages 21 – 40. The YPCR is a membership group of the La Crosse Area Chamber of Commerce and provides professional development, business networking and education opportunities for young professionals in Greater La Crosse.

Monday, May 13 11:00 a.m.: Join the La Crosse Area Chamber at the Black River Community Center for lunch and a Special Forum on the State of Agriculture in our area, presented by Brad Pfaff, Secretary of the Department of Agriculture, Trade and Consumer Protection (DATCP).

For more information or to register for these events, visit www.lacrossechamber.com

Maggie Christian

Operations Director

608-784-4880 ext. 4 | 601 7th Street N., La Crosse, WI 54601

maggie@lacrossechamber.com | www.lacrossechamber.com

Coulee Health Upcoming Events:

April 10: Mala Making Workshop

April 20, April 27, May 4: 3-Part Invitation to Meditation Workshop with Amy Alden

For more information, please contact:

Coulee Health

920 WI-16

West Salem, Wisconsin 54669

(608) 612-0777

couleehealth@gmail.com





Mother's Day is right around the corner. Give mom the gift of Massage. \$5 off any gift certificates now until Mother's Day. Call Heather to get yours today: 608-206-7898. Can do transactions over the phone and send out to mom for you.

Mom's deserve to be spoiled. 😊

Call or book online. 608-206-7898 or

<https://healthandhealingmassage.as.me/>

Evening and weekend hours available.

Reasonable prices.

114 N. Leonard St. West Salem, Wisconsin 54669 (Across from Post Office)



Gentle Pilates for Improved Health & Wellness

Led by Megan Breier, PTA

Monday, April 15th at 6pm

*Location: Burkhardt Physical Therapy Center
1555 Heritage Blvd. West Salem, WI 54669*



Pilates is known to improve flexibility, build strength and develop control and endurance. It puts emphasis on alignment, breathing, strengthening the core, and improving coordination and balance.

This class will include a 30-minute presentation and 30 minutes of gentle floor work.

***We kindly request that you bring your own yoga mat and feel comfortable moving from chair to floor for exercise participation.*

**PLEASE NOTE: Due to the nature of this class, we can only accommodate 8-10 people. Please call ASAP to reserve your spot!
Burkhardt Physical Therapy Center: 608-786-4989**



OPENHOUSE



AND

BIKE

REPAIR!

Tuesday, April 16th, come to Oma's new location at 234 Leonard Street N, and get a sneak peek of our new space! Limited items will be on sale to purchase.

Bring your Bike!!! Blue Steel Bike will be in our parking lot to give your bike a spring tune-up and fix any repairs, if needed.



The Senior nutrition meal site in West Salem is located at La Crosse County Housing Authority Whispering Pines, 780 East Ave., West Salem.

More information on Whispering Pines is on our web site: www.lcha.net

For more information on senior nutrition meal site,

please contact:

Dawn Jorstad

Nutrition Coordinator

La Crosse County ADRC

Phone – 789-8571

Cell – 792-3402

Email – Djorstad@lacrossecounty.org

Patrick W. Dienger – Executive Director

La Crosse County Housing Authority

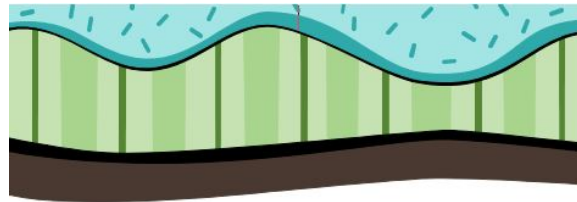
615 Plainview Road, La Crosse WI 54603

608 / 781-5365 X223

patrick@lcha.net



B's Place Upcoming Events



Spring

Craft/Art/Flea Market

April 27, 2019, 9am-4pm

B's Place
102 Leonard St. N. West Salem, WI

Free Admission
Food and drinks available



Wine Wednesday at
B's Place
April 20th 4-9pm
Beer and Liquor also available
Wine by the Glass \$5

NO COVER

A poster for a wine event. The background is a colorful, abstract, textured pattern in shades of green, yellow, and brown. The text is arranged in a central column. A green starburst graphic with the words "NO COVER" is positioned to the right of the main title. At the bottom, the phrase "Wine by the Glass \$5" is written in a cursive font.



Mom's Get-away

May 11, 2019, 9am-4pm

B's Place
102 Leonard St. N.
West Salem, WI

Want to get away for a few hours?
Walk, bike, drive or run to
B's Place on May 11th
for some laid-back shopping, refreshments & fun!

There will be several vendors such as Pampered Chef,
Mary Kay, Thirty-One and More

Vendors wanted

the west salem high school art department presents:

the 2019 senior art show

featuring the graduating class of west salem high school

april 1st-30th

public reception: thursday, april 25th, 6-7:30pm

at the marie w. heider center for the arts gallery. 405 east hamlin st. west salem, wi



FLAGS OF HONOR – 2019

Presented by June Dairy Days – West Salem, WI



This year, June Dairy Days is providing the opportunity for individuals to honor someone special, either past or present, by dedicating an American Flag in their name during this year's

“Flags of Honor 2019”

Honor members of the military and community members by dedicating a flag in their honor. Each flag will represent one individual being honored. Flags will be displayed in the Village Park and along Memorial Drive in West Salem, WI from Friday, May 17th through Sunday May 19th. Details for a Welcoming Ceremony during the weekend will be coming soon! Watch for updates!

Reserve your flag at these West Salem locations:

3RT Networks – 103 Leonard St S, West Salem

Altra Federal Credit Union – 1400 Waterloo Ave, West Salem

\$10 donation payable to

June Dairy Days

PO Box 71

West Salem, WI 54669

Limited to the first 600 individuals honored



**West Salem High School
Senior Class Celebration
Lube-a-thon**

Saturday, April 6th 8am-4pm

**Brenengen Quick Lane
in West Salem***



**All Proceeds will be donated
to the Senior Celebration Event**

- Oil Change • Tire Rotation • Air Filters
- Wiper Blades and more



**608-786-0400
990 West City Highway 16
West Salem, WI 54669**

**Brenengen Auto
.com
Customer for Life**

Call for an appointment. Mention "Senior Celebration."

***West Salem Location Only**



Downtown West Salem Wine Walk Thursday, May 23, 2019, from 5:00 until 8:00 p.m. Sponsored by the American Legion Post 51

Join the building fund committee for this fun fundraiser.

We will be updating the details as we finalize them.

Life in Harmony Music Therapy, LLC's
7th Annual Music Therapy Recital

THIS
IS THE GREATEST
SHOW

Heider Center
405 E Hamlin Street
West Salem, WI

This is a free will donation event
Donations are greatly appreciated & help cover facility rental fees.

www.lihmt.com/recital

Friday, April 12
7:00 PM

Saturday, April 13
8:45 AM, 10:30 AM,
1:00 PM, 2:45 PM, 4:30 PM
Each show features different performers.

*no one ever made a difference
by being like everyone else.*

P T Barnum



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