



## MONTHLY MEETING

WEDNESDAY, OCTOBER 9, 2019, NOON  
WESTVIEW INN, DOWNTOWN WEST SALEM



***GUEST SPEAKER:***  
***Dan Deicher***  
**Social Media for Businesses**

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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.**

### Monthly Update

September 11, 2019

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

#### Minutes

Motion by Ashley Giese, seconded by Rick Wilson to approve the minutes of the July 10, 2019, regular meeting. Approved by voice vote.

Treasurer's Report

Treasurer Patty Gjertsen's Association bank balance report was distributed. The flowerpot account balance is now \$22.54. The Association bank balance is \$4,643.30.



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



Annual Golf Outing

Organizer Pete Ames reported the number of golfers was down this year compared to last year with a couple of businesses usually having one or two teams of golfers were unable to attend. The outing raised \$1,800 toward high school scholarships.

Celebrate West Salem

The Celebrate West Salem Committee will meet on November 20 to begin organizing for the 2020 event.

Motion by Rick Wilson, seconded by Ashley Giese to adjourn the meeting at 12:40 p.m. Motion approved by voice vote.

Teresa L. Schnitzler, Secretary/Director

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**Downtown Trick or Treat**

Downtown Trick-or-Treating is fast approaching. Downtown Trick-or-Treating will be held on **Thursday, October 31, from 3:00 p.m. until 5:00 p.m.**



Every year our numbers have gone up. This year we are anticipating over 800 children. That is around 300 adults who get exposed to your business.

We distribute signs the morning of October 31 to all of the participating businesses welcoming the Trick-or-Treaters in, and when you are done or out of candy treats, simply pull your sign out of your window.

The West Salem Business Association will again close South Leonard Street from Hamilton Street to Elm Street for the safety of trick or treaters.

Any business that does not have a store in downtown can still participate! The West Salem Recreation Department is again sponsoring **Community Trunk-Or-Treat in the Village Park!**

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 4:00-5:00 pm on Thursday, October 31 by going between downtown businesses (on Leonard St.) and booths set up in West Salem Village Park to get their bag filled with goodies.



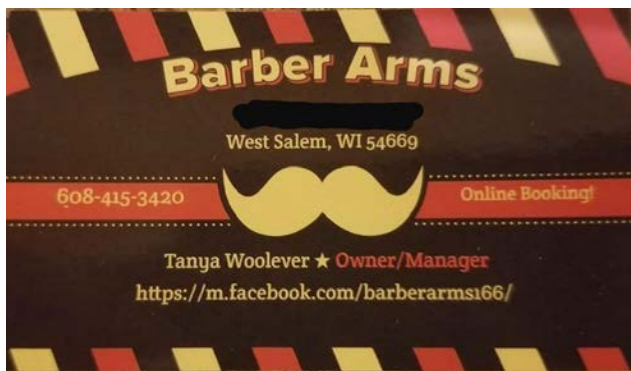
We are encouraging businesses and organizations to consider hosting a Trunk-Or-Treating booth in Village Park to promote a safe central location for kids to go. As safety is a prime concern, we would like to aid in getting kids off the street and into the park, away

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 West Salem Park & Recreation Department know by October 16<sup>th</sup> so we can reserve a spot for you. The phone number is 786-0222. Forms were sent by direct mail last month and information is available on the [www.westsalemwi.com](http://www.westsalemwi.com) website.

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, setup times, etc.

The community enjoys a safe place to send their children and we love to promote the business community.



Barber Arms is holding a Veterans Day Haircut Special on Monday, November 11, 2019, from 9:00 a.m. to 2:00 p.m. Haircuts are only \$8 for those who have served and those who continue to serve.



**Burkhardt  
Physical Therapy  
Center**

**Help Us Celebrate National  
Physical Therapy Month!!**

Bring in a nonperishable food to donate to the [West Salem Area Community Care and Share Pantry](#)

and you will receive one entry into our drawing for each item you bring in! Each week we will have a drawing for a prize and at the end of the month there will be a drawing for a grand prize!

**BUSINESS “SPOTLIGHT” OF THE  
MONTH FOR OCTOBER**



The Pizza Oven  
NOW LOCATED AT  
201 East City Highway 16  
West Salem, WI 54669

The Pizza Oven has relocated to the Jim Dandy's building. The Pizza Oven is continuing the Jim Dandy's menu and adding its famous Pizza Oven menu. The Pizza Oven offers dine in, carry out, free delivery, take-n-bake, catering, fund raising, and gift cards.

Proudly serving West Salem \* Bangor \* Onalaska \*

Barre Mills

(608) 399-3301

(608) 399-3300

[ThePizzaOvenWI.com](http://ThePizzaOvenWI.com)

## Upcoming Events:



Sunday, October 13<sup>th</sup>

### All You Can Eat Breakfast Buffet

Bring the family in 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

148 South Leonard

From 8 a.m. to 11:30 a.m.

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## Better Business Summit



October 24, 2019 - 7:30 am – 1:30 pm

Stoney Creek Hotel & Conference Center

**Strengthen your business by learning from other local businesses!** The Better Business Summit shares the stories of local companies achieving excellence in their leadership, talent development and attraction, use of technology, innovative ways to market, and much more. Featuring best-practice education sessions taught by fellow local companies (tickets include keynote lunch presentation) and our business spotlight lunch (tickets can be purchased separately). Register or for more information:

<http://www.lacrossechamber.com/betterbusinesssummit/>

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As of October 1, 2019, Reggie Rabb Agency, State Farm Office is an additional location for nonperishable food donations for the Hunger Task Force. Address is: 3454 Losey Blvd S, La Crosse, WI 54601

Jolene Huiss

**State Farm Insurance**

Reggie Rabb Agency

Phone: 608.787.1000 - Fax: 608.787.5950

Walk in, Mail in, Call in, Click in



# Board Painting

(& Sipping too!)

With Berg Hemker Olson American Legion Post 51,  
148 Leonard St S, West Salem

**Saturday November 2<sup>nd</sup>**

**3-6pm**

**Registration and payment is due  
by October 11<sup>th</sup>**

(Contact Nikki Vidal or call the Legion at 608-786-0051)

**Choice of 3 projects:**

(Samples can be viewed at Legion Hall as well)



\$35 (18")



\$25 (9"X11")



\$45 (19"X19")

Contact Nikki Vidal or call the Legion at (608) 786-0051

# West Salem Wine Walk

## Thursday October 24<sup>th</sup>



Tickets \$20 in advance or  
\$25 day of event (if available)

Tickets available at:

West Salem American Legion,  
First National Bank (West Salem branch only)  
or online until October 21st at

<https://fallwestsalemwinewalk.eventbrite.com>

4:00 – Registration begins at  
American Legion

5:00 -8:00 – Wine Walk

8:45 – Basket drawings at  
American Legion

9:00 – Wine sales end at  
American Legion

**Sponsored by:**



All your protection under one roof™

James A Quinn Agency



Le Coulee Cheese



All proceeds benefit The Berg Hemker Olson American Legion  
Post 51 Building Fund



**La Crosse County Library**

Bangor • Campbell • Holmen • Onalaska • West Salem

## A New Adventure Awaits

# An Introduction to MANGO Language Learning

Have you ever wanted to learn a new language or need to converse in a local language when traveling? This computer based introduction to the FREE Mango language database will help you get started! With over 70 world languages to chose from, the learning is endless! Mango courses are self-paced and track your progress; utilize conversational methods; provide cultural and grammatical insights; and dialogue is delivered by native speakers.

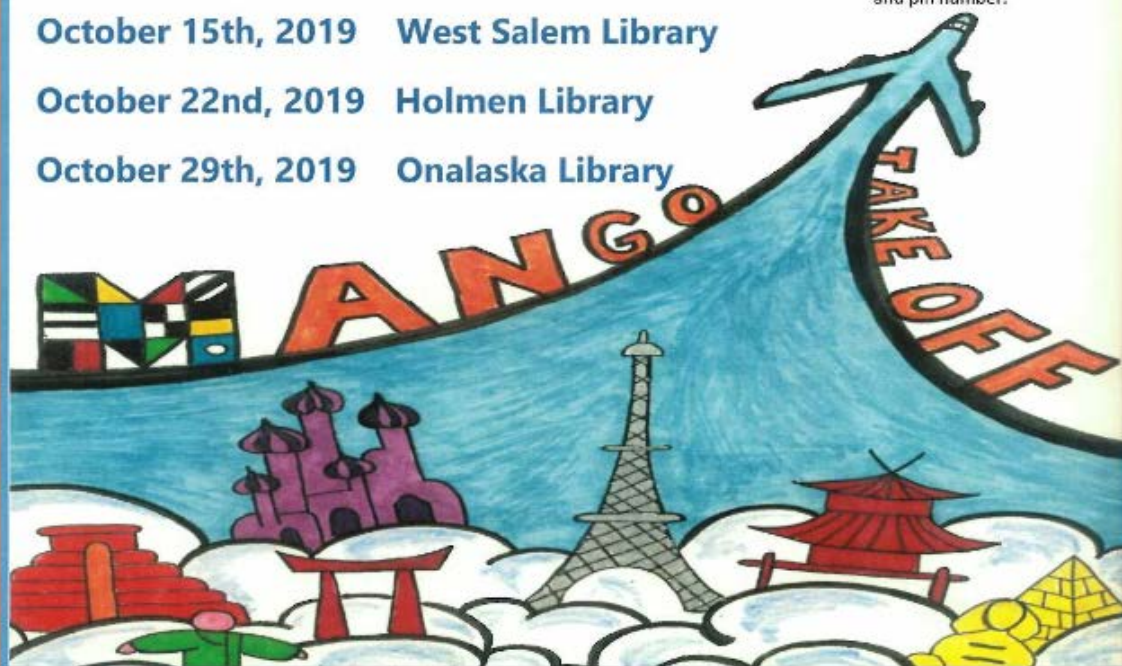
**10:00 to 11:00 a.m. (Special Event Time)**

**October 15th, 2019 West Salem Library**

**October 22nd, 2019 Holmen Library**

**October 29th, 2019 Onalaska Library**

"The Library will be open early for attendees. Please bring your library card and pin number."



**Space is limited. Reservations are required.**

Sign up today at the Check-out Counter, or by phone at 526-9600  
(Option 4 Holmen, Option 5 Onalaska, Option 6 West Salem)

Any Questions? Contact Carol Witt-Smith at 399-3356 for additional information



**Saturday,  
October 26, 2019,  
from 5:30 p.m. to  
8:00 p.m.**

American Legion  
148 South Leonard  
Street, West Salem



It's time for the SAL Steak Fry! Join us for a great steak dinner. 10 oz Sirloin with choice of Baked Potato or French Fries. Salad bar, dessert, milk and coffee included for \$13.

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## **B's Place – Monthly Wine Night!**

Come and visit us for our monthly Wine Night. Wednesday, October 16 from 4-9, we will be selling Wine, Beer and the back bar will be stocked with our favorite Whiskey, Vodka, Rum, Gin, well, you get the picture! Join us and indulge in a mid-week cocktail. No cover, no minimum, no tickets, no kidding! 102 North Leonard Street

## **Halloween Party!**

Who wants to come to a costume party at B's Place??? Yes! We are doing it! Saturday, October 26, from 7:00 p.m. until Midnight!



**Come on in for a massage! Great deals going on right now. Get \$10 off all 1 hour and 90 minute massages or get my fall package with 3**

**one hour massages for \$150.**

**Call (608) 206-7898 or book online:**

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

**Message me on Facebook with any questions.**

**Located at 114 N Leonard St  
West Salem, Wisconsin**

**(Proud Wine Walk Stop – October 24)**



**Leadercast  
Women on  
October 18 at  
Weber Center for  
the Performing  
Arts**

**Description-**

Learn from women  
leaders at the

national and local levels while connecting with other amazing women in the area.

The local panelists will be Mandy Roush with [Root Down Yoga](#), Tami Plourde with Pearl Street Brewery and [OnThree Printing](#), and Katie Poehling Seymour with [First Supply](#).

After this premier event, you will have the opportunity to become a part of a monthly mentorship group so you can stay connected with everyone you meet!

Website to register/learn

more: <https://www.lacrossechamber.com/leadercast-women/>



Heider Center for the Arts  
**Presents:**  
**Farewell Angelina**



**Country Artists - Farewell Angelina**

A band of longtime friends, Nicole Witt, Andrea Young, Lisa Torres & Ashley Gearing all met pursuing their dreams in Nashville, TN. Each deeply respected and admired one another while they were building successful solo careers, touring and recording with top artists, and writing songs for some of Country Music's biggest hitmakers. When they heard the undeniable magic of their voices together for the first time, they couldn't wait to take their show on the road. Major opportunities soon followed including singing the National Anthem for Thursday Night Football, The Unbridled Eve Gala for the Kentucky Derby, the ACM All-Star Jam, and festivals in Switzerland, Norway, Spain and France.

Sponsored By:



**PURCHASE YOUR TICKETS ONLINE**

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

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

**Thursday, October 24 , 2019 at 7:30  
pm**

Tickets: \$24/\$22

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



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

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