



**February 10, 2021
43rd Annual Meeting**

Westview Inn, 174 South Leonard Street
12:00 Noon

The annual meeting will be held in person AND via Zoom. A link will be emailed out for those wanting to attend remotely.



Our meetings offer networking, information, resources, and a relaxed atmosphere where everyone is welcome. Please plan to attend our meetings! Your membership dues cover a lunch for one representative of your business. Additional representatives pay a small fee toward the buffet lunch.



Our guest speaker is Morgan Quackenbush, West Salem High School Vice President of Business Partnerships for DECA.

The terms of office for the Board of Directors will expire in February. We continue to have a great slate of Directors, but we could really use and welcome one more member. The proposed Board of Director members up for election are as follows:

President: Trent Jorgenson, Altra Federal Credit Union
Vice President: Stephen Cohen, Edward Jones
Treasurer: Jodie Curtis, Union State Bank
Secretary: Teresa DeLong, Village of West Salem
Director: Rick Wilson, Magnum Media
Director: Steve Berg, Brenengen Collision Center
Past President: Laurie Noelke, eXp Realty

If you are interested in making a difference in the West Salem area business community, please do ask any Board member for more details about becoming a WSBA Board member.

The West Salem Business Association Board of Directors will inform the membership of the present status of the downtown hanging flowerpot project and discuss the future of this endeavor.

Lastly, the Board of Directors will present its annual Business of the Year and Citizen of the Year awards.



Westview Inn owners Tim and Diane Groth, front, and Scott Klos will celebrate the 20th anniversary of their super club at 174 S. Leonard St. in West Salem in May.



The Heider Center for the Arts is a non-profit fine arts facility located in West Salem, Wisconsin. Its mission is to provide high quality artistic events and educational programs to the region. The Heider Center operates as a community arts center and offers concerts and professional performances, educational shows, and community education classes governed by a board of directors. The Center employs a part-time arts director and a part-time fine arts business manager. For more information about the Heider Center, please visit <https://heidercenter.org/>

The Heider Center is seeking a customer-service oriented part-time (not to exceed 900 hours/year) fine arts business manager to:

- § Manage the box office for 10 hours a week (likely Tue 1 pm – 6 pm and Fri 9 am – 2pm)
- § Manage the box office during all performances (about 6 hours per performance; 8 performances October through April)
- § Attend monthly board meetings (about 60 – 90 min each)
- § Manage the business affairs of the Heider Center (about 8 hours/week)

Principal duties include:

- § Create and maintain a customer service culture
- § Maintain Center budgets and ensure fiscal reporting
- § Assist the Director with correspondence, publicity materials, and operational elements
- § Maintain customer mailing list
- § Prepare monthly and annual business managers reports for the Board
- § Administrative tasks such as invoicing sponsors and advertisers, Center mailings, and providing accommodations for performers
- § Work with committee chairs to advance the Center's mission
- § Prepare materials for annual fundraising events
- § Responsible for ticket sales and seating assignments for performances
- § Prepare advertising materials and show bulletins for each performance

Technical skills:

- § Proficient in Microsoft Office Suite (i.e., Excel, Word, Powerpoint)
- § Knowledgeable in QuickBooks and Publisher
- § Familiar with Box Office Ticketing Software (Currently use Thundertix)
- § Familiar with BOCA Printing Equipment

Pay: \$15/ hour

If you are interesting in joining our hardworking, enthusiastic team please send: (1) a cover letter of interest, and, (2) a resume, including the names and contact information for three references (2 professional, 1 personal) to Terrilenselink1214@gmail.com by February 19, 2021. Or by hard copy to The Heider Center, 405 E Hamlin St, West Salem, WI 54669 A tentative start date of March 15, 2021 is anticipated.

CHECK OUT SOME HOT READS, MUSIC & DVDs TO ENJOY DURING THE COLD WINTER DAYS!



Ages 2-8. Self-guided Family Activities INSIDE the Library.

Youth Online Book Selection Service called LitLove Book Bundles. Fill out a Request Form on our website.



JOIN US ON FACEBOOK February 17th

facebook.com/lacrossecountylibrary
Topic: Graphic Novels and Beginning Readers with Miss Carol



ACTIVITY KITS ARE BACK with Reading BINGO!



Themes change every 2 weeks. Kits are available at the Item Pick-up Locations, while supplies last!

JOIN US ON FACEBOOK February 19th at 10:30 am
facebook.com/lacrossecountylibrary



January 19th to February 27th
Learn more about chances to win prizes at our locations & website

FEBRUARY 2021



Hazel Brown Leicht Memorial Library
201 Neshonoc Road
West Salem, WI
(608) 786-1505



Call us: (608) 399-3390
Email: libraryprograms@lacrossecounty.org
Website: lacrossecountylibrary.org
Twitter.com/CountyCrosse
Facebook.com/lacrossecountylibrary
Instagram.com/lcladmin
YouTube.com La Crosse County Library channel



AVAILABLE NOW!
2 WAYS TO GET DIGITAL ITEMS



CRAFT TOGETHER THIS WINTER SEASON



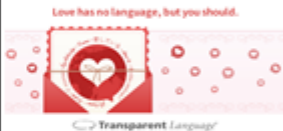
The Winding Rivers Library System is providing FREE access to this Joann Fabrics Resource. Hundreds of crafting videos available online.

February 15th
Rock Mandala



Crafts for Adults 50+
Available at all 5 Locations
While Supplies Last
Seniors may request contactless pick-up

What's your 2021 Resolution?
Learn a new language through our new service
TRANSPARENT LANGUAGE



Hmong is Included!

We're Bringing You New Ways to Stay Connected!



Hot Spots are available for up to 3 week check out.

Sign up for our Monthly Electronic Newsletter on our Website today!



Adult Book Talks available on YouTube

FREE SHRED EVENT

AND FOOD DRIVE

Saturday, April 17th
at 1st CCU in West Salem
8:30 to 11:30 AM

**Free shredding of up to
 3 boxes/bags of outdated,
 sensitive documents.**

This event is open to the public. We ask that you please bring a non-perishable food item in exchange for the free shredding. All food will be donated to the local food pantry.



Monitor your document shredding through closed-circuit TV.

**Consult a tax advisor for advice on tax return retention. Do not destroy documents tied to pending litigation and never destroy any vital records such as wills, deeds, titles, birth or death certificates, etc.*

April 2021

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| | | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | |

Please follow these guidelines:

- Up to three brown paper bags or three medium-sized boxes (100 lbs) per person may be shredded.
- Safe destruction of outdated, sensitive financial statements*, receipts, invoices, checks/check duplicates, etc., will be shredded on-site.
- In exchange for the shredding service we are accepting non-perishable food items for a local food pantry.
- All types of paper are fine (*staples and paper clips can be shredded but please remove butterfly clips*). 3-ring binders and other hard covers not accepted, please remove paper from covers.
- Please don't bring other items to be shredded, the mobile shredding truck accepts paper only.

1ST COMMUNITY CREDIT UNION

West Salem Parking Lot

1410 W. Highway 16

(corner of Hwy 16 and Cty M)

CONGRATULATIONS, CHERYL AND DON BRENINGEN



Morrie's Auto Group of Minnetonka, Minn., announced last Friday it has acquired the Brenengen Auto Group, which has six automobile dealership locations in western Wisconsin.

The six locations — which include two in West Salem, two in Sparta and one each in Onalaska and Tomah — will continue with the Brenengen name. The Brenengen group includes nine automotive brands – Chevrolet, Buick, Cadillac, Ford, Chrysler, Dodge, Jeep, RAM and Kia.

Brenengen Auto Group, which has been operated by the Don and Cheryl Brenengen family, began in 1991. Don Brenengen began his automotive career in 1975 as a salesman for Dahl Motors and in 1991 bought Curly's Chevrolet in West Salem.

In an interview, Don Brenengen told the Tribune that the sale to Morrie's was finalized Thursday and does not include the Brenengen Collision Repair auto body shop in West Salem, which will continue in business.

Brenengen also said that Morrie's will honor benefits such as warranties and service discounts that Brenengen customers received.

https://lacrossetribune.com/business/morrie-s-auto-group-acquires-brenengen-auto-group/article_e044f607-441c-57e8-9100-912cade0a74f.html?utm_medium=social&utm_source=facebook&utm_campaign=user-share&fbclid=IwAR2iKzyRFAzWTS_2kFhD4zfdwU7L5YMBEF4y3VbAsESGQRi5y4IU4Uctgq



www.westsalemwi.org

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