



**MONTHLY MEETING**

**WEDNESDAY, MARCH 10, 2021**  
**NOON AT WESTVIEW INN**



**GUEST SPEAKER**  
**Laurie Tweten, Organizer**  
**Bring'n Home the Bacon**

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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  
43<sup>rd</sup> Annual Meeting  
February 10, 2021**

Meeting called to order at 12:00 p.m. by President Laurie Noelke. After introductions, guest speaker West Salem High School Vice President of Business Partnerships for DECA Morgan Quackenbush brought the membership up to date on the DECA program.

Election of Officers

Motion by Glen Danielson, seconded by Nicole Vidal to approve the election of the following officers for 2021:

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

Motion unanimously approved.

Downtown Flowerpots

President Jorgenson reported the bank balance on hand for the downtown flowerpot project is only \$98.41. Planting of the flowers and maintenance for the season totals over \$1,500, and the Association does not have the funding to move forward with the annual project this year. In addition, the flowers need to be watered on weekends and holidays. Presently, the Village Public Works Department waters the flowers Monday through Friday. The membership discussed and offered various donations. It was decided if enough funds become available, the WSBA will plan to move forward with the project.

Presentation of Awards

President Jorgenson presented the Citizen of the Year Award to West Salem School Superintendent Ryan Rieber, and the Business of the Year award to 3RT Networks.

Motion by Denise Jones, seconded by Jim Anderson to adjourn the meeting at 12:48 p.m.

Teresa L. DeLong, Secretary/Director

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May 7, 2021 7:30  
pm - September  
3, 2021 10:00 pm

May 15, 2021 - 2:00 pm - 5:00 pm

SEASON OPENER- Saturday May  
15 2pm Start

Street Drags - Street Drags with 18+ brackets, Shine & Show with Burn out contest.



## Is your 2021 Membership Current?

The membership directory at [www.westsalemwi.org](http://www.westsalemwi.org) is being updated with all 2021 memberships. Please take a moment to review your listing. If you have changes or corrections you would like made, please forward same to me at [tdelong@westsalemwi.com](mailto:tdelong@westsalemwi.com)

I will be deleting non-members from the website business listing directory soon. You may want to check your records to make sure you paid your 2021 dues! A renewal form is available on the West Salem Business Association website, under the “Member Information” tab. Thank you!

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## 2021 “BRING’N HOME THE BACON” BBQ COMPETITON & FUNDRAISER

We would like to invite you and your business to partner with us in our “3<sup>rd</sup> Annual Bring’n Home the Bacon” barbeque competition and fundraiser event on the weekend of June 11-13, 2021 at the beautiful Neshonoc Lakeside Camp Resort in West Salem, WI. Our event consists of putting on a barbeque competition for teams to compete against other teams and certified judges to come, taste and score the meats presented to them from the teams. Last year, we had teams come from 11 different states and judges from 7 states, including Wisconsin. Many of the teams and judges bring their family and friends to come and visit our community, i.e hotels, car dealerships, restaurants, gas stations, and grocery, convenient/novelty, and hardware stores, and more.

### **What we raised in 2020.**

With the Bring’n Home the Bacon team’s contributions and the \$1050 collected from businesses in West Salem & La Crosse area, we donated a total \$2500 to the West Salem Police Department to go toward the purchase of an AED to be put in one of their vehicles and \$500 to the Rotary Lights.

**What you and your business will support in 2021?** If you choose to partner with us, your donation will help raise money for the West Salem Fire Department. The Fire Department has two new recruits this year and they both need turnout gear that include coats, bunker pants, boots, helmets, Nomex hoods, and gloves; each turnout gear cost a little over \$2500.

**What will you and your business receive?** Besides receiving a great satisfaction and pride of helping the West Salem community, we created a Sponsorship Level document for you to choose which

level of recognition and marketing exposure you and your business will receive if you choose to make a donation through the Bring'n Home the Bacon barbeque and fundraiser event. The last two years, the funds collected from businesses, 100% collected went to the recipient.

**Volunteerism:** Last year the West Salem Lions Club members had volunteered at our event. If you wish to also volunteer a couple hours, please let me know.

If you wish to partner with us by donating a monetary amount and receive some marketing exposure, please make check payable to Keith Tweten and mail to P.O. Box 231, Holmen, WI 54636-0231. If you wish to donate directly to the West Salem Fire Department, please contact Fire Chief David Munson.

If you have any questions, please feel free to call or email me. I would be happy to answer any questions and/or discuss the details with you.

Thank you,

*Laurie Tweten*

Laurie Tweten  
Organizer of the Bring'n Home the Bacon  
Phone: 608-769-7446  
Email: [Fortheluvofbbq@gmail.com](mailto:Fortheluvofbbq@gmail.com)  
Website: [www.bringnhome.thebacon.com](http://www.bringnhome.thebacon.com)

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## WEST SALEM HIGH SCHOOL ALUMNI HALL OF FAME

Honoring 2020 Recipients:

**Mary Heider, PhD, Class of 1961**  
**Karla (Selbrede) Huston, Class of 1967**  
**Theresa Lynn Davis, Class of 1984 (deceased)**

**Friday, May 21, 2021**  
**Reception at 4:30 p.m.**  
**Public Presentation: 5:00 p.m.**  
**West Salem High School Entrance**

7<sup>TH</sup> Annual Gerry Van Oss Memorial  
**CORNEED BEEF DINNER**  
**Mon. March 15 | \$13/Person**  
 5:30pm Until Gone • West Salem American Legion • Curbside Pickup Only!



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# PISCHE MOTORS

**PISCHE MOTORS**

**1460 West City Highway 16, West Salem**

— BUY —  
**3 TIRES**  
 — GET THE —  
**4<sup>TH</sup> FOR \$1\***



#Offer valid 3/1/21-4/30/21. Available on select tires in stock at participating dealerships. OHTSU, Kelly and Laufenn tires are excluded. Not compatible with the Tire Price Match Guarantee. See your Service Advisor for details on separate Michelin, BFGoodrich and Uniroyal promotional offers.

**Tom Curtis-Service Manager**

**Pischke Motors, Inc**

1460 W City Hwy 16

West Salem, WI 54669

Phone: 608-786-6036

Fax: 608-786-2700

[TCurtis@Pischke.com](mailto:TCurtis@Pischke.com)

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find us on

**Facebook**



**STOP IN AND CHECK OUT SOME NEW RELEASES TO ENJOY!**



**Story Time in the Stacks**  
Self-Guided Story Times for kids and their grown-ups  
Geared for ages 2-8

**Ages 2-8. Self-guided 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**

**March 17th**  
facebook.com/lacrossecountylibrary  
Topic: Picture Books and Youth Nonfiction with Miss Dawn



**ACTIVITY KITS with Reading BINGO!**

**YOUTH WINTER MINI READING PROGRAM**  
TUES., JAN. 19 - SAT., MARCH 13

Early Literacy **BINGO** STEAM Reads and Bag Delights

**A FREE BOOK! PLUS...**  
BRAND NEW BINGO! GIFT CARDS TO JUMP START ADVENTURE FUN!

ADULTS MUST BE PRESENT TO CHECK OUT BOOKS. BOOKS ARE AVAILABLE FROM 10:00 AM TO 5:00 PM. BINGO CARDS ARE AVAILABLE FROM 10:00 AM TO 5:00 PM. GIFT CARDS ARE AVAILABLE FROM 10:00 AM TO 5:00 PM. BOOKS ARE AVAILABLE FROM 10:00 AM TO 5:00 PM. BINGO CARDS ARE AVAILABLE FROM 10:00 AM TO 5:00 PM. GIFT CARDS ARE AVAILABLE FROM 10:00 AM TO 5:00 PM.

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

**JOIN US ON FACEBOOK**

**March 19th at 10:30 am**  
facebook.com/lacrossecountylibrary



**Join us March 1st—April 3rd for a SPRING into GOODREADS**

**goodreads**  
Meet your next favorite book.

Go to our website to learn more about chances to win prizes by interacting with us on our Goodreads site. Must be 16+ to participate in drawing.

**MARCH 2021**



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



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



Movies • Music • Audiobooks

**AVAILABLE NOW!**  
2 WAYS TO GET DIGITAL ITEMS



**CRAFT TOGETHER THIS WINTER**



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

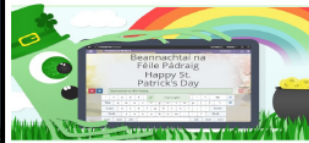
March 22nd  
Recycled Bulb Planter

SPONSORED BY



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

Make others green with envy with your language skills.



Transparent Language  
**Over 100+ languages available, including Hmong, French, Spanish and Norwegian.**

**We're Bringing You New Ways to Stay**



**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**



## American Legion Post

148 Leonard Street South

Friday, March 26, 2021 at 5:30  
PM – 8 PM

Your favorite fish and shrimp night is back to our normal night with the option to dine in.

We will be offering dine-in or carry-outs of our famous batter-

fried or pan-fried fish, shrimp, and chicken strip dinners with choice of french fries or baked potato. Onion rings and cheese curds will also be available to order.

Thank you, West Salem Police Department, for taking the time to educate our West Salem Cub Scout Pack 77!







Marie W. Heider Center for the Arts posted a job.

21h · 🌐



The Heider Center is looking for a part time box office manager. The position is very flexible so you are able to spend more time with your family, and even have a good portion of the summer off as well. If you are looking for a little extra income, and a super flexible position, don' t hesitate to contact us today.



Apply at:

<https://www.facebook.com/mariewheidercenterforthearts>

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“Cheaper Than Dirt Sale” April 16<sup>th</sup> through May 2<sup>nd</sup>. Top soil is \$1.75 a bag and Garden/Potting soil is 3 for \$9.

<https://www.facebook.com/AlliedCooperativeAceHardware/>



# Annual Honor Student Banquet

Our Honor Student Banquet will be televised this year (Date TBD, early May) and will be honoring 80+ students graduating in the top 5% from 11 area high schools. Through our corporate sponsors of the event we are able to provide these students with a scholarship. Businesses can support this event as an event sponsor or as a student sponsor.

More information can be found here: <https://www.lacrossechamber.com/donate-to-the-class-of-2021-scholarship-fund/>

Thank you very much,



**Clarke Moberg** | Marketing and Membership Coordinator

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

[www.lacrossechamber.com](http://www.lacrossechamber.com)

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# Easter Egg Scavenger Hunt

NEW this year, we will be offering a community wide Easter Egg Scavenger Hunt AND Easter egg pick up event.

Scavenger hunt "clues" from the Easter Bunny will be posted on the West Salem Park & Rec Dept. Facebook page each day, from Monday, March 22 – Friday, March 26. Clues will lead participants to a certain location in West Salem each day, where they will need to find a specific item the Easter Bunny has left during his adventure around town. Families are asked to email the West Salem Park & Rec. Dept. by Sunday, March 28<sup>th</sup> at midnight with a list of dates, locations and items found, along with the names of children (age 2-9) who were involved with the hunt. Each individual child will be entered into a drawing for prizes, 1 entry for each item they find. Children do not need to find all items to be entered.

In addition, the West Salem Park & Rec. Dept. will host a drive-through Easter egg pick up event at Village Park on Saturday, March 27<sup>th</sup> from 9am-10am or until supplies run out. Families will be able to pick up a prepackaged egg filled bag to host their own Easter egg hunt at home. Additionally, all children who attend will be able to enter their name for a prize.

ALL prize drawings will take place on Monday, March 29<sup>th</sup>. Winners will be notified directly via email.

Easter Egg Scavenger Hunt: March 22-March 26

Easter Egg Pick Up: Saturday, March 27 in Village Park  
9am-10am or until supplies run out.

Both events are FREE + require no pre-registration!

Open to children 2-9 years



Follow us on Facebook for clues + additional  
Information: @westsalemparksandrec

Event is co-sponsored by:  
Union State Bank of West Salem, West Salem Police Dept.,  
West Salem Fire Dept., West Salem First Responders,  
and West Salem Park & Rec. Dept.

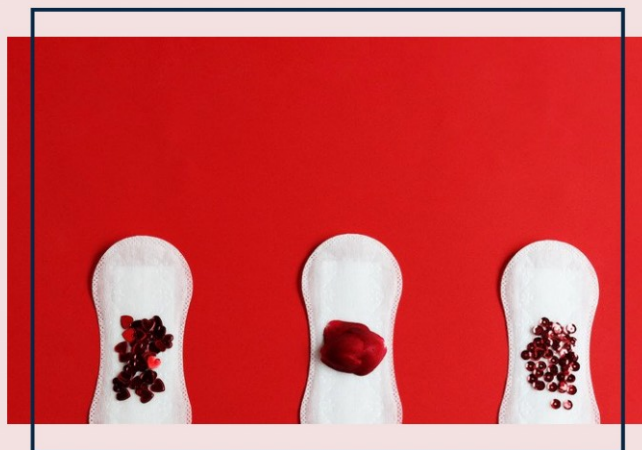
The number of prizes given away will be determined by the number of prize sponsors we are able to secure. **If your business or organization is interested in participating as a sponsor, please contact Cierra from the West Salem Park & Rec. Dept. at (608) 786-0222 or [cwannemuehler@westsalempi.com](mailto:cwannemuehler@westsalempi.com)**



Come join Dr. Ellyn of Coulee Health and Elizabeth of Fox and Rose Skincare as they discuss the menstrual cycle and ways to support your mind, body, and soul through living in flow with your cycle. Space is limited for this event. Please follow the link below to learn more and sign up!

Link: <https://greenhouseholisticcoop.com/events>

## LOVING YOUR CYCLE



Learn ways to support mind, body,  
and soul through your menstrual cycle

March 27th from 1p-3p  
At GreenHouse Holistic Co-op



# ANNUAL SHRED EVENT

**Saturday, April 24th**

**9:00 to 12:00**

**FREE Shredding up to 3 boxes  
(100 lbs) per person.**

All types of paper with staples, paper clips or rubber bands may be shredded. Please remove any butterfly clips, 3 ring binders & hanging folders.



**Hwy 16 Location**







**We Serve**

The West Salem Lions Club meets the first Wednesday of every month at 6:30 pm at Westview Inn, Downtown West Salem. The West Salem Lions Club was chartered by Lions Clubs International in 1948 where fifty-two members had a vision of helping a community improve the lives of its citizens. Today, we are a co-ed club of eighty plus volunteers meeting the challenges of today. The West Salem Lions Club sponsors, supports and services many groups, events, and places.

**West Salem Lions Club will hold a BBQ chicken dinner sale on Saturday, May 15, 2021, at the Degenhardt Tire parking lot. Pre-sale tickets will be available in April.**

# FREE SHRED EVENT AND FOOD DRIVE

**Saturday, April 17<sup>th</sup>  
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)



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

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