



Monthly Meeting

WEDNESDAY, MAY 12, 2021, NOON AT WESTVIEW INN

GUEST SPEAKER:

JUNE DAIRY DAYS 2021



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.

www.westsalemwi.org

Follow us on [facebook](#)

JUNE DAIRY DAYS LUNCHEON



Friday, June 4, 2021, starting at Noon Village Park Beer Tent

The June Dairy Days Kick-Off Luncheon takes the place of our regular WSBA monthly meeting. One representative from each member organization eats free, but please feel free to bring others from your business for a nominal price of \$8.00 per person. Come listen to our guest speaker, be there for the Parade Marshal reveal, and congratulate this year's June Dairy Days button design winner.



The Annual Spring All-Village Rummage Sale is Friday, May 14 and Saturday, May 15, 2021

WEST SALEM BUCKS IS BACK!

Your West Salem Business Association is again offering “West Salem Bucks” for 2021. The West Salem Business Association will be selling, raffling off, giving away, donating, and/or contributing **\$25 West Salem Bucks gift certificates** at various local events this year. Certificates would also be available for purchase by the general public as gifts to others. This is at no cost to you! The gift certificate brings more buyers into our local businesses, and we can all use that extra revenue boost.

The recipient of a West Salem Bucks \$25 gift certificate can then take that certificate to any participating West Salem Business Association member business and redeem same for \$25 of merchandise and/or services. You then simply bring that gift certificate to the Business Association Treasurer, Jodie Curtis, and she will reimburse that \$25 back to you.

This is a “win-win” for both your business and the recipient of the West Salem Bucks gift certificate.

On the back of the gift certificate will be a list of our WSBA members who wish to participate in this gift certificate project. If you would like to be included West Salem Bucks or have any additional questions, please contact any WSBA Board member. If you would simply like to sponsor one or more gift certificates, please also contact any of us.

President:

Trent Jorgenson, Altra Federal Credit Union – 608-786-1153
tjorgenson@altra.org

Vice President:

Stephen Cohen, Edward Jones – 608-786-1480
stephen.cohen@edwardjones.com

Secretary:

Teresa DeLong, Village of West Salem, 608-786-1858
tdelong@westsalemwi.com

Treasurer:

Jodie Curtis, Union State Bank – 608-786-6200
jodiecurtis@usbws.com

Directors:

Richard Wilson, KQEG-TV, 608-784-0876
rickw@magnum.media

Steve Berg, Brenengen Collision Center – (608) 786-4416
steven.berg@brenengen.com



Now Offering

Dry Needling

with Dr. Ellyn Halley

Must be an established patient at
Coulee Health.
www.couleehealth.com

Dr. Ellyn Halley at Coulee Health.

Dry Needling involves the insertion of needles into muscles to cause an inflammatory response that promotes healing. Usually there is an increase in soreness after dry needling but this subsides after 24-48 hours and is a necessary part of the healing process!

Benefits:

- Pain relief
- Improving range of motion
- Increasing blood flow
- Decreased muscle tension
- Promoting a healing response in soft tissues

Frequently Asked Questions:

1. **Does dry needling hurt?**
 - Can feel discomfort, but the patient will notice more of a pressure feeling and an immediate relief.
2. **Does dry needling help with pain?**
 - Yes. Dry needling will help with pain by producing an inflammatory response that promotes healing.
3. **How will I feel after a dry needling session?**
 - Some may experience soreness in the area where you were dry needled after a session, but this will subside after 24-48 hours. Soreness is a part of the healing process, so it is quite common in patients.
4. **Are there certain activities I should avoid after getting a dry needling session?**
 - No. You should continue your normal routine especially if it consists of activity. Exercise after a dry needling session will further help facilitate the healing process.
5. **How many sessions will I need to feel relief?**
 - Typically less than 4 dry needling sessions are needed to see results especially when paired with manipulation.
6. **How is dry needling different from acupuncture?**
 - Dry needling is a western medicine practice to restore muscle function.
 - Acupuncture is an eastern practice set by the principles of a holistic approach to address imbalances of energy.



RECYCLE YOUR **ELECTRONICS**

Sponsored by
Brenengen Auto & WS Boys & Girls Club

This includes:

Computer Monitors
TV's (old and new styles)
Desktops, Laptops, & Servers
Keyboards & Mice
Printers, Fax Machines
VCRs, DVD Players,
Stereos, Gaming Systems
Microwaves
Cell Phones
Other small electronics
*There will be a small charge for
most items

**SATURDAY
MAY 15, 2021
8 AM-12 PM**

**NEXT TO BRENENGEN CHEVY
980 HWY 16
WEST SALEM, WI**

SPONSORED BY BRENENGEN AUTO GROUP AND
WEST SALEM BOYS & GIRLS CLUB

B's Place LLC



B's Place is hosting a live band Sunday, June 6, 2021, in conjunction with the June Dairy Days Car Show. 50's music from The Tingleers from 1:00 to 5:00 p.m. No cover, no carry-ins.



The Neshonoc Lake District and Village dredge project will begin again around May 15, after the game fish spawn. The project is approximately 30% complete.

Thank you, Lake District Chair James Leicht for the update.



As with the last 13 months, things are constantly changing. This should be our final plan and the last change. The 2020 recipients will be honored on May 21, 2021. The event will take place in the Heider Meeting Room of the District Offices, located at 405 East Hamlin Street, West Salem, Wisconsin. For everyone's safety, there will not be a reception preceding the ceremony.

We are planning on Live Streaming to YouTube and allowing the recipients to Zoom in to the event. This way the recipients can say a few words, almost as if they were there. There will be limited seating available in the Heider Meeting Room. The YouTube link for the ceremony will be: <https://youtu.be/NT3qSHcVbjA>

The link is also available on our WSHS Alumni Hall of Fame website: <https://www.wsalem.k12.wi.us/content/district/wshs-alumni-hall-of-fame>

West Salem High School Alumni Hall of Fame inductees for 2020

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

Bi-State has added a new realtor!

Anastasia Gentry is licensed in Wisconsin and Minnesota since 1997. All three of our agents work out of our Onalaska office. Along with Anastasia, we have Karla Frank with 22 years of experience, and Melissa Sample with 17 years of experience.



Searching for a comfortable and yet an affordable home? Call Bi-State Realty & Appraisals and let our experienced staff help you find the right deal. From buying and selling a property to market analysis and rentals, we can help you.

We also offer For Sale By Owner MLS-only services if you're familiar with the home selling process. Our staff is here to find the home of your dreams. [Contact us](#) today to learn more about our terms and conditions!

Tricia Hendrickson
Bi-State Realty & Appraisals
157 Leonard St S
West Salem, WI 54669
608.786.4424
bistaterealty.com

BECAUSE OF YOUR DEDICATION TO LOCAL RECREATION, 1st CCU OFFERS GREAT RATES AND FAST APPROVAL ON LOANS FOR UTVs AND ATVs...

AND, BECAUSE OF OUR COMMITMENT TO OUR COMMUNITY, WE'RE OFFERING A \$25 DONATION TO THE ATV/UTV MONROE COUNTY HIGHWAY SIGNAGE FUND ON YOUR BEHALF WHEN YOU FINANCE AN ATV OR UTV AT 1st CCU BY JUNE 30th!



1st Community Credit Union is also celebrating national pet month (May) by donating \$10 to local animal shelters for every new account opened in the month of May.



Memorial Day Murph Registration

Please provide the following:

Name

Address

DOB

Shirt size

E-mail address

Monday, May 31st

9am start

Eupraxia West Salem

Registration \$26

Includes commemorative shirt, meal from Big Boar BBQ and a \$20 donation to Operation Homefront.

Forms of payment accepted:

Credit card, Check, Cash, PayPal, Venmo.

EUPRAXIA
Fitness • Nutrition • Results

****If participant is under the age of 18 a parent or guardian must sign day of.***

It's time for the first American Legion Chicken Q of 2021!!

The Berg Hemker Olson American Legion Post 51, West Salem is hosting a Drive-Thru Chicken Q on

Saturday, May 22nd, 11am until gone.

Presale Chicken Q tickets will be available at The First National Bank

(West Salem branch), The West Salem American Legion Post, and Legion members.

Presale meals will only be held until 12 pm.

The cost is \$10 and includes 1/2 chicken with sides & water.





Free beer and wine tastings are back!

Stop on out for free samples from Sand Creek Brewery and Brambleberry Winery while listening to some great music from Pigtown Fling! Don't forget, this is NOT a BYOB so have cash to keep on having some great drinks. Also the Thursday Night Ladies are taking over for a

fundraiser for Stepping Out In Pink!
Hope to see you there!

W3351 Horstman Rd West Salem, WI 54669
Horstmann Homestead Farm and Event
608.786.3567

Horstmannhomesteadevents@gmail.com

Annual Cinco de Mayo Fiesta at the Legion

Monday, May 10, 2021,
beginning at 5:30 PM thru
8 PM

Join us for all you can eat
tacos, enchiladas, burritos,
quesadillas, chips & cheese
and refried beans.

Buffet prices Adults & Kids
12 & over \$10 - Kids 5-11
\$5 - Under 5 eat free.

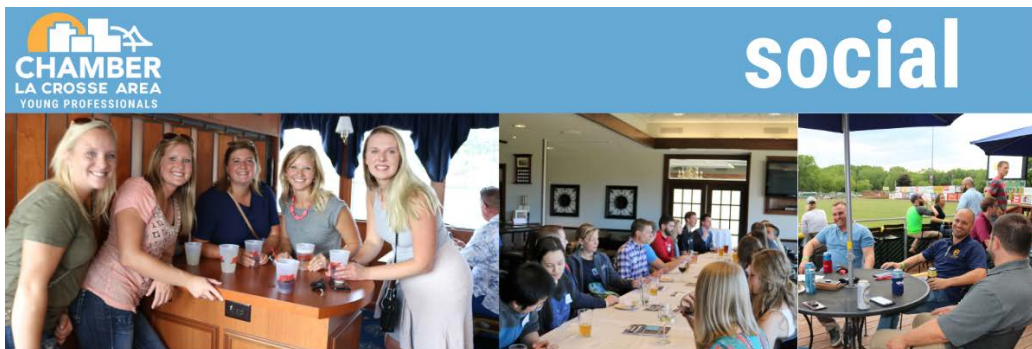
And, of course, Miss Rita's almost famous Margaritas (with and without alcohol) will be available for purchase as well.



MONDAY, MAY 31, 2021, 10 AM – 2 PM

Memorial Day Program and Potluck

We would be honored to have you join us this Memorial Day to honor and celebrate those that came before us and paid the ultimate sacrifice for our country. We will have our program in The Village Park (in the event of inclement it will be held at the Legion post). When the program is completed, you are welcome to follow the honor guard as they post the colors at Veterans Park and Neshonoc Campground. Then, come back to Legion Post 51 for a potluck lunch. The public is welcome at both the program and the potluck.



May 20th: Young Professionals Social at Big Al's Pizza

Meet us on the patio at Big Al's Pizza to connect with other Young Professionals. Split a pizza with new friends or enjoy a drink outside during this casual get-together. It's a great opportunity to meet new people in a laid-back atmosphere just in time for the start of summer! This event is open to current members of the La Crosse Area Young Professionals and those interested in joining the group!

[Register here>>](#)

The La Crosse Area Young Professionals program, for those ages 21-40, will be hosting a spring social on Thursday, May 20 at 5:30 p.m. at Big Al's Pizza in downtown La Crosse. The La Crosse Area Young Professionals is a membership program through the La Crosse Area Chamber of Commerce and hosts monthly events focused on education and professional development, community service, and networking. For more information, visit:

<https://www.lacrossechamber.com/young-professionals/>

Best,

Maggie Christian

Operations Director

La Crosse Area Chamber of Commerce



Good Afternoon LADCO Members:

La Crosse County needs all of our help in providing feedback for the "Envision 2050 Comprehensive Plan". **ALL** county residents are encouraged to participate. Please see the press release below, or follow the link to complete the short comprehensive plan survey. <https://lacrossecounty.org/comprehensiveplan>

Thank you all for your participation!

Sam Bachmeier

Economic Development Coordinator



EMAIL sam@ladcolax.com

CELL (715) 563-7100

WEBSITE www.ladcolax.com

LOCATION 601 7th St N, La Crosse, WI 54601

FOR IMMEDIATE RELEASE: May 5, 2021. CONTACT: Charlie Handy (608) 785-5919.

**Public Participation Key to La Crosse County Comprehensive Plan
County launches Envision 2050 Comprehensive Plan website,
announces new participation tools**

LA CROSSE, Wis. - La Crosse County officials are encouraging all county residents to participate in the creation of the Envision 2050 Comprehensive Plan.

The long-range planning document should create a vision for a sustainable and thriving La Crosse County that reflects its diverse community. To make that happen, public participation is key.

"We want all La Crosse County residents to know their voice matters," said La Crosse County Board Chair Monica Kruse. "With your help, our Comprehensive Plan will create a bold vision for the future of La Crosse County and a realistic path for how we get there."

Methods for public participation will span in-person forums, online feedback tools, and a phone line that will allow residents to leave recorded messages.

An initial survey on the values that will guide the planning process has been launched. To participate in the survey, go to lacrossecounty.org/comprehensive-plan and click on the public input link. The website also contains a link to a data hub that houses statistics on population and environmental trends in La Crosse County. As the plan progresses, more data will be added to the site.

Over the coming months, public input will be solicited on different elements of the plan, covering issues ranging from environmental sustainability to economic development and from transportation to childcare. The Comprehensive Plan will guide the county's budgets, land use and natural resource policies for the next 10 years and beyond.

In March, a Comprehensive Plan Advisory Committee (CPAC) was appointed by the La Crosse County Board. The committee is made up of community and county board members and will guide county staff in development of the plan.

"I hope the Comprehensive Plan will illustrate how we can build a robust and equitable local economy while at the same time protecting the county's natural resources for future generations," said CPAC member Will Kratt.

The Comprehensive Plan will assess current and future risks the county faces and consider how to confront those challenges, explained Charlie Handy, La Crosse County Planner. Those risks could include an increasing number of extreme weather events or social issues like a shortage of affordable housing.

"We realize the process of developing a Comprehensive Plan might not sound very exciting to most people," Handy said. "But this document is absolutely critical to building a resilient and thriving La Crosse County, and we need your help to create a path that can fulfill that vision."

For more details on how to participate in the county's Comprehensive Plan process, please visit <https://www.lacrossecounty.org/comprehensiveplan> or follow La Crosse County on Facebook.



The Rediscover West Salem 2021 will be Saturday, June 12th
12PM-4PM: Eat, Drink, & Shop during our Sidewalk Sale Event! This event provides an outlet for our area businesses and entrepreneurs to show the community what they have to offer

3:30PM-10PM: The Summertime Vibes continue with a STREET DANCE

Rediscover West Salem is an annual event that provides an outlet for West Salem area businesses and entrepreneurs to reintroduce their business to the community and allows community members to explore what West Salem has to offer!

Leonard St will be blocked off downtown starting at 10am for businesses and entrepreneurs to set up. Please see the Rediscover West Salem Facebook page to sign up and for continued updates.



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West Salem Business Association
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West Salem, WI 54669