



**Monthly Meeting**  
**WEDNESDAY, JULY 14, 2021, NOON AT**  
**WESTVIEW INN**

**GUEST SPEAKERS:**



***Karl Green, Professor –  
La Crosse County Housing  
Market  
and***

***Cliff LeCleir – Sensible Health***



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.



## **Golf Outing**

**Mark your calendars for Wednesday,  
August 11 and prepare for a fun day!**

A registration form is included with this newsletter. Hole sponsors are always welcome!



Dear Business Owner,

The Berg Hemker Olson American Legion, Post 51 Building Committee is excited to sponsor our “Wine Walk West Salem” event on August 26, 2021 from 5-7:30pm with raffle drawings at 8pm. This event will invite up to 250 guests to walk around downtown West Salem to participating businesses and sample wines from several local wineries. This is a great way to get new people walking into your business and seeing all that our revitalized downtown has to offer. Our past walks were such great successes and our guests and participating businesses overwhelmingly asked that we do it again.

What we need from you is your commitment to host a “Tasting Table” at your business. We have reduced the cost to host a table to \$40, which will provide you with 1 of the wines to sample at your business. We ask that you provide a table and a small snack to serve with the samples at your business. By law, each location is required to have a licensed bartender at each site. If you have or know of someone who would be willing to volunteer at your business, please let us know. If not, we have a list of some potential volunteers, but need to know in advance to coordinate this. You will also need someone to help punch the cards of participants.

Once again, we may have businesses outside the “downtown corridor” that are interested in participating but are not within “walking distance”. If you have enough space and are willing to have another business sponsor a “Tasting Table” at your location, please let us know. We do have a legal maximum of 20 samples per person, so we will honor the first 20 businesses with their registration completed and fee paid. July 1st will be the last date to reserve your tasting table and be included in the advertising. You may email your desire to be included to: [melody.schmitz@charter.net](mailto:melody.schmitz@charter.net) but it will not be official until your fee is paid. You may send your registration & fee to Berg Hemker Olson American Legion Post 51 – Wine Walk, PO Box 104, West Salem, or drop it off in person on a Friday night (148 Leonard St S).

The American Legion Building committee is excited to sponsor this popular event and bring people to our beautiful downtown. We hope you will join us for the fun! Feel free to contact any of us with questions. Once we have our tasting tables set, we will send out more details to those that are hosting.

The Wine Walk West Salem Coordinators-

Melody Schmitz (608) 498-9099 Nikki Vidal (608)385-1838 Rita Schmitz (608)799-9945

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Yes, I/we would like to participate in Wine Walk West Salem on August 26<sup>th</sup>, 2021, from 5-7:30 PM. My \$40 fee is enclosed.

Name of Business: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Address: \_\_\_\_\_

I have extra space and could host another table for a business not in walking distance.

I have a licensed bartender available  I need help with a licensed bartender.

I will donate an item for the gift basket giveaways.

I cannot participate with a table this time but would be willing to donate an item for the gift basket giveaways.

I cannot participate but would like to be an event Sponsor (see attached form)

# West Salem Business Association Annual Golf Outing Wednesday, August 11, 2021

**EVERYONE** is invited to the WSBA annual golf outing on Wednesday, August 11, 2021, at Fox Hollow Golf Course.



Registration begins at 1:00 p.m. with a 2:00 p.m. shotgun start (scramble). Teams will consist of no more than four people. You can make your own team of four, or sign up individually and we will pair you up. Whether you are a pro or an amateur, this is a fun event in which people can enjoy some camaraderie. If you are coming just for dinner, just show up between 5:00 and 5:30 p.m.

Please send registration and checks payable to West Salem Business Association by **AUGUST 4, 2021**, to: **PETER AMES, P.O. BOX 843, WEST SALEM, WI 54669.**

The prices for the golf outing are as follows:  
 Golfers .....\$30.00 per golfer  
 Dinner ..... \$15.00 per person

**Come out to this fun event and enjoy some camaraderie with other WSBA Members and the Community!**

**HOLE SPONSORSHIP**

Company name:  
 \_\_\_\_\_  
 \_\_\_\_\_

Price for hole sponsorship is \$75.00

Don't forget to bring a door prize!

Thanks.

Golfers are \$30.00 for 9 holes and a cart.

Hamburger / Chicken, beans, potato salad & chips for only \$15.00

**SCHEDULE OF EVENTS**

August 11, 2021  
 1:00 Registration

2:00 Shotgun Start

Format: 4-person scramble

**5:30 Dinner and Prizes**

**LOCATION:**

**FOX HOLLOW GOLF COURSE**  
 N3287 County Road OA  
 La Crosse, WI 54601

Please send registration and checks payable to West Salem Business Association by August 4 to Pete Ames, PO Box 843, West Salem, WI 54669

**REGISTRATION  
Golf**

Name: \_\_\_\_\_

My other 3 golfers are

Place me into a foursome with:

My foursome includes:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Golfers: \_\_\_\_\_ x \$30.00 = \_\_\_\_\_

Dinner: \_\_\_\_\_ x \$15.00 = \_\_\_\_\_

Hole sponsorship: x \$75 = \_\_\_\_\_

TOTAL: \$ \_\_\_\_\_

Please make some time on Tuesday, July 20, 2021, between 4:00 p.m. and 6:00 p.m. to visit our new WSBA member Sensible Health Care's open house at 1580 Heritage Boulevard, West Salem.

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# Sensible Health Care

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*Making Health Care Affordable*



Combining multiple healthcare specialists in one location to serve you more efficiently

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1580 Heritage Blvd  
West Salem, WI 54669  
608-518-3410

An Alternative for your care



47 million Americans are without insurance, and several million more are under-insured. Many of those who are insured face large deductibles and increasing co-payment costs. Others are ineligible for county, state or federal welfare programs.

Our goal is to provide quality medical care at a reduced rate in an effort to meet a growing need.

Eliminating the administrative expenses associated with a visit to the doctor will allow us to pass along significant savings to the patient.

*\*No Bills*

*\*No Hassle*

*\*No Insurance*

Simply pay at the  
time of service

Accepting cash, credit cards, checks and health savings accounts.

Patients may submit our itemized receipt to their insurance company for reimbursement.

# You're Invited



Join us for our "Home Wise: Planning for your Purchase" webinar presented by the Thrivent Credit Union. If you're a first-time home buyer or looking for your next home, this workshop can help you prepare.



## Home Wise: Planning for your Purchase

Learn tips and strategies to take the stress out of the process.  
Webinar (Individual log in link sent in confirmation email)

### RSVP

Visit <http://bit.ly/HomewiseSouth> to reserve your virtual seat!

July 13, 2021  
6pm

## Stay Connected

If you have additional questions or would like to learn about other Thrivent Member Network events, please contact [SouthWisconsinTMN@thrivent.com](mailto:SouthWisconsinTMN@thrivent.com) or visit <https://www.thriventfinancial.com/southwi-events/>

### Hear more about:

- Finding your financial baseline and creating a budget
- Consider your credit
- Partner with a lender
- Get pre-approved

No products will be sold at this event. For additional Important Information, visit [thrivent.com/disclosures](http://thrivent.com/disclosures).

**thrivent**<sup>®</sup>

Advice | Investments | Insurance | Banking | Generosity



**Sponsored By:**

**The LA CROSSE COUNTY AGRICULTURAL SOCIETY**

**To Be Held at the Fairgrounds**

**Highway 16 at CTH "M"**

**Wednesday, Thursday, Friday,**

**Saturday and Sunday**

**July 14-18, 2021**

**Fair entry dates are Tuesday evening July 13**

**and**

**Wednesday July 14, 8 AM until noon.**

<http://www.lacrosseinterstatefair.com/>

**FAIR FEATURES.....**

- **Free Admission.**
- **No Parking Fees.**
- **Family Fun, Good Food, Socializing, and Entertainment.**
- **Daily Educational Events.**
- **The Fair has Something for the Entire Family.**



**We invite you to attend this family fun event.**

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Thank you, Stephen Cohen, Edward Jones, Steve Berg, Bodies by Brenengen, and Sara Cox, Orange Thumb for watering the downtown hanging flowers on weekends and holidays. The flowers are beautiful!

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Oma's last day of operation is Saturday, August 14<sup>th</sup>.




While it has been an awesome journey, due to the lack of applicants to fill the positions needed to keep up with

customer demand this fall, I have decided to close Oma. Our last day of operation will be Saturday, August 14th. I can't thank everyone enough for their love and support. As you come through, please wish staff well...they are an awesome crew and have amazing opportunities ahead of them. God Bless and we look forward to seeing smiling faces, instead of sad.

Kristina Sage

**JULY 2021: ALL LOCATIONS CLOSED July 5th, Happy Fourth of July!**



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

Monday through Thursday  
 10:00 am to 8:00 pm  
 Friday 10:00 am to 5:00 pm  
 Saturday 9:00 am to 2:00 pm




Call us: (608) 399-3390  
 Email: [libraryprograms@lacrossecounty.org](mailto:libraryprograms@lacrossecounty.org)  
 Website: [lacrossecountylibrary.org](http://lacrossecountylibrary.org)  
 Facebook: [facebook.com/lacrossecountylibrary](https://www.facebook.com/lacrossecountylibrary)  
 Instagram: [instagram.com/lacrossecountylibrary](https://www.instagram.com/lacrossecountylibrary)  
 goodreads.com/lacrosse-county-library  
 YouTube.com La Crosse County Library channel

Summer Library Program!




**Tails & Tales**  
 Program runs through  
 July 31st



**Outdoor Event**  
 Bring a lawn chair or a blanket!

**Monday July 19**

**Colossal Fossils "A Whale of a Tale"**




10:30 am Onalaska Library  
 12:30 pm Onalaska Library  
 3:30 pm West Salem Library  
 6:30 pm Holmen Library

Thank you to "The Friends of the Onalaska Library" for this performance.  
 Show length ~ 60 min.

**WEST SALEM MIDDAY MOVIES** Thursdays at 2:15 pm

**JULY 1** McFarland, USA  
**JULY 8** The Art of Racing in the Rain  
**JULY 15** The Book of Henry  
**JULY 22** The Mountain Between Us  
**JULY 29** Breakthrough



**OUTDOOR STORY TIME**

**Bangor** 10:15 am  
 July 2nd, 16th & 30th  
**Campbell** 6:30 pm  
 July 1st, 15th & 29th  
**Holmen**  
 10:15 am & 6:30 pm  
 July 13th & 27th  
**Onalaska**  
 10:00 am & 6:30 pm  
 July 12th & 26th  
**West Salem**  
 10:15 am & 6:30 pm  
 July 14th & 28th



**SAVE THE DATES!**  
**Senior Moments is back!**  
 We are so happy to get together again.

Onalaska Public Library, 10:00 am Wednesdays  
 Starting August 4th through December 1st

**JULY 19th**  
 6:00 to 8:00 pm  
**ADULT COLORING BOOK EVENT**  
**ONALASKA LIBRARY**

**Red Barn Farm Animal Petting Zoo**  
 Read to the animals!



**Saturday July 3**  
 9:30 am - 11:30 am  
 Onalaska Library

Petting Zoo open ~ 120 min.

**July 6th** Holmen 12:30 pm  
**July 7th** West Salem 6:30 pm  
**July 8th** Campbell 6:30 pm  
**July 9th** Bangor 12:30 pm  
**July 10th** Onalaska 12:30 pm

Registration is Required. Space is Limited.

**Curiosity Kits** Anytime Story Time FREE Fun Literacy Kits

**GRAB n GO Kits** are at all 5 locations July 6th (while supplies last)

**Drive-Thru Ice Cream Party**

Drive-Thru  
 HOURS:  
 Bangor 10:00 am - 11:00 am  
 Campbell 10:00 am - 11:00 am  
 Holmen 10:00 am - 11:00 am  
 Onalaska 10:00 am - 11:00 am  
 West Salem 10:00 am - 11:00 am

**Saturday July 31, 2021**

**Learn with your Library OUTDOORS**




**Social Media and Job Hunting**  
 with **ASHLEY WATKINS**

**FREE LIVE WORKSHOP**  
 hosted by **JobNow**

Wednesday, July 7 at 2 PM PST / 5 PM EST  
 Registration is required. Space is limited.

**LEARN HOW TO USE SOCIAL MEDIA WHEN JOB HUNTING:**

- How you can use social media to land your next job.
- 7 reasons you need to be on LinkedIn.
- What hiring teams look for when browsing candidate profiles online.

**STORY STROLL**

All 5 Locations  
 Bangor, Campbell,  
 Holmen, Onalaska,  
 West Salem

**JULY 13th** the **CAMPBELL BOOK GROUP** meets the second Tuesday of the month at 6:00 pm.  
**JULY 14th** the **West Salem Afternoon Book Club** meets the second Wednesday of the month at 1:30 pm.  
**ONLINE** all month the **GOODREADS BOOK CLUB** meets. (The Book Woman of Troublesome Creek By Kim Michele Richardson)





**MOTORS**  
**PISCHKE** *Thank You!*

**We are blown away by the amazing response from all the readers and our customers in this competition. Stop in and see why we were voted:**

**Pischke Motors of West Salem placed**

- #1 Best Dealership Group
- #1 Best New Car – Individual Dealership
- #1 Best Used Car – Individual Dealership
- #1 Best Auto Dealer Service Department
- #1 Best Auto Repair
- #1 Best Car Wash
- #2 Best Oil Change

**Pischke Motors of La Crosse placed**

- #3 Best Oil Change

**Pischke Collision Center placed**

- #1 Best Auto Body Repair

**Pischke.com**

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Mulder Health Care  
has employment  
opportunities!!!

Assistant Director of Nursing  
Registered Nurse  
Licensed Practical Nurse  
Certified Nursing Assistant  
Housekeeping  
Dietician  
Cook  
Dietary Aide

Please for more information on how to apply; 608-786-1600, ext. 238, or they can email me their resume directly:  
[23-boa@atriumlivingcenters.com](mailto:23-boa@atriumlivingcenters.com)



The La Crosse Area Chamber of Commerce is pleased to announce the launch of their new relocation website ChooseLaCrosse.com. We have upgraded and transformed the printed Relocation Guide into an interactive website. The Choose La Crosse website features similar information as the print version as well as our member directory. The website will be valuable for those individuals and families who relocate to the area as they settle into our great community.



**Clarke Moberg** | Marketing and Membership  
Coordinator

608-784-4880 | 601 7th Street N., La Crosse, WI 54601  
[www.lacrossechamber.com](http://www.lacrossechamber.com)

### **Event Invitation**

#### **Talent Attraction Campaign Demo Session 1**

The Chamber is excited to announce two new initiatives to aid businesses in Greater La Crosse as we face workforce challenges together. **We invite you, as HR professionals and company leaders, to take an insider's look at these new projects and provide your feedback.** We want to ensure that what we create will truly aid your recruitment efforts.

Come learn more about our Regional Talent Attraction Campaign and Choose La Crosse relocation website.

This invite is for the 9 am session. You can also register for the 4 pm session [here](#).

**Date:** July 26, 2021

**Time:** 09:00 AM - 10:00 AM CDT

**Location:** La Crosse Area Chamber of Commerce  
601 7th St N  
La Crosse, WI 54601

**Date/Time** Monday, July 26

**Details:** 9:00 a.m.



In this Issue:

Monthly Meeting Reminder  
Annual Golf Outing

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