



MONTHLY MEETING

WEDNESDAY, JANUARY 12, 2022, NOON
AT WESTVIEW INN

GUEST SPEAKERS

**Amy Studden and Anne-
Allen Wyman**



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 Meeting Update

December 8, 2021

Meeting called to order at 12:00 Noon by President Stephen Cohen. After introductions, a buffet lunch was served.

Minutes

Motion by Ashley Giese, seconded by Ryan Rieber to approve the minutes of the November regular membership meeting.

Motion approved.



Treasurer's Report

Treasurer Jodie Curtis distributed the month end November 2021 Treasurer's report. The current membership includes 115 members, and the general account balance is \$5,452.51. The Winter Winterland account balance is \$7,317.65, the flowerpot balance is \$1,613.88, and the Celebrate West Salem account is \$611.10. The Association has not received its normal June Dairy Days share yet.

Motion by Teresa DeLong, seconded by Denise Jones to approve the Treasurer's report as submitted. Motion approved unanimously by voice vote.

New Board Director and New Members

President Cohen introduced Jen Hatz as the new Director on the West Salem Business Association Board of Directors. Nick's Heating and Cooling recently joined the Association.

Announcements

President Cohen reminded the membership of the survey distributed via email and on the Facebook page, and he is asking for member responses. Membership renewal letters will be distributed by email this year. 3RT Networks has organized a mitten tree. The tree is located at the Hazel Brown Leicht Memorial Library, and the membership is appreciative of 3RT's initiative.



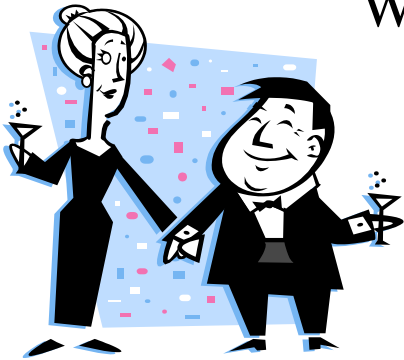
We Serve

West Salem Lion's Club

Motion by Denise Jones, seconded by Ashley Giese to donate \$250 to the West Salem Lion's Club for its December food baskets and Christmas gifts activity. Motion unanimously approved.

Motion by Jim Quinn, seconded by Denise Jones Giese to adjourn the meeting at 12:22 p.m. Motion approved by voice vote.

Teresa L. DeLong, Secretary/Director



West Salem Business Association Annual Meeting and Banquet

*Saturday, February 10, 2022
West Salem American Legion,
Downtown West Salem*

The West Salem Business Association will look back on another year on Thursday, February 10, 2022, at our annual banquet at the West Salem American Legion Post 51, 148 South Leonard Street, West Salem.

The banquet is a chance for our members and friends to get together in a social setting, recognize several of its members, and celebrate the successes of the preceding year. Members of the general public are always invited and welcome!

The cost for this year's banquet is \$20.00 per person. Cocktail hour will begin at 5:30 p.m., and dinner will be served at 6:00 p.m. PLEASE RSVP by February 1, 2022, by calling Jodie Curtis at (608) 786-6204 or jodiecurtis@usbws.com

Banquet takes the place of our regular February meeting.



FREE SHRED EVENT AND FOOD DRIVE

Saturday, April 23rd
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.

2022 APRIL						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					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 & paper clips can be shredded but please remove butterfly clips).
- We cannot accept 3-ring binders and other hard covers; please remove paper to be shredded from these hard covers in advance.
- Please don't bring other items to be shredded, the mobile shredding truck accepts paper only.

**1ST COMMUNITY
 CREDIT UNION**
 1410 W. Highway 16
(corner of Hwy 16 and County M)



Wisconsin Department of Workforce DEVELOPMENT BUSINESS SERVICES

Your local DVR Business Services Consultant is Amy Studden
Amy.Studden@dwd.wisconsin.gov | 608-799-6308

Your Local Veterans' Employment Representative is Rickie Larson
Rickie.Larson@dwd.wisconsin.gov | 608-405-4553

Your local WDB Business Services Coordinator is Kevin Ruetten
RuettenK@westernnc.edu | 608-789-7890

Looking to discover the Wisconsin workforce solutions available to your business? The Wisconsin Department of Workforce Development (DWD) Business Services Team is here to help serve employers and connect you with workforce partners to further assist in meeting your business needs.

How The DWD Business Services Team Can Serve You

DWD Business Services Representatives

- Help identify what services a regional workforce system can provide your company.
- Provide valuable human resources consultation, recruitment and selection assistance, labor market information

(LMI), opportunities to participate in hiring events, and promote the online tools available to employers through JobCenterofWisconsin.com.

Your local Business Services Representative is Annie Allen-Wyman
Anne.AllenWyman@dwd.wisconsin.gov | 608-405-4546

Apprenticeship Training Representatives

- Help identify the apprenticeship model that best suits your company, including Registered Apprenticeship and Youth Apprenticeship.

Your local Apprenticeship Training Representative is Melissa Kendhammer
Melissa.Kendhammer@dwd.wisconsin.gov | 608-228-1323

Local Veterans' Employment Representatives

- Advocate the value of hiring past and present servicemembers of our armed forces.
- Help learn your hiring needs to locate and connect you with veterans for hire.
- Provide information on available tax credits and incentive programs for hiring veterans.

DWD is an equal opportunity employer and service provider. If you have a disability and need assistance with this information, please dial 7-1-1 for Wisconsin Relay Service. Please contact the Division of Employment and Training at 888-258-9966 and press 6 to request information in an alternate format, including translated to another language.

DET-19064-P (N. 07/2021)

DWD Business Services Available To You

RECRUIT AND RETAIN TALENT

Job Center of Wisconsin

- Access effective, low, and no-cost talent development solutions available through DWD and local partners.
- Registered employers can search for candidates, build skills-based job descriptions, and connect with **additional resources to support their recruitment strategies.**
- Learn how to make informed employment decisions using enhanced tools and MyLMI widgets to access and save integrated LMI.
- JobCenterofWisconsin.com

Individuals with Disabilities

- Tap into highly reliable, qualified job applicants who are ready to put their diverse abilities to work.
- Learn about customized ways to create workforce pipelines.
- Access resources to retain employees, including job coaching, assistive technology/accommodation consultation, disability awareness training, and more.
- Access available incentives.
- dwd.wisconsin.gov/dvr/business

Veterans

- Identify transferrable skills between military and civilian occupations.
- Employers learn how to recruit veteran job seekers.
- Access incentives for hiring veterans.
- Contact your local LVER, Rickie Larson, to learn more.

Youth Workers

- Create a loyal talent pipeline by helping local youth obtain in-demand skills through mentored job training.
- Learn more about innovative models available for building tomorrow's workforce today, including training programs for youth with disabilities.
- dwd.wisconsin.gov/dvr/business

PLAN YOUR FUTURE WORKFORCE

Accessibility

- Get help with developing positive ability-focused workforce strategies and solutions.
- Request information about accommodations and how to improve accessibility to increase worker productivity and expand customer base.
- dwd.wisconsin.gov/dvr/business

Hiring Incentives and Tax Credits **Work Opportunity Tax Credit (WOTC)**

- A federal income tax credit designed to help people gain on-the-job experience and achieve better employment outcomes.
- The WOTC program offers federal tax credits to employers as an incentive to hire new employees from specific target groups.
- dwd.wisconsin.gov/jobservice/taxcredit

Fidelity Bonding Program (FBP)

- Business insurance policy that protects employer against losses in the event that the employee exhibits fraudulent or dishonest acts against the business.
- Employers receive the FBP bonds free-of-charge as an incentive to hire these applicants.
- dwd.wisconsin.gov/bonding

On-the-Job Training (OJT) Hiring Initiative:

- Onboard qualifying new hires and prospective workers with OJT solutions and work experiences to improve retention results.
- Employers may apply for reimbursement for providing necessary training to newly hired employees.
- Available through multiple funding sources such as TAA, WIOA, DVR.
- wisconsinjobcenter.org/ojt

Labor Market Information

- Access the most current and robust labor market and economic data **in Wisconsin to make informed business and employment decisions.**
- Use LMI to learn about the local labor pool.
- Examine wages and long-term employment projections by industry and occupation.
- Help determine business location and expansion plans.
- Regional Labor Market Economists are available to help employers understand the data.
- JobCenterofWisconsin.com/WisConomy

TRAINING SOLUTIONS

Registered Apprenticeship

- Build a customized skills training system that instills the company's values while helping apprentices earn good-paying, family-supporting wages as they gain high demand occupational skills.
- Helps businesses address the skills gap with this proven workforce readiness solution.
- WisconsinApprenticeship.org

Youth Apprenticeship

- Employ youth apprentices to develop a talent pipeline and help high school juniors and seniors graduate with high demand job skills and industry certifications.
- Retain youth after graduation through full-time employment and a seamless transition into Registered Apprenticeship.
- WisconsinApprenticeship.org

Wisconsin Fast Forward Grants

- Awards customized worker training grants to Wisconsin businesses **to fill current and ongoing skill requirements.**
- Employers in all sectors with worker training needs are encouraged to apply for available grants.
- WisconsinFastForward.com



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If you are a local business owner, please consider taking 5 minutes to complete this survey for the West Salem Business Association. We would like feedback on being effective in our community to raise

awareness, drive new business, and support our local business owners. (You don't need to be a WSBA member to complete the survey, we are looking for engagement from any West Salem business)

If you have questions, concerns, or feedback outside of this survey, feel free to contact Stephen Cohen, WSBA President, at 608-786-1480.

Thank you!

https://docs.google.com/forms/d/e/1FAIpQLSfWHoxJ2I80zexF5n9jaLtCHml_p7_eotdfirRhqpfPczuWJg/viewform



**THURSDAY, JANUARY 27,
2022, 6 PM – 8 PM**

**Valentine's Day Cookies
Royal Icing Class**

American Legion Post 51-West Salem, WI 54669

Join Laura's Baking Delights for a Valentine's Day Cookies Royal Icing Class. The cost is \$35, all supplies will be provided, you just need to bring a tray to take home the cookies you decorate. Sign up at the Legion - or with Nikki - The class fee must be paid at the time of registration, no walk-ins will be allowed due to supply preparation.

The final day to sign up and pay is January 24, 2022.



Introducing WWBIC's new Southwest Office!

WWBIC is a statewide non-profit organization focusing on entrepreneurship and financial wellness through training, responsible lending, and business coaching. While the organization is called Wisconsin Women's Business Initiative Corporation, its services are to support any small business owner or entrepreneur needing extra support or responsible financing. WWBIC just opened its Southwest office in June of 2021 and the team is excited to bring more tailored support to the Southwest Region. Clara Gelatt, the Southwest Office's Outreach and Education Specialist, will be speaking at the West Salem

Business Association's meeting in March. Until then you can learn more about WWBIC online at www.wwbic.com, or register for one of our upcoming classes. Here are the classes that we will be teaching in January, all of them are free of cost and can be registered for [at WWBIC's website](#):

Marketing Mondays: Email Marketing-Crete an Email Strategy to Grow Your Business

When: Monday January 10th at 12:00 PM

Where: [Online go to WWBIC's website to register for zoom link](#)

Join us for WWBIC's exciting Marketing Mondays. Learn how to leverage different marketing strategies, no matter the size of your business. Come ready for an insightful conversation with a leading marketing expert.

So You Want to Start a Business

When: Wednesday January 12, 9:00 AM

Where: [Online go to WWBIC's website to register for zoom link](#)

Is entrepreneurship for you? Join us to learn what it takes to start and run a business.

Cashflow, Cashflow, Cashflow

When: Wednesday January 12th 6:00 PM

Where: In person @ WWBIC's Southwest Office 3500 State Road 16 LaCrosse

When it comes to owning a business, understanding how cash flows in and out of your business, how to complete a cashflow statement, and how to review cashflow and projections are vital to your success. Join us and learn how to enhance your business's financial strategy and decrease financial risk. You'll leave with a good understanding of your businesses cashflow and templates to help keep you monitoring it throughout the year.

ABCS of Business Planning

When: Friday January 21st 12:00 PM

Where: [Online go to WWBIC's website to register for zoom link](#)

Your business plan is key for launching, managing, and growing your business and necessary to secure business financing. Join us to learn why a strong business plan is vital and where to find the resources to help you successfully complete your plan.

Don't Let Bad Habits Impact Your Financial Success

When: Thursday January 27th 6:00 PM

Where: [Online go to WWBIC's website to register for zoom link](#)

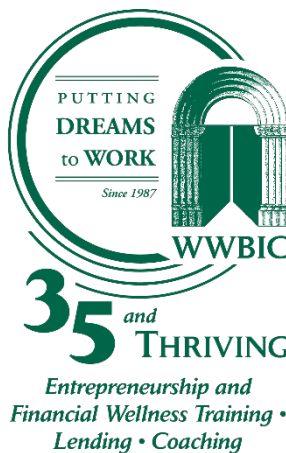
This session will uncover key behaviors that move us away from our money goals. Start your year off right by adopting the right mindset and habits that will help attract and retain real money in your bank accounts. You will never look at money the same again.

Specialty Foods

When: Wednesday February 2nd 6:00 PM

Where: [Online go to WWBIC's website to register for zoom link](#)

Are you known by family and friends for that favorite barbeque or those amazing cookies? If so, this training is for you. Specialty foods can range from salad dressing to chocolate sauce. The specialty food business is about getting your product on the shelf and in the hands of the customer. Knowledge of safe food-handling practices, health regulations, and product liability laws will be covered, and industry experts will answer all your questions.



Clara Gelatt Outreach and Education Specialist

WWBIC

A Leading Innovative Statewide Economic Development Organization

Southwest Office
3500 State Road 16 | La Crosse,
Wisconsin | 54601
Cell: 202-714-2554 | General Info:
608-668-4400
lcgelatt@wwbic.com
| www.wwbic.com

Do you want to help support small business owners across Wisconsin? Join the WWBIC Team!
We are searching for passionate people to join us in our mission of "Putting Dreams to Work". Learn more about our open positions at www.wwbic.com/careers

La Crosse | Milwaukee/Waukesha | Madison | Racine | Kenosha | Appleton | Green Bay | Statewide





Bangor • Campbell • Holmen • Onalaska • West Salem

JANUARY 2022

WINTER MOVIES

Free movies on the big screen

Bangor Public Library

Grease (PG)
Thursday, January 20, 6 pm

Holmen Public Library

Respect (PG-13)
Monday, January 10, 2:15 pm & 6 pm
The Courier (PG-13)
Monday, January 24, 2:15 pm & 6 pm

West Salem Public Library

Freedom Writers (PG-13)
Thursday, January 6, 2:15 pm
Cruella (PG-13)
Thursday, January 13, 2:15 pm
Slumdog Millionaire (R)
Thursday, January 20, 2:15 pm
About a Boy (PG-13)
Thursday, January 27, 2:15 pm

HOT READS FOR COLD NIGHTS 2022

Snow Place Like Home

JANUARY 18 -
FEBRUARY 28



January 14
Onalaska 12 pm - 2 pm
Holmen 3 pm - 4:30 pm

If you're into hands-on projects, music, new teen books and just chilling out, join us for Teen Time! For grades 6-12. Sign up for a door prize!

NEW BOOK CLUB



Holmen Book-to-Screen Club

Tuesday, January 18, 2022
1:30 pm at Cozy Coffee in Holmen

To join, email libraryprograms@lscrossecounty.org



Cozy up with a LitLove Bundle curated just for your kiddos by our Youth Services team. Call any of our five locations, or request a bundle online.



In-Person Preschool Story Times geared toward ages 3-5 are set to resume January 10-February 18! Due to Covid concerns, registration is required and limited and can be done online or in person at each of our locations.

Story Time Schedule

Bangor: Mondays at 10:15 am

Campbell: Thursdays at 6:30 pm

Holmen: Tuesdays at 6:30 pm & Wed. at 10:15 am

Onalaska: Mondays at 6:30 pm & Fridays at 10 am

West Salem: Tuesdays at 6:30 pm & Wed. at 10:15 am

CLOSED DATES

All locations will be closed January 1 and January 17

LACROSSECOUNTYLIBRARY.ORG
608.399.3390



Edward Jones[®]
MAKING SENSE OF INVESTING

Stephen Cohen has desks for free! He is replacing several desks, and the one pictured below is available now. Two

others will be available late February. If interested, please call Stephen Cohen at (608) 786-1480.





www.westsalemwi.org

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