



Monthly Meeting
WEDNESDAY, AUGUST 10, 2022, NOON AT
WESTVIEW INN

GUEST SPEAKER:
Morrie's West Salem



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, September 14
and prepare for a fun day!

Registration forms have been distributed via email and will be distributed again at the August regular meeting and are also on the website at www.westsalemwi.org. Hole sponsors are always welcome!



September 4, 2022, from 4:00 to 11:00 p.m.
Leonard Street, West Salem



♥♥ Join us in downtown West Salem for the Labor Day Street Dance!
We will be using the funds from this to kick start the West Salem Cares Foundation!

Come show your Panther Pride!

♥ Food

♥ Games

♥ Raffles

♥ Live Band

♥♥ West Salem Community ♥♥

West Salem's community is one of the best! Our goal is to raise funds for those in need- in our community.

"The greatness of a community is most accurately measured by the compassionate actions of its members."



SUNDAY, AUGUST 21, 2022 AT 1 PM

Beer and wine tasting



Horstmann Homestead Event Center is an 1800 barn, remodeled into an event venue where Wedding Receptions, Anniversary Parties and more are held. August beer and wine tasting! Stop out to try some great Pearl Street Brewery Beers and Wine! Great music from 1Achor will be starting at 1pm and the fund-raising group this month is West Salem Cares foundation.

This group offers help to members of the West Salem community, for residents, students or even those who work in West Salem. There will be raffles, number boards and baskets to help build up the account!

See you all there!

Horstmann Homestead Farm and Events

W3351 Horstman Road, West Salem

608.786.3567

horstmannhomesteadevents@gmail.com



**CONTRACTOR SUPPLY OF
WEST SALEM IS HOLDING
A CUSTOMER
APPRECIATION EVENT
AUGUST 10TH FROM 3:30
UNTIL 6. FOOD,
BEVERAGES,
AND
GIVEAWAYS**



Regular Meeting

July 13, 2022

Meeting called to order at 12:00 Noon by President Stephen Cohen. After introductions and an excellent buffet lunch, guest speakers from Explore La Crosse Haleigh Doyle and A.J. Frels discussed the economic benefits of tourism in La Crosse County, event posting and advertising via the Explore La Crosse website and publication, and marketing goals and priorities. Vicki Markussen, Community Connector, CEO, and Founder at Engage Greater La Crosse was presented with a plaque for her extensive and time-consuming work on the new West Salem Business Association website.



Treasurer's Report

The June 30, 2022, month-end Treasurer's report was reviewed, noting the Association has 100 members and a general bank balance of \$12,619.75. Expenses include website creation expenses, the June Dairy Days kickoff luncheon, livestock donation, and office supplies.

Motion by Dave Hundt, seconded by Ashley Giese to approve the Treasurer's report as presented. Motion approved by voice vote.

Association Business

President Cohen announced the Association's newest members Ripp Distributing and Brightstar Care. National Night out is August 2, 2022, and booths are still available. This is going to be a huge event, and volunteers are always welcome.

Upcoming events include: Contractor Supply's customer appreciation – August 10, 2022; Beer and Wine Tasting Sundays at Horstmann Homestead – August 21, September 18, and October 6; Flags of Honor is September 9 to September 11; and WSBA Annual Golf Outing is September 7 at Fox Hollow.

Dave Hundt announced the Labor Day Street Dance scheduled for Sunday, September 4, 2022, from 4:00 to 11:00 p.m. The street dance will benefit the new West Salem Cares Foundation. The new Foundation is meant for people who are having medical and financial issues. Future fundraising events are being scheduled to help fund the Foundation.

The new WSBA advertising and tourism flyer is in the final revision stage and will be sent to print soon. The flyer will be available for distribution at the August meeting.

Motion by Ashley Giese, seconded by Jodie Curtis to adjourn the meeting at 1:00 p.m. Motion approved by voice vote.

Teresa L. DeLong, Secretary/Director



Business Association



**West Salem
Police Department**

HUGE thank you to all who participated, set up booths, volunteered, and attended West Salem's first-ever National Night Out event. The attendance was beyond expectations, and it just proves how awesome the West Salem community is.



Sign donated by Sign Dreamers







TUESDAY, AUGUST 2
5:00-8:00PM

VILLAGE PARK ON MILL ST • WEST SALEM

NNO
NATIONAL NIGHT OUT
*** 2022 ***
POLICE • COMMUNITY PARTNERSHIPS



Thank you to our sponsors!



BIG BOAR BARBECUE



1ST COMMUNITY CREDIT UNION



FIRST NATIONAL BANK
Bangor • West Salem • Holmen • Mindoro • St. Joseph Ridge



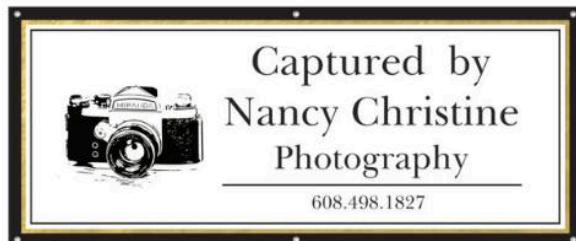
NICK'S bar
Uptown Barre Mills

Linda's
BAKERY

Horstmann
Homestead
Est. 1869



MORRIE'S
AUTO GROUP





Jones Chiropractic, LLC



Oly's Donuts
 Stephen Cohen - Edward Jones
 West Salem Tool and Die
 Fechner Motors
 School District of West Salem
 Heider Center Arts Board
 Eric Hesselberg
 Jonathan Eckleberg
 Jenny Stenberg
 Amy Hanson





The 2022 golf outing is scheduled for **WEDNESDAY, SEPTEMBER 7, 2022!!!**

The registration for golf, for dinner, for both, and the option for hole sponsorship is included in this newsletter.

Please send the registration and your check made payable to the West Salem Business Association to:

Attorney Pete Ames, P. O. Box 843, West Salem, WI 54669

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

September 7, 2022

1:00 Registration

2:00 Shotgun Start

Format: 4-person scramble

5:00 Dinner and Prizes

LOCATION:

FOX HOLLOW GOLF COURSE

NS287 County Road OA

La Crosse, WI 54601

Please send registration and checks payable to **West Salem Business Association** by August 24th to Peter Arnes, PO Box 843, West Salem, WI 54669

REGISTRATION

Golf

Name: _____

My other 3 golfers are _____

Please me into a foursome with: _____

My foursome includes:

1. _____

2. _____

3. _____

Golfers: _____ x \$30.00 = _____

Dinner: _____ x \$15.00 = _____

Hole sponsorship: x \$75 = _____

TOTAL: \$ _____

Women Business Owner 2023 Visitor Guide Feature

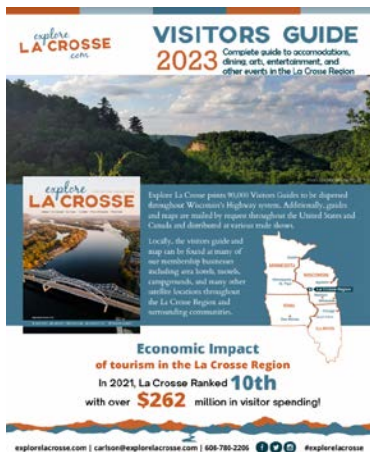
Explore La Crosse Partner,

In the upcoming [Explore La Crosse Visitor Guide](#), we are excited to feature and empower **women business owners of the La Crosse Region**. If you fit this criteria, please fill out the form below for you and your business to receive an additional **free** advertisement in the women's feature in our upcoming Visitor Guide!

After receiving 10 responses, we will compile highlights of the responses into an article and feature the piece in our next guide.

Click the link below to be featured!

[WOMEN BUSINESS OWNER SUBMISSION FORM](#)



Speaking of our Visitor Guide, have you looked into buying your 2023 Visitor Guide Ad?

[Learn More Here!](#)

For any additional questions, please contact:

Haleigh Doyle

Director of Media and Marketing

doyle@explorelacrosse.com

Phone: (608) 782-2211

Abby Kosloski

Marketing and Project Engagement

Intern

kosloski@explorelacrosse.com

Phone: (608) 782-2366





The West Salem Business Association is looking for 9 to 12 businesses to share the cost of purchasing a **FULL PAGE** in the 2023 Visitor's Guide. If you are

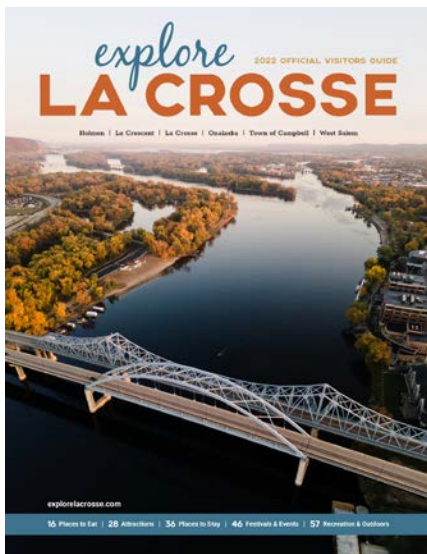
interested in cost-sharing this opportunity, please contact President Stephen Cohen at (219) 306-0189 or smcohen22@gmail.com ASAP. Deadline is this week.



Of course, there are certainly opportunities to get into this guide on your own too.

2023 VISITOR GUIDE AD OPPORTUNITY

Each year, approximately 90,000 [Visitors Guides](#) are dispersed throughout the La Crosse Region as well as Wisconsin's interstate highway system. The Visitors Guide is a helpful tool for tourists and locals alike. **As the region has so much to offer, want to ensure our members have the opportunity to be highlighted!**



Thanks to all who have responded, we apologize to those who continue to receive and have responded to this email. We are anxiously awaiting to hear from the remainder of our members.

Please let us know if you would like to promote your business in the 2023 Visitors Guide as soon as possible!

To reserve your ad space, please fill out the form found in the button below or contact

[Deb Carlson](#), Director of Membership:

608-782-2286

carlson@explorelacrosse.com

Early Bird Deadline Now through July 31, 2022
Final Advertising Deadline August 15, 2022
Artwork Deadline August 31, 2022
Publication Date January 2023

Attached is our [Advertisement Pricing Sheet](#) for the 2023 Visitors Guide.


[2023 V.G. PRICING SHEET & CONTRACT](#)



[Visitors Guide](#) | [The Bluffs Blog](#) | [RiverCam](#) | [COVID-19](#)

Contact Us: [1-800-658-9424](tel:1-800-658-9424) or [1-608-782-2366](tel:1-608-782-2366) | info@explorelacrosse.com



 Share on Facebook

 Share on Twitter



**SATURDAY,
AUGUST 13, 2022
AT 11 AM – 1 PM**

Drive Thru Chicken Q

Village Park, West Salem

Join the West Salem American Legion building fund committee for some of our famous grilled

chicken dinners. There are NO PRESALE tickets so chicken will be served until it is gone. So you will want to get in line for your chicken early to make sure you get one (or ten) before it is sold out.

****IMPORTANT****

This is a drive-thru event, so stay in your car and give your order to one of our fabulous volunteers, and they will bring it to your vehicle. Dinner includes a 1/2 chicken and fixings. All proceeds go to The Legion Remodeling Fund.





Stuff The Bus with school supplies

Saturday August 13th, 2022

9:00 AM – 1:00 PM

Hansen's IGA West Salem

Drop off your donations
and purchase a Pork Chop/Brat Sandwich



Thank you for your support.
All supplies and books
collected will benefit

- *West Salem School District,
- *Christ Lutheran School
- *Coulee Christian School

Check out NEW School Supply List

WEST SALEM & BARRIE CO-ED LIONS CLUBS www.wisconsinlions.org



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