



Monthly Meeting

WEDNESDAY, MAY 11, 2022, NOON AT WESTVIEW INN

**GUEST SPEAKER:**



**3RT NETWORKS**

**Cybersecurity and Information  
Technology for Business**

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

Follow us on 

## Monthly Update Regular Meeting - April 13, 2022

Meeting called to order at 12:00 p.m. by President Stephen Cohen. After introductions and buffet lunch, the regular meeting commenced.

### Guest Speakers

West Salem Police Chief Kyle Holzhausen and La Crosse County Captain Marte Peterson presented information regarding the upcoming National Night Out event scheduled for Tuesday, August 2, 2022, from 5:00 p.m. to 8:00 p.m. in the Village Park. National Night Out is a free event and is taking place in West Salem for the first time. The event is to encourage law enforcement and the community to gather together to build relationships and have fun. Donations and volunteers are welcome, and businesses willing to participate should contact



Police Chief Holzhausen or Village Administrator Teresa DeLong.

<https://natw.org/>

### Minutes

Motion by Rick Wilson, seconded by Denise Jones to approve the minutes of the March regular meeting. Motion approved.

### Treasurer's Report

Treasurer Jodie Curtis distributed the treasurer's report. The downtown flower baskets bank balance was \$1,614.08. The 2022 membership dues were increased \$10 to help fund the downtown hanging flower pots. There are now 100 members, and \$900 has now been transferred to the flower pot bank account. This balance is now \$2,514.28.



Motion by Steve Berg, seconded by Jim Anderson to approve the Treasurer's report as presented. Motion approved.

### New Business



President Cohen reported the 2022 La Crosse County Dairy Breakfast will be held at Jenelle and Rick Oldenburg's farm on Pleasant Valley Road. The membership was asked if the West Salem Business Association should contribute funds to this event as it is in close proximity to the West Salem community.

Motion by Jennifer Hatz, seconded by Denise Jones to donate \$500 toward the La Crosse County Dairy Breakfast. Motion unanimously approved.

President Cohen updated those present regarding the work in progress on a new Association website. Members should review their business on the current site

and update any information and any pictures, if desired, logos, social media links, etc. The Board of Directors is continuing work on a new Welcome to West Salem flyer featuring member businesses. The downtown flower pots will again be hung on the street lights and maintained during the work week by the Village public works and recreation department. Volunteers are still needed to water the flowers on weekends and holidays. President Cohen also suggested the Business Association logo be revitalized. It was suggested the West Salem Schools may be interested in working on this project again.

Motion by Rick Wilson, seconded by Jodie Curtis to adjourn the meeting at 12:50 p.m. Motion approved by voice vote.

Ashley Giese, Director



The Annual Spring All-Village Rummage Sale is Friday, May 20 and Saturday, May 21, 2022

Maps will be available at several area businesses.

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Your West Salem Business Association has traditionally provided a speaker and organized the June Dairy Days Kick Off. This year is no exception.

**The June Dairy Days LUNCH is Friday, June 3 beginning at Noon at Westview Inn. Tickets are \$8.00 and are available at the door.**

For information, updates, schedule of events, registrations, photos, and much more, check out the June Dairy Days website at [www.junedairydays.com](http://www.junedairydays.com).





## Don & Cheryl Brenengen Boys & Girls Club News



### West Salem Area Club

A glimpse into our Don & Cheryl Brenengen Club this month.....

During **Member Appreciation Day**, a WSHS Senior Completed her Senior Exit Project by giving members the opportunity to get their faces painted! Members also had options to do minute to win it games, outside play, watch a movie, and complete an obstacle course. The kids had tons of fun!



**STREET DRAGS**  
LACROSSE SPEEDWAY

# STREET DRAGS

- FRIDAY, MAY 13TH, 2022 -

**GATES 6:00 PM - GRUDGE 6:45 PM - BRACKETS 7:30 PM**

- SIDE BY SIDE DRAGS
- 20+ BRACKETS
- BURNOUT CONTEST
- SHINE 'N SHOW CONTEST

LACROSSE SPEEDWAY - WEST SALEM, WI - 608-786-1525 - WWW.STREETDRAGSLAX.COM

**LaCrosse**  
FAIRGROUNDS  
Spring

# 2022 SEASON OPENER

SATURDAY, MAY 14TH, 2022

LATE MODELS - SPORTSMEN - HOBBY STOCKS - HORNETS - STREET STOCKS

## 2:00 PM Start!

FRONT GATES 12:00 PM - QUALIFYING 1:00 PM - RACING 2:00 PM - WWW.LACROSSESPEEDWAY.COM - 608-786-1525



**La Crosse  
County  
Library**

Bangor • Campbell • Holmen • Onalaska • West Salem

# MAY 2022

For more information about any of these programs, please see our website at [lacrossecountylibrary.org](http://lacrossecountylibrary.org) and click on Youth Programming or Adult Programming.

## SPRING MOVIES

**Bangor Public Library**  
**American Underdog** (PG)  
Thursday, May 19, 2:30 pm & 6 pm

**Campbell Public Library**  
**West Side Story** (PG-13)  
Friday, May 20, 1:15 pm

**Holmen Public Library**  
**Belfast** (PG-13)  
Monday, May 2, 2:15 pm

**King Richard** (PG-13)  
Monday, May 16, 2:15 pm

**Onalaska Public Library**  
**The Courier** (PG-13)  
Thursday, May 12, 6:30 pm

**Dune** (PG-13)  
Thursday, May 19, 6:30 pm

**West Salem Public Library**  
**The Best Exotic Marigold Hotel** (PG-13)  
Thursday, May 5, 2:15 pm

**My Dog Skip** (PG)  
Thursday, May 12, 2:15 pm

**Belfast** (PG-13)  
Thursday, May 19, 2:15 pm

**West Side Story** (PG-13)  
Thursday, May 26, 2:15 pm



### NEW Book Club!

*For adults with special needs*

Meets Wednesdays at 1:30 pm at the Onalaska Public Library. Registration required; see website for details.

## Cupcakes & Canvas

**Thursday, May 12  
6:30 pm**

John Bosshard  
Memorial Library  
Bangor, Wis.

Registration required. Cost is \$15 for library cardholders; \$20 for noncardholders. Sponsored in part by Dragonfly Retreat.

## Story Time

Join us for stories & activities about wildlife babies!

May 9: Bangor @ 10:15 am, Onalaska @ 6:30 pm  
May 10: Holmen @ 6:30 pm  
May 11: Holmen @ 10:15 am  
May 12: Campbell @ 6:30 pm  
May 13: Onalaska @ 10 am  
May 18: West Salem @ 10:15 am  
May 20: Onalaska at 10 am

No sign up required; geared for ages 3-7.

## Florde's Senior Moments

Learning and entertainment for older adults

Select Wednesdays at 10 a.m.  
Onalaska Public Library

**MAY 4** - Mysterious Midwest  
**MAY 11** - The Mining & Rollo Jamison Museums  
**MAY 18** - Hands-On Gardening  
**MAY 25** - Senior Fair

## Downton Abbey Tea

**Holmen Public Library**  
**Tuesday, May 10  
1:30 pm**

In anticipation of the May 2022 film, we will be watching the prequel film—with a cup of tea and treats as well. Costumes (and teacups) encouraged! Doors open at 1:15 pm. Registration required.

*It's a Sias Saturday!*

## The Ugly Duckling

A Narrated Musical Story

**Saturday, May 21 at 10 am**  
**Onalaska Public Library**

with Duo León

## Book Sale

**Onalaska Public Library**

May 5, 12 p.m. – 6 p.m.  
May 6, 9 a.m. – 5 p.m.  
May 7, 9 a.m. – 12 p.m.

Saturday is a bag sale (some exclusions apply).

Sponsored by the Friends of the Onalaska Library

CLOSED DATE: All library locations will be closed on Monday, May 30.

LACROSSECOUNTYLIBRARY.ORG  
608.399.3390





## Our market pulse at your fingertips

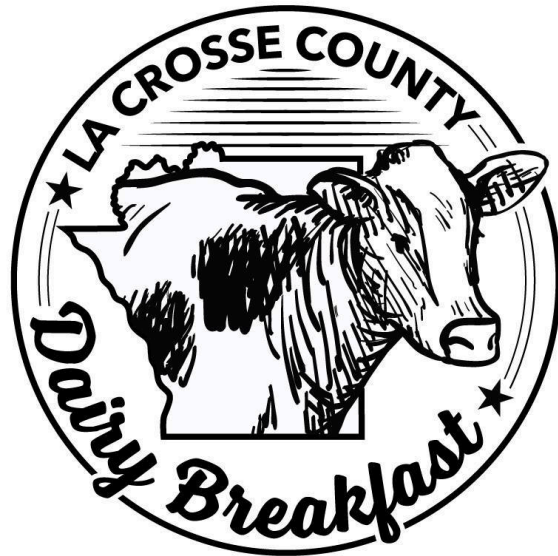


Market volatility is normal, yet unpredictable and emotional. While we can't control the market, we can control our reactions to it. We're committed to keeping you in the know about the latest market and economic developments. Click on the links below to read our Market Pulse reports. If you have any questions, reach out to your [financial advisor](#).

- [Growth concerns overshadow fundamentals – for now](#) 04/27/2022
- [The Fed raises rates – let the inflation battle begin](#) 03/16/2022
- [Markets Wrestle With a Commodity Price Shock – Our Take on Its Impact](#) 03/08/2022
- [Geopolitical tensions add to near-term uncertainty, but a favorable long-term view still intact](#) 02/24/2022

### 2022 La Crosse County Dairy Breakfast!!

A HUGE thank you to Birchwood Hollow Farm owned by Rick & Jenelle Oldenburg of rural West Salem. The breakfast will be held on Saturday June 18, 2022. We can't wait to see you all there!



 Find us on  
**Facebook**

[https://www.facebook.com/La-Crosse-County-Dairy-Breakfast-254529054885228/?ref=page\\_internal](https://www.facebook.com/La-Crosse-County-Dairy-Breakfast-254529054885228/?ref=page_internal)

**Join us for  
LADCO's 65th Economic Forum**

We are pleased to announce that LADCO's Economic Forum is returning this year! The event will start with a networking social hour with hors d'oeuvres and a cash bar; followed by speaker Laura Dresser, from the Center on Wisconsin Strategies (COWS), presenting on "Building Stronger Labor Markets." Register [HERE](#) and secure your spot today!



The poster features a blue border and contains the following text and logos:

**65th**  
**LADCO**  
LA CROSSE AREA DEVELOPMENT CORPORATION

**ECONOMIC  
FORUM**

TUESDAY, MAY 17 | 3-5 PM  
THE WATERFRONT - CARGILL ROOM

Sponsored by **BREMER BANK**

**COLDWELL BANKER  
COMMERCIAL**  
RIVER VALLEY

**Market &  
Johnson**  
Adding Value to Everything We Do

# BADGER BOUNCEBACK

#BadgerBounceback

## Grant Programs Currently Accepting Applications:

### Main Street Bounceback Grants Helped 3,400+ Businesses - Program Still Open

The Main Street Bounceback grant program [has now helped fill vacant storefronts in all 72 counties](#) and has helped more than 3,400 small businesses and nonprofit organizations across the state. **The program is still open to new or existing businesses opening a new location or expanding operations in a vacant commercial space where the lease commences, or sales contract closes, on or after January 1, 2021 and on or before June 30, 2022.**



Grant funds are available as part of the American Recovery Plan Act and distributed by the Wisconsin Economic Development Corporation (WEDC) [regional partners](#). Businesses must apply through the partner organization for the region in which they are located.

Additional information about the Main Street Bounce Back Grants is available here: <https://wedc.org/programs-and-resources/mainstreet-bounceback-grants/>.

## Share Your Badger Bounceback Story

We want to hear from you - Share your [Badger Bounceback story!](#)

Visit [Badger Bounceback website](#) for more information.

WE WANT  
TO HEAR  
FROM YOU





## **Business Card Binder**

**Attention all West Salem Business Association members!!!**

We are in the process of putting a business card binder together for all of our members.

Please bring 10 business cards to the monthly lunch meeting. We will be compiling all of the business cards in a binder that will be available at our meetings and events.

This will be a great resource for members and non-members alike to be able to find more information on businesses and services they are looking for.

Please feel free to take a card from the binder for anything that you need or to share with your personal network so that we can help promote all of the West Salem Business Association members.

## **West Salem Business Association Board of Directors**

President:	Stephen Cohen, Edward Jones
Vice President:	Steve Berg, Brenengen Collision
Secretary:	Teresa DeLong, Village of West Salem
Treasurer:	Jodie Curtis, Union State Bank
Directors:	Rick Wilson, Magnum Media
	Ashley Giese, Hazel Brown Leicht Memorial Library
	Jennifer Hatz, Vivial



# 17th Annual Mayfair Art Fair

## Mayfair 2022 ART FAIR

**Saturday,  
May 21st**  
**10:00 AM—2:00 PM**  
 West Salem  
 Lion's Shelter  
 240 East Avenue

**A celebration of the Arts**  
 Art Fair  
 Silent Auction  
 Pulled Pork Dinner

**Pulled Pork  
Sandwich Dinner**  
 11:00 AM—1:00 PM  
 Tickets—\$10.00  
 (beverage included)

**Advanced Tickets available on**  
 Heider Center website at:  
[www.heidercenter.org](http://www.heidercenter.org)

Sponsored by: Heider Center Arts Board












<https://www.heidercenter.org/event/17th-annual-mayfair-art-fair>



## American Legion Post 51-West Salem, WI 54669

Drive-Thru Chicken Q  
Village Park  
Saturday, May 11, 2022  
11:00 a.m. til gone

Dinner includes a 1/2 chicken and fixings. All proceeds go to The Legion Remodeling Fund. Join the WS 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.

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### Bike Rodeo

This FREE event will teach bicycle rules of the road and safety awareness. Children in 4K-6th grade are eligible to participate. Parent participation is mandatory for 4K-1st grade, and encouraged for all. Parents are not required to bring a bike. All participants will receive a free bike inspection, free bike licensing, and snack. Participants must have completed the course

and be present at the end of the event to win prizes. All participants should bring a bicycle helmet to the event. The Safe Routes to School program through the La Crosse Co. Health Dept will provide helmets to anyone that needs an upgrade or new helmet



**DATE:** Wednesday, May 25  
**TIME:** **REGISTRATION / CHECK IN:** 5:00-5:30pm  
**PROGRAM:** 5:30-6:45pm  
**SITE:** WS Lion's Community Shelter  
**AGES:** PK-6th Grade  
(Parent participation is mandatory for PK-1st)  
**FEE:** FREE!

**Event Sponsors include:** Smith's Bikes, Bodies By Brenengen, 3RT Networks, Edward Jones – Stephen Cohen Financial Advisor, West Salem First Responders, West Salem Fire Dept., West Salem Police Dept., West Salem Park & Rec. Dept. and the Safe Routes to School program through the La Crosse Co. Health Dept.



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