



August Meeting

VENUE:  **FEATURES FIELDHOUSE**

DATE & TIME: Aug. 9, Noon - 1 p.m.

ADDRESS: 220 CTY HWY M, West Salem

Come and see the new Features Fieldhouse, enjoy a taco bar for lunch, and hear from staff at Features and Lynxx Networks. The Features staff will talk about their new fieldhouse and Lynxx Networks will fill us in on their fiber expansion in the Village of West Salem. We'll see you there.

Collaborating with



www.getlynxx.com

REGULAR MEETING

July 12, 2023

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

Guest speakers Michelle Sampson and Kaylin Kalk of The Parenting Place introduced the services offered by the organization and how The Parenting Place can assist businesses and employees.

Meeting Minutes

Motion by Ashely Giese, seconded by Denise Jones to approve the minutes of the May regular meeting. Motion approved unanimously by voice vote.

Treasurer's Report

The May and June Treasurer's reports were distributed. The June ending balance after funds reserved for unredeemed West Salem Bucks and Scholarships not requested is \$2,056.19. Motion by Jen Hatz, seconded by Denise Jones to approve the May and June Treasurer's reports. Motion approved by voice vote.

New WSBA Board Members



President Cohen introduced the two new Association Board Members: Dave Noelke, Century 21, and Nicole Vidal, The 1st National Bank of Bangor.



Announcements and Upcoming Events

National Night Out is Tuesday, August 1, 2023, and attendance is expected to be double that of last year's event. The Village Park and surrounding streets will host a large car show, many free food choices, children's games and activities, law enforcement, EMS, and fire department presence, and lots of giveaways and prizes. All are encouraged to attend this nationwide event.

The 2023 WSBA annual golf outing is scheduled for Wednesday, September 13. Attorney Pete Ames is again organizing this event, and he has distributed registration forms via email and at the meeting in person. Door prizes are encouraged, and any questions can be directed to Attorney Ames.

The next regular meeting will be held at Feature's Fieldhouse with Lynxx Networks hosting the lunch at Noon.

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

Teresa L. DeLong, Secretary/Director



**West Salem Business
Association
Annual Golf
Outing
Wednesday,
September 13,
2023**



Everyone is invited to the annual WSBA golf outing. The sign-up flyer is included for the annual golf outing that you have all been waiting for! All proceeds from this annual event are granted to **2 high school scholarship applicants.**

Sign up for golf or dinner or both! Hole sponsors are always welcome and don't forget to bring a door prize! Both are awesome ways to get your business name in front of a significant number of potential customers and clients.

This event is organized by our member Attorney Pete Ames. If you have any questions or wish to

volunteer to help on September 13, please feel free to call Attorney Ames at (608) 317-0696 or email him at: pete@ameslawllc.com

Come out to this fun event and enjoy some camaraderie!

HOLE SPONSORSHIP

Company name:

Price for hole sponsorship is \$75.00

***DON'T FORGET TO BRING A
DOOR PRIZE!!***

Thanks.

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

SCHEDULE OF EVENTS

September 13, 2023

1:00 Registration

2:00 Shotgun Start

Format: 4-person scramble

5:00 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 23rd 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: \$ _____



Union State Bank

Union State Bank proudly celebrates its 120th anniversary this August 2023. This milestone not only celebrates the Bank's longevity but also its ongoing commitment to the West Salem community.

In August of 1903, the West Salem State Bank was incorporated as a private corporation. Along with the La Crosse County Bank that was also incorporated in August of 1903. The West Salem State Bank and the La Crosse County Bank then merged in October of 1932 and then became Union State Bank of West Salem. At the end of January 2021, Union State Bank of West Salem amended its Article of Incorporation to become Union State Bank.

The Bank was located at 130 South Leonard Street in West Salem until the spring of 1971 when it moved to a new building at 120 Mill Street South – one block east of the old location. The Bank then constructed and opened a Branch at the intersection of County Hwy M and US Hwy 16 in June of 2003 in West Salem. A Loan Production Office was then opened at 445 N Water Street in Black River Falls, WI August of 2021.

In efforts to support our customers and community, our Bank Staff teaches second graders at the West Salem Elementary School the importance of saving money, participate in Junior Achievement classes, and business education classes at local Colleges. We also host an annual shred event, feed poll workers during elections and participate in many other community events.

"Our Bank has been in West Salem for 120 years because of our customers and their preference to do business with people they know and trust," said CEO Jane Leis. "We believe in providing all the latest banking technology but with the personal service that our customers have been accustomed to. We are proud to have served our customers and community for the past 120 years and look forward to that continued commitment."

Union State Bank has 19 employees and assets of \$110 Million. Our Directors, Officers, and Staff want to thank our customers and community for their trust in letting us serve them for the last 120 years with many more years to come!

The Bank will celebrate through August with giveaways and refreshments at both West Salem locations!

www.usbwestsalem.com



Dear Business Owner,

The Berg Hemker Olson American Legion, Post 51 Building Committee is excited to sponsor our fifth "Wine & Beer Walk West Salem" event on October 26, 2023 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 local wines & beers. This popular event is a great way to get people into your business while they see all that our beautiful downtown has to offer. This year we will be embracing the Halloween Spirit and will be encouraging all participants to also have some Halloween fun through decorating and costumes. There are 2 ways that your business can support and participate in this event:

Option 1 – "Tasting Spot"

What is a "Tasting Spot"? A "Tasting Spot" gives you the opportunity to have samples of either a Wine or Beer inside your business, which allows you to show off your space and products. The cost to be a "Tasting Spot" is \$50.00. We ask that each "Tasting Spot" 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. What your \$50 gets you – 250 people inside your business to see your products, your business logo will be included on the Wine & Beer Walk maps and all other print/social-media advertising.

Option 2 – "Event Sponsor"

We understand that it isn't feasible for every business to host a "Tasting Spot", and because of this, we are inviting those businesses to be an "Event Sponsor" which will help us to offset the expenses related to the walk (printing, advertising, wine, beer, etc....). The cost to be an event sponsor is just \$100. What your \$100 gets you is – 2 tickets to the event and your business logo will be included on the Wine & Beer Walk maps and all other print/social-media advertising. This gives you the opportunity to be a part of the event without committing the manpower necessary to host a table – and it also allows you and your employees to join in on the fun of the event. It's a Win-Win!

In the past, we have had 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 Spot" at your location, please let us know.

The final date to commit to be a "Tasting Spot" or "Event Sponsor" and be included in the advertising is

August 30, 2023. There is a legal maximum of 20 samples per person, so we will honor "Tasting Spots" for the first 20 businesses with their **registration completed and fee paid**. You may email your desire to be included to: melody.schmitz@charter.net but it will not be official until your payment and completed registration form is received.

You may send your completed registration form & fee (checks should be made payable to Post 51 Building Fund) to Nikki Vidal, 121 Acorn Lane, West Salem, WI 54669 or you can drop it off in person at the Legion on a Friday night (148 Leonard St S) Attn: Nikki

The American Legion Building committee is excited to put on this popular event again 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 & Beer Walk West Salem Coordinators-
Melody Schmitz (608) 498-9099 Nikki Vidal (608)385-1838 Rita Schmitz (608)799-9945

Complete information below and return with payment:

-
- ___ Yes, I/we would like to host a **"Tasting Spot"** for the Wine & Beer Walk West Salem on October 26, 2023, from 5-7:30 PM. My \$50.00 fee is enclosed.
- ___ I am not able to host a "Tasting Spot", but will be an **Event Sponsor** and will email a .jpg version of my logo to Nicole.vidal44@gmail.com no later than August 30, 2023 to be included in advertising
- ___ I have extra space and I am willing to host another table for a business not in walking distance.
Room for _____ (number) of additional businesses in my location
- ___ I have a licensed bartender available. Name of bartender: _____
(Bartender needs to be licensed in the Village of West Salem to participate)
- ___ I need you to assign me a licensed bartender.
- ___ **I will donate an item for the gift basket giveaways.** (You will be contacted prior to the event to arrange pick up/drop off of your item)

I understand that if I am not able to participate once registered, payment will not be returned.

Name of Business: _____

Phone Number: _____

Email: _____

Contact Person: _____

Address: _____

Tell us a little about your business that we can include in spotlights on the Facebook event _____



Bangor • Campbell • Holmen • Onalaska • West Salem

AUGUST 2023

For more information about any of these programs, please see our website at lacrossecountylibrary.org and click Youth Programming or Adult Programming.

SENIOR MOMENTS

ONALASKA LIBRARY
Wednesdays at 10 am
August 2 - November 29

Aug 2 Harriet Hosmer, sculptor

Aug 9 All Things Oz

Aug 16 Special Event at Omni Center

Aug 23 Winged Women of WWII

Aug 30 Murder in Wisconsin

SPECIAL EVENT!

BADGER TALKS

**MOMENTS OF HAPPINESS:
MY HISTORY WITH THE
UW MARCHING BAND**

Mike Leckrone

Former UW Band Director

OMNI CENTER

August 16th at 10 am

Free; all ages welcome!

NOTES

SUMMER MOVIES

Join us for a free movie! See our website for titles and dates/times.

CLOSED DATE

The Holmen Library and book drop will be closed Saturday, August 19, for Kornfest.

PUBLIC HEALTH OUTREACH


August 3 at the Onalaska Library. Drop in between 10 am - 12 pm.

FREE BRAIN CHECK

August 14, 12 pm to 4:30 pm, at the Bangor Library. Call the ADRC for an appt at 608-785-5700.

YOUTH PROGRAMS

Let's Play Pretend!

 **PBS Wisconsin Education**

AUG 7, 10, & 12



**AUGUST 7-14
ALL LOCATIONS**

GENERAL PROGRAMS



SUMMER BOOK BINGO

Turn in your BINGO card by August 16. You could win a gift card or prize basket!

COMMUNITY CAFÉ VACATION MEMORIES

WEST SALEM LIBRARY
Tuesday, August 1
10 am



LEARN TO PLAY THE UKULELE

ONALASKA LIBRARY
Saturdays at 10 am

This program is full but stay tuned for another session!



GAME DAY

BANGOR LIBRARY
Thursday, August 10
1:30 pm



FREE 1-ON-1 TECH HELP

ONALASKA LIBRARY
Wed, August 16
Drop-in hours
10 am - 12 pm



YOGA ON THE LIBRARY LAWN

BANGOR LIBRARY
Wed, August 23
6:30 am - 7:15 am

COMMUNITY-WIDE PUZZLE EXCHANGE

HOLMEN LIBRARY
Puzzle drop-off Aug 21-25
Puzzle pickup Aug 26
from 9am to 1pm



PUBLIC SPEAKING WORKSHOP

ONALASKA LIBRARY
Thurs, August 24, 31, &
Sept 14 at 6 pm

Attend one or all three!

LACROSSECOUNTYLIBRARY.ORG
608.399.3390



FrontLine Employee

Wellness, Productivity, and You!

Should You Get a Sleep Study?

Obststructive sleep apnea (OSA)—characterized by one's breathing starting and stopping while asleep, often with loud snoring—is one of the most common undiagnosed medical conditions. Thirty million people in the USA have OSA, and 80% of them don't know it! Only 3% of adults in Canada say they have OSA, but the government estimates 20% have the condition. High blood pressure, heart disease, stroke, dementia, type 2 diabetes, and depression may all have links to OSA. If you frequently wake up tired and/or with a dry mouth, experience morning headaches, have excessive daytime sleepiness, suffer from night sweats, or find it difficult to maintain attention while awake, it is essential to discuss these symptoms with a doctor for proper evaluation and potential medical advice. That might start with a sleep study.

Source: American Academy of Sleep Medicine



Humor in the Workplace

Can humor be taught? The answer is yes, but it's unlikely you will have humor classes at work. Short of this, cultivating and encouraging a more lighthearted and positive work environment is the goal, as it can increase morale, improve teamwork, and reduce stress, anxiety, and fear. When this happens, the natural playfulness of employees will demonstrate itself. When one or two employees respond with genuineness and spontaneity, other employees naturally follow suit. So, the idea is not to create humor but to create a workplace where humor *will find you*.

Learn more: www.warwick.ac.uk/newsandevents/pressreleases/laughter_really_is



Dose of Exercise Fends Off Depression

Significant research for decades has focused on how exercise can help prevent and relieve depression. The latest research demonstrates that exercise is dose-related—the more exercise, the greater the preventive effect. For example, 20 minutes daily of brisk walking for five days weekly was associated with a 16% lower rate of depressive symptoms and 43% lower odds of major depression. Talk to your doctor about exercise, and read the study below to see more dose or impact ratios and what exercise will do for you.



Learn more: <https://studyfinds.org/few-minutes-exercise-depression/>

Provision of Alcohol in the Home Increases Harms

Parents serving alcohol to minors at home has always been controversial. Presumably, the idea is to demystify alcohol and socialization practices to reduce alcohol-related problems later. It doesn't work, says a recent longitudinal study that started in 2010, with findings that were just released. On the contrary, the study demonstrates a causal link: Parents giving alcohol to minors at home increases the likelihood of alcohol-related problems like binge drinking and other negative consequences. Over 20 similar studies have shown similar findings. So, what is the most consistent parenting technique to prevent alcohol-related problems? Answer: Strong parental disapproval of underage drinking.



Sources: pubmed.ncbi.nlm.nih.gov/24988258/ and www.findlaw.com/legalblogs/new-and-life/legal-for-kids-to-drink-alcohol-with-parents/

Helping a Coworker Make a Change

Many coworker relationship issues are best resolved with a peer approach. Unfortunately, many colleagues avoid assertiveness, become resentful, or even think about resigning over annoyances that might be easily corrected with the right approach. Peer influence is powerful because peers naturally have more empathy for their positions. When a peer encourages specific actions, they may be more readily accepted. Peers typically build trust with each other, so suggestions on how to correct a problem are better received. Issues such as consistent lateness, lack of communication, negative attitude, gossiping, or refusing accountability are well suited for peer-to-peer correction. Sound familiar? Here's how to proceed: 1) Get clear on the problem with dates, times, and instances where an undesirable behavior happened. 2) Have a meeting where you're sure you'll not be interrupted. 3) Use a positive, concerned, constructive mindset. 4) Use "I" statements, such as "John, I notice...when you arrive late, it puts extra pressure on the rest of us to cover your tasks." Avoid "You always..." or similar statements. 5) Build urgency with a focus on the impact of the behavior on others. (Don't forget about the company's EAP if something personal emerges in your conversation.) 6) Be supportive. (e.g., "Can I do anything to help you make this change?") 7) Collaborate and brainstorm together to discover a solution. 8) Follow up and recognize positive changes. Note that supervisors have a crucial role in addressing issues among employees; however, a more harmonious and positive workplace emerges when there is a balance between peer support and leadership.



Stop the Midnight Eating

Sure, those cheese and crackers at midnight might sound tempting if you're up late and the munchies hit, but could you be putting yourself at risk for contracting type 2 diabetes as a night owl? Researchers found that shift workers are more at risk for type 2 diabetes, and family history and socioeconomic status don't fully account for it. Instead, the culprit, according to research, appears to be "mistimed food intake" that impairs glucose tolerance. A simple experiment with shift workers who changed their food intake to daytime instead of nighttime solved the glucose tolerance problem. You may not be a shift worker, but poor sleep and eating habits can place you at comparable risk. Circadian rhythms are biological mechanisms that regulate sleep-wake cycles and other metabolic functions. Talk to your doctor about your diet, including late-night eating, especially as you age, because risk increases in senior years.



Learn more: <https://www.science.org/doi/10.1126/sciadv.abg9910>

Avoid Back-to-School Mistakes

Avoid these four big mistakes parents make before their children go back to school. You will reduce stress and feel less overwhelmed. 1) Last-minute preparations. Go early to grab school supplies and uniforms and complete paperwork. 2) Dismissing your child's anxieties about going back to school.



Hint: Take a trip to the school, peek through the window, walk around a bit, talk about expectations and fears, and offer reassurance. 3) Not practicing the school routine before school begins. Children staying up too late now will make it tougher to settle into a new routine the week school begins. 4) Skipping school orientations and open houses. These events provide valuable information you will be chasing down for weeks and months if you don't attend.

Get Emotional Release from Your EAP

Don't hesitate to use your company's EAP as an outlet to vent your frustrations. Venting your emotions to a professional can be helpful and allow the release of pent-up feelings that may have been building up over time. Expressing your emotions can be cathartic and provide a sense of relief. The EAP is confidential and offers a safe, nonjudgmental space for you to express yourself. Being heard and understood validates your feelings and experiences, and if you request, the EAP will help with the next step: identifying the problem and the solution. Avoid a crisis call to the EAP. Discuss what's on your mind now.





Getting prepared for a smooth start to the next school year

As we enjoy the end of the summer, we also anticipate the upcoming school year. Many parents identify getting their kids up and ready for school as a hard and stressful adjustment after a summer of less structure. Here are some helpful ideas to decrease those stressful mornings so everyone can start the day on an enjoyable note.

- 1. Establish a morning routine.** Address with your child(ren) that it is important everyone follow the routine, or else consequences will result. For example, you could tell your children that if they do not get up on time, bedtime will be 15 minutes earlier tonight. Help them understand that when the routine isn't followed, it causes problems for everyone to be ready on time.
- 2. Only do what is really important.** Mornings should be simple, not filled with many tasks.
- 3. Choose and set out clothing the night before.** Clothing, down to the socks, should be laid out each night before bed. Children can play a role in choosing the outfit, but no changes are allowed once their head hits the pillow. Then stick with it in the morning.
- 4. Stagger wake-up times.** If you have several children, consider staggering wake-up times. Start with kids who need assistance first or are sleepy and move at a snail's pace in the mornings.

- 5. Instill self-responsibility.** As children age, middle and high school kids can learn to use alarm clocks and get themselves up without mom or dad hovering and yelling. Responsibility for oneself is a great lesson for kids to learn.
- 6. Determine breakfast/lunch choices in advance.** You may have many choices for breakfast, but make those choices in advance. You can have a weekly breakfast at home (such as cereal or fruit), or use the breakfast provided at school or work. With lunch decisions, determine ahead of time whether lunches for the whole family can be made the night before and grabbed easily in the morning, or plan for the kids to get lunch at school.
- 7. Designate an essentials area.** Designate an area for all essentials to be located when you are to leave. Keys, backpacks, cell phones, shoes, and purses should all be placed in this area every day. Keep a cell phone charger in this area. Not having to hunt things down at last minute saves time and keeps your blood pressure down.
- 8. Model morning behavior.** If parents groan and moan about the morning, kids will mirror that behavior. Get up earlier yourself and start the morning with 10 minutes of exercise or your usual coffee. Show a positive attitude and really mean it when you greet your kids with "Good morning." When it is a school holiday or a lazy weekend, a sleep-in day can then be a reward.



Join us in honoring our community heroes at Flags of Honor 2023. This is an amazing display of 600 flags in the West Salem Village Park from Friday, Sept 8th through Sunday, Sept 10th.

Take time to walk through this beautiful display honoring heroes past & present. To honor your heroes, stop by the Legion or First National Bank in West Salem. Limited to the first 600 individuals honored! Please reserve early!

The 10th Annual Fall Craft Show will be held Saturday, October 7th, 9am - 2pm.

A light lunch be available to purchase - all proceeds from food sales support our medals for West Salem High School seniors joining the military after graduation. This year all table fees are going to our

Custom Canines fundraising effort to obtain and train a service dog for a veteran. Vendor Applications are now being accepted until August 15th. All Vendors wishing to apply should fill out the online application. **APPLY HERE:**

https://form.jotform.com/nicolevidal44/10thAnnualFallLegioncraftshowapp?fbclid=IwAR0itX88ZuA81N14RS3EKUFBEoFF9Pc5l7aeB2zaP_utDkgElX7mN-M6Zdk



Thank you to everyone who attended National Night Out 2023! It was a huge success! We could not have done it without the support of our sponsors, donors, and volunteers! See you next year!



Thank you!



HOPE
COMMUNITY CHURCH



West Salem Berg-Hemker-Olson Post 51

Jon Hetland

Leo Einer

West Salem Show Choir

**Blain's
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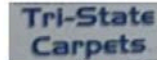
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BIG BOAR





A big THANK YOU goes out to WSBA member [Lynxx Networks](https://www.lynxxnetworks.com/) for their generous donation to the West Salem Bike Park project! Thank you for your support!!
Learn more at <https://www.oratrails.org/ws-playground/>

