



MONTHLY MEETING

WEDNESDAY, OCTOBER 11, 2023, NOON
WESTVIEW INN, DOWNTOWN WEST SALEM

GUEST SPEAKERS:

Judson Steinback,
Landscape Designer/Owner,
Coulee Region Ecoscapes
and

Amy Smith, Sustainability
Director for Habitat for
Humanity

Best Storm Water Practices –
Rain Gardens – Rain Barrels



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 \$10 toward the buffet lunch.

Downtown Trick or Treat and Trunk or Treat

Downtown Trick-or-Treating is fast approaching. Downtown Trick-or-Treating will be held on **Tuesday, October 31, from 3:00 p.m. until 5:00 p.m.**



Every year our numbers have gone up. This year we are anticipating over 1,000 children. Think of the adults who will see your business participating in this event.

We distribute signs the morning of October 31 to all of the participating businesses welcoming the Trick-or-Treaters in, and when you are done or out of candy treats, simply pull your sign out of your window.

The West Salem Business Association will again close South Leonard Street from Hamilton Street to Elm Street for the safety of trick or treaters.

Any business that does not have a store in downtown can still participate! The West Salem Recreation Department is again sponsoring **Community Trunk-Or-Treat in the Village Park!**

This free community event will provide a safe and unique trick-or-treating experience for families. Costumed children (age 12 and under) will trick-or-treat outdoors from 3:00-5:00 pm on Tuesday, October 31 by going between downtown businesses (on Leonard St.) and booths set up in West Salem Village Park to get their bag filled with goodies.

We are encouraging businesses and organizations to consider hosting a Trunk-Or-Treating booth in Village Park to promote a safe central location for kids to go. As safety is a prime concern, we would like to aid in getting kids off the street and into the park, away from traffic. This option will also provide businesses with small offices the ability to reduce congestion at their place of work.

If your business is interested in participating in this event with a booth in Village Park, please let the West Salem Park & Recreation Department know by October 16th so we can reserve a spot for you. The phone number is 786-0222. Forms were sent by direct mail last month and information is available on the www.westsalemwi.gov website.



Picnic tables will be provided around the park for you to utilize. However, you are more than welcome to bring along any of your own booth supplies to promote your business and make your spot your own. Additional details will be mailed to each participating organization prior to the event, including directions, setup times, etc.

The community enjoys a safe place to send their children, and we love to promote the business community.



Find us on
facebook

Berg Hemker Olson American Legion Events

Berg Hemker Olson American Legion
October Custom Canine Dinner
**Scalloped Potatoes
with Ham Dinner**
Dinner includes: green beans, bread & dessert
\$12.00
Monday, October 23rd
5:30 - 7:30
148 S Leonard St. West Salem, WI

West Salem American Legion
Wicked Wine & Beer Walk 2023
Registration starts at 4:30
148 Leonard St S, West Salem
COSTUME CONTEST & RAFFLE DRAWINGS
7:45 PM
October **26**
5 - 7:30 PM



Make your financial future a priority.

The market may change often, but your important financial goals probably don't

We believe the best way to build and preserve your financial future is by taking a long-term approach to investing. That's why we don't follow investment fads.

No matter what your path forward looks like, I'll work with you every step of the way to develop thoughtful, tailored strategies. So you can see the road ahead and move along it with confidence.

Our process? We listen. Really listen. Stop by.

Stephen Cohen
Financial Advisor

1540 Heritage Blvd Ste 204a
West Salem, WI 54669
608-786-1480



Fiber Project Update:

Village of West Salem



Two of our zones have now opened for service and a third is on the way. If you're in one of these zones, you've already received an e-mail from us saying your home is ready to apply for service & schedule your installation. Our contractor, Steiger Construction, continues to work their way through West Salem. If your neighborhood has had mainline and drops (fiber that runs from the mainline to your home) installed, you're in an area that is getting close to being able to apply for service. Please watch your e-mail for a message that you can go online, select services, and schedule your installation.

When it's time to bury fiber to your home our contractors will get in touch with you via a visit, e-mail, or phone call. They will be asking where you would like the fiber to come into your home and if there are any buried private utilities, sprinkler systems, underground dog fences, etc. in your yard. When they reach out to you, please respond so we can keep the work moving along in your neighborhood. Thank you!



Bangor • Campbell • Holmen • Onalaska • West Salem

OCTOBER 2023

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

REGIONAL READ

This year's Driftless Regional Read is *What Happened to You?: Conversations on Trauma, Resilience, and Healing*, by Bruce D. Perry and Oprah Winfrey.

Library programming includes:

BOOK DISCUSSION

WEST SALEM LIBRARY
Tues, October 3 | 1:00 pm



UNDERSTANDING AND OVERCOMING CAREGIVER STRESS

HOLMEN LIBRARY
Tues, October 10 | 10:00 am

HEART STRINGS HARP CIRCLE

ONALASKA LIBRARY
Tues, October 25 | 6:00 pm

driftlessregionalread.com

NOTEWORTHY

ONALASKA LIBRARY BOOK SALE

Thurs, Oct 5: 12 pm to 6 pm
Fri, Oct 6: 9 am to 5 pm
Sat, Oct 7: 9 am to 12 pm

Sponsored by the Friends of the Onalaska Library

FREE 1:1 TECH HELP



Drop by the Onalaska Library on Wed, October 18, between 10 am - 12 pm.

FALL MOVIES

See our website for movie titles, dates, and times.

YOUTH PROGRAMS

FALL PROGRAMS

See our website for more info about:

- Teen Time
- Bilingual Story Time
- LEGO at the Library
- Wild Child Nature Explorers



OCTOBER MINI READ



Fun reading challenges and prizes. New this year: participate online using the Beanstack app!

GENERAL PROGRAMS

OCTOBER MINI READ FOR ADULTS



Play our fall reading challenge on the Beanstack app and win prizes!

FLOYDE'S SENIOR MOMENTS

ONALASKA LIBRARY
Wednesdays at 10 am
August 2 - November 29

WOMEN IN BASEBALL FESTIVAL



HOLMEN LIBRARY
Saturday, October 7
9 am - 12 pm



BANGOR LIBRARY
Thurs, October 12
1:30 pm

1920s DANCE LESSONS

HOLMEN LIBRARY
Mon, October 2 & 16
5:45 pm - 7 pm



1920s JAZZ NIGHT

HOLMEN LIBRARY
Mon, October 16
7 pm - 8 pm



EXPLORE THE UNIVERSE

WEST SALEM LIBRARY
Thurs, October 19
drop in 6:30 pm - 8 pm

SALEM WITCH TRIALS

WEST SALEM LIBRARY
Sat, October 28
10 am

LACROSSECOUNTYLIBRARY.ORG
608.399.3390

75
YEARS



75
YEARS

Come join the West Salem Lions Club
as we celebrate 75 years of dedicated service.

Sunday, October 15th 1:00-5:00 pm

West Salem Lions Community Shelter on East Avenue

Serving free brats, hot dogs, chips, lemonade and ice cream.

GAMES, BOUNCE HOUSE & DOOR PRIZES

♪ Enjoy listening to the music of MARK IV ♪

Check it out and see what Lion's Club is all about!

Unplug and Connect with What Matters

Technology devices can get in the way of quality family time. Could a “device-free zone” (or two) be good for your family? The idea is to have loved ones, especially children, learn to value face-to-face interactions, which are crucial for emotional well-being. If you want to try implementing the concept, here are tips: Start the tradition early to maximize the impact on young children and its value for their developmental psychology as it grows over time. Also, get agreement and commitment from household members to adhere to the rules set for your device-free zone(s).



Learn more by going to resources.uknowkids.com/blog/what-are-tech-free-zones-and-are-they-right-for-my-family.

A Halloween-themed event poster for Features Sports Bar. The background is dark purple with silhouettes of houses, bats, and a full moon. The text is in a bold, yellow, sans-serif font. The event details are: Halloween Bash, Saturday - October 28th, Live Music 9PM-1AM, Costume Contest, and Register by 10:00PM. There is a small graphic for 'Something Familiar' and a logo for 'Features Sports Bar' at the bottom right.

Halloween Bash
SATURDAY - OCTOBER 28TH
LIVE MUSIC 9PM-1AM
COSTUME CONTEST
REGISTER BY 10:00PM

SOMETHING FAMILIAR

FEATURES
SPORTS BAR

Customer Service and Emotional Resilience



Emotional resilience as it applies to customer service is the ability to cope with, adapt to, or bounce back from the challenges of difficult customer interactions. Build these resilience skills by 1) practicing asking yourself “What am I feeling right now?” This simple exercise creates reflexes for self-awareness and allows you to choose your reaction to inordinate stress. 2) Discover and then implement mini strategies to calm yourself when you are under stress. (Your EAP can help.) 3) Maintain a social support network that you can turn to when things do get tough. 4) Be optimistic and believe you can master the customer service challenge. It’s a special job that imparts tremendous skills you’ll apply throughout your life.

Learn more by reading “Unshakeable at Work: Build Resilience for Customer Service” by Sue Anderson (2020).



Le Coulee Cheese Castle

112 Leonard Street South,
West Salem, WI 54669
(608) 786-2811

lecouleecheese@gmail.com

(and gift shop—have you seen the gifts available for sale at Le Coulee Cheese Castle?)



WINTER Coat & Mitten Drive

Help families in need with new or gently used coats and mittens



Donation Timeline:
October 1 - 31



Drop Of Locations:

Coulee Health Office
920 W. Cty Hwy 16
Suite A West Salem

O'Brien Physical Therapy
3208 State Rd Suite A
La Crosse



www.couleehealth.com



Cottage Grove Nursery & Gift Shop

W3293 County Road B, West Salem, WI 54669

(608) 786-3535

The Zip Code Signs are FINALLY here! Pre-order your favorite town (West Salem, Bangor, Tomah, etc.) Signs are \$34.00 each. Super cute unique gift. Plan ahead for Christmas or Birthday gifts. Lead time is about three weeks.



Lloyd's Speedstop, 83 Buol Road,
West Salem

Looking for part time nights?

4 or 5-9? We have a place for you!

Starting at \$15/hr

Please stop in for an application or email
at lloydsspeedstop@yahoo.com

Full-Time Clerk / Treasurer

The Village of West Salem is seeking applicants for the full-time position of Clerk/Treasurer. We are looking for someone with great customer service skills and an incredible attention to detail. We are seeking an individual who is highly organized, exercises strong judgment, and can operate in an independent capacity. Full job description, application, and more information available at www.westsalemwi.gov



JOIN OUR TEAM!

OPEN INTERVIEWS
EVERY TUESDAY - 8AM - 4PM

A **100% employee-owned company**, we are invested in enhancing every life we touch. We are one team, working together, to be a light for our residents, their loved ones, and each other.

Learn more about the benefits and rewards of being part of our winning team!

608.786.1600
or email:
23-admin@atriumlivingcenters.com



OR APPLY TODAY ON OUR WEBSITE:

 **MULDER**
HEALTH CARE

713 N Leonard Street | West Salem, WI 54669

 COMPASSION

 CLINICAL EXCELLENCE

 COMMUNITY

WHAT IS THIS?

AND WHY IS IT IN THE RIGHT-OF-WAY?



These orange posts are markers for our fiber; they hold the ground wires that connect to the fiber. The primary purpose of the posts is for locating. Other companies will use a metal pedestal instead of a post, which are bigger and roughly two years out to order right now because of supply issues. Other fiber providers will also leave ground cables lying in the handhole (a handhole is an underground vault that provides access to fiber optic cable and other utilities for splicing & repairs) with no chance of locating the fiber line in wet or frozen conditions. This makes the fiber not locatable when work needs to be done in these conditions and increases your chance of having issues with your service due to a fiber cut. In addition to locates, the posts keep snowplows from driving over and crushing our handholes in the winter (if that happened, we'd have to dig up your yard again to repair the handhole and no one wants that). So... having the fiber wires accessible from these orange posts makes locating the fiber lines easy and is one of the things that makes our network more stable and dependable.

October is Fire Prevention Month.

October 8-14 is Fire Prevention Week

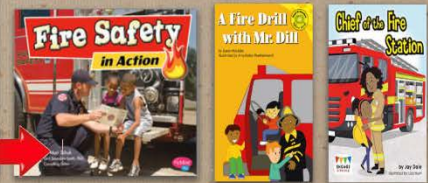
Learn how to stay safe & prevent fires with these resources.

The screenshot shows the PebbleGo website interface. At the top, there is a search bar with 'Search PebbleGo' and a 'capstone' logo. Below the search bar, there are navigation tabs for 'How Fires Start', 'Smoke Alarms', 'Have a Plan', 'Staying Safe During a Fire', 'Dos and Don'ts', and 'Read More'. The main content area features a text block about fire safety: 'Fires can be very dangerous. They can start by **accident** in many ways. A candle could tip over. A frayed cord that's plugged in could create a spark. Once a fire starts, it can easily get out of control. It is important to be careful around fires.' To the right of the text is a small image of a fire. At the bottom of the page, there are icons for 'Cite', 'Article', 'Activity', and 'Video'.

Join Sparky's Fire Safety Club to visit this interactive site filled with fire safety activities.



Read & listen to these eBooks.



Read & Sing Along to the *Fire Safety* series.

Welcome new member Coronas Cantina-Grill #2 Mexican Restaurant, 920 West City Highway 16, Suite B, West Salem





www.westsalemwi.org

IN THIS ISSUE:

Upcoming Events

Meeting Wednesday!!!

West Salem Business Association

P. O. Box 84

West Salem, WI 54669