



February 8, 2024
46th Annual Banquet!

No regular Noon meeting will
be held in February



American Legion Post 51,
Downtown West Salem

Cocktails 5:30 p.m.

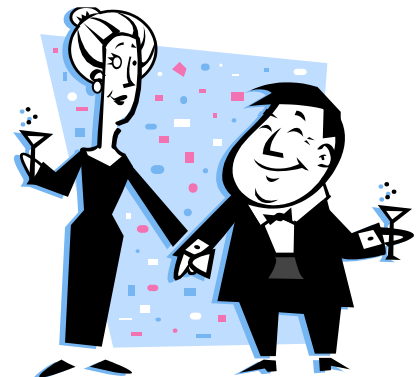
Dinner 6:00 p.m.

Presentations

PLEASE RSVP
BY END OF BUSINESS ON
TUESDAY, FEBRUARY 6, 2024

**Tickets are \$25 and can be
purchased online or at the door.**

<https://westsalemwi.org/events/#!event/register/2024/2/8/west-salem-business-association-annual-meeting-and-banquet>



Next Regular Meeting is March 13, 2024

ANNUAL MEETING AND BANQUET PROGRAM

5:30 Social Time with Cash Bar
6:00 Welcome—Stephen Cohen, WSBA President
Banquet
Business

Presentation of Awards

Business of the Year
Citizen of the Year
Door Prizes

Election of Officers

President

Jennifer Hatz, River Valley Media Group

Vice President

Dave Noelke, Century 21 Affiliated

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

Glen Danielson, Signarama La Crosse

Past President

Stephen Cohen, Edward Jones

2023 Projects & Activities

- ◆ Annual Banquet
- ◆ West Salem Bucks Certificates
- ◆ June Dairy Days Kickoff Lunch
- ◆ West Salem Scholarship Awards
- ◆ La Crosse County Fair Support
- ◆ National Night Out
- ◆ Annual Golf Outing for student scholarships
- ◆ Downtown Trick-or-Treating
- ◆ Food Drives
- ◆ Winter Wonderland
- ◆ Financial Support for:
 - ◆ West Salem Bicycle Playground
 - ◆ Explore La Crosse Day at the Brewers
 - ◆ West Salem Lion's Club Christmas Baskets
 - ◆ West Salem Cares
 - ◆ Bike Rodeo
- ◆ Website for Business Association Members
- ◆ Informative Speakers & Discussions (Monthly)
- ◆ Facebook page with regular updates and highlights of member businesses



Looking for a large backroom to have a party? Krome's is your place. No charge! You can bring in food. We have chairs and tables and are able to accommodate your special party.

163 Leonard St S, West Salem, Wisconsin
(608) 786-3323 - kromesdowntown@yahoo.com





Save the Dates!

2024 June Dairy Days is scheduled for May 31 through June 2

If you are interested in volunteering, please reach out to Jennifer Hatz. The executive board is looking for help in many areas, especially with the setup and take down of

the park. Sponsorship opportunities will also be sent out with in first couple of weeks of February. Looking forward to another great JDD! Any questions please visit our website www.junedairydays.com

Lynxx Networks owns West Salem businesses Bahr Electric and 3RT Networks and the staff at Bahr is doing all of our West Salem installations. That means that when your zone opens and you're able to apply for service and schedule your installation date, a technician from Bahr Electric will be the one hooking your home up for service. It's just one more reason why Lynxx Networks is the only local provider of internet, phone and TV that you'll ever need.

FIBER INTERNET INSTALLED BY YOUR ONLY LOCAL TEAM



www.getlynxx.com

Carolyn Scott, Tyler
Bahr Electric



AMERICAN LEGION POST 51 SOFTBALL FUNDRAISER

Designer Purse Bingo

Brands include: Coach, Kate Spade, Michael Kors, Dooney & Bourke, Portland Leather Goods and more!

March 24, 2024

\$50 PER TICKET

Ticket includes: Bingo packet & dauber, Dinner & Door Prize entry

Limited number of tickets are being sold
If available, tickets at the door will be \$60

Tickets available to purchase at The West Salem American Legion or
by contacting Rita Schmitz at 608-799-9945 or on Eventbrite

**Purchase tickets before February 10th to be entered
to win the Early Bird Purse Basket**

4 pm Doors open

5 pm Bingo begins

Purchase tickets
here:



**BERG HEMKER OLSON AMERICAN LEGION POST 51
148 S LEONARD ST, WEST SALEM, WI**

Greetings!

Let us take this opportunity to introduce the **West Salem American Legion Post 51 Girls Softball Team!** We are a relatively new team as 2024 is our second year in existence. Our first year, we were thrilled to represent West Salem at the State Tournament and look forward to continued success this year. The support of Post 51 Boys Baseball team was amazing and allowed us to become established in our inaugural season. We are excited to continue the winning tradition and development of our young people in West Salem. Teamwork, passion, and positive involvement in our community are the cornerstones of this team. Our goal is to develop young ladies with strong character and a belief in the importance of community.

With our second season quickly approaching, we are requesting sponsorships for the 2024 season. Fielding our team depends on commitment from business owners and members of the West Salem community. We are grateful for the support we receive. We have three levels of sponsorship for consideration:

- **Season Sponsorship: \$350** – All businesses will be prominently displayed on a “Thank You” banner and on programs for the 2024 season. Additionally, we will be holding a “Designer Purse Bingo” in March and your business will be prominently advertised as a specific purse sponsor. From the feedback we have received, this event will be well attended and a great fundraiser for our team. We anticipate this being an annual event. Purses for this event will include designer labels Coach, Dooney & Bourke, Michael Kors, Kate Spade and more.
- **Designer Bingo Event Sponsorship: \$100** – Your business will be promoted and announced throughout the Designer Purse Bingo event and sponsorship money will help offset expenses.
- **Gift Basket/Gift Card Donor: Minimum donation \$50 total value** – Gift baskets and/or gift cards may be donated, and we will use them as raffle and door prizes at the Designer Purse Bingo Event. We ask that all baskets and gift cards be ready for pick up no later than March 10th to allow us time to appropriately plan and prepare sponsorship recognition for the event.

Please take a moment to review and select the sponsorship package that best fits your business and budget. Your support is appreciated and will allow our team to focus on our goal of providing this character-building opportunity for young ladies in our community.

You may complete your sponsorship commitment by mailing a copy of this letter along with a check payable to WS Legion Softball, PO Box 104, West Salem, WI 54669 or respond via email to Head Coach Mariah Wick at: wicmar3@gmail.com. You can contact Mariah by phone at: 608-769-5374.

Respectfully yours,

Mariah Wick
Ty Schleppenbach

Chris Peterson
Bob Roesler

West Salem American Legion Girls Softball Team Coaches

“Do It Now” Revisited

Procrastination would be a thing of the past if “do it now” were as easy as it sounds. To overcome procrastination, use baby steps. For example, need to finish a report? Step one might be to turn on your computer. Even better, walk into your office with step two being to turn it



on. 2) Look at the clock and promise one minute of dedication to the task. The idea is that one minute will turn into two, and before long you are done. 3) Promise a reward. (“If I finish this task, I am taking myself to a movie!”) This is called a “pull strategy.” 4) Get an accountability partner—ask a person to check in with you to see if you have completed the task. This is a powerful tactic, but avoid choosing those with whom you have strong emotional ties such as a spouse, another family member, or a close friend. Ironically, your relationship can reduce the urgency needed to complete the task if you don’t fear their disappointment or reaction to your failure to follow through. The do-it-now mentality is a stepping stone to something even more powerful—a proactive mindset—which can significantly boost productivity and your ability to take immediate action. Experiment with strategies that work for you. Make it your goal to adopt a proactive mindset that instills an ability to take immediate action.

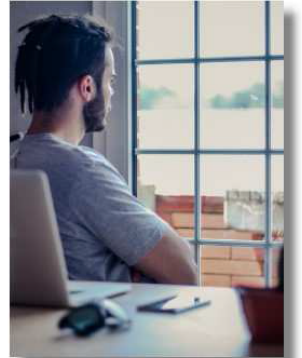
Seek EAP Assistance for Tardiness

Employees being late to work are one of the most frustrating experiences for employers, but also for the tardy worker who pounds the steering wheel, angry at arriving to work late again. Get the fix by talking with the EAP if you struggle with this. Although most employees can point to what they believe is the reason for their chronic lateness, often the problem is more complex. Your EAP will help you find the solution to tardiness so you can experience the relief and satisfaction of getting to work on time.



End Your Day with a Transition Ritual

If you have struggled with work-life balance, try creating a “transition ritual”—a symbolic approach to ending your day that prompts a mental shift from your professional responsibilities to your personal life and responsibilities at home. For example, at each day’s end, routinely turn off lights, straighten your desk, close the laptop, write tomorrow’s to-do list, and/or take a short walk. You may soon experience a faster and healthier mental separation between work and leisure so you gain the full benefits of your time off.



Saturday, February 24, 2024
8:30 p.m.
Features Sports Bar & Grill
West Salem





**Saturday, February 10, 2024,
beginning at 7:30 p.m.**

The Four Guyz in Dinner Jackets® take you on an “Old-Fashioned” road trip with a double shot of nostalgia in their brand-new show! In this energized entrée, the fabulous foursome serve round after round of classic doo-wop and tasty musical side dishes you are sure to relish! We know you will drink up every drop of fun right down to the orange slice and maraschino cherry! Join the Four Guyz in a toast – your reservation is waiting!

Being so close to Valentine’s Day, please join us for a glass of wine or two and some Gourmet Chocolates from The Sweet Shop. Wine and Chocolates can be purchased before the show and at intermission. It's sure to be a great night!





Your WSBA will again partner with the West Salem Police Department's National Night Out Day

Celebrated on the first Tuesday in [August](#), National Night Out Day is designed to make communities safer and more caring. It achieves this through national community-building programs that promote a key aspect of safer and more caring neighborhoods: police and community partnerships.

Research has shown that partnerships between communities and local police forces can have a positive effect not only on crime but also on the communities' trust in [law enforcement](#).

The History of National Night Out

Even though communities have observed National Night Out since 1970, it wasn't until 1984 that this holiday was officially observed on a widespread basis in both the [U.S.](#) and [Canada](#). It was started by the National Association of Town Watch—a [nonprofit](#) organization dedicated to building more caring and safer communities through strategic crime prevention programs.

Facts About National Night Out

If you're looking for additional information on National Night Out programs across North America, then you've come to the right place. We've come across a wide variety of facts about this holiday. And that's the information we want to share with everyone with the bullet points below.

- National Night Out began in 1970 in the western suburbs of Philadelphia, Pennsylvania.
- In 1981, the National Association of Town Watch was established.
- In 1984, the National Night Out campaign was launched.
- The first National Night Out involved 2.5 million [neighbors](#) in 400 communities across 23 states.
- In 2020, National Night Out involved 38 million neighbors in 16,000 communities across North America.

Getting the Most Out of Online Counseling

Online counseling and coaching have gained popularity worldwide, but a few challenges exist compared to in-person sessions. These few tips will maximize the benefits of your experience: 1) Be sure to select a quiet and private space for your sessions so your confidentiality is ensured. You're likely to be more open about issues of concern. 2) Choose the video option so you can see your therapist. This facilitates better bonding necessary for the counseling process. 3) Remember to communicate openly. It's easier to hide feelings, thoughts, and reactions online, so try to be fully present—show the real you as you engage with the professional. This includes your tone of voice and emotional state. 4) After a session, journal issues you want to address next time while they are fresh in your mind.



West Salem Business Association

<https://www.facebook.com/profile.php?id=100064493392073>

<https://westsalemwi.org/>



Bangor ● Campbell ● Holmen ● Onalaska ● West Salem

FEBRUARY 2024

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

SENIOR MOMENTS

Floyde's Senior Moments—learning and entertainment for adults ages 50 and better—is back! Join us at the Onalaska Library for some coffee, goodies, and great programming.

Onalaska Public Library
February 14 - May 15
Wednesdays at 10 am

Feb 14: John Armbruster, *Tailspin* author

Feb 21: Mississippi Valley Archaeology Center (MVAC) Artifacts

Feb 28: The Shovelmen

Funding provided by the Ben and Floyde Sias Library Trust Fund.

YOUTH PROGRAMS

STORY TIMES

Story times for ages 0-6

- Baby Bop
- Tiny Tales
- Tales for Twos
- Library Learners



BILINGUAL STORY TIMES

For ages 3 and up

Onalaska - Feb 3 at 11 am
West Salem - Feb 17 at 11 am

TEEN BINGO

For teens in grades 6-12
All programs from 3-4 pm

Holmen - February 5
Onalaska - February 8
West Salem - February 14

LEGO AT THE LIBRARY

4:30-5:30 pm at all locations

Bangor & Campbell - Feb 19
Onalaska - Feb 26

(Holmen & West Salem on March 4)

READING CHALLENGES



YOUTH WINTER MINI READING PROGRAM

Kids ages 0-18 can read books, earn prizes, and enter to win a gift card to Jump Start Adventure Park.

HOT READS FOR COLD NIGHTS

Adults ages 16+ can read or listen to 3 books by February 26 to win a prize and be entered into the grand-prize drawing. Pick up a reading log or participate online through the Beanstack app!

GENERAL PROGRAMS

ART IN THE LIBRARY FOR ALL: PAINTING

HOLMEN LIBRARY
February 1 at 1 pm
February 6 at 2 pm

CHARCUTERIE MAKE + TAKE

WEST SALEM LIBRARY
February 5 at 6 pm

CRAFTERNOON

WEST SALEM LIBRARY
Tuesday, February 6
2 pm - 4 pm



PILATES BASICS

ONALASKA LIBRARY
February 7 at 8 am
February 14 at 8 am

NOTES

Care facilities are invited to participate in our **Outreach Puzzle Battle**. Teams have until Feb 10 to complete a 300-piece puzzle and may win a prize. Email libraryprograms@lacrossecounty.org for details.

WINTER MOVIES

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

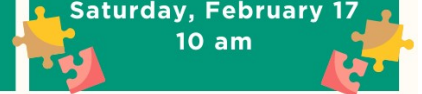


GAME DAY

BANGOR LIBRARY
Thursday, February 8
1:30 pm

JIGSAW PUZZLE BATTLE

HOLMEN LIBRARY
Saturday, February 17
10 am



LACROSSECOUNTYLIBRARY.ORG
608.399.3390

DOT Drug & Alcohol Supervisor Training

Wednesday, Mar 20, from 11:45 a.m. – 3:30 p.m.
Class will be held virtually via WebEx. Fee is \$50

Gundersen Health System educators are offering Department of Transportation (DOT) Supervisor Training for area employers. The training is mandatory for supervisors of employees who have a Commercial Driver's License (CDL) and are subject to the Federal Motor Carrier Safety Administration (FMCSA) drug and alcohol testing guidelines. This requirement also applies to other DOT agencies subject to federal testing regulations including Transit, Maritime, Railroad, Aviation and Pipeline. While the DOT only requires one-time training, we welcome those who want a refresher or new supervisory staff. For more information, or to register, click [here](#).

Schedule on-site screenings

Biometric screenings are measurements that can be taken at a worksite and used to measure risk and as benchmark data for an employee wellness program. A summary report can be used to create a plan and timeline to implement programming to help improve health status over time.

Gundersen Health System offers the following on-site biometric screenings: height, weight, body mass index, waist circumference, blood pressure, blood cholesterol and blood glucose. Blood cholesterol numbers include: total cholesterol (a measurement of all types of cholesterol in the body), high density lipoprotein (HDL or good cholesterol), low density lipoprotein (LDL or bad cholesterol) and triglycerides (a form of fat in the blood).

For more information, and to schedule, [email](#) or call 608-775-3964.

BusinessLink
*Where health
gets down to business*

GUNDERSEN
HEALTH SYSTEM®

The 101% Mindset: Elevating Your Career

A 101% mindset means consistently striving to deliver exceptional performance and exceeding expectations at work. It's easier than you think, and it doesn't mean piling on a lot of extra work for yourself. But it can lead to reduced stress and big returns. Demonstrating the ability to consistently deliver 101% can indicate strong leadership potential. So, employees who show initiative, take ownership of tasks, and exceed expectations typically are considered for leadership roles or given increased responsibilities and recognition. Develop this habit: When given an assignment, identify the acceptable results desired. Then, identify the critical areas where a small extra effort can have a substantial impact on the project's success. Apply this "101% formula" consistently and watch how increased high regard for your work produces ripple effects for your career.





**BOYS & GIRLS CLUBS
OF GREATER LA CROSSE**

As we welcome the new year, I can't help but think back on the amazing moments that we had at our 8 Club locations in 2023. Throughout the year, thousands of youth walked through the doors of our Clubs and received academic assistance, mental health support, meals, connection with caring adults and so much more. Kids were able to have a place where they felt a sense of belonging and knew that they were valued and supported. It is because of you that these moments are possible.

I continue to be amazed by the support we receive from this incredibly generous community. We cannot thank you enough for seeing the true value in our mission and the services we provide for kids. You helped give kids the simple things that mean the world to them. Please enjoy the highlights below of an exciting 2023. I look forward to all of the opportunities the new year will bring. Thank you and Happy New Year!



**Jake Erickson
CEO**

Your gift helps us continue to inspire
& empower all kids.

[Help Inspire Kids!](#)

Because of YOU



Increased Mental Health Support

We kicked off 2023 by hiring a full-time Youth & Family Services Director who provides guidance to our four Youth & Family Specialists helping take our mental health programming to a new level!



Increased Academic Assistance

In addition to several part-time tutors, we now have four full-time education positions. We have two Graduation Specialists working in the high schools and two Education Directors in our Clubs.



Increased Attendance

Our organization served a total of 4,787 members throughout the year with an average of nearly 900 youth per day at all of our sites and athletics! In addition to our members, over 7,000 youth were served through community outreach such as tournaments, community family nights, partner events and more.



Brenengen Club Cooking Challenge

We were able to celebrate the completion of our Brenengen Club kitchen remodel by hosting a cooking competition with our members and "Club celebrities" - Paul & Melissa Borsheim, Ryan Rieber, Jake & Jessie Erickson and Don Brenengen.



McDonald's Classic

We had another record setting year with 137 teams participating in our McDonald's Basketball Classic making this our biggest tournament of the year!



Kids in Construction

We had a blast hosting Kids in Construction! Club members were able to explore heavy-duty machinery while team members from J.F. Brennan, Wieser Brothers, and Mathy Construction were on hand to answer all of their questions and share more about the exciting world of construction. Click [HERE](#) to see a video outlining the program.

MARK YOUR CALENDAR



BOYS & GIRLS CLUBS
OF GREATER LA CROSSE

A Day at the Ballpark!



Join us in Arizona for
Brewers Spring Training

March 24, 2024

Join Us for a Day at the Ballpark

Milwaukee Brewers vs. Arizona Diamondbacks

Sunday, March 24 | 1:10 p.m.

Boys & Girls Club CEO, Jake Erickson, Viterbo University President, Rick Trietley and Aquinas President, Ted Knutson invite you to join them for a Milwaukee Brewers spring training game at American Family Fields in Phoenix, Ariz.

Cost is \$55, which includes a reserved seating section above the Brewers dugout, lunch, and an exclusive area for socializing before the game. Click [HERE](#) to register.

Registration deadline is Feb. 16



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