



MONTHLY MEETING

WEDNESDAY, MARCH 13, 2024, AT NOON

Westview Inn

Downtown West Salem

SPEED NETWORKING



Speed networking is a meeting format designed to accelerate business contacts.

Speed networking basically involves participants gathering together to exchange information. Participants greet each other in a series of brief exchanges during a set period of time. During an interaction, participants ask and answer a couple of questions regarding their professional backgrounds and businesses. Networkers are generally seeking exposure to new markets and/or expanding their pool of vendors.

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 a small fee toward the buffet lunch.

46th Annual Meeting and Banquet

February 8, 2024

The Annual Meeting was called to order by President Cohen, and after announcements, a buffet dinner was hosted by the American Legion Auxiliary.

President Cohen gave an update on the Association projects and activities in 2023. In addition to the annual banquet, the Association participated in and/or sponsored the following initiatives and projects:

- “ 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

The 2024 West Salem Business Association Board of Directors was presented:

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
Director, Rick Wilson, Magnum Media
Director, Ashley Giese, La Crosse County Library
Director, Glen Danielson, Signarama La Crosse
Past President, Stephen Cohen, Edward Jones

Motion by Paul Giese, seconded by Vern Ronskog to elect all officers as presented. Motion approved by unanimous voice vote.

Director Teresa DeLong presented the Citizen of the Year award to Attorney Pete Ames. Director Rick Wilson presented the Business of the Year Award to La Crosse Fairgrounds Speedway. Finally, President Jennifer Hatz presented the Past President's Award to Stephen Cohen.

The annual meeting was then adjourned.

Teresa L. DeLong, Secretary/Director

Past President Award to
Stephen Cohen



Business of the Year La Crosse
Fairgrounds Speedway!





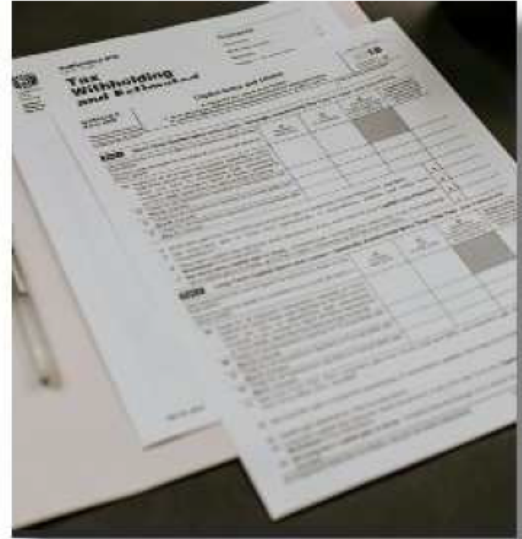
Citizen of the Year
Attorney Pete Ames

**Honorable Mention to the Berg-
Hemker-Olson American Legion
Post 51 for hosting and catering
the West Salem Business
Association annual banquet.
Thank you!**



Avoid the Stress of Last-Minute Income Tax Preparation

Avoid the distress of rushing and last-minute tax preparation this year by dedicating time now if you are still procrastinating. Break up the task into bite-sized pieces by creating a schedule or timeline for each task—gathering documents, organizing receipts, adding things up, filling out forms. Stick to a schedule using your smartphone by setting reminders and gentle nudges so you stay on track. Consider potential obstacles or distractions and develop strategies now to avoid them. Remind yourself of the benefits of completing your taxes early—it helps. And make one of these benefits a big reward for yourself for avoiding the rush this year!



10TH ANNUAL GERRY VAN OSS MEMORIAL
CORNERD BEEF
Dinner
MAR 18 • 5:30 PM **UNTIL GONE**
\$17 PER PERSON
WEST SALEM AMERICAN LEGION

MARCH 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 older adults—is back!

Onalaska Public Library
Wednesdays at 10 am

March 6: Badger Aces
Mike O'Connor, author

March 13: The Aprons of Evelina Grimes
Laurann Gilbertson, Vesterheim Museum

March 20: Dead Lines
George Hesselberg, author

March 27: In Search of the Wisconsin
Sasquatch | Jay Bachochin

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

CAN YOU HAIKU?

MARCH POETRY

Kids and adults can write and submit a Haiku poem between March 1-31. Then, come visit the library in May to see your poem displayed outside in our first multigenerational story stroll!

NOTES

CLOSED DATES

All library locations will be closed
March 29 & 30 for the spring holiday.

OUTREACH PUZZLE BATTLE

Care facilities are invited to participate in our **Outreach Puzzle Battle**. Teams have until March 23 to complete a 300-piece puzzle and may win a prize. Email libraryprograms@lacrossecounty.org for details.

YOUTH PROGRAMS

LEGO AT THE LIBRARY

Holmen & West Salem
Monday, March 4
From 4:30 pm - 5:30 pm

BILINGUAL STORY TIMES

For ages 3 and up
Onalaska - Mar 2 at 11 am
Campbell - Mar 16 at 11 am

MESSY KIDS ART

4:30 pm to 5:30 pm
Onalaska - March 13
West Salem - March 19
Bangor & Campbell - Mar 20
Holmen - March 27
Registration required.

TEEN TIME

Onalaska - Fri, March 15
from 2:30 pm - 4 pm
West Salem - Thurs, Mar 31
from 3 pm - 4:30 pm

GENERAL PROGRAMS

CUPCAKES & CANVAS

BANGOR LIBRARY
Thurs, March 7
6:30 pm

SPRING MOVIES

FREE MOVIES ON THE
BIG SCREEN

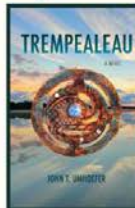
Showing at all five locations.
See website for details.

JIGSAW PUZZLE BATTLE

BANGOR LIBRARY
Tuesday, March 12
6 pm

GAME DAY

BANGOR LIBRARY
Thursday, March 14
1:30 pm



AUTHOR TALK & BOOK SIGNING

JOHN T. UMHOEFER,
AUTHOR OF *TREMPEALEAU*
ONALASKA LIBRARY
Saturday, March 16 @ 10 am



LACROSSECOUNTYLIBRARY.ORG
608.399.3390

1ST ANNUAL

ROCKIN' HOME SHOW



WITH RIVER VALLEY REMODELERS

WE ARE EXCITED TO ANNOUNCE THE LAUNCH OF OUR VERY OWN, ANNUAL HOME SHOW! JOIN OUR TEAM FOR A WEEKEND OF FUN. ENJOY LIVE MUSIC, GREAT EXHIBITS FROM US AND OTHER LOCAL PROFESSIONALS, ENTERTAINMENT FOR THE KIDS, FOOD, DRINKS, AND ADULT BEVERAGES!

WE'D LOVE FOR YOU TO BE A PART IN IT! BRING YOUR COMPANY'S EXHIBIT, JOIN US AS A SPONSOR, OR SIMPLY VISIT AS A GUEST!

WHEN:

SATURDAY, APRIL 13TH 2024
9:00AM - 5:00PM &
SUNDAY, APRIL 14TH 2024
10:00AM - 6:00PM

WHERE:

FEATURES FIELDHOUSE
220 COUNTY HIGHWAY M,
WEST SALEM, WI 54669

AVAILABLE SPONSORSHIPS:

BAG SPONSOR
PEN SPONSOR
BOOTH MAP SPONSOR
GIVEAWAY SPONSOR
LIVE MUSIC SPONSOR
EXHIBITOR PARTY SPONSOR
DAILY EVENT SPONSOR

VENDER BOOTH SPACE AVAILABLE

FOR MORE INFORMATION ON BECOMING A SPONSOR AND ENTERING YOUR EXHIBIT IN OUR HOME SHOW, SCAN THE QR CODE BELOW!



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**

The Little Mermen are the ultimate Disney tribute concert for Disney fanatics of all ages. The band's repertoire covers nearly a century of musical canon, including favorites from The Little Mermaid, Mary Poppins, Frozen and Encanto. The group performs in full costume with band members dressing up as characters from the films. They tour nationally, having recently shared festival stages with Stevie Nicks, Green Day and Joan Jett. The Little Mermen invite you to be their guest for a magical experience jam-packed with nostalgic fun & rockin' sing-alongs!



Something for Everyone at the Heider Center

Some of the best shows in the Midwest are offered in the Center's [Mainstage Series](#). Shows which educate and entertain, [perfect for school groups and children](#) of all ages, featured in the Educational Series. [Mainstage Plus Performances](#) round out the quality art and theater programming at the Heider Center. We have something for everyone to enjoy, and look forward to seeing you at curtain



Heider
are
time!

BusinessLink
*Where health
gets down to business*

GUNDERSEN
HEALTH SYSTEM®

DOT

Drug & Alcohol Supervisor Training

Wednesday, March 20 from 11:45 a.m. to 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](#).

Best Way to Utilize a To-Do List

To improve the effectiveness of to-do lists, consider these valuable tips. 1) Write down all tasks in "mind dump fashion" and prioritize later. 2) Break up any big tasks into small doable steps. 3) Do not make your to-do list too long because if one glance at the list causes you to feel overwhelmed, you may become demotivated, put it aside, and not complete it. Identify urgent versus important tasks—not hardest first and easiest later. 4) Add deadlines to each item because your to-do list is an action plan, not just a memory jogger.



We're looking for **LPNs and RNs**



MULDER
HEALTH CARE

**We are one team,
working together,
to be a light for
our residents,
their loved ones,
and each other**



Our values:

- ✓ Compassion
- ✓ Community
- ✓ Clinical Excellence

APPLY TODAY!



608.786.1600
23-boa@atriumlivingcenters.com
713 N Leonard St | West Salem, WI 54669

Stress Tips from the Field:

Job Stress Versus Job Strain

Job strain refers to heightened levels of stress in the workplace that surpass typical levels, potentially leading to severe health consequences if not adequately addressed. You will find job strain occurs when high demands of a job are coupled with low control over the duties. Strain increases with the inability to know how long engaging with demands will last and a feeling of powerlessness to control decisions that might reduce strain. Positions with job strain can be found in fast-paced healthcare settings like emergency rooms, teaching jobs in under-resourced schools, dangerous military occupations, and even some highly demanding home health aide jobs. Get help and support, and learn how to manage job strain if you identify some of the following: 1) consistently feeling overwhelmed by the amount of work; 2) frequently working long hours or taking work home to meet deadlines; 3) frequently dealing with emotionally challenging clients, patients, or customers; 4) needing to suppress emotions to remain calm in stressful situations; 5) feeling emotionally drained or exhausted after work; 6) having little or no control over work duties, including the methods and pace; 7) finding decisions about the job are being made by someone else or being micromanaged with no autonomy; 8) receiving no support from others when facing work challenges; 9) frequent isolation on the job; 10) receiving little or no training for the position; and 11) performing repetitive or physically demanding tasks.



Mental Health Tip for Customer Service Reps

Learn how to develop emotional resilience if you are new to customer service. It's vital if you will be dealing with difficult customers. Emotional resilience is your ability to adapt and bounce back from stressful interactions.

How can you develop emotional resilience? Practice recognizing your emotions, triggers, and stress responses to customers. Do this for a few weeks. Keep a small diary of these discoveries. Doing so will help you develop keen self-awareness that allows you to spot early signs of emotional distress and empower your ability to intervene and manage this state of mind. You will also be able to appropriately detach from emotionally charged situations and enjoy your job more. In turn, this will boost empathy skills—your ability to understand, connect with, calm, and serve your customers with winning service.



Use Anticipatory Joy to Manage Work Stress

Looking forward to something enjoyable that's coming up soon can create a positive emotional state to help you manage stress better. Biology is key in this stress management technique known as "anticipatory joy" or "positive anticipation." The anticipation of an enjoyable experience releases dopamine, a neurotransmitter that produces a sense of pleasure and reward. This uplifts your mood and counteracts stress hormones. Try it. Focus on a soon-to-be-experienced activity—plan one now—that will bring joy and excitement. See if this strategy shifts your attention away from stressors and creates positive thinking. The payoffs are reduced anxiety, improved mood, increased motivation, and a sense of purpose.



A-1 ADVANCED PUMPING

TIP OF THE WEEK

Pump out your septic tank when needed.

Don't wait until you have a problem. Routine pumping can prevent system failures. If you can't remember when your tank was last pumped, your septic system may be living on borrowed time.

Strong Businesses Make Strong Communities!

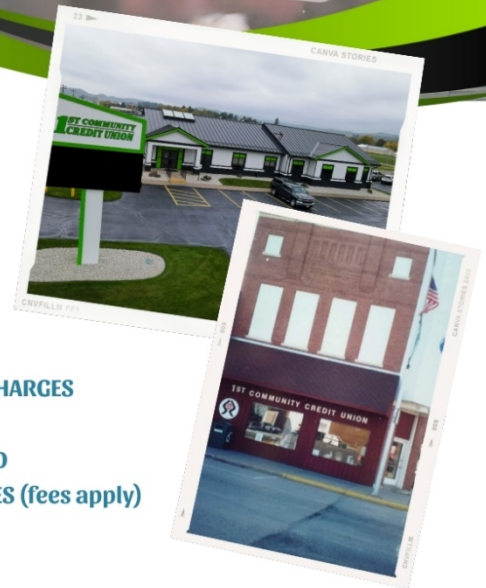


Community is our middle name, and we believe
when communities thrive we all succeed!

There have been a lot of changes in the years since 1st CCU first opened a branch in West Salem, but one thing that has remained steady is our commitment to our members, businesses, and our local communities. We're here to serve you!

Learn more about our simple and low-cost
Business services at 1stccu.com

- NO MONTHLY FEE
- NO TRANSACTION FEES
- NO MINIMUM BALANCE REQUIREMENTS
- FREE ONLINE/MOBILE/TELEPHONE BANKING
- NO PER-CHECK CHARGES
- VISA DEBIT CARD
- VISA CREDIT CARD
- PAYROLL SERVICES (fees apply)



**We're experts at what WE do, so you can
focus on being an expert at what YOU do!**

**1ST COMMUNITY
CREDIT UNION**
Federally insured by NCUA. Membership eligibility required.
Visit 1stccu.com or call 888-706-1228.

Jodi Lovgren | Salina Jerome | Brittany Herricks | Barb Burnham | Lisa Miller | Marina Salamonski





2024 June Dairy Days

May 31-June 1 & June 2

Dear June Dairy Days Supporters:

Once again June Dairy Days (JDD) is just around the corner, and we are asking for your support and assistance in this community wide event.

The JDD celebration draws hundreds of people, mostly family and friends, from the coulee region. Our mission is to create a family friendly event and to promote health and wellness in our community. We have many events which currently include Friday night Fireworks, Saturday Parade, A Run/Walk, Bike Tour, and Live entertainment all weekend. Kiddy Tractor Pull, Bingo, and the Dairy tent are always family favorites. The Car Show on Sunday continues to be a hometown favorite as well.

Each year many local supporters and volunteers work together to help make the festival a success. The profits from June Dairy Days are returned to the organizations that help put on the festival and in turn are re-invested into the area's economy. Please consider supporting this year's festival.

Attached you will find the sponsorship levels that have been identified to help make this year's festival a success. Each year June Dairy Days is struggling to find volunteers to help organize and run the festival. If you are interested in becoming a board member or would like to help please let us know.

We would like to thank everyone that has been a supporter in the past. Your generosity has been greatly appreciated. We hope that you continue to support the JDD festival.

If you have any questions regarding the opportunities, please feel free to contact one of our JDD Promotion Committee members; Jeanne Bahr (608)738-6392.

If you would like to email me your verbal commitment this will help us with planning and getting signage started.

Thank you again for your support,

Jeanne Bahr

Past President and Promotions Committee

☐ **\$1,000 Platinum Stage Sponsors includes:**

Company name/logo on the Stage Signage
Company Name/Logo on Platinum Signage in Park
Company name/logo on Event Poster
Brochure/Schedule Recognition
Newspaper Recognition
Electronic Media- JDD Face book, JDD Website, WSBA Website and Village Website
Commercial Entry into the JDD Parade

☐ **\$750 Event Sponsor includes:**

Company name/logo on Event Signage at Event
Company name/logo on Event Signage at Park
Brochure/Schedule Recognition
Newspaper Recognition
Electronic Media- JDD Face book, JDD Website, WSBA Website and Village Website
Commercial Entry into the JDD Parade
Events Include: Car Show; Children's Events; Bike Tour; Fun Run; Poker Run, UTV Ride

☐ **\$500 Gold Sponsor includes:**

Company name/logo on Event Signage at Park and Poster
Electronic Media- JDD Face book, JDD Website, WSBA Website and Village Website
Commercial Entry into the JDD Parade

☐ **\$250 Silver Sponsor includes:**

Company name/logo on Event Signage at Park and Poster
Electronic Media- JDD Face book, JDD Website, WSBA Website and Village Website
Commercial Entry into the JDD Parade

☐ **\$100 Bronze Sponsor includes:**

Company name/logo on Event Signage at Park and Poster

Electronic Media- JDD Face book, JDD Website, WSBA Website and Village Website

☐ I am also interested in learning more about volunteering, Contact Information:

Name: _____ Phone: _____ email: _____

In Kind Donations are also accepted in place of the above sponsorships. If you would like to make an in kind donation please contact Jeanne Bahr to discuss opportunities at Jeanne_bahr@yahoo.com or via cell 608-738-6392.

Business Name: _____

Contact Information: _____, Phone: _____ email _____

Must be received by April 15-2024 for advertising purposes
Please return this form along with your advertising information and a check payable to :
June dairy Days Committee /Poster, P.O. Box 71, West Salem, WI 54669.

With 19 years of experience in serving the La Crosse community and its surrounding areas, Home Tech Relief specializes in providing professional technology solutions. Our services include Smart home setup, monitoring and security, PC and Apple setup and troubleshooting, cord cutting, and home theater consultations. We offer in-home assistance and user-friendly solutions, making technology more accessible to everyone. Additionally, our one-year service option makes for a thoughtful gift for friends and family members who may encounter regular technical difficulties.

Please feel free to reach out to me:

Call/Text: (608)461-1396

Email: LaCrosseHomeTechRelief@gmail.com

<https://www.facebook.com/HomeTechRelief>



The tradition continues. Once again, the Class of 2024 will present their Panther Portfolios (formerly Senior Exit Projects) to a panel of judges on **Wednesday, May 8, 2024**. We would appreciate having you be a part of this experience as a presentation judge.

The commitment for the day would include:

- Judges arrive at the high school at **11:00 a.m.** on May 8.
- A training video will be sent out to all judges in late April.
- In person training for all will be provided on May 8th.
- Lunch will be provided.
- Presentations will begin promptly at 1:00 p.m. and conclude by 3:15 p.m.

Please fill out [this form](#) to indicate whether you are willing to judge or not. If you have any questions, please email me at schwier.michelle@wsalem.k12.wi.us or call me at 608-786-1220 ext 2343.

I hope that you will consider participating in this valuable conclusion to the West Salem High School Class of 2024's education experience. I look forward to seeing your response.

Michelle Schwier
Para-Professional
West Salem High School
490 N Mark St
West Salem, WI 54669
(608) 786-1220 Ex:2343



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