

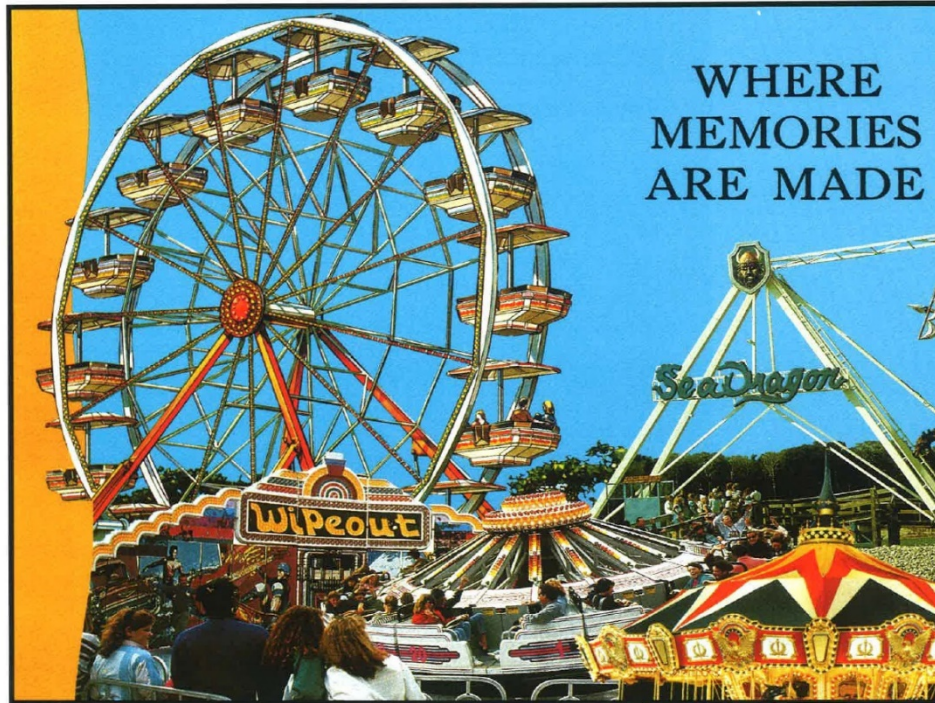


**Monthly Meeting**  
**WEDNESDAY, JULY 10, 2024, NOON**  
**La Crosse Fairgrounds Speedway**

The July WSBA Regular Meeting will be held from Noon – 1:00 p.m. at La Crosse Fairgrounds Speedway in West Salem. Park in the parking lot and come right up the hill to the grandstand Hospitality Pavilion! Please join us!



**GUEST SPEAKER:  
Marla Stello  
La Crosse Interstate Fair**



WHERE  
MEMORIES  
ARE MADE

**La Crosse Interstate  
FAIR**

**JULY 17 thru 21, 2024**

~~~~~  
**SAVE BIG - WED. \$2.00 RIDE TICKETS  
GOOD ALL WEEK**

**\* WRISTBAND SPECIALS \*  
THUR. & FRI. 1 - 5pm \* SAT. & SUN. 12 - 4pm**

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**RIDES \* GAMES \* FOOD \* FUN  
Mr. Ed's Magical Midways, LLC**





## Golf Outing

Mark your calendars for Wednesday, September 11 and prepare for a fun day!

A registration form is included with this newsletter. Hole sponsors are always welcome!

## West Salem Business Association Annual Golf Outing

**Wednesday, September 11, 2024**

**EVERYONE** is invited to the WSBA annual golf outing and dinner on Wednesday, September 11, 2024, at Fox Hollow Golf Course.



Registration begins at 1:00 p.m. with a 2:00 p.m. shotgun start (scramble). Teams will consist of no more than four people. You can make your own team of four, or sign up individually and we will pair you up. Whether you are a pro or an amateur, this is a fun event in which people can enjoy some camaraderie. If you are coming just for dinner, just show up around 5:00 p.m.

Please send registration and checks payable to West Salem Business Association by August 21, 2024, to:

**PETER AMES, P.O. BOX 843, WEST SALEM, WI 54669.**

The prices for the golf outing are as follows:

Golfers .....\$30.00 per golfer  
Dinner.....\$15.00 per person  
Hole Sponsor.....\$100.00

Come out to this fun event and enjoy some camaraderie with other WSBA Members and the Community!



**HOLE SPONSORSHIP**

Company name: \_\_\_\_\_

\_\_\_\_\_

Price for hole sponsorship is \$100.00

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

Thanks.

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

**SCHEDULE OF EVENTS**

September 11, 2024

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 21st 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 \$100 = \_\_\_\_\_

TOTAL: \$ \_\_\_\_\_



Thursday, July 11 to Saturday, July 13, 2024 - all day  
Maple Grove Venues at W4142 County Road B  
West Salem, WI, US, 54669  
Tickets Vary

Buy Tickets at <https://countryboom.com/tickets/>

**COUNTRY Boom**  
LA CROSSE, WI EST. 2018

**2024 LINEUP**

**JULY 11, 12 & 13**  
LA CROSSE, WI

**NELLY | RILEY GREEN | CHASE RICE**

**ERNEST \* PRISCILLA BLOCK \* COREY KENT**

**RODNEY ATKINS \* ASHLEY COOKE \* BRYAN MARTIN**

**ELLA LANGLEY \* TAYLER HOLDER \* TUCKER WETMORE**

**PRESENTED BY:**

**DAHL**  
AUTOMOTIVE  
1911

**GERHARD'S**  
KITCHEN BATH & LIGHTING STORE  
BY FIRST SUPPLY

<https://countryboom.com/>

# Welcome New Members



Performance Foodservice is coming to West Salem! Our building is in process at 1130 Industrial Drive, and we are excited to be a part of the great



community of West Salem.

\*\*\*\*\*

## About West Salem Area Community Foundation



Like many communities, West Salem has areas of need -- the construction or improvement of community resource facilities, scholarships, community education, the arts, community emergencies, restoration projects as well as programs that will meet future charitable needs. Donors face an overwhelming number of organizations and programs searching for funds. For people with a strong sense of community and personal commitment to making a significant contribution to the community they live in, the choices can be especially demanding. The West Salem area has literally hundreds of outstanding volunteers and solid community service groups. But, not surprisingly, many donors find it difficult to weigh the comparative merits of organizations seeking support. They want to help worthwhile causes in their communities, but are unsure about the best ways to commit their funds. An area community foundation provides a long-term source of funds and a new resource for funding local charitable efforts. That's why thousands of Americans have chosen community foundations, like the West Salem Area Community Foundation, as their preferred vehicle for philanthropy. Contributions to the West Salem Area Community Foundation can be mailed to P.O. Box 30, West Salem, WI 54669. Your donation is tax-deductible.





Feyen's has a longtime legacy of exceptional service throughout western Wisconsin. In business since the 1980'S, we have over 40 years of experience in septic services and inspections, RV/camper tank pumping, portable restroom rentals, 9-stall luxury restroom trailer, grease trap pumping, waste hauling And more!

Contact us: Office (608) 525-4225

Portables Email: [Arcadeportables@gmail.com](mailto:Arcadeportables@gmail.com)

Septic Services Email: [arcadepumping@gmail.com](mailto:arcadepumping@gmail.com)

\*\*\*\*\*



Senior Insurance Products such as Medicare Supplements and related products, Funeral Expense Trusts, Life Insurance, Dental-Vision-Hearing, Hospital Indemnity, and Short Term Care



Rick Ross, 134 N. Leonard St. Suite 102, West Salem WI 54669, US  
[608-792-4340](tel:608-792-4340)

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**AUGUST 6, 2024**



Village Park - 5:00 to 7:30 P.M. National Night Out is a community Event that brings citizens together to get to know our neighbors and local police while celebrating the united stand that we take as partners against crime and disorder in our community. Free food, beverages, music, games, activities, prizes, bounce houses, water fights, and local organizations and businesses.



### **Grand Re-Opening Celebration!**

**Morrie's West Salem Kia** is thrilled to announce our Grand Re-Opening Event! After months of renovations and improvements, we are excited to welcome you back to our new state-of-the-art facility. Join us for a day filled with excitement, exclusive deals, and special activities for the whole family!

#### **Event Details:**

- Date:** Thursday, July 18th
- Time:** 4 - 7 pm
- Location:** 1440 Heritage Blvd, West Salem, WI 54669

#### **What's Happening:**

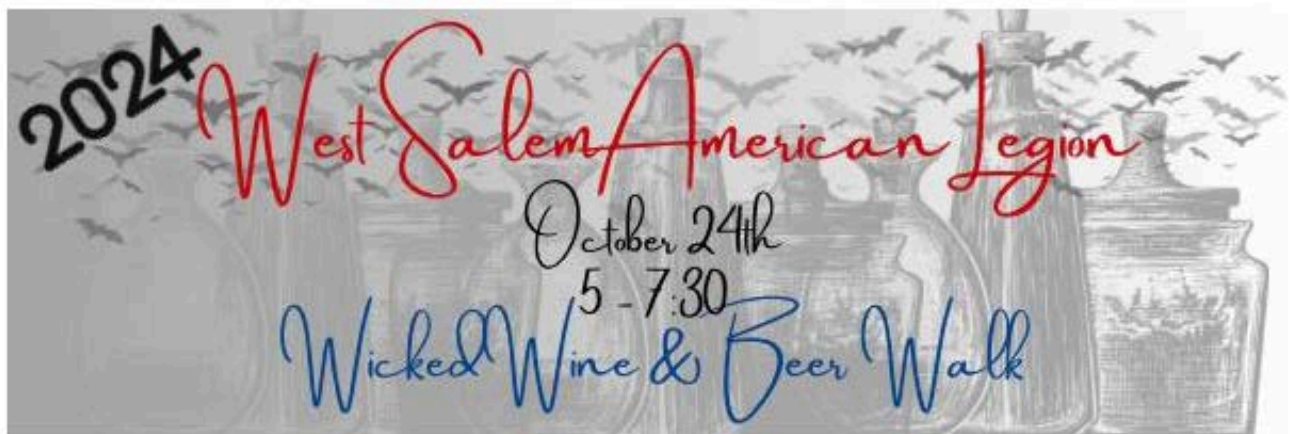
- Ribbon Cutting Ceremony:** Be a part of our store's history as we officially reopen our doors with a special ribbon cutting ceremony at 5:30 pm.
- Exclusive Offers:** Take advantage of the Event specials on our new and pre-owned inventory.
- Test Drives:** Experience the latest models with test drive opportunities.
- Food & Refreshments:** Enjoy a meal from Big Boar BBQ, beverages, and edible cookie dough for dessert.
- Family Fun:** Activities for all, will be provided by ORA Trails Bike Park and take your chance on winning Logger's Tickets.

This is a celebration you won't want to miss! Whether you're looking to buy a new car, enjoy some family fun, or just want to see our newly renovated dealership, there's something for everyone.



Morrie's West Salem KIA





Dear Business Owner,

The Berg Hemker Olson American Legion, Post 51 Building Committee is excited to sponsor our sixth "Wine & Beer Walk West Salem" event on October 24, 2024 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. We had so much fun last year with the Halloween theme, that we are embracing the Halloween Spirit again this year 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 15, 2024.** There is a legal maximum of 20 samples per person, so we would like to have at least 20 "Tasting Spots" for participants to stop at. You may email your desire to be included to: [melody.schmitz@charter.net](mailto: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 continue putting on this popular event to 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 24, 2024, 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](mailto:Nicole.vidal44@gmail.com) no later than August 30, 2024 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 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



## Fiber Project Update:

Village of West Salem



We have 9 total zones in West Salem and all 9 of those zones are now open for service! Anyone with a fiber connection to their home in West Salem is now able to get service.

**"I WAS AMAZED**

**THAT I NOTICED  
THE DIFFERENCE  
IN MY SPEED  
RIGHT AWAY."**

**-MICHELLE**

**NEW LYNXX NETWORKS CUSTOMER**



Michelle of West Salem switched to Lynxx and noticed a difference right away. Find out for yourself what Michelle and others already know: it's better here on the Lynxx network.

West Salem Business Association



Find us on

**Facebook**



<https://explorelacrosse.com/>



Elevate your next rendezvous in the La Crosse Region.

**The La Crosse Region is rich in scenic beauty, diverse attractions, first-class hospitality, and superb meeting facilities.** Just name your niche – The La Crosse Region offers memorable experiences as unique as each attendee. Inspire your group in grand arenas, luxurious ballrooms, and charming meeting spaces. Entertain along the Mississippi River with epic views, historic downtowns, colorful cuisine, and live music.



A-1 Advanced Pumping Service, Inc. is a family-owned and operated business in West Salem, Wisconsin. We've served La Crosse and the surrounding area for almost 40 years. As an expert in septic and liquid waste disposal, our prompt, educated, and professional team will happily help with your service needs.

With A-1 Advanced Pumping Service you can be assured that your tank is cleaned correctly and waste is disposed of in a manner consistent with all government regulations. We maintain clean equipment, do not drive on your lawn, and never leave a mess on your property.

## **BLUE TIE PRODUCTIONS**

Capture the essence of your most cherished moments, unique expressions, and business visions with Blue Tie Productions. Every life, creative journey, and enterprise has its own story—why should your video be any different? At Blue Tie, we promise not just a personalized video but an unparalleled filming experience, complete with professional execution every step of the way. We prioritize creating cinematic, timeless videos that not only dazzle today but are cherished for years to come. Our dedication to cinematic excellence means crafting not just a video, but a legacy—let's create something extraordinary together.



# Get an Energy Boost from Decluttering

**Has clutter** affected your workspace, and are years piling it higher and deeper? If you speak with coworkers who finally took the declutter plunge, most will tell you they experienced renewed energy, more excitement about coming to work, more



creativity, and a mental release with an increased desire to engage with the work culture. That's a lot to promise from decluttering, but try a decluttering experiment if you're not convinced. See if the above benefits or the following ones here don't accrue to you: streamlined workflow, more focus, clearer thinking and "thinking outside the box," reduced visual distractions and mental overload, a more serene environment, cleaner air, a better sense of control and order, less depressive feelings, reduced accumulation of stress, improved professional image. Tip: Using a kitchen timer, at the end of each day declutter for five minutes until you achieve your declutter goal.



### Home Tech Relief

Adam Buisman, Owner  
742 Tilson Street North  
West Salem WI 54669, US  
[608-461-1396](tel:608-461-1396)

19 years of experience with Computer and home theater setup, repair and troubleshooting. Cord cutting consultations and setup. Home monitoring consultations with installation and education. Wifi and printer setup and troubleshooting.

⚠️ **West Salem Bike Playground** construction is underway! Open to the public this year!

Still interested in donating toward this project? Donate here!

<https://www.oratrails.org/donate/>

Lewis Point Park will remain open during construction. Remember to enjoy the big machines from afar - keep a safe distance away from the construction zone and stay out of the construction fencing. 🕶️







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