



Monthly Meeting
WEDNESDAY, AUGUST 14, 2024, NOON AT
WESTVIEW INN



GUEST SPEAKERS:
**Keith Molzahn, Olson Solar
Energy
And**

**Vicki
Markussen,
Workforce
Development**



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 attendees simply pay \$10 to the WSBA Treasurer



Golf Outing

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

Registration forms have been distributed via email and will be distributed again at the August regular meeting, a form is included in this newsletter, and a form is also on the website at www.westsalemwi.org. Hole sponsors are always welcome!



September 1, 2024, from 4:00 to 11:00 p.m.
Leonard Street, West Salem



♥♥ Join us in downtown West Salem for the 3rd Annual Labor Day Street Dance!
Come show your Panther Pride!

♥ Food

♥ Games

♥ Raffles

♥ Live Band

♥♥ West Salem Community ♥♥

West Salem's community is one of the best! Our goal is to continuing raising funds for those in need in our community.

"The greatness of a community is most accurately measured by the compassionate actions of its members."



Regular Meeting

July 10, 2024

Meeting called to order at 12:00 Noon by President Jennifer Hatz. After introductions and an excellent buffet lunch provided by La Crosse Speedway, guest speakers Marla Stello on behalf of the La Crosse Interstate Fair and Austin Wells, Manager of the La Crosse Speedway were welcomed and spoke to the membership.



Minutes

Motion by Ryan Rieber, seconded by Ashley Giese to approve the minutes of the April regular Board meeting as presented. Motion approved by voice vote.

Treasurer's Reports

The treasurer's reports for months ending April 30, May 31, and June 30 were reviewed, noting the Association has a general bank balance of \$10,644.67. Expenses include website hosting, post office box rental, postage, newsletter, reimbursements for West Salem Bucks, and approved donations.

Motion by Stephen Cohen, seconded by Ashley Giese to approve the Treasurer's report as presented. Motion approved by voice vote.

Upcoming events include Country Boom, La Crosse County Fair, National Night Out, and the September annual golf outing.

The next meeting will be at Westview Inn at Noon with guest speakers Keith Molzahn from Olson Solar Energy and Vicki Markussen from Workforce Development.

The meeting was adjourned at 1:00 p.m.

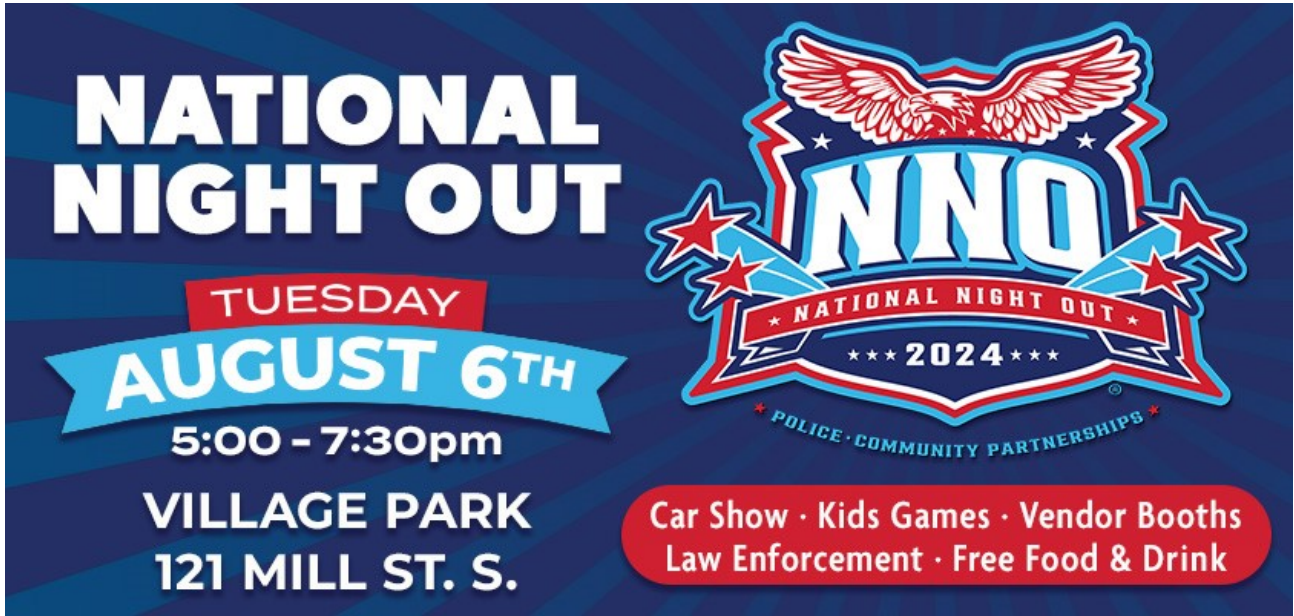
Teresa L. DeLong, Secretary/Director



West Salem
Police Department

HUGE thank you to all who participated, set up booths, volunteered, and attended West Salem's third annual National Night Out event. The attendance was estimated at

2,000, and this continues to prove how awesome the West Salem community is.



NATIONAL NIGHT OUT

TUESDAY
AUGUST 6TH
5:00 - 7:30pm
VILLAGE PARK
121 MILL ST. S.

NNO
NATIONAL NIGHT OUT
*** 2024 ***
POLICE · COMMUNITY PARTNERSHIPS

Car Show · Kids Games · Vendor Booths
Law Enforcement · Free Food & Drink



National
Night Out

CAR SHOW



AUG 6 ★ 5-7:30 PM
VILLAGE PARK

Entertainment
Local Vendor Booths
FREE FOOD

West Salem Tool & Die and Eric Hesselberg organized a successful car show. Trophy winners were:

West Salem First Responder's Choice: Jason Lindvig

Chief of Police Choice: Joe Dutton

Fire Chief's Choice: Mike Belling

American Legion Choice: Duane Kneifl

Joe Hesselberg Memorial Choice: Matt Schwartz



THANK YOU, ERIC, FOR YOUR WORK ON THIS.









The 2024 golf outing is scheduled for **WEDNESDAY, SEPTEMBER 11, 2024!!!**

The registration for golf, for dinner, for both, and the option for hole sponsorship is included in this newsletter.

Please send the registration and your check made payable to the West Salem Business Association to:

Attorney Pete Ames, P. O. Box 843, West Salem, WI 54669

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: \$ _____



MULDER HEALTH CARE
713 Leonard Street North
West Salem, WI 54669

We are excited to share a Fall Picnic!

Family, friends, employees, community members, everyone is welcome!

Our team at Mulder Health Care Facility is planning a fall community picnic, and we would love to invite you! We are excited to bring everyone together for a day full of fun!

The date is set for October 5th, and as of right now, times are tentative, as we work on getting all of the details together.

We are also looking for local individuals/businesses that would be interested in donating their time, activities, goods, and/or service to help spread the joy! Some ideas that we may be interested in incorporating are:

Petting Zoo

Bounce House

Local race car drivers & cars

Car show

Businesses looking to set up booths to enhance community involvement

Open to any other ideas/additions

Facebook event: <https://fb.me/e/2h4p6u5Fm>

Amanda Jankowski - 23-payroll@atriumlivingcenters.com

Stress Management Tip:

Don't Wait to Enrich Your Life

"I'd love to learn Italian...Volunteering at the children's hospital would be so satisfying... Someday I will learn the piano..." Start now! Pursue satisfying activities you dream of rather than waiting for the perfect time someday. These enriching activities can give fulfillment and joy and directly enhance well-being, productivity, and help prevent burnout. When you are happier and more content, your productivity increases because a positive mindset fosters creativity, better problem-solving skills, and improved focus. This causes you to be more engaged on the job. Start, if needed, in the smallest way possible and bring balance to your busy life.





Fiber Project Update:



Village of West Salem

Anyone with a fiber connection to their home in West Salem is now able to get service - that includes you!

**“BEST ISP I'VE EVER HAD,
HANDS DOWN...”**

My internet has never been anything but FAST and RELIABLE. When I did call, I was shocked that it rang twice and a REAL PERSON answered the phone! That same person took care of my issue very easily. I was never on hold, and didn't get shuffled around.”

-WILLIAM, WEST SALEM CUSTOMER



William of West Salem switched to Lynxx and (we're blushing) says Lynxx is the best Internet Service Provider he's had. Find out for yourself what William and others already know: It's better here on the Lynxx Network.



With construction underway, ORA Trails and Community Champions are nearing the completion of creating an exciting all-wheel bike playground at Lewis Point Park in West Salem, WI. The West Salem Bike Playground is a wheeled sports playground designed to provide recreation opportunities to all ages and abilities of users.

The design concept is to provide an area where the experience is both sustainable and enjoyable for a broader spectrum of wheeled sport users, while offering options for multiple uses at once. A variety of amenities and features, including paved pump track, skills features, and a "stroll and roll" path, will make this multi-faceted playground a place for all to enjoy.

To support this project, please consider donating online at [oratrails.org/ws-playground/](https://www.oratrails.org/ws-playground/) or mail a check to 125 7th Street N., La Crosse, WI, 54601.

<https://www.oratrails.org/ws-playground/>

Heider Center for the Arts
Sign up now to Compete!
**1st Annual Barn Bash &
Chili Cook-Off**



CALLING ALL CHILI COOKING EXPERTS!
ENTER OUR COMPETITION TODAY!

Prepare your taste buds for a sizzling showdown at this year's 1st Annual Heider Center Chili Cook Off! Whether you are a connoisseur of heat or just love a good bowl of chili, this event promises to be a feast for all senses. This event is a major fundraising effort for the continued support of the Arts.

This event will take place on Sunday, October 13th from 3pm-7pm at the [Horstmann Homestead Farm and Event](#) center.

We are now currently accepting COMPETITORS for the first chili cook-off Please click this link: <https://forms.gle/xmfFWQaB6V56nVEr9> to sign you or your team up to compete! Hurry, as we only have 20 spots open.

Prizes will be awarded for the best chili. The day will be filled with Wine auctions, 50/50 raffles and more. PLUS, musical guests from the Twin Cities: "INCOGNITO" will be performing all afternoon as well

TICKETS to attend this event will go on sale starting August 30th at 8am on the Heider Center Website. Competitors may sign up now using the above link.



Dear Business Owner,

The La Crosse Fairgrounds Speedway is the host to the annual Oktoberfest Race Weekend. The event hosts campers, fans, and drivers from across the Midwest. One of the goals of the La Crosse Speedway this year is to better encourage those individuals to support your local business. To do this, La Crosse Speedway is hosting a scavenger hunt for all the campers at Oktoberfest Race Weekend. The hunt will start on Monday, September 30th, 2024, and run through Thursday, October 3rd, 2024. Local businesses involved will be considered an "Oktoberfest Pit Stop"!

"Oktoberfest Pit Stop" - \$30.00

What is an "Oktoberfest Pit Stop"? A "Pit Stop" gives you and your business the opportunity to be included on the Oktoberfest Race Weekend Scavenger Hunt card. The cost associated with being a "Oktoberfest Pit Stop" is \$30.00. Participants of the scavenger hunt will be given this card with "Oktoberfest Pit Stops" to visit and complete. Each "Oktoberfest Pit Stop" will be included on the Scavenger Hunt Card and each venue will be provided with a stamp to 'sign off' on the scavenger hunt card. To be marked as completed for each venue, the individual card holder will need to make a purchase.

Those individuals who complete the scavenger hunt card will be awarded with a commemorative 54th Annual Oktoberfest Race Weekend sticker. Those individuals who complete the card will also be entered into a drawing to win various prizes such as a free camp site in 2025, Oktoberfest merchandise vouchers, and much more!

The final date to commit to be a "Oktoberfest Pit Stop" is Friday, August 23rd. Due to card size restraints, the scavenger hunt will be limited to the first 20 participants. You may email awells@lacrossespeedway.com with this completed form to commit to the scavenger hunt.

You may send your completed registration form and fee (checks should be made payable to La Crosse Speedway) to La Crosse Speedway Scavenger Hunt PO BOX 853, West Salem, WI 54669. Otherwise, you can drop it off in person at the Speedway Office.

Yes! I would like to participate in the Oktoberfest Race Weekend Scavenger Hunt and be a "Oktoberfest Pit Stop"

Name of Business: _____

Phone Number: _____

Email: _____

Contact Person: _____

Address: _____

www.OktoberfestRaceWeekend.com

ADULT EVENT CALENDAR

Fall/Winter 2024



Bangor • Campbell • Holmen • Onalaska • West Salem

Books & Literacy



Storytelling Workshop & Panel

Workshop for Caregivers: Learn how you can incorporate storytelling into your everyday interactions with youth. Includes storytelling activities/information for adults and crafts for youth. **Multicultural Storytelling Panel:** Join us to learn the culture, traditions, and stories of local refugees and immigrants through firsthand accounts.

Onalaska Library | September 7 | 10 a.m. workshop & 11 a.m. panel



October Mini Read

Join the challenge to read 31 minutes a day for 31 days! See website for details.

All locations | October 1-31



Author Visit: Danielle Trussoni

Meet New York Times bestselling author, Danielle Trussoni, and hear her speak about her upcoming book, *The Puzzle Box*.

Onalaska Library | October 5 | 10 a.m.



Book Sale

Organized by the Friends of the Onalaska Library; cash or check only.

Onalaska Library | October 17-19 | See website for hours.



Art and the Driftless Region Book Discussion

Join the Driftless Region and La Crosse County Library as we inspire our own creativity through reading and discussing Elizabeth Gilbert's bestseller, *Big Magic: Creative Living Beyond Fear*. Registration opens 10/2/24. **R**

Onalaska Library | October 23 | 6 p.m.



Registration required.

The Arts



Artists' (and Puzzlers') Swap

Sept 3-17: Drop off craft supplies/puzzles.

Sept 19: Come pick out free craft supplies/puzzles! Free hot chocolate and make-and-take craft.

Holmen Library | September 19 | 3 p.m. to 6 p.m.



Painting Workshops

Art class for ages 16+. Instruction & all supplies provided. Cost is \$15 per person (cash/check). Registration opens 8/29/24 for Bangor and 11/7/24 for West Salem. **R**

Cupcakes & Canvas: Bangor Library | September 26 | 6:30 p.m.

Cheesecake & Canvas: West Salem Library | December 5 | 6:30 p.m.



Disco Night

Learn the basics of Disco with La Crosse Dance Centre. All ages. Registration opens 9/5/24. **R**

Holmen Library | October 3 | 5:45 p.m. to 7 p.m.



Vision Board Workshop

Vision boards help guide you in making your dreams and goals a reality. Come and create your own! Registration opens 9/17/24. **R**

West Salem Library | October 8 | 10 a.m.



First & Last First Ladies of the 20th Century

Edith Roosevelt and Hillary Clinton, as portrayed by Kay Sebring-Roberts Kuhlmann, will share about their roles as First Ladies. Registration opens 9/17/24. **R**

Holmen Library | October 15 | 10 a.m.



Paper Quilling Snowflake

Learn the basics of paper quilling and create a snowflake that could be used as a holiday card or an ornament. Registration opens 11/14/24. **R**

Bangor Library | December 5 | 6:30 p.m.

For details about these programs or to register, visit the [Adult Programming](https://www.lacrossecountylibrary.org) page of [lacrossecountylibrary.org](https://www.lacrossecountylibrary.org)

ADULT EVENT CALENDAR

Fall/Winter 2024



Gather



Senior Moments

Learning and entertainment for older adults. Generously funded by the Ben & Floyd Sias Foundation.

Onalaska Library | Select Wednesdays at 10 a.m.

August 14 - November 20; see website for program lineup.



Game Day

Bring your favorite game (optional) and join us for this casual get together. Begins September 12.

Bangor Library | Second Thursday of the month | 1:30 p.m.



Family Movie Masquerade: The Wizard of Oz

Before *Wicked* hits the theaters, come to the Campbell Library to watch the original film, *The Wizard of Oz*! Dress up as a Wizard of Oz character for chance to win a \$50 gift card to Target! Plus door prizes & snacks! Registration opens 10/19/24. **R**

Campbell Library | November 9 | 2 p.m.



Jigsaw Puzzle Battle

Participants will race to see whose group can finish a 300-piece puzzle the fastest. The winning team will receive a \$30 gift card to Taqueria Monarca. Registration opens 10/19/24. **R**

Onalaska Library | November 16 | 10 a.m.



Free Movies on the Big Screen

Select locations; check website for dates, times, and titles.



Registration required.

Food & Drink



Home Brewing

Learn to brew your own beer at home with LAGERS brew club. Registration opens 8/26/24. **R**

West Salem Library | September 16 | 6 p.m.



Fermentology 101 with Fizeology Foods

Learn the science and history of fermentation and how to make sauerkraut. Free samples! Part of the Wisconsin Science Festival - Curiosity Unleashed.

Holmen Library | October 17 | 6 p.m.



Wine 101

Learn about the types of grapes used for wine, the various types of wine, and basic wine and food pairings.

Onalaska Library | December 4 | 10 a.m.

Technology



Common Scams Targeting Seniors

The Wisconsin Bureau of Consumer Protection will discuss the details of common scams that target seniors and what to do if you or someone you know falls victim to a scam or fraud.

Holmen Library | September 12 | 1 p.m.



Safe Online Shopping

The Wisconsin Bureau of Consumer Protection will discuss how to keep your personal information safe when shopping online. We'll cover internet access, payment methods, shipping considerations and more.

Onalaska Library | November 12 | 10 a.m.

For details about these programs or to register, visit the [Adult Programming](https://www.lacrossecountylibrary.org) page of [lacrossecountylibrary.org](https://www.lacrossecountylibrary.org)

Thank you to the [West Salem Police Department](#) for hosting National Night Out! This is one of our team's favorite events and it was a perfect night to get out and meet and greet our neighbors.

[Morrie's West Salem Chevrolet](#) and [Morrie's West Salem Kia](#) are proud sponsors of this event. 👍



Diabetes support group registration is open

Tuesday, Aug. 20, 5:30 to 6:30 p.m., Healthy Living Center, La Crosse WI

This quarterly support group will include education, tips, recipes, success stories and more. The goal is to offer accountability, motivation, support and encouragement to help participants improve or maintain their quality of life. Registration is encouraged. For more information, click [here](#)

Dealing with Difficult Personalities



A thousand books exist on “dealing with difficult people.” Nearly all elaborate on skills, labels, interventions, and coping strategies. But there is an overarching skill for having fewer problems with difficult personalities, and it is your ability to build a foundation of trust with coworkers. The vast majority of workplace problems relate to communication, and building a foundation of trust makes good communication thrive. Issues and problems are more quickly and more frequently addressed. There's increased transparency, a more positive workplace, reduced fear among workers, fewer suspicions, less wasted energy, and more valued constructive feedback. Check out the guide sheet on building a foundation of trust found at www.entrepreneur.com. (Search “build trust infographic”)

Back to School: Preventing Bullying at School



Many parents worry about bullying in school. Early intervention and prevention are possible with proactive communication that encourages openness with the parent, but gentle probing might be needed because some children will resist sharing their victimization. Resistance stems from fear that the bully will retaliate, embarrassment or shame about being bullied, or fear that the parent might recommend some action that would add to the torment. Some might believe that the parent's help would be futile. And some children's desire for independence may drive them to remain silent and deal with the bullying on their own. Knowing these rationales for silence can help you be a more effective interviewer of your child so you can help prevent bullying victimization.

Resource: www.stopbullying.gov/resources/get-help-now



In this Issue:

Monthly Meeting Reminder
Annual Golf Outing
Association Meeting Minutes
National Night Out Pictures and Sponsors
Upcoming events

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