



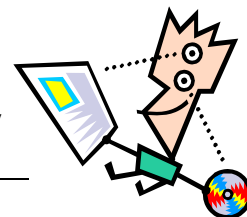
**West Salem Business Association  
Annual Golf Outing  
Wednesday, September 11, 2024  
Fox Hollow Golf Course and Event Center  
The golf outing takes the place of our regular meeting.  
The next regular meeting will be October 9, 2024.**



### **Monthly Newsletter**

Again, please feel free to submit your suggestions, articles for the newsletter, and your comments!

You can contact me at the Village Hall at (608) 786-1858 or via e-mail at [tdelong@westsalemwi.gov](mailto:tdelong@westsalemwi.gov). Or actually any Board member! Thank you, Teresa DeLong



# Monthly Meeting Minutes

## August 14, 2024

Meeting called to order at 12:00 Noon by Past President Stephen Cohen. After introductions and an excellent buffet lunch provided by Westview Inn. Keith Molzahn of Olson Solar Energy was introduced and he spoke to the membership about solar options, benefits, and frequently asked questions.



### Minutes

Motion by Jim Anderson, seconded by Glen Danielson to approve the minutes of the July regular Board meeting as presented. Motion approved by voice vote.

### Treasurer's Reports

The treasurer's report for month of July was reviewed, noting the Association has a general bank balance of \$10,826.94. Expenses include noon lunch costs, newsletter, website costs, and ribbon cutting accessories. Motion by Keith Molzahn, seconded by Denise Jones to approve the Treasurer's report as presented. Motion approved by voice vote.

### Community Funding Opportunities

Mr. Cohen presented several opportunities for donation funding in the West Salem Community. Mr. Cohen suggested a donation to the West Salem Police Department K9 program in the amount of \$1,500. Discussion was had on whether the canine dog was needed in West Salem, and in the interests of keeping the meeting adjournment on time, a motion was made by David Hundt and seconded by John Reusch to recommending waiting and to table the matter until the next regular meeting. A hand count vote resulted in approval. It was suggested the Police Department attend the next regular meeting in October to discuss the program with the membership

The second opportunity is a donation opportunity at the Caryn Modawell Memorial Dog Park just off Tilson Street extended at Lewis Point Park. Oftentimes the area between the parking lot and the dog park entrance retains water after rains, making it a challenge at times to gain access to the dog park. Mr. Cohen obtained quotes to correct this issue by extending the planned trail over to the dog park gate entrance. He suggested the Association discuss a donation of \$1,500 to this project. Motion by Alex Wagner, seconded by Jacob Zabinski to donate \$1,500 to the trail entrance to the Caryn Modawell Memorial Dog Park. Motion unanimously approved.

The last proposal was to donate funding to a future rain garden at Lewis Point Park where water diverted from the new trail will benefit new growth at a rain garden. Motion by Alex Wagner, seconded by Jacob Zabinski to donate \$1,500 to the Lewis Point Rain Garden Project. Motion unanimously approved.

### Annual Golf Outing

The annual golf outing is September 11, 2024, at Fox Hollow. Please forward golf registrations, dinner payments, and hole sponsorships as soon as possible to Attorney Pete Ames.

The next meeting will be at Westview Inn at Noon on October 9. The meeting was adjourned at 1:00 p.m.

Teresa L. DeLong, Secretary/Director



# ALL-VILLAGE RUMMAGE SALES!!

September 12, 13, and 14, 2024

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## West Salem Historical Society & Hamlin Garland

Who wants to see many Corvettes in West Salem? Come to the Palmer-Lewis Tourist Center, Hwy 16, West Salem on Sunday, September 15th. The River City Corvette Car Club will show cars lined up by generation in order to show the transition in design from 1953 to the current



2024 model. West Salem Historical Society will provide food and drinks with a donation, and Nate Loeffelholz will entertain.

Garland Days is September 14 and 15 at the Garland Homestead at 357 Garland Street West. There will be a silent auction, pioneer stew, and pie (\$\$\$ donations), afternoon speaker at 2:00 on the German Prisoner of War Camps, along with music and home tours. For more information, visit [www.westsalemhistoricalsociety.org](http://www.westsalemhistoricalsociety.org)





Bethany St. Joseph Corporation

# Move-In Special

ASSISTED LIVING

# \$1,000 OFF

1st Month's Rent

INDEPENDENT LIVING

# \$500 OFF

1st Month's Rent



**LIMITED  
TIME  
OFFER**

*Ends Nov. 30th*



### Independent Living

- Mill St. Manor - West Salem ▶ (608-786-2440)
- OnaMain - Onalaska ▶ (608-781-7730)
- OnaTerrace - Onalaska ▶ (608-783-1516)
- Prairie Home - Holmen ▶ (608-526-4850)
- Salem Terrace - West Salem ▶ (608-786-2440)
- Shelby Terrace - La Crosse ▶ (608-788-4477)
- Welcome Home - La Crosse ▶ (608-788-0254)
- Windsor Place - La Crosse ▶ (608-785-2271)

### Assisted Living

- Laurel Manor - Onalaska ▶ (608-783-1815)
- Mill St. Manor - West Salem ▶ (608-786-2440)
- Prairie Home - Holmen ▶ (608-526-4850)
- Salem Terrace - West Salem ▶ (608-786-2440)
- Shelby Terrace - La Crosse ▶ (608-788-4477)



Check our website  
for current openings:

[bsjcorp.com](http://bsjcorp.com)

Sunday, October 13, 2024  
1ST ANNUAL HEIDER CENTER  
BARN BASH & CHILI COOK-OFF

Horstmann Homestead & Event Barn  
W3351 Horstman Road, West Salem  
3p.m-7p.m

Tickets: \$25/person or \$60/family (parents  
with children) Tickets available online at:  
[www.heidercenter.org](http://www.heidercenter.org)  
TICKETS GO ON SALE AUGUST 30th!

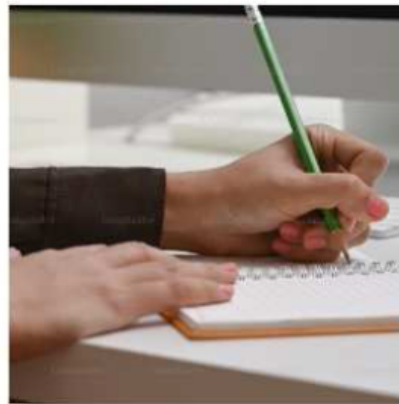
Chili Contest and LIVE MUSIC by fABBAulous  
performing their ABBA tribute. Wine Auction,  
50/50 Raffle, Cash Bar & MORE!



Join us for a SPICY celebration!

## Stress Tips from the Field: Conquer Monday Morning Blues

**F**eeling the Monday morning blues is common. Very simply, weekends give you control over your time and choices. It's almost like retirement for 48 hours. But the script flips on Monday, and demands you don't control take over. Overcome this overwhelming feeling by spending 10 to 15 minutes on Sunday night writing down your goals and organizing your personal to-do list for the week. This way, you can start the week feeling more in charge rather than suddenly "dictated to" by work.



 **1<sup>ST</sup> COMMUNITY  
CREDIT UNION**

*1st annual*

# FOOD RALLY

SEPTEMBER  
3RD - 30TH



We are excited to announce the 1st annual 1st CCU Food Rally, where we come together as a community to make a positive impact on the lives of those facing food insecurity.

**DROP-OFF AT YOUR NEAREST  
1ST CCU LOCATION IN SPARTA,  
WEST SALEM, OR TOMAH!**

## ITEMS NEEDED

- ▶ Canned Food
- ▶ Canned Meats
- ▶ Non-Perishable
- ▶ Dry Cereals

For More Information : [Marketing@1stccu.com](mailto:Marketing@1stccu.com)

[1stccu.com](http://1stccu.com)



# EVENT & GATHERING SPACE RENTAL

Whether you're planning a workshop for your business or a baby shower for a friend, you're welcome here.

- ✓ Cozy, Modern Look
- ✓ Tables & Chairs
- ✓ TV for Projecting

**Room Capacity**  
**20**



For More Information, email  
[info@couleehealth.com](mailto:info@couleehealth.com)

## Amenities include:

- TV for projecting
- Mini Kitchen Area
- Tables & Chairs
- Bathroom
- Water Fountain

### Cost:

- \$100 for 4 hours (minimum)
- \$25/hr after
- Option for 50/50 split if you would like Coulee Health to handle all registration and event details/marketing





## Services

### Upcoming FREE Employment Law Seminar



Looking to keep up with the workplace revolution? Join Johns, Flaherty & Collins, S.C. for its upcoming employment law seminar on October 22, 2024 from 7:30-9:00 AM at the Lunda Center at Western Technical College. This seminar will cover topics such as AI policies, new employment rules, and key employment law updates. Click below to save your spot today.

## Register Now

Interested in getting more involved with LADCO? **Let's chat!** We are always looking for new members to our LADCO Board of Directors.

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601 7th Street  
N La Crosse, WI 54601  
(608) 784-5488







**BlueRock TMS Selected by First Supply to Provide its Transportation Management Software System for New Advanced Distribution Facility in Wisconsin**

9/3/2024

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*La Crosse, WI* – First Supply, a major HVAC, air conditioning, industrial pipe, valves and fittings, waterworks and plumbing supply distributor with 52 locations across the Midwestern United States, has selected BlueRock TMS to provide its transportation management software system for the company’s newest and most advanced distribution facility now under construction in Wisconsin.

The 308,000-square foot facility, scheduled for completion early next year, is located in West Salem, part of the nearby La Crosse metropolitan region. It will help further enhance customer service and optimize supply chain efficiency with state-of-the-art technology and innovative logistics solutions.

BlueRock TMS will supply its core transportation management solution to support First Supply’s inbound and outbound shipments as well as its freight payments. In addition, First Supply will implement the BlueRock TMS Last Mile Solution to help service its customers in their respective markets. Together, these software solutions will enhance First Supply’s visibility across its entire supply chain, helping it to provide the best-in-class service for its customers.

“We partnered with BlueRock TMS based on its strong Gartner Magic Quadrant reviews and its comprehensive solutions for last mile delivery, less-than-truckload and full truckload shipments, offering a one-stop shop for our future operations,” said Katie Poehling Seymour, President and CEO at First Supply.

“Critically important for us is that both our companies’ values are fully aligned. BlueRock TMS went above and beyond normal sales activities to build a long-term partnership, including a highly customized software demo and bringing in their senior management at the early stages. The software implementation process has been extremely collaborative with BlueRock TMS; they take the time to work closely with us, understand our operations and system requirements, and develop a tailored project plan.”

First Supply’s new West Salem distribution center is the company’s growth engine and platform for innovation implementing best practices for software, processes and inventory management. Lessons learned from the cutting-edge facility will be established centrally and eventually integrated throughout its footprint. The center will facilitate job creation, build efficiencies and enhance its customer experience through faster product availability and broader access to more products.

“The partnership we’ve forged with First Supply illustrates our continued all-in commitment to the North American market,” said Wouter Lammerse, founder and CEO of BlueRock TMS. “We’re excited to continue our expansion within the U.S. right alongside them. For progressive organizations like First Supply, our goal is to help them centralize their data and simplify their logistics. And we’re committed to the long game of growing with our clients as they optimize and expand their operations.”

For more information about BlueRock TMS, visit [bluerocktms.com](http://bluerocktms.com) or contact [info@bluerocktms.com](mailto:info@bluerocktms.com).

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### About First Supply

Established in La Crosse, WI, First Supply is the largest Wisconsin-based wholesaler, with 52 upper Midwest locations, including 28 First Supply distribution branches, 5 First Waterworks branches, 1 Central Distribution Center, 14 Gerhard’s Kitchen, Bath and Lighting Stores, and 4 Kohler Signature Stores by First Supply. Founded in 1897, First Supply is a 5th-generation, family-owned, single-source provider employing over 650 people and offering HVAC, builder, plumbing, lighting, waterworks, industrial PVF, pump, well, and septic supplies.

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# Using Emotional Intelligence in the Workplace

**E**motional intelligence (EI) is the ability to recognize, understand, and manage your emotions while also recognizing, understanding, and influencing the emotions of others. Maximize EI's use to enhance relationships, experience fewer conflicts, and enjoy your job more.

- 1) When a coworker shares a concern, listen without interrupting, and show you're engaged by nodding, maintaining eye contact, and paraphrasing what they've said. Similarly with your boss, listen carefully to feedback or instructions, and ask effective questions to ensure you understand and show it.
- 2) When tensions rise in the office, decide you will remain calm. Encourage others to take a break, thereby helping defuse tense situations. Likewise, if your boss is under pressure, decide to offer solutions rather than adding to their stress, thereby allowing your calm demeanor to influence their mood.
- 3) The most important EI skill is being aware of your own emotional triggers and managing your response to them. If a coworker's comment annoys you, pause for a moment and take a breath. You'll respond thoughtfully rather than reacting impulsively. And if you feel frustrated or upset by something your boss has said or done, take time to cool down before addressing the issue. Then enter the conversation as though you are teaming with them to explore a concern.



Find us on  
**Facebook**



## **West Salem Historical Society & Hamlin Garland**

360 Leonard St N, West Salem

Join us for a Fall Inspired Maker's Market. There will be food and beverages as well as a variety of booths featuring homemade and homegrown items for sale.



This market benefits the West Salem Historical Society and their restoration efforts.

Interested vendors should

contact

<https://www.facebook.com/events/1534527037483279>

for an application.

Mark your calendars! Other great West Salem events also happening around town. Bring a friend!



# Anxiety: It's Number One Now



**T**he 2024 results of the American Psychiatric Association's annual mental health poll show that U.S. adults are feeling increasingly anxious. In 2024, 43% of adults say they feel more anxious than they did the previous year, up from 37% in 2023 and 32% in 2022. This problem surpasses depression, stress, and relationship issues. Key concerns include the economy, the upcoming presidential election, and gun violence. There are many anxiety triggers, including personal economic instability, health concerns, and fear of war. Immediate personal steps you can take to manage (reduce) anxiety include setting boundaries on news consumption, writing action steps you will take to have better control over direction in your life, and using the EAP.

# Create a Sustainable Exercise Routine



**E**xercisers experience fewer illnesses like diabetes, cancer, and cardiovascular disease and have improved mood, cognitive ability, and reduced systemic inflammation. New research also shows a 30%–35% reduction in their mortality for any reason compared to non-exercisers. Despite the benefits, more is needed to inspire many people to engage in regular exercise. Roadblocks include inconvenience, hassle, pain, boredom, failure to see fast results, having unrealistic expectations, or even seeing people at the gym looking healthier than oneself. Stay motivated by first answering key questions about your exercise program and goals: What tangible benefits would regular exercise bring to your life? What physical activity will you truly enjoy? How can you integrate exercise into your daily routine in a way that feels manageable and not overwhelming? What small, achievable goals can you set for yourself to measure progress and stay motivated? Who in your life can be your “accountability partner” if your motivation wanes? How will you reward yourself for staying consistent with your exercise routine?

# DID YOU KNOW?

75% of all cyberattacks happen through old, outdated routers?

Protect what matters.  
Get whole-home network security with Managed Home Wi-Fi Service from Lynxx Networks.



Adding Managed Home Wi-Fi Service gives you a Lynxx router and everything you see below.

And it's all only \$9.95 / mo.

*(Special offer: only one cent/ mo. for the first 3 months for new Managed Home Wi-Fi customers)*



## Fiber-Fast Router

The Lynxx-provided router you get with our Managed Home Wi-Fi easily handles our fiber fast speeds, with 3x more coverage than the average, residential router.



## Network Security

Think of it as your 24/7 internet watchman, offering multi-layered protection for even your most vulnerable devices.



## 24/7 Tech Support

Because not all issues arise during business hours, you have access to tech support when you need it. Our routers allow for remote troubleshooting as well.



## Lynxx Command IQ App

Your proverbial network remote control. Set up a guest network, keep track of all connected devices & assign user profiles - all from the palm of your hand.



## Parental Controls

Filter content, block problem sites, prioritize which users and devices receive bandwidth, and set content restrictions per device or network-wide. Great for families with kids and caregivers for aging parents.



## Daily Updates

World-class cyber security is updated daily to keep you safe. Our software is constantly on the hunt for bad actors, stopping viruses, malware, and intrusions before they ever make it through to your network.



## Looking for Suggestions!

The West Salem Business Association Board of Directors is looking for suggestions from our members on ways that we can contribute to the community of West Salem. If you know of a cause that is looking for donations to help make West Salem a better community to live and do business in, please let us know. You can contact any of the board members with your suggestions and we would be happy to

bring them to the table for consideration. Our mission as the board of directors is to help PRESERVE, PROMOTE, and GROW the West Salem Business Community and we appreciate the opportunity to support our members, local businesses and the Village of West Salem.



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/>

**STREET DRAGS**  
LACROSSE SPEEDWAY

**THURSDAY NIGHT  
STREET DRAGS**  
- THURSDAY, SEPTEMBER 19, 2024 -

**LaCrosse**  
FAIRGROUNDS  
Speedway

**GATES 6:00 PM - GRUDGE/PRACTICE RUNS 6:45 PM - BRACKETS 7:30 PM**

**• SIDE BY SIDE DRAGS**  
**• 20+ BRACKETS**  
**• BURNOUT CONTEST**  
**• SHINE 'N SHOW CONTEST**

**Auto Value**  
Parts Stores

LACROSSE SPEEDWAY - WEST SALEM, WI - 608-786-1525 - WWW.STREETDRAGSLAX.COM

Street Drags are a great opportunity for anyone to drag race their own car, truck, suv, van, motorcycle, atv on our 300-foot dragstrip utilizing the front stretch of the racetrack. Competitors will be broken into brackets, so you will race with vehicles like yours! Side by side fun in your own lane! We always like to say, if it has wheels, we have a bracket for you!

Brackets include (but are not limited to) Open Class, Cycles, Detroit Iron, Family Sedans, Forced Air, Domestic Performance, 2WD Trucks, Electric, SUV, ATV, Side by Side, Euro Performance, Tuners, 4WD Gas, 4WD Diesel, and High School!

The fun doesn't end there! Also, part of every Street Drag event is our Shine 'n Show car show contest where you can showcase your hot rod as well as the Burnout Contest where you can be the burnout champion for the night!

Looking to participate in the FUN of Thursday Night Street Drags at La Crosse Fairgrounds Speedway? Be sure to check out our website: <https://streetdragslax.com>

Nightly Schedule of Events

6:00 PM - Pit area and Registration Opens, Grandstands Open

6:45 PM - Practice/Grudge Runs

7:30 PM - Brackets Begin

8:00-8:30 PM est. - Burnout Contest

8:15 PM - Shine and Show (Judging during the Burnout Contest)

10:00 PM or earlier - Event Completed

Admission

\$10 Pit Pass (All Ages)

\$10 Grandstand Admission (Ages 12+, 11 and Under Free)

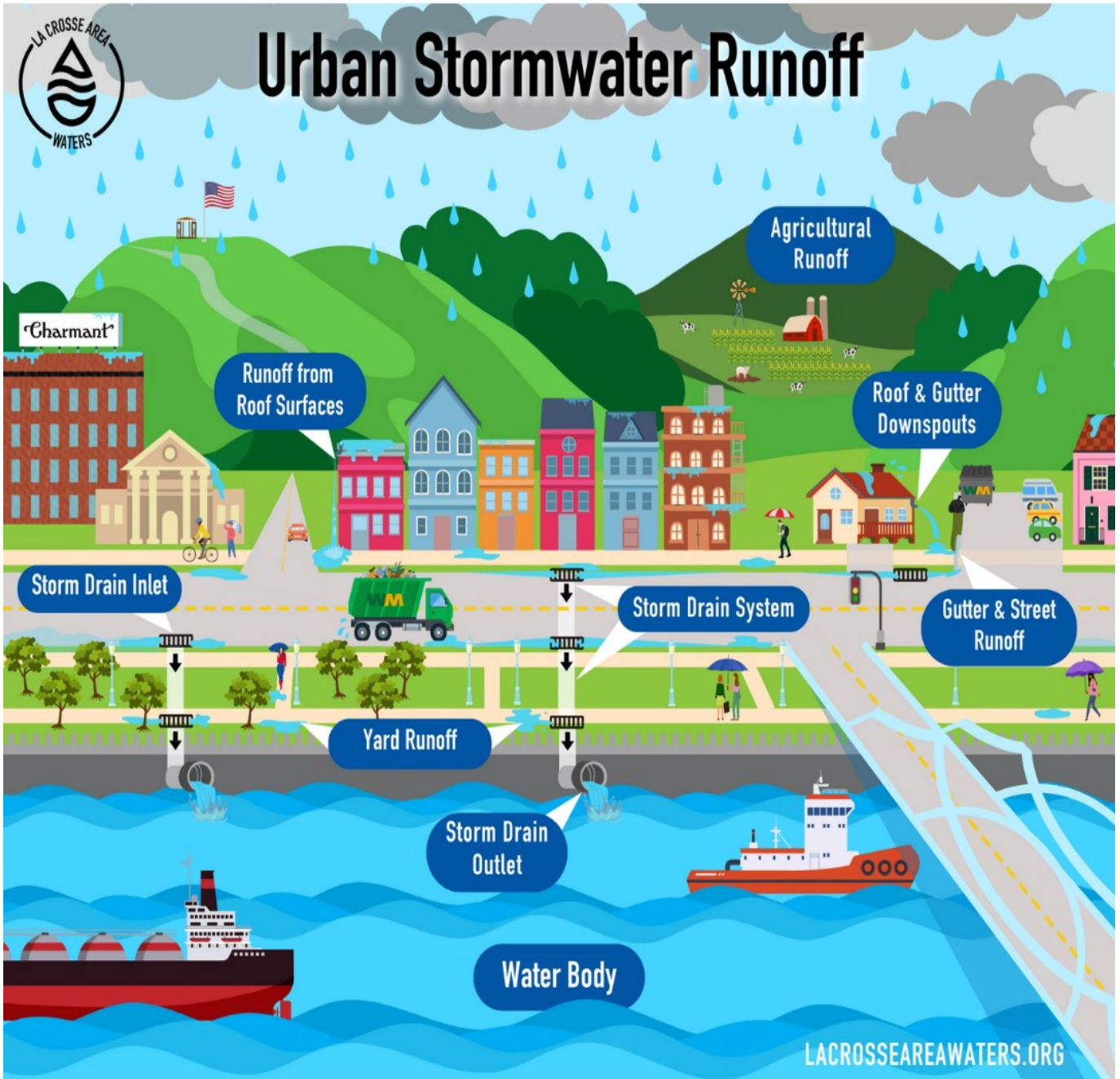
\$10 per each Bracket Entered

La Crosse Speedway is located at N4985 County Road M in West Salem, WI 54669. For more information on La Crosse Speedway, please visit our website <https://lacrossespeedway.com> email [info@lacrossespeedway.com](mailto:info@lacrossespeedway.com) or call the Speedway Office at 608-786-1525.

For up-to-the-minute updates, please "Like" La Crosse Speedway on Facebook or "Follow" us on Twitter @LAXSpeedway.



# What is Stormwater Runoff?





NO REGULAR MEETING IN SEPTEMBER.  
Annual Golf Outing Instead

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