



**MONTHLY MEETING**

**WEDNESDAY, NOVEMBER 13, 2024, NOON**

**HUNTER'S LAST CHANCE**

**DOWNTOWN WEST SALEM**



***GUEST SPEAKERS:***

**West Salem Cares and  
Hunter's Last Chance**

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**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 \$10.00 toward the buffet lunch.**

**Monthly Update**

**Regular Meeting**

October 9, 2024

Meeting called to order at 12:00 Noon by President Jennifer Hatz. After introductions and an excellent buffet lunch provided by Westview Inn, guest speakers Police Chief Scott

Alo and Police Sergeant Jacob Walker presented the Police Department's K-9 officer program, including uses and benefits for this department owning a K-9 dog.



Minutes

Motion by Alex Wagner, seconded by Ashley Giese to approve the minutes of the August regular Board meeting as presented. Motion approved by voice vote.

Treasurer's Reports

The treasurer's reports for months of August and September were reviewed, noting the Association has a general bank balance of \$6,840.57. The golf outing revenue was \$5,270 with expenses of the outing being \$2,983. Thank you to Attorney Pete Ames for yet another successful golf outing. Motion by Denise Jones, seconded by Ashley Giese to approve the Treasurer's reports as presented. Motion approved by voice vote.

Police Canine Program

Member Stephen Cohen suggested a donation to the West Salem Police Department K9 program in the amount of \$1,500, based on the past meeting discussions and today's presentation.

Motion by Stephen Cohen, seconded by Rick Wilson to donate \$1,500 to the West Salem Police Department K-9 program. Motion approved by voice vote.

President Hatz reviewed the many upcoming meetings and events. The next meeting will be at Hunter's Last Chance at Noon on November 13. The meeting was adjourned at 1:00 p.m.

Teresa L. DeLong, Secretary/Director

**November and December Association Meetings**



The Board would like to remind the Membership that we will continue the November nonperishable food drive collection and the December cash collection for the West Salem Lion's Club.

Please bring a nonperishable food item to the November 13 meeting, and cash donations will be collected at the December 11 social meeting.



## **DOWNTOWN TRICK OR TREATING – SUCCESS!!!**

Each year, more and more children and adults participate in the West Salem Business Association sponsored Downtown Trick or Treating event!

This year was no exception!

The Village Administration office purchased enough candy for well over fifteen hundred children. By 4:30, we were fearful we were going to run out! Isn't that a great problem?

Thank you to all who opened their businesses on Thursday, October 31 to the children for a safe and fun trick or treating event and for all those who came downtown to distribute treats!

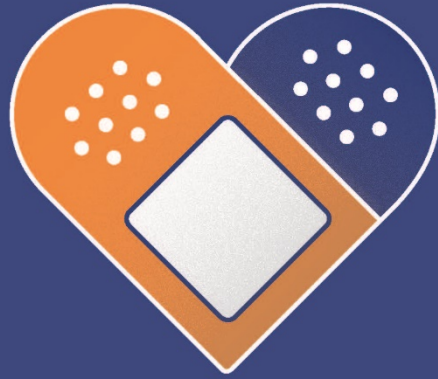


West  
Salem  
Business  
Association  
Membership

Renewal Season is now open. Feel free to use the website to renew your membership.

Renewal forms will be emailed out next month so watch your inbox!

**YOUR  
MEMBERSHIP  
MATTERS**



# On-site flu clinics now available

Keep your employees healthy by providing a yearly flu shot at your office

The flu takes a heavy toll on businesses each year, accounting for millions of lost workdays and illnesses. Keep your employees healthy this winter by offering flu shots at your work place. Our Health Mart pharmacy can organize and administer a flu clinic onsite at your convenience.

*Call us to schedule your onsite flu shot clinic today!*



## West Salem Pharmacy



880 N. Mill St  
West Salem, WI 54669

608.786.0210

This pharmacy is independently owned and operated under a license from Health Mart Systems, Inc.

# Mindful Sports Performance Enhancement Program



## Purpose

Well established mindfulness program designed to show athletes the benefits of mental training in athletics

## Geared Towards

Any middle or high school aged athlete

## Class Details

Sundays from  
November 17- December 22  
Time: 4:00-5:00pm

Taught by certified MSPE  
Coach RJ

Located at Coulee Health Gym  
N4622 Cty Rd M West Salem, WI

Questions?

608-612-0777

info@couleehealth.com

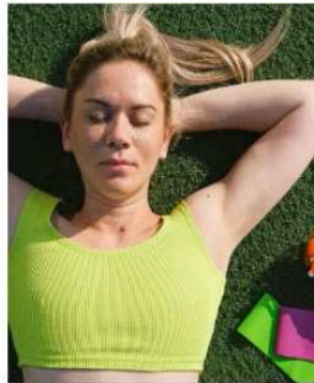


Sign Up Above!



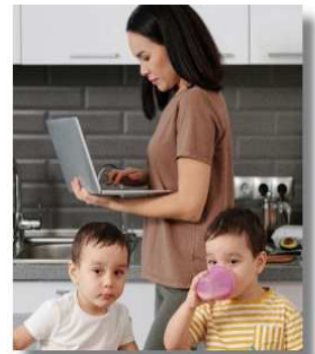
## Stress Tips from the Field: The Magic of “Me-Time”

“Me-time” is that period you set aside for yourself to experience relaxation and personal fulfillment—stress management, exercise, meditation, or nothing at all. Me-time requires detaching from stressors and responsibilities so you can recharge. Don't let me-time happen by chance during a lull in your schedule. Instead, make it a regular part of your day or week. It can reduce stress, prevent burnout, and give you a boost, knowing that something enjoyable, fun, fulfilling, and uplifting—just for you—is soon at hand. This stress management technique is called “anticipatory coping” or “positive anticipation.” A near-future enjoyable activity becomes stress relief by giving you something to look forward to. This delivers emotional relief and motivation in the present to help you tolerate current stress more easily.



## Intervening in Parental Burnout

Just like workplace burnout, parental burnout is a state of chronic physical, mental, and emotional exhaustion. However, its cause stems from the relentless demands of parenting. Mid-fall, when home, work, school, and community activities pull in all directions, it can feel nearly impossible to catch your breath. Parental burnout can manifest as feelings of emotional detachment from your children, going through daily routines on autopilot, increased irritability, or a sense of inadequacy, as if you're falling short of being the parent you want to be. You also might find it more difficult to join in your interactions with children. Talk to your EAP about burnout and taking control of a downward spiral, and discover solutions you can use now and in the future.



## Sneak Exercises into Your Workday

**A** desk, a chair, the stairs, and waiting time can be your best friends for sneaking exercise into your day. Here's how: 1) Take the stairs instead of the elevator to boost your heart rate and strengthen your legs. 2) Do periodic squats in front of your desk. 3) Strengthen your arms by doing "chair pushups." 4) Set a timer for quick five-minute walks several times a day, which is also a great drowsiness zapper and focus improver. 5) Try a walking meeting vs. the conference room. These five exercises add up, won't interrupt your workflow, and may improve productivity. Check out this chair exercise video link, and start combating the effects of sitting too much.



Source: ymcanyc.org [search "chair exercises"]

## Nix Procrastination with the Five-Minute Rule

**T**he "five-minute rule" is a tool to help you stop procrastinating and act on a task that you have been postponing. The idea is to take just five minutes to start a task or make progress on a decision. By setting a small, manageable time limit, you reduce the overwhelming feeling that often comes with larger tasks or choices. In effect, you are breaking a deadlock with yourself. Once you start on the task, you might just continue past the five minutes. The five-minute rule can be used either for small decisions or for big ones that are prone to "decision neglect," which is a more serious form of procrastination of things like starting a will or seeing a doctor for a serious symptom or a medical condition.



**1st CCU is selling candy bars at all three branches again this year! Candy bar sales help support the future of local CMN heroes.**

Each candy bar is \$1.00, which is a huge bargain these days! PLUS, proceeds from candy bar sales benefit the Children's Miracle Network, which raises funds to help families in need with transportation and food while their child is being treated at our local Gundersen Health Center.

**They make great stocking stuffers! Choose from Caramel, Almond, W.F. Crisp, Milk Chocolate, Dark Chocolate, or Wafer...or try them all! The proceeds help a great cause.**

**\$1.00**  
each

Thank you for making  
miracles happen.

**Credit Unions**  
**for Kids**  
benefiting  
Children's Miracle Network Hospitals

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Corey Skrede | (608) 816-2795



## 'Tis The Season For Giving

We will have a Giving Tree again this year. Please watch our facebook page or check with your local 1st CCU branch around the last two weeks of November for more details.

# CHEESECAKE & CANVAS

Art class for ages 16+. No experience necessary: step-by-step instruction & all supplies provided. You are welcome to bring your own covered beverage—we'll bring the cheesecake!



**THURSDAY, DECEMBER 5  
6:30 PM TO 8:30 PM**

**Hazel Brown Leicht Memorial Library  
702 Industrial Drive, West Salem**

Register in person at any La Crosse County Library **on or after November 7th.**

**WORKSHOP FEE  
\$15/PERSON**  
CASH OR CHECK ONLY

*Sponsored by the Friends of the Library*







**CULPITT ROOFING**

# **TOY DRIVE**



**Please help us support the Toys for Tots program by donating a toy! Please see back for more information.**

**Accepting Donation Through  
06 DECEMBER 2024**

**CULPITT ROOFING  
957 West Ave N. West Salem WI  
6 AM - 4 PM**

**For More Information :  
608-786-0660  
[info@culpittroofing.com](mailto:info@culpittroofing.com)**





**The Toys for Tots program is supported and funded by community members like you! This program provides 1,200 underprivileged children with donated toys every holiday season.**

**Culpitt Roofing is partnering with the Toys for Tots program as a donation drop-off location. Donating is easy—simply bring a new toy to our office!**

**Donations will be picked up on December 6th and distributed on December 14th in La Crosse, WI.**

**Any new toy for ages 0-12 is acceptable, with the following exceptions: no video games, no clothing, and no toys containing food or candy.**

**Monetary donations are also welcomed! Please contact our office for more information about making a monetary donation.**

**Businesses can donate food, drinks, or gift cards to the hardworking volunteers who facilitate this program. Please help us give back this holiday season!**



**MISTLETOE MARKET!!** Come join us for a local shopping experience in West Salem at Maple Grove Venues for all of your shopping needs to get your and your home ready for the holidays! We will have vendors in our reception hall and we have expanded into the beautiful ballroom at MGV.

Dates: Friday, November 22nd 12-6pm, TICKETS REQUIRED

<https://www.upcyclingbyamy.com/event-tickets>

Saturday, November 23rd 9-3pm, FREE GENERAL ADMISSION.

(DOING GOOD: \$1,000 of all VIP ticket sales will be donated to local charities after the event).

There will be 45+ vendors who are excited to show you their handmade goods. Along with food vendors, coffee vendors, signature cocktails and a fully stocked bar!



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Need a unique holiday gift idea? Please consider purchasing West Salem Bucks from the West

Salem Business Association. Each gift certificate can be used at any of the merchants listed on the back of the “bucks”, each gift certificate has its own expiration date, and each “buck” can be issued in any denomination you would like to gift. See Treasurer Jodie Curtis at the Highway 16 Branch of Union State Bank.



# Will Exercising More Add Years to Your Life?

**M**any people have wondered, “How much longer will I live by exercising the recommended weekly amount of time?” The 2018 Physical Activity Guidelines Advisory Committee of the U.S. Department of Health and Human Services recommends “adults do at least 150 minutes to 300 minutes a week of moderate-intensity, or 75 minutes to 150 minutes a week of vigorous-intensity aerobic physical activity, or an equivalent combination of moderate- and vigorous-intensity aerobic activity.” A recent study examined the exercise practices of 116,000 adults, with participants answering survey questions 15 times over the course of 30 years. Results: You may reduce your risk of mortality due to any cause by 35%-42% if you engage in both vigorous- and moderate-intensity exercise combined, which would be 300-450 minutes per week. However, with the recommended 150-300 minutes of moderate exercise, mortality risk would be reduced by 22%-31%. Always seek guidance from your doctor prior to beginning an exercise program.





Here's how:

- Follow our social media. Every weekday from Nov. 25 - Dec. 20 we'll post a photo of our elf hiding in one of our business customer locations.  
(Thanksgiving Day not included)
- In the same post, we'll also include a clue as to where the business is located.
- Comment on the post by guessing the name of the business where you think the elf is hiding. Anyone with the correct guess will be entered into that day's drawing.
- The following day, (or Monday if the day prior is a Friday) we'll draw the winner of a \$50 gift certificate to the business where the elf was hiding. Lynxx Networks is purchasing all the gift certificates and some of our businesses are contributing extra winnings as well to sweeten the pot.
- You may guess as many times as you'd like, but can only win once.
- For those who do not have social media, we'll have an entry box at our Camp Douglas office from Nov. 25 - Dec. 20. Customers who come in person can enter their name into the week's drawing. Every Friday, from Nov. 25 - Dec. 20, we'll draw a name from the box and the winner will receive a \$50 gift certificate to one of our Lynxx Networks business customers.



The County Board recently approved a \$388k boost to the County's Acquisition and Demolition grant program! That said, these are ARPA funds, so we need to have signed contracts in place by the end of the year. Applications will be due December 10<sup>th</sup>. Below is a link to our webpage where we have program information. Please share with any property owners/developers who might be interested. Feel free to contact Mr. Bachmeier. [Housing Assistance \(lacrossecounty.org\)](https://lacrossecounty.org/housing-assistance)

### *Sam Bachmeier*

Community Development Specialist, La Crosse County  
212 6th St N, Suite 1300, La Crosse, WI 54601  
Phone: 608.785.5792  
[sbachmeier@lacrossecounty.org](mailto:sbachmeier@lacrossecounty.org)  
[Home \(lacrossecounty.org\)](https://lacrossecounty.org)

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Join us for pancakes, eggs, bacon, sausage, biscuits & gravy, potatoes, made-to-order French toast, waffles, and more!

Berg-Hemker-Olson Post 51  
Downtown West Salem  
Sunday, November 17, 2024

8:00 a.m. til 11:00 a.m.





**The 47<sup>th</sup> Annual West Salem Business Association Banquet is Thursday, February 6, 2025, at the American Legion, 148 Leonard Street South.**

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**Saturday, November 23, 2024  
BLOODIES & BINGO  
To Benefit the American Legion Quilts of Honor Program  
More Information to follow or Contact the American Legion at (608) 786-0051**

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Bring the whole family for pancakes and pictures with Santa. Bring your camera and get the kids pictures with Santa and enjoy pancakes too! This event is a free will donation event.

**Saturday, December 7th  
8:30 - 11**

Free Will Donation  
Berg Hemker Olson American Legions  
148 S Leonard St  
West Salem, WI



# HOLIDAY CRAFT FAIR



## FREE ADMISSION

CRAFTS, FOOD, JEWELRY, HOME DECOR, GIFTS,  
VINTAGE CLOTHES, CHRISTMAS CAROLS, HOT  
TODDIES, AND SO MUCH MORE!



Friday, Dec. 6 4:00-7:00pm  
Saturday, Dec. 7 9:00-4:00pm  
Sunday, Dec. 8 9:00-1:00pm



## FEATURES FIELDHOUSE

220 CTY HWY M  
WEST SALEM WI



More info: [www.featuresfieldhouse.com](http://www.featuresfieldhouse.com)  
Still Have booth's available  
Contact:  
[jenn@featuresfieldhouse.com](mailto:jenn@featuresfieldhouse.com)



# 2<sup>nd</sup> annual **ROCKIN' HOME SHOW** *& fundraiser*

*mark your calendar.*

**JANUARY 25TH 2025 | 10:00AM - 4:00PM**

**JANUARY 26TH 2025 | 11:00AM - 3:00PM**

Join us for our 2nd Annual Home Show and Fundraiser! River Valley Remodelers and Features Fieldhouse are, once again, inviting you to our home show, this year with a twist! Along with our guest vendors, our partners at EndAlz, an Alzheimer's and Dementia research and awareness foundation, will be in attendance all weekend.

Not only will there be several local professionals showcasing their services, but delicious food, yummy drinks, live music, giveaways, prizes, raffle baskets, activities for the children, and lots of other fun opportunities to support will be available as well!



Interested in becoming a vendor for our event? **Scan the QR code** to register online and reserve your booth location!

Unable to join us that weekend, but you'd like to show your support? Donate a raffle basket for our fundraising event! Baskets can be delivered to the new River Valley Remodelers location at 240 County Rd. M in West Salem.



**What we see:**



**What we don't:**



Just because you can't see them, doesn't mean they aren't important! Insects are essential to our ecosystems; they keep the soil healthy, the flowers blooming, and the birds fed.

**Love your local bugs and leave the leaves!**



[www.westsalemwi.org](http://www.westsalemwi.org)

IN THIS ISSUE:

Monthly Meeting Reminder

Regular Meeting Minutes

**DON'T FORGET!**

**Please remember to bring a non-perishable food item to the November 13 regular Association meeting. All items donated will be delivered directly to the West Salem Care & Share food pantry**

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