



MONTHLY MEETING

Wednesday, December 11, 2024

WESTVIEW INN

Downtown West Salem

Social Meeting

**Please remember a monetary donation to the
West Salem Lions Club for food baskets and
Christmas Toy Distribution**



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 for lunch.

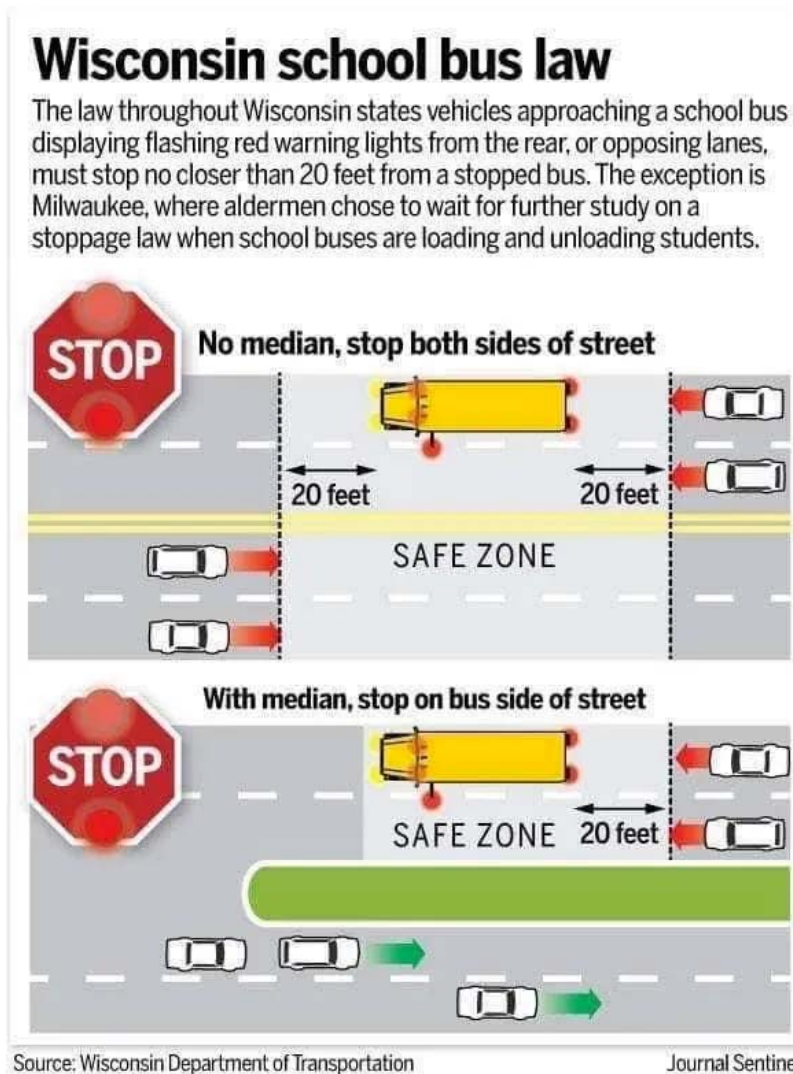
Safety topic: Don't Pass a Stopped School Bus!! Drivers must stop on the street or highway 20 feet or more from any school bus that has stopped and is flashing red warning lights.

- This applies both to vehicles approaching from the rear and from the opposing lanes.
- All lanes of traffic must stop for the school bus, except in opposing lanes if the highway is divided with a center median.

- No vehicle may proceed until the bus resumes motion and has turned off the red warning lights.
- The stop arm on the bus is an added communication to other drivers, but the lack of an extended stop arm is not reason to pass a bus whose red lights are flashing.

In the West Salem area buses will signal with yellow lights, or use red lights only in some parts of town. Motorists should observe school buses carefully for either the "pass cautiously" yellow light signal or the required full stop when a bus is flashing red lights.

A vehicle owner can be cited when the driver of a car passes a school bus illegally. A law enforcement officer need not witness this violation if the school bus driver reports it to the law enforcement agency within 24 hours. Fines can be quite high for illegally passing a school bus, but the risk of hitting a child is even higher.





We're Moving!!

New West Salem Location opening Spring 2025

**Located just down the road @ 1951 Church Rd West,
West Salem, WI**

- **Double the size of our current location - 10,000 sq ft!**
- **50+ Boarding suites**
- **Heated boarding floors**
- **3 Daycare rooms for all energy levels**
- **3 Outdoor play areas**
- **On 7 acres of land, no longer in a residential area, so your furry friends can bark and play their tails off all day long**



From Marcie's tiny one-woman grooming shop in downtown West Salem to employing nearly 70 individuals, primarily women, across multiple locations, Marcie's Pet Spa continues to grow! After nearly two decades of business, we can finally build our dream facility, doubling in size to replace our current West Salem Spa, which we've long outgrown. We are thrilled to announce we've purchased 6.8 acres on the La Crosse River while remaining in our amazing West Salem community. This



massive undertaking would have never been possible without the continued support, word of mouth, and loyalty from all our clients. Thank you to all of you; we hope you're as excited as we are!

Exercise Your Way to a More Positive Mindset



Exercise offers well-known benefits for physical and mental health, but there's another reward worth noting: a brighter, more positive mindset. When you're tired, unmotivated, or tempted to postpone your workout, it's easy to forget how energizing even a short session can be. Regular physical activity triggers the release of endorphins—your body's natural feel-good chemicals—lifting your spirits and reducing stress. The more regularly you exercise, the more likely you are to trigger this effect. Beyond the immediate mood boost, exercise fosters a sense of accomplishment, improving your outlook and building resilience. Remind yourself of this payoff. You may discover that a positive and upbeat mindset is your greatest reinforcement for improving your health through engaging in regular exercise.



American Legion Bake Sale!

It's our Annual Holiday Bake Sale. Come in to get your holiday candies, cookies, and more! All the favorites that you loved as a kid and new treats that will become your favorites as well. If you love sweets but don't know how to make them,

this is your chance to get those holiday treats.

Saturday, December 21, 2024 from 9:00 a.m. until 1:00 p.m.

148 Leonard Street South, West Salem



BERG HEMKER OLSON
AMERICAN LEGION POST 51

CHRISTMAS PARTY

With music by Tom Carpenter

Potluck, Ugly Sweater Contest, White Elephant gift exchange, raffles and more.

Saturday, December 21, 2024. The bar will be open

at 5pm for a Christmas Party. Join us for cocktails, a potluck dinner, music by Tom Carpenter from 6-9, White Elephant gift exchange, raffles, laughs and friendship while wearing your ugliest

Christmas sweater. Everyone bring a white elephant gift and a dish to pass and celebrate the holidays with your Legion Family. **There will be games, ugly sweater contest and tons of fun!**





Join us for New Year's Eve Dinner!

When: Tuesday, December 31st from 6:00-8:00pm

Menu: Choice of 2 meats (Honey Pecan Chicken, Citrus Marinated Shrimp, Beef Tips) w/ choice of baked potato or twice baked potato, salad & dessert.

Cost: \$20 per person

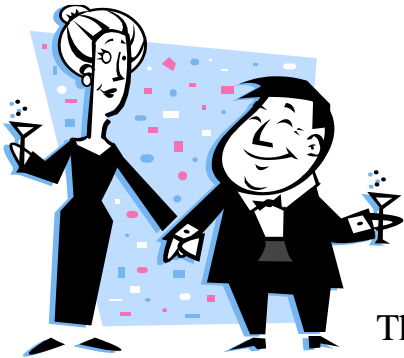
Reservations strongly suggested. Sign-up at the Post or give us a call! Very limited walk-ins accepted, if available that evening.

SAVE THE DATE!

West Salem Business Association Annual Meeting and Banquet

Thursday, February 6, 2025

West Salem American Legion, Downtown West Salem



The West Salem Business Association will look back on another year on Thursday, February 6, 2025, at our annual banquet at the West Salem American Legion Post 51, 148 South Leonard Street, West Salem.



IT IS MEMBERSHIP RENEWAL TIME!

You Can Make a Difference in the Business Community!

Membership with the West Salem Business Association gives your business:

- shared postings on the Association’s two Facebook pages: West Salem Business Association and National Night Out (formerly Celebrate West Salem);
- notices and free information via e-mail;
- opportunity to participate in the West Salem Bucks gift certificate program;
- reduced registration for various Association-sponsored events;
- collaboration with area chambers and business associations;
- opportunities to showcase your events, job postings, announcements, and more in our monthly newsletter; and
- your personal business listing on the Association’s website at www.westsalemwi.org

Contributions of volunteers and monetary donations were made to such worthwhile causes as the Village-wide Cleanup, American Legion Women’s Softball, West Salem Cares, Lewis Point Rain Garden, West Salem Bike Park walking track, West Salem Historical Society, La Crosse County Library, West Salem Police Department K-9 program, La Crosse County Dairy Breakfast, La Crosse Youth Livestock, West Salem Food Pantry, West Salem Lions Club, La Crosse Area Baseball Day, downtown Halloween trick-or-treating, High School Scholarships, June Dairy Days, West Salem Emergency Medical Team, and the National Night Out event.

Please consider becoming a member or renewing your present membership. Membership dues are \$100. **REMINDED:** Memberships can be renewed via the website at www.westsalemwi.org by credit card.

Regular meetings are at 12:00 Noon at Westview Inn, downtown West Salem, the second Wednesday of each month, and your dues cover lunch for one member of your organization. Feel free to bring others from your business for a nominal charge of \$10 each. **If you prefer, you may use the bottom portion of this letter and return with your membership dues payment BY FEBRUARY 1, 2025, to: West Salem Business Association, Jodie Curtis, Treasurer, P.O. Box 84, West Salem, WI 54669. Thank you.**

NAME OF BUSINESS: _____

CONTACT NAME: _____

ADDRESS: _____

ADDRESS: _____

TELEPHONE NUMBER: _____

E-MAIL ADDRESS: _____

E-MAIL ADDRESS: _____

E-MAIL ADDRESS: _____

(submit several e-mail addresses, if you wish, so the monthly newsletters and information can be exchanged throughout your organization)

TOTAL DUE: \$100.00



Find us on
Facebook

<https://www.facebook.com/West-Salem-Business-Association-283068100551>

Breaking Free from Holiday Perfectionism Stress

It's impossible to avoid images of holiday perfectionism—Hallmark® movies, flawlessly decorated homes, stacks of presents, idealized family gatherings. If you are looking for less stress this year, the secret

is redefining what perfect means. Shift your focus from flawless decorations, meals, and gifts to meaningful connections and personal joy. This means asking yourself what truly matters this season and letting go of the rest. Instead of that holiday dinner that takes three days to prepare, plan something manageable and delegate it. Resist the pressure to attend every event. Go for the experiences, not the things. Instead of focusing on picture-perfect moments, consider the perfectly joyful ones that don't come wrapped in a bow—laughter, connection, and some moments of peace.



Donating your IRA distributions to a charity

A qualified charitable distribution (QCD) is a distribution from a traditional or Roth IRA made directly by the IRA trustee to a qualified charitable organization when the IRA owner is age 70½ or older. A QCD may satisfy the client's required minimum distribution (RMD) and, for 2024, up to \$105,000 of QCDs may be excluded annually from an individual's taxable income. Also for 2024, distributions are limited to a one-time (lifetime) \$53,000 donation to fund a charitable remainder unitrust (CRUT), charitable remainder annuity trust (CRAT) or charitable gift annuity (CGA).

Eligibility

A qualified charitable distribution may be made:

- When the IRA holder is age 70½ or older
- Directly from the IRA to a qualified charity
- From a traditional or Roth IRA
- QCD must be a direct IRA distribution from the IRA custodian or trustee to a qualified charity.
- Not all charitable organizations qualify.
- QCDs are applicable only for traditional and Roth IRA distributions (excludes SEP and SIMPLE IRAs).

Qualified charities

Generally, a qualified charity includes most public charities that are eligible to receive tax-deductible contributions — including religious institutions, certain veterans' organizations, fraternal societies and community foundations that provide scholarships.

Limitations

Restrictions set on QCDs include the following:

- Distributions must be transferred to the charity no later than Dec. 31 of the current tax year.
- Deductible contributions made during or after the year an individual reaches age 70½ will reduce the amount that may be excluded.

Making a QCD provides an opportunity to make a charitable contribution that you might otherwise not have been able to make and/or receive potential tax benefits for charitable contributions that you are already making. You should consult your tax advisor and estate-planning attorney about your situation. Edward Jones, its financial advisors and employees do not provide tax or legal advice.

Key benefits

- **For those who give larger gifts** — Deductibility limits do not apply to QCDs, which means the QCD can be made in addition to other charitable contributions that may be limited by the annual maximum deductible percentage of income or phaseouts of itemized deductions.
- **For those who don't itemize deductions** — If QCDs are used as the funding source for charitable donations, the donor will receive tax benefits when there otherwise would have been none due to the use of the standard deduction.
- **For those who pay taxes on a portion of their Social Security benefits** — Income for determining the taxation of Social Security benefits is lower than if the IRA holder had taken the RMD, potentially reducing this taxation.

For those whose income level subjects them to tax on net investment income, or phaseout of personal exemptions or itemized deductions — A QCD made in lieu of an RMD will result in lower adjusted gross income for the IRA holder, which may lessen the effect of this tax or applicable phaseouts.

Tax Reporting

- As IRA custodian, Edward Jones will issue a Form 1099-R for the year in which the distributions occurred. For Money Market checks, the Form 1099-R will be issued for the year in which the check cleared the bank.
- The QCD amount distributed from a Traditional or Roth IRA will be reported as a distribution on Form 1099-R with the corresponding Reason Code in Box 7 because IRA custodians do not determine whether a distribution satisfies the requirements for treatment as a QCD. You should work with your tax professional to verify the distribution meets QCD requirements and is reported properly.
- **Note:** Clients cannot claim a charitable deduction for any QCD excluded from their taxable income.

Edward Jones, its employees and financial advisors cannot provide tax or legal advice. You should consult your attorney or qualified tax advisor regarding your situation. This content should not be depended upon for other than broadly informational purposes. Specific questions should be referred to a qualified tax professional.



Stephen Cohen
Financial Advisor

1540 Heritage Blvd Ste 204a
West Salem, WI 54669
608-786-1480

Men's Health Awareness Month



Men face unique health challenges, but their behaviors often hinder their own well-being. They are less likely than women to visit a doctor regularly or get preventive care. Additionally, men tend to engage in riskier behaviors, such as smoking, excessive alcohol consumption, and neglecting mental health issues. If you are a man, recognize that societal norms often pressure men to “tough it out,” thereby discouraging them from seeking help or admitting vulnerabilities. Don’t fall for it. Make health a priority so those you love—not just you—benefit. Consider: 1) Redefine “strength” as taking control of your well-being. 2) Recognize that detecting and treating health conditions early will help you avoid fear, worry, and expense. 3) Don’t view mental health issues like depression, stress, and anxiety as “not physical” and therefore best handled with denial and minimization. 4) Let go of this myth: “Feeling fine means I don’t need to see a doctor.” Many serious conditions show no noticeable symptoms until they reach middle or late stages, when treatment becomes more challenging and may no longer be effective. 5) Don’t depend on a partner or spouse to track your health needs or schedule appointments. Make it a nonnegotiable part of your life routine, just like car maintenance. 6) Choose a medical doctor you feel at ease with, so you won’t hesitate to ask questions about your health, even those that feel sensitive or embarrassing.



WEEKLY CHEF SPECIALS

WED 12/4

STEAK TORTA

WED 12/11

HANDMADE FETTUCCINE
NOODLES W/ SHRIMP &
TOMATO CREAM SAUCE

WED 12/18

4 MEAT SMOTHERED
BURRITO

WED 12/25

CLOSED





**A VERY DIVA
CHRISTMAS**
December 19, 2024 @
7:30 pm – 9:30 pm



Get ready for a dazzling holiday experience that will make your Christmas season sparkle like never before! Backed by a dynamic live band, or tracks, The Divas will pay tribute to classic Christmas hits that have warmed hearts for generations, while gliding seamlessly through the decades to the modern pop holiday tunes that define today’s festive spirit! Feel the joy and nostalgia as they revisit timeless favorites, witness the evolution of Christmas music, and celebrate the enchanting Divas who’ve graced us with their iconic renditions of these beloved songs. From soulful ballads of the past to high-energy dance beats of today, “A Very Diva Christmas” promises a night of holiday magic.

HAILEY PUENT

BOUND TO FLY

RECEPTION: 12-12-"24 6:00pm - 7:00pm
ON VIEW: 12-2-"24 - 1-10-"25

12.2024
01.2025

@STAVLOPHOTOGRAPHY

PRINTS WILL BE AVAILABLE FOR PURCHASE THE NIGHT OF THE RECEPTION ONLY

HEIDER CENTER 405 E HAMLIN ST. WEST SALEM, WI 54636

WELCOME TO OUR NEWEST MEMBERS:



200 French Road
Onalaska, WI 54650
[608-881-6007](tel:608-881-6007)
3425 40th Avenue NW, Suite 100
Rochester, MN 55901
[507-396-4056](tel:507-396-4056)
info@dbsg.com

Based in Onalaska WI and Rochester MN,
DBS Group is a design build construction
company that delivers.

Our Core Values

Everything we do at DBS Group is guided by these core values, and our success as a company is directly related to our team members' commitment to them.

- **Relationships.** We are in the business of building and cultivating relationships, with customers, teammates, vendors, industry partners, and community leaders. We know these relationships will be a source of opportunities, ideas, information, and motivation.
- **Collaboration.** Collaboration is at the core of our service delivery. Collaboration allows us to fully leverage the talent, experience, and perspectives of our team members for the benefit of our customers.
- **Resourcefulness.** We find creative, unique solutions when encountering challenging situations. Solutions may not be readily apparent, but we will find them.
- **Doing What It Takes.** We are driven to surpass expectations, and our level of effort will be unmatched as we strive to provide the very best to those we serve.
- **The Right Thing.** Honesty and ethics will guide us, and we will do what is best for the greater good of the company, our customers and our community, even when no one is watching.
- **Customers First.** When our customers win, we win. We will be relentless in ensuring the current and future success of our customers, and our customers' best interests will guide our daily decision-making.



The Orange Thumb closed in January at its previous nearby rented location at 124 S. Leonard St. Also in January, Owner, Sara Cox, bought the Masonic Temple building at 100 S. Leonard St. from Masonic Salem Lodge 125, which will continue to hold its meetings on the second floor of the two-story building built in 1902. Sara and her son, Devin Malott, have extensively renovated the first floor, which serves as the Orange Thumb's new storefront. Among other things, the renovation uncovered the first floor's original tin ceiling and a wall's original tin covering.

The boutique's new storefront is much larger than the previous one and has two dressing rooms rather than one at the previous location. There's a coffee nook at the new location for the boutique, which sells such things as women's apparel, home decor, repurposed furniture, plants and the creations of about 30 area artisans, such as jewelry, stained glass, woodwork, soaps and candles.

Orange Thumb's hours are 10 a.m. to 4 p.m. Tuesday through Saturday and closed Sunday and Monday. A few times each year, it also hosts sip-and-shop events. While West Salem residents have been "incredibly supportive" of the boutique, Orange Thumb also draws customers from nearby communities such as La Crosse, Holmen and Onalaska.

Orange Thumb began in late 2018, and Sara became part owner in 2019. She has been sole owner since 2021. For more information, call the boutique at 608-612-0093 or visit its [Facebook](#) or Instagram pages. It soon will have a website.

Regular Meeting Minutes

November 13, 2024

Meeting called to order at 12:00 Noon by President Jennifer Hatz. After introductions and an excellent buffet pizza lunch provided by Hunter's Last Chance, guest speaker West Salem Cares explained the purpose of the organization, fundraising events, and assistance provided to the West Salem Area Community.



Minutes

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

Treasurer's Reports

The treasurer's reports for month of October were reviewed, noting the Association has a general fund bank balance of \$4,987.28.

Motion by Teresa DeLong, seconded by Ashley Giese to approve the Treasurer's reports as presented. Motion approved by voice vote.

Upcoming Events and Projects

President Hatz reviewed recent donations to the West Salem Lion's Club, West Salem Police K-9 Program, and the Lewis Point Rain Garden. The December meeting will be held at Westview, and it is meant to be a social event. Monetary donations will be collected for the West Salem Lion's Club Christmas holiday baskets for those in need.

Motion by Glen Danielson, seconded by Rick Wilson to adjourn the meeting at 12:49 p.m. Motion approved by voice vote.

Teresa L. DeLong, Secretary/Director



We Serve



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