



**February 6, 2025
47th Annual Banquet!**

**No regular Noon meeting will
be held in February**



American Legion Post 51,
Downtown West Salem

Cocktails 5:30 p.m.

Dinner 6:00 p.m.

Presentations

PLEASE RSVP

**BY END OF BUSINESS ON
MONDAY, FEBRUARY 3, 2025**

**Tickets are \$25 and can be
purchased online or at the door.**

<https://westsalemwi.org/#!event-register/2025/2/6/47th-annual-west-salem-business-association-banquet>

Next Regular Meeting is March 12, 2025



ANNUAL MEETING AND BANQUET PROGRAM

5:30 Social Time with Cash Bar
6:00 Welcome—Jennifer Hatz, River Valley Media Group,
WSBA President
Call meeting to order
2024 Recap
Dinner

Presentation of Awards

Business of the Year
Citizen of the Year

Election of Officers

President
Jennifer Hatz, River Valley Media Group
Vice President
Glen Danielson, Signarama La Crosse
Secretary
Teresa DeLong, Village of West Salem
Treasurer
Jodie Curtis, Union State Bank
Directors
Rick Wilson, Magnum Media
Ashley Giese, Hazel Brown Leicht Memorial Library

Door Prizes

2024 Projects & Activities

- ◆ Annual Banquet
- ◆ West Salem Bucks Certificates
- ◆ Village-Wide Cleanup
- ◆ June Dairy Days Kickoff Lunch
- ◆ West Salem Scholarship Awards
- ◆ La Crosse County Fair Support
- ◆ National Night Out
- ◆ Annual Golf Outing for student scholarships
- ◆ Downtown Trick-or-Treating
- ◆ Lewis Point Rain Garden and Walking Trail
- ◆ Food Drive
- ◆ Financial Support for:
 - ◆ West Salem Bicycle Playground
 - ◆ La Crosse County Library Programs
 - ◆ Explore La Crosse Day at the Brewers
 - ◆ West Salem Lion's Club Christmas Baskets
 - ◆ West Salem Cares
 - ◆ American Legion Women's Softball
 - ◆ West Salem Historical Society
 - ◆ West Salem Police K-9 Program
 - ◆ West Salem Emergency Medical Team
 - ◆ Winter Wonderland
- ◆ Website for Business Association Members
- ◆ Informative Speakers & Discussions (Monthly)
- ◆ Facebook page with regular updates and highlights of member businesses



Save the Dates!

2025 June Dairy Days is scheduled for May 30 through June 1

If you are interested in volunteering, please reach out to Jennifer Hatz. The executive board is looking for help in many areas, especially with the setup

and take down of the park. Sponsorship opportunities will also be sent out with in first couple of weeks of February. Looking forward to another great JDD! Any questions please visit our website www.junedairydays.com

It Takes a Village



West Salem, WI
Community Fundraising Initiative



A West Salem Area Community Foundation Project

**40 Weeks of Giving Campaign to
“Help the Helpers” of our community**

WHAT: Be willing to donate (\$1.00 or any amount you choose) each week for 40 Weeks (or a one time gift of the total amount). At the end of the 40 Weeks, ALL of the money collected will be divided equally among the Village of West Salem’s non-profits, community groups and churches

WHERE: Donations can be dropped off: First National Bank - West Salem office, Le Coulee Cheese, Village Hall or in the donation boxes at local businesses.

All checks should be made payable to the West Salem Area Community Foundation - with “Village” in the memo



Scan for more information and “like” and “follow” us on





Abby, Customer Technology Consultant

LET'S TALK ABOUT STREAMING TV

10 a.m. on Tuesday, Feb. 11, 2025

Hazel Brown Leicht Library, 702 Industrial Dr., West Salem

- ✓ For anyone who would like to learn more about Streaming TV - what it is and how it works.
- ✓ This is a free event! We'll have a presentation, followed by a time for questions. Refreshments will be provided.
- ✓ Door prize giveaways; you could win a free streaming device!



Your Local Provider of: Fiber Internet • Phone • Streaming TV



WOMEN WHO DARED

Cristabel and Emmeline Pankhurst, Susan B. Anthony, Emma Davisson, Elisabeth Cady Stanton: Learn about women and men who championed the cause of women's suffrage in this country and overseas in the late 19th and early 20th century. You will learn of the protests, jailings, victories, and defeats culminating with the signature of President Woodrow Wilson that would forever give women the right to vote.

No registration required; all ages welcome.

WEST SALEM LIBRARY
MON, FEBRUARY 10
10 A.M.



FIRST SUPPLY®

We're excited to kick off 2025 with updates that highlight our commitment to innovation and exceptional service. Here are a few key milestones:

- **Redesigned Website:** The new **FirstSupply.com** offers a streamlined, user-friendly experience with modern design and enhanced functionality.
- **Leadership Promotion: Rick Viviani** has been named Director of Sales, leveraging his proven leadership to drive growth and strengthen relationships.
- **West Salem Distribution Center:** Set to open this year, our cutting-edge facility will boost efficiency and service for customers across the Midwest.

You can find the full press release below and on our [website](#). If you have any questions or need further information, please don't hesitate to reach out.

As we look ahead, we remain grounded in our legacy of tradition, innovation, and community dedication.

Thank you for being part of our journey!



Brooke Barney | Marketing Communications Manager

First Supply

[6800 Gisholt Drive, Madison, WI 53713](#)

[Office: 608-223-6660](#) | Cell: 608-893-3705

[FirstSupply.com](#)





Join Us for a Day at the Ballpark

Milwaukee Brewers vs. Colorado Rockies

American Family Fields of Phoenix

Sunday, March 23 | First Pitch 1:10 p.m.

The Boys & Girls Clubs of Greater La Crosse, Viterbo University, and Aquinas Catholic Schools, cordially invite you to a day at the ballpark.

Tickets are \$55. Exclusive reserved seating in section 108, above the Rockies dugout. Ticket includes admission to the game and a complimentary ballpark meal with refreshments.

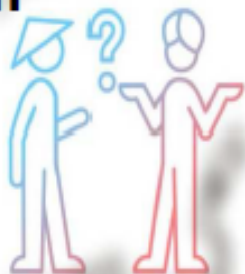
***Tickets are limited, please register by February 28th.**

Questions? Contact nicole.brei@bgclax.org

[REGISTER](#)

Preventing Cultural Miscommunication

Cultural miscommunication happens when differing norms, values, or communication styles cause misunderstandings or hinder effective interaction at work. It's a growing problem but not a new one. Cultural miscommunication can be reduced with a few practices that deliver huge payoffs for workplace harmony and the bottom line. 1) Educate yourself on diverse cultural norms (see resource below). 2) Practice "active listening" to spot any misunderstandings when they happen—seek clarification quickly. 3) Use simple language to avoid confusion or misinterpretation. 4) Adapt your communication style to match the cultural preferences of others. For example, in some cultures, it is customary to address a new male coworker as "Mr. (last name)" instead of using their first name. Adapting to such preferences can show respect and build rapport. 5) Periodically seek feedback about how communication is working and ask whether adjustments are needed to improve understanding or collaboration.



Resource: "Cultural Intelligence: A Blueprint for 21st-Century Leadership (2025)"

How the EAP Can Help: Overcome the Emotional Aftermath of Conflict

You had a heated exchange with a coworker and have been stewing over it all day, feeling angry and distracted. This lingering stress and negativity are known as emotional reverberation: the emotional aftermath of conflict. If a workplace conflict is weighing on you, consider reaching out to your employee assistance program (EAP). Chances are you are experiencing reverberation, replaying the conflict in your mind with intrusive thoughts. This can decrease your motivation and productivity and possibly lead to a work-related stress disorder. The EAP can help you process these feelings and discuss conflict resolution, and with its support you will regain your focus and productivity.



Survive with 'Situational Awareness'

Situational awareness is the practice of being purposely aware of your surroundings and recognizing something that could be a threat, so you are not caught off guard. It's not about living in fear; it's about actively observing your environment so you can act proactively instead of reactively to a threat or disturbing event. Many professions are taught situational awareness—healthcare workers, police officers, airline pilots, school teachers—but anyone can learn this practical safety skill. While the chances of encountering a terrible threat like a terrorist attack are very low, staying alert in crowded or unfamiliar environments can increase your safety and give you an edge of protection. A simple practice like noting emergency exits is a small step, but it will empower you to stay proactive and a bit better prepared.

Learn more: ufpro.com/us/blog/situational-awareness-and-personal-safety-for-civilians



Wake Up Feeling Refreshed

See a medical doctor specializing in sleep disorders if you suffer sleep issues. However, if you sleep well—or think you do—but don't wake with that "refreshed" feeling, experiment with these sleep hacks: 1) Go to bed at the same time every night to prompt your circadian rhythm to produce better sleep. 2) Make your room cool, dark, quiet, and without pets. (Subtle movements may not awaken you but may disturb deep sleep.) 3) Establish a nighttime routine (without technology) to signal your body to prepare for sleep. 4) Don't check the clock in the middle of the night; it can trigger stressful concerns that may delay a return to sleep. 5) Skip the "nightcap." Alcohol sedates and can produce a rebound effect that interferes with deeper sleep. Learn more: www.cdc.gov [search "sleep"]



MINUTES OF
Regular Meeting

January 8, 2025

Meeting called to order at 12:00 Noon by President Jennifer Hatz. After introductions, the regular meeting commenced. Guest speaker Kyle Boland of Coulee Health spoke to the membership about its opportunities for businesses and employees.



Minutes

Motion by Duane Kneifl, seconded by Ashley Giese to approve the minutes of the December regular Board meeting as presented. Motion approved by voice vote.



Treasurer's Reports

The treasurer's report for the month of December was reviewed, noting the Association has a general fund bank balance of \$10,356.40 after reserved fund allocations for scholarships, West Salem Bucks, and a donation to the Lewis Park walking path.

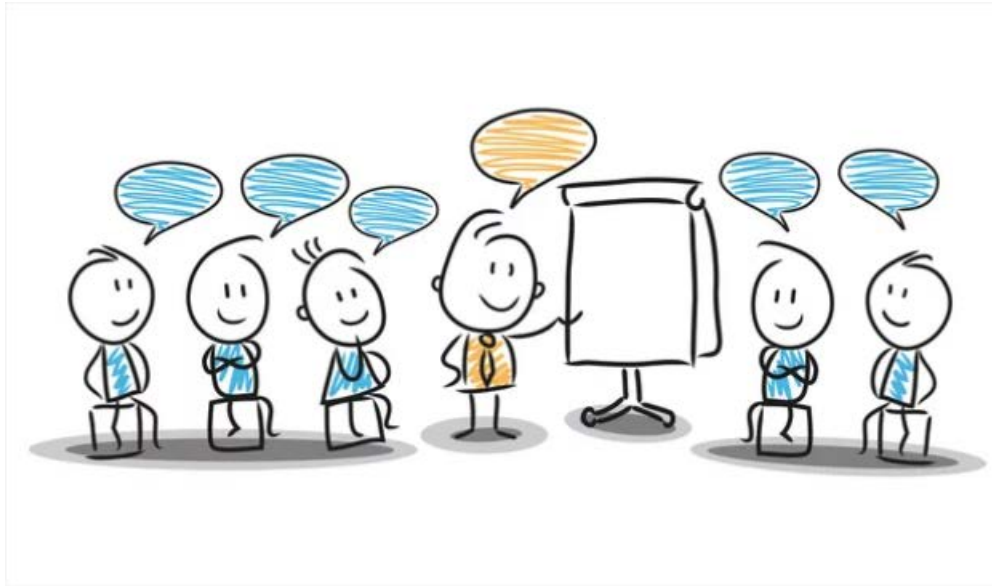
Motion by Duane Kneifl, seconded by Ashley Giese to approve the Treasurer's report as presented. Motion approved by voice vote.

Upcoming Events and Projects

President Hatz reviewed upcoming business and area events. She also reminded the membership that dues renewals are in progress, and if accounts are set to auto-renew, no further action is required. The annual meeting and banquet is February 6, 2025, at the American Legion beginning at 5:30 p.m. The banquet is in place of the regular monthly meeting.

Motion by Jodie Curtis, seconded by Ashley Giese to adjourn the meeting at 12:55 p.m. to allow those present to enjoy lunch and socialize. Motion approved by voice vote.

Teresa L. DeLong, Secretary/Director



**Searching for a way to become involved
and share your ideas?**

The West Salem Business Association is looking for future board members! We are focused on putting together a well-rounded team that can continue to contribute to the solid foundation of the West Salem Business Association. If you are interested in learning more – or would like to be considered for our next opening on the board of directors, please reach out to a current board member. We are happy to answer any questions that you have and would love to have volunteers for future openings and leadership roles.





February 2025 Newsletter

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