



Business Association

MONTHLY MEETING

WEDNESDAY, APRIL 9, 2025, NOON AT
WESTVIEW INN

GREAT FUTURES START HERE



BOYS & GIRLS CLUBS
WEST SALEM AREA

**GUEST
SPEAKERS**
Maggie Solberg,
West Salem Boys
& Girls Club
Director and

**Dorothy McClintock
presenting pickleball
court fundraising**



Monthly Meeting Minutes

March 13, 2025

Meeting called to order at 12:00 Noon by President Jennifer Hatz. After introductions and announcements, the regular meeting began.

Minutes

Motion by O.J. Romskog, seconded by Alex Wegner to approve the minutes of the February annual meeting as presented. Motion approved by voice vote.

Treasurer's Report

The Treasurer's report to date was distributed. Motion by Alex Wegner, seconded by Ashley Giese to approve the Treasurer's Report as distributed. Motion approved by voice vote.



Guest Speakers

Christina Mehrkens of the La Crosse Area Builders Association introduced the Build My Future initiative. West Salem Lions Club President Lynette Ender introduced the Greene Park improvement fundraising project.

Motion by Alex Wegner, seconded by Ashley Giese to donate \$1,000 to the West Salem Lions Club toward the Greene Park improvement project. Motion approved by voice vote.

Upcoming Events

Upcoming events include the annual Village-wide clean up scheduled for Tuesday, April 22; June Dairy Days Kick-off Lunch will be held on Friday, May 30 at Noon; National Night Out is August 5; and the WSBA Annual Golf Outing will be September 10.

Motion by Stephen Cohen, seconded by Ashley Giese to adjourn the meeting at 1:00 p.m. Motion approved.

Teresa L. DeLong, Secretary/Director

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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 toward the buffet lunch.



Pickleball Donation Form 2025

Please help your West Salem neighbors with a donation toward the renovation of the downtown West Salem Village Park tennis courts into six pickleball courts.

You play a vital role in making our community a better place to live! Thank you for your generosity!

- 1) Please make your tax deductible check payable to the *West Salem Area Community Foundation*,
- 2) Write pickleball in the check's memo line,
- 3) Mail the form and your check to:
West Salem Area Community Foundation
P.O. Box 30
West Salem, WI 54669





Union State Bank,
1405 West City Highway 16,
West Salem

Saturday, April 26, 2025, at
our Hwy 16 location in West
Salem for our customers and
community.

🔒 Annual Shred Event: Protect Your Identity! 🔒

Join us for our Secure Shred Event and safely dispose of old documents containing personal or financial information. Here's why shredding is crucial:

🌐 Prevent Identity Theft: Shredding ensures that sensitive information like your social security number or financial records can't be used by identity thieves.

🔑 Protect Your Privacy: Keep your personal information safe from unauthorized access.

🌱 Environmentally Friendly: Shredded paper can be recycled, reducing waste and helping the environment.

Don't miss this opportunity to safeguard your information and declutter your home or office space. See you there!

Things you need to know:

- 1) Up to 3 boxes (100 lbs.) per person
- 2) All types of papers with staples, paper clips or rubber bands may be shredded.
- 3) Please remove any butterfly clips, 3 ring binders and hanging file folders.



*Where Customers and
Community Come First*



WEST SALEM FIRE DEPARTMENT
CHICKEN Q

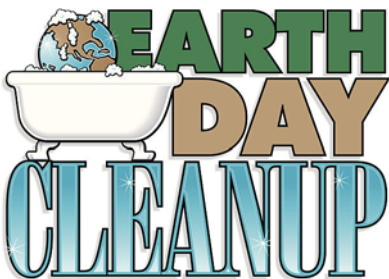



**SATURDAY,
APRIL 26**

11am - 2pm or Gone | \$12 | West Salem Fire Station

The West Salem Fire Department will be doing a charcoal chicken Q drive-thru on Saturday, April 26th at the fire station. Serving from 11:00am - 2:00pm or gone.

Dinner price is \$12 for 1/2 chicken, baked beans, coleslaw, and a dinner roll. See any WSFD member for pre-sale tickets to guarantee yourself a dinner. We will have a limited number of dinners available for walk up service. Pre-sale dinners must be picked up by 12:30 to guarantee a dinner.



Annual Community Clean-Up Day

Tuesday, April 22, 2025

4:00 to 6:00 p.m.

Help Make West Salem a More Beautiful Place. The West Salem Business Association is proud to sponsor the Annual West Salem Clean-Up Day



Everyone is invited and the more people we have participate, the more good we can do for the Village of West Salem and its citizens. Businesses and residents can easily participate by cleaning up outside of their property.



Easter egg hunt

**April 12th
at 9am**

**West Salem High School
Softball Fields**

601 N. Mark Street, West Salem

Please arrive by 8:45am for instruction.

Hunt for toy prize eggs, candy eggs, Easter basket tickets & additional prize tickets!

Don't forget a basket to collect eggs!

In case of inclement weather, the event will move to the West Salem Panther Den.

Easter baskets & prizes provided by:
3RT Networks, Bahr Electric, LYNXX Networks,
Union State Bank of West Salem,
Great River Orthodontics, WS First Responders,
WS Fire Department, WS Police Department,
and the West Salem Park & Rec. Dept.

--This **FREE** community event is open to children ages 2-9.

--Children will hunt in 2 separate age divisions at the same time. One group will be on the JV softball field, the other group will be on the Varsity softball field.

--Please make sure each child brings their own basket or bag to collect eggs in. Baskets/bags will not be provided on site.

--Easter baskets and additional prizes sponsored by 3RT Networks, Bahr Electric, LYNXX Networks, TDS, Union State Bank of West Salem, Great River Orthodontics, West Salem Fire Department,

West Salem Police Department, West Salem First Responders and West Salem Park & Rec Department will be up for grabs.

--Prize tickets will be hidden in individual eggs. **MAKE SURE TO CHECK YOUR EGGS FOR A TICKET BEFORE LEAVING!** Winning tickets can be redeemed at the prize station.

--Adults must accompany children. No drop offs!

--In case of inclement weather, the event will move to the West Salem Panther Den.

This event is co-sponsored by 3RT Networks, Bahr Electric, LYNXX Networks, Union State Bank of West Salem, Great River Orthodontics, West Salem Fire Department, West Salem Police Department, West Salem First Responders, and West Salem Parks & Recreation Department.





It's chicken Q season. Join the Sons of the American Legion at Village Park, downtown West Salem for a drive thru Chicken Q. What does that mean?

****IMPORTANT****

Pull up to Village Park on Mill Street right in front of the new chicken pit, stay in your vehicle, one of our amazing volunteers will come to your vehicle and take your order and your payment. Continue to pull forward and we will bring your dinners to your vehicle. Payments accepted are cash or check only. We start serving at 11 and goes until sold out, there are no tickets being sold, all meals are first come first served.



**Village Park
May 17, 2025 – 11:00 a.m. til gone!**

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NEWS RELEASE
Wisconsin Department of Transportation
Southwest Region – La Crosse office

WIS 16 resurfacing project is set to start late April in La Crosse

Prime contractor, Chippewa Concrete is set to begin construction April 7 along WIS 16 between La Crosse Street and Kinney Coulee Road in the City of La Crosse, La Crosse County.

This project will improve deteriorated pavement by patching the existing pavement and resurfacing. Additional work to take place includes structure work on two WIS 16 bridges over the La Crosse River, signal upgrades at La Crosse Street/Losey Boulevard, updated pavement markings, and curb ramp updates. Project completion is scheduled for late Summer 2025, dependent on favorable weather conditions and construction progress.

Work will start on the WIS 16 bridge over the La Crosse River, during bridge work WIS 16 will be open to northbound traffic, southbound traffic will be detoured along US 53 and I-90. During intersection work, there will be one lane open in each direction with temporary signals.

For more information regarding traffic impacts, transportation news and improvement project updates in Wisconsin's Southwest Region:

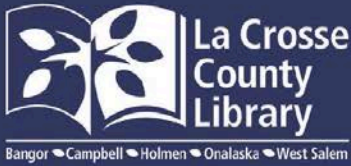
- Follow us on Twitter: [@WisDOTSouthwest](#)
- Visit the region's 511 website: [SouthWest – 511 WI Projects](#)

Motorists are reminded that using handheld cell phones in Wisconsin work zones is illegal. Alerts and updates provided via these sites are not intended for use while driving. When driving, your focus should always be on driving.

Don't Get Your Phone Hacked

Phone hacking is on the rise with more people relying on these devices for an increasing number of life tasks. Unfortunately, there is a misconception that a phone is less vulnerable than a desktop computer. Not true. There is a new cyber risk called a "zero-click exploit." This can attack a phone without trickery, clicks, or any interaction by the phone user. Smartphone companies are staying ahead, but if you don't stay on top of security updates in a timely way, you increase the risk of being attacked silently and invisibly. Periodically turn off your phone entirely, maintain updates properly, and install apps only from official and reputable sources.





VIETNAM

HISTORY, CULTURE, AND SPRING ROLLS

with Tân Pham

Join us at the West Salem Library for two exciting programs with Tân Pham, a Vietnamese native who has called Wisconsin home for 47 years. Over the past two decades, Tân and his family have made several trips back to Vietnam, and he's eager to share his experiences with you. Attend one or both sessions!



TUESDAY
APRIL
01
11 AM

VIETNAM: THEN & NOW

Tân Pham will share his personal experience of war during his childhood and the Tet Offensive. No registration required.



TUESDAY
APRIL
08
11 AM

TASTE OF VIETNAM: HOW TO MAKE SPRING ROLLS

Learn about Vietnamese cuisine while you make three delicious and healthy spring rolls. Registration is required and opens March 17.

SCAN HERE ↘



Hazel Brown Leicht Memorial Library
702 Industrial Dr.
West Salem, WI 54669

The Power of Feeling Time Affluent

Do you have enough time to do the things you want—and need—to do? Answering yes means you are “time affluent.” It is a key to feeling happy and satisfied with life. The opposite would be feeling constantly under pressure, harried, and “without a second to breathe.” That feeling of being in control of your time isn’t necessarily acquired by having money—financial affluence—but instead by appreciating time as an irreplaceable commodity and applying skills that give you more control over it. To gain time affluence, consider seven skills: 1) Learn to prioritize to prevent less-important tasks from consuming time. 2) Practice doing key tasks in “chunks of time.” This increases focus and speed and gives you more life balance. 3) Learn to say no; this requires learning when and what to say no to while staying proficient at it. 4) Delegate more—a cost-free example might be delegating household chores to other family members. 5) Reduce/avoid social media/technology use. 6) Change your perception. Put time gaps between chores to enjoy a break rather than stitching them together all day and feeling harried. 7) Discover the art of mindfulness and utilize this life skill to appreciate the present moment.



Learn more: maxwellleadership.com/blog/team-potential-value-effective-delegation/

Avoid Passive-Aggressive Communication at Work

Passive-aggressive communication is distressing and contributes to poor morale, higher turnover, and lower productivity. Recognizing its impact and avoiding it can create a more positive workplace, reduce stress, and decrease burnout. Do you participate in passive-aggressive communication? Common behaviors include sending emails to a coworker but copying it to their supervisor; withholding information; using the silent treatment; leaving notes that create distress (e.g., “See me” or “We need to talk”); giving a compliment containing a hidden insult (e.g., “Wow, good work for a newbie.”); using an insincere tone (e.g., “Yeah, sure, I’ll get that done pronto.”); and undermining a positive relationship between two coworkers with gossip or falsehoods.



Learn more: uk.indeed.com/career-advice [search “passive-aggressive”]



THURSDAY, MAY 22

8am Registration - 9am Shotgun Start

GOLF FORE GOOD!

Enjoy a day out on the golf course
& help support our efforts to fund the
West Salem Police Department K9 Program.



REGISTER TODAY!

\$400
FOURSOME*
*Teams must be
3-4 players

- 18 Holes with Cart
- Bucket Raffle
- 50/50 Raffle
- Closest to Pin
- Dinner
- Merch Table
- Gift Bag
- Prizes
- & More!

REGISTRATION ENDS May 20th

Call 608-786-0407 or stop in to the West Salem Police Department to register

175 Leonard Street S, West Salem, WI 54669

Payment due at registration in the form of cash or check

Please make checks payable to the West Salem Community Foundation

Mark your calendars!

Save the Date for National Night Out 2025! Join us for a night of community connection, fun and safety on Tuesday, August 5th, 2025. Let's come together to strengthen our neighborhood spirit and build lasting relationships. Don't miss it!



FIRST SUPPLY
MEET US AT OUR HIRING FAIR!
MARCH 31 & APRIL 7



NOW HIRING
WAREHOUSE
ROLES

Immediate Interviews
Starting Pay \$19 and Up
Mon–Fri / No Weekends
3 Weeks PTO
State-of-the-art Facility
Family Owned

**Your Next Career Starts Here – Join Our
New Distribution Center!**

Now hiring entry-level positions with great benefits and a modern work environment. As a 2024 Top Workplace for Distribution, we provide a supportive team and opportunities to grow. Apply today!

WHAT WE OFFER:

- **Starting pay \$19+** (depending on experience)
- **Monday–Friday schedule** (no weekends!)
- **Three weeks PTO** for work-life balance
- **State-of-the-art facility** with modern equipment
- **Family-owned company** with a strong team culture

READY TO TAKE THE NEXT STEP? APPLY NOW:

<https://www.firstsupply.com/Careers/Join-DC1>

In this role, you will be responsible for efficiently handling, sorting, and shipping products at First Supply’s new state-of-the-art facility in West Salem, WI, ensuring accuracy, safety, and teamwork in a fast-paced environment.





A West Salem Area Community Foundation Project

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

WHEN: February 14, 2025 - November 21, 2025

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

It Takes a Village

FIREMAN'S DANCE

SATURDAY, MAY 3

DOORS OPEN AT 4:00 PM

When: Saturday, May 3rd, 2025

What: Annual Firefighter's Dance

**Where: West Salem Fire Station
100 Mill St. South, West Salem.**

The West Salem American Legion will be on site and serving brats, burgers,

onion rings, and french fries. Serving begins at 4:30pm.

Gary's Ridgeland Dutchmen polka band will be performing from 4:30 - 7:30pm.

The Blue Collar 40 band will take the stage from 8:00pm - midnight.

Refreshments will be available on site.

Cost is \$5 per person.



Greene Park Project



Where there's a need
there's a **LION**



Walters
Concrete

Niebuhr
Construction Inc



Tax Deductible
Donations to
West Salem Lions
of WI Charities Inc.
PO Box 47, West Salem





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Go to the West Salem Business Association Facebook



**page, “like” us, and check out
member business posts!**

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