



FRIDAY, MAY 30, 2025, NOON AT WESTVIEW INN

JUNE DAIRY DAYS 2025

KICK OFF



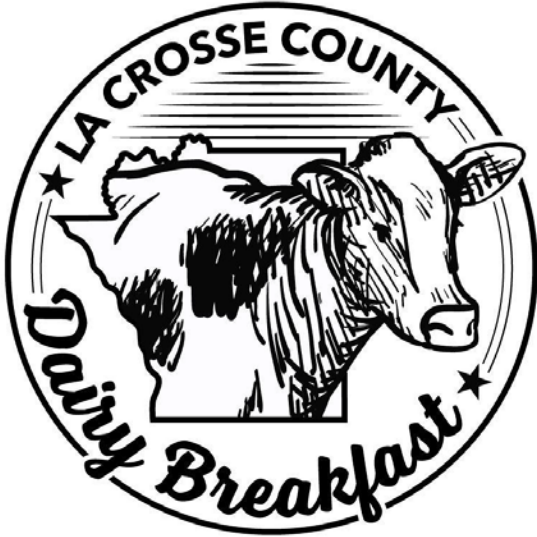
LUNCHEON - \$10.00 per person

Come enjoy a delicious buffet lunch, meet the 2025 June Dairy Days Parade Marshal and button design winner.

Guest Speaker is Liza Schlintz, Dairy Farmers of Wisconsin

www.westsalembi.org

Follow us on **facebook**



2025 La Crosse County Dairy Breakfast!!

It's back! The La Crosse County Lions are hosting a Dairy Breakfast at the West Salem Fairgrounds on June 14th. Come enjoy a Dairy-Filled Breakfast of Pancakes, Cheesy Eggs, Sausage and all the milk, yogurt, ice cream and cheese are the stars of the show! Learn how the Dairy Industry impacts our community and show some love for our Wisconsin Dairy Farmers! Interested in volunteering? If you are interested in volunteering for the breakfast, please email the St. Joseph's Ridge Lions at

lacrossedairybreakfast@outlook.com

Rain or Shine - We'll See You There!

https://www.facebook.com/events/1680042499260271?active_tab=about



ATTENTION:

Beginning Monday, June 2, 2025, City Loop from CTH C to East Jefferson Street (located by I-90 Kwik Trip) will be closed for reconstruction. The designated detour is CTH C to CTH M. The East Jefferson Street entrance to Kwik Trip will remain open.

Plans are available on the WI DOT website:

<https://wisconsindot.gov/.../plans.../20240910006plan.pdf>

2025 JUNE DAIRY DAYS

SCHEDULE OF EVENTS



FRIDAY, MAY 30, 2025

Noon WSBA Lunch - Westview Inn
Speaker - Liza Schlitz, Farmer Communications Manager

Parade Marshal & Button Design Winner Announced

5:00 pm Dairy, Food & Beer Tents OPEN
 Carnival Opens: S&J Enterprizes
 ♪ Hwy 16 Band - Gazebo

5:00 pm Tappy's Face Painting - Village Park

5:00 pm Kindschi Pedal Tractor Pull - Memorial Drive
 Open to ages 4 through 12
Sponsored by: Batzel Turf & Nick Getter Masonry

5:00 PM Balloons by Kevin - Village Park
Sponsored by: Walters Concrete, 1st Community Credit Union & Brickl Bros

6:45 pm Presentation of Parade Marshal - Stephen Cohen - Gazebo Stage

8:30 pm ♪ One Accord - Main Stage

10:00 pm Honor Guard
 Presentation of Colors
 American Legion Post 51
 National Anthem - Madeline Parr
 Fireworks - Village Park
 Skyline Fireworks

1:00 am Beer Tent CLOSES

SATURDAY, MAY 31, 2025

7:00 am Fun Run/Walk Registration - West Salem High School
Sponsored by: Mayo Health System

7:50 am Mile Run/Walk Begins

8:00 am 5K Run Walk Begins

9:00 am 4H Kickball - Village Park Ball Field

11:00 am Chicken Q, Food, Dairy Tents OPEN

Noon JUNE DAIRY DAYS PARADE

2:00 pm Tappy's Face Painting - Village Park
 Balloons by Kevin - Village Park
 BINGO - American Legion

2:30 pm ♪ WSHS Jazz Band - Gazebo
 Carnival Opens

3:00 pm Euchre Tournament - American Legion

4:00 pm Coulee Cruisers ATV Finale - Beer Tent
Sponsored by: 2Brothers Powersports
 Isaiah Foster - Gazebo
Sponsored by: WS Cares

5:00 pm ♪ Backtracking with Steve-O - Gazebo (Steve Lambert)

8:30 pm ♪ Something Familiar - Main Stage

1:00 am Beer Tent CLOSES

SUNDAY, JUNE 1, 2025

9:00 am Car Show Registration - Union State Bank Parking Lot
Sponsored by: B's Place

10:30 am Car Show Begins - Union State Bank & Leonard St.

11:00 am Chicken Q, Food, Dairy Tent OPENS
 Tappy's Face Painting - Village Park
 Corn Hole Registration - Beer Tent
 10U Baseball Tourn. - Village Park
 Carnival Opens

Noon ♪ WS Adult Jazz Band - Gazebo
 Corn Hole Tourney - Beer Tent

2:00 pm ♪ Madlee Band - Gazebo

5:00 pm Park Closes

2025 Food Vendors

JDD Food Tent
 Bees Knees Coffee
 Monkey Business
 Oly's Mini Donut Express
 Stumpy's
 Taco Broz

Commemorative buttons available for purchase in ticket booth

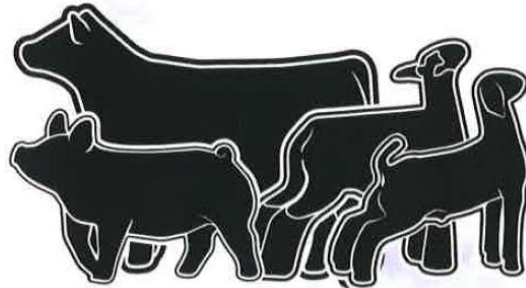


Join Us for the 2025 La Crosse Youth Livestock Auction

Date: Saturday, July 19th, 2025

Time: Announcements & Awards – 5:00 PM | Sale Begins – 5:30 PM

Location: Farm Progress Building at the La Crosse Interstate Fairgrounds, West Salem, WI



Join us for an evening showcasing the hard work of local youth in agriculture. The La Crosse Youth Livestock Auction is your opportunity to support the next generation of agricultural leaders. We look forward to seeing you there!

Discover JOMO—the Joy of Missing

FOMO—the “fear of missing out”—is anxiety caused by the perception that others have more exciting lives. Social media often triggers it, but there’s a flip side called “JOMO”—the joy of missing out. It’s a conscious reaction to feeling controlled by social media, encouraging turning it off, reclaiming time, and focusing on mental health benefits. When hit by FOMO, stop. Take a break. Recognize it, then identify the positives in your life and be thankful. If possible, try a “technology-free” trip to the store or outing to feel fully present in the real world.



Source: [babbel.com/en/magazine/the-meaning-of-fomo-yolo](https://www.babbel.com/en/magazine/the-meaning-of-fomo-yolo)

Please join us for a
**BARBECUE
FUNDRAISER
& MEAT RAFFLE**
AT FEATURES WEST SALEM

**SUPPORT CHILD ABUSE
PREVENTION**

WEDNESDAY JUNE 4th

BBQ FUNDRAISER: 4:30 - 6:30PM

(Drive thru or dine in)

MEAT RAFFLE 6pm

WIN MEAT, SEAFOOD AND MORE!



MEAL TICKET INCLUDES:
BBQ FIRE BRAISED RIBS, BBQ PULLED PORK,
GRILLED CHICKEN LEG, CHEESY
AND GRATIN POTATOES, TEXAS TOAST & COLESLAW
\$16 EACH

**ALL PROCEEDS WILL BE
HELPING TO FUND A FREE
FAMILY FUN EVENT TO
SUPPORT CHILD ABUSE
PREVENTION.**

FEATURES
SPORTS BAR
WEST SALEM

YOU ARE INVITED TO
"BUSINESS AFTER FIVE"

PALMER GULLICKSON HOUSE 360 N. Leonard St., West Salem, WI

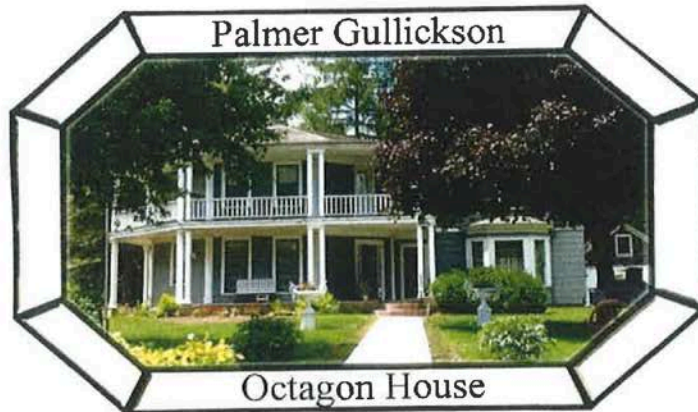
THURSDAY June 5, 5-7 p.m.

SIP, SNACK AND SOCIALIZE AT THE OCTAGON HOUSE

FORMER HOME OF EARLY WEST SALEM BUSINESS PEOPLE

(FIRST MALE DOCTOR IN THE AREA, FIRST FEMALE DOCTOR TO HAVE HER OWN
PRACTICE IN THE MIDWEST, A BANKER, STORE OWNER, MILLOWNER, DENTIST
AND TEACHER)

WE WOULD LIKE TO HAVE THE BUSINESS PEOPLE OF WEST SALEM BE FAMILIAR
WITH ONE OF OUR THREE HISTORIC HOMES AND TO HAVE INFORMATION ON
YOUR BUSINESS TO PASS ON TO OUR TOURISTS.



RESTORATION IS IN PROGRESS BUT WE ARE OPEN FOR VISITORS



Date: July 10th

🕒 Time: 5:00 PM - 7:00 PM

📍 Location: Marcie's Pet Spa, 1951 Church Rd West off of HWY 16
(behind Prince of Peace Church)

Join us for a fun and informal networking opportunity at the West Salem Business Association's Business After 5, hosted by Marcie's Pet Spa at their exciting new location! 🐾✨

This is the perfect event to connect with fellow local business owners, entrepreneurs, and community members while enjoying light refreshments, great company, and a tour of Marcie's beautiful new space. Whether you're a long-time member or a newcomer, we encourage you to stop by, mingle, and learn about all the fantastic things Marcie's Pet Spa has to offer.

What to Expect:

Networking with local professionals

Light refreshments and snacks

A chance to tour Marcie's Pet Spa's new facility

This is a FREE event for all West Salem Business Association members and their guests. Don't miss out on a great evening of building connections and supporting a local business!

We can't wait to see you there! 🐱🐶



La Crosse
County
Library

Bangor • Campbell • Holmen • Onalaska • West Salem

UPCOMING EVENTS

Hazel Brown Leicht Memorial Library

702 Industrial Dr, West Salem, WI 54669

608-786-1505 | lacrossecountylibrary.org

JUNE 2-JULY 26



Summer Library Program for youth—sign up for the reading challenge, enjoy special events!

FAMILY EVENTS

Kick-off Performer: Laura Ernst

Thurs, June 5 at 6:30 pm

Speed Painting a Story

Wed, June 11 at 6:30 pm

Bluff Country Tale Spinners

Sat, June 28 at 10 am

Movement & Games

Veterans Memorial Park

Sat, June 28 at 2 p.m.

BUT WAIT, THERE'S MORE!

For details on **story times**, **STEAM Camps**, and **teen programs**, see our website.

SUMMER BOOK BINGO

Reading challenge for adults. Receive a free book from the book sale, enter to win prizes! June 2-July 26.

MIDDAY MOVIES

Free movies on the 2nd and 4th Thursdays of the month at 2:15pm. See website for movie listings.

EVENTS PAGE

See all library programming

SCAN ME



2025 West Salem BIKE RODEO

WEDNESDAY, MAY 28

Registration + Check In: 5:00-5:30pm

Program: 5:30-6:45pm

Site: West Salem Lion's Shelter

Grades: PK-6th

Fee: FREE!

REGISTER EARLY!

GIFT BAGS SPONSORED BY THE WEST SALEM LION'S CLUB AND WEST SALEM BUSINESS ASSOCIATION WILL BE HANDED OUT TO THE FIRST 50 KIDS TO PRE-REGISTER AND ATTEND THE EVENT!

EVENT SPONSORS:

COULEE BICYCLE CO, WEST SALEM FIRST RESPONDERS, WEST SALEM FIRE DEPT, WEST SALEM POLICE DEPT, SAFE ROUTES TO SCHOOL PROGRAM THROUGH LA CROSSE CO. HEALTH DEPARTMENT, AND EDWARD JONES-FINANCIAL ADVISOR: STEPHEN COHEN

BIKE DRAWING SPONSORS:



Stress Tips from the Field: **Managing Stress One Day at a Time**

"Take it one day at a time." This common saying means "stay present-focused" as a way of managing stress, but many related tips can help maximize this mindset—freeing you from spiraling into fear, sleep loss, and burnout. Consider: Avoid being overwhelmed by staying in the present. Still acknowledge today's stressors, but address only what is in front of you. Limit catastrophic thinking and "what-ifs" by focusing on what can be done now. Ground yourself in the moment and take purposeful action, even if small. This reduces anxiety and the risk of imagined worst-case scenarios. Let go of what you can't control. Build resilience through daily coping. Practice self-compassion—it muzzles your inner critic. Start the day with a simple goal to focus on the here and now, and realize that today's challenges build resilience for tomorrow's hurdles.



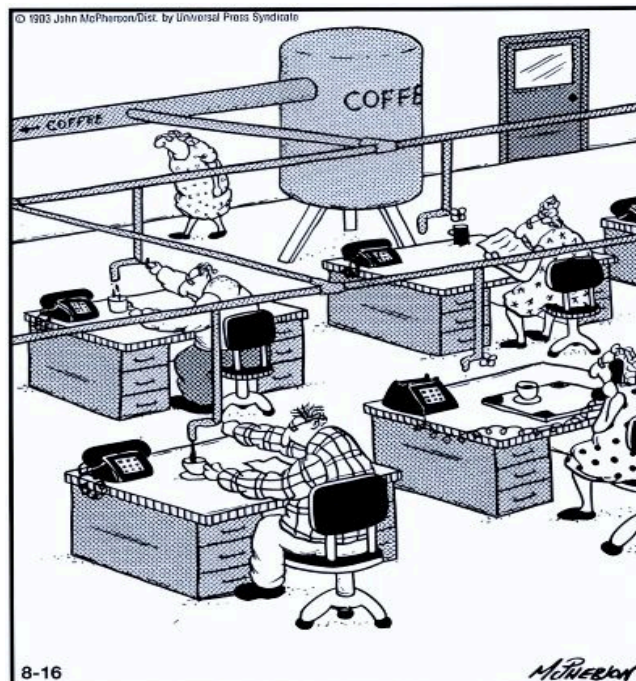


LaCrosse Speedway

2h · 🌐



The Auto Value Chalet only has a few dates left for the 2025 Season! The Chalet is the perfect venue to host your group or company outing this summer. It's perfect for groups from 100-300. Dates available include, June 7th, June 21st, June 28th, and July 5th! Looking to book? Email awells@lacrossespeedway.com or call 608-786-1525 for more information!



8-16

The new coffee distribution system not only boosted morale, but it also cut down on time spent mindlessly lingering around the coffee machine.

Berg Hemker Olson American Legion



Hello!! **SUMMER** **STEAK FRY DINNER**



**Treat Dad for
Father's Day!**

Saturday June 14
3 pm Village Park Shelter, West Salem

Advance tickets - \$25 per Person
\$30 day of event (if available)

Tickets available at the West Salem Legion and First National Bank West Salem or by calling 608-786-0051

**Tickets purchase by May 27 will be entered in the Early
Bird drawing for a Blackstone Griddle**

**Price includes: Choice of grill your own 10 oz Ribeye steak
or Chicken Breast, baked potato, choice of salads and
desserts**

Beverages will be available for purchase



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