



**Monthly Meeting**

**WEDNESDAY, AUGUST 13, 2025, NOON AT**  
**WESTVIEW INN**

***GUEST SPEAKER:***



**Sara Oldenburg**  
**West Salem Cares**  
and  
**Greene Park Update**  
**from Lion Lynette Ender**

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 attendees simply pay \$10 to the WSBA Treasurer

# Monthly Meeting Minutes

## July 9, 2025

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

### Minutes

Motion by Jodie Curtis, seconded by Ashley Giese to approve the minutes of the April meeting as presented. Motion approved by voice vote.

### Treasurer's Report

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

### Guest Speakers

Austin Wells, La Crosse Speedway, and Marla Stello, La Crosse Interstate Fair, hosted the regular meeting. Austin Wells relayed the upcoming events at the speedway, and Marla Stello presented the schedule of this year's La Crosse Interstate Fair. The food was delicious, the prizes appreciated, and the regular meeting was well-attended. The membership thanked Mr. Wells and Ms. Stello for hosting.

### Upcoming Events

Upcoming events include two Business After 5 events: Marcie's Pet Spa at her new location on July 10, and Under the Rust on August 7. The annual golf outing is Wednesday, September 17, with registration beginning at 1:00 p.m., shotgun start at 2:00, and dinner and prizes at 5:00 p.m. Registration forms have been emailed out, were available at this meeting, and will be included in the August newsletter

The meeting adjourned at 1:00 p.m.

Teresa L. DeLong, Secretary/Director

\*\*\*\*\*

 <p><b>La Crosse County Library</b> <small>Bangor • Campbell • Holmen • Onalaska • West Salem</small></p>	<h2>UPCOMING EVENTS</h2> <p><b>Hazel Brown Leicht Memorial Library</b> 702 Industrial Dr, West Salem, WI 54669 608-786-1505   lacrossecountylibrary.org</p>	
<p><b>1-30 AUGUST</b></p> <p><b>PUZZLE HUNT</b> <i>For adults and families</i></p> <p>Solve five puzzles for a chance to win a \$50 gift card to Manny's Cocina!</p>	<p><b>5 AUGUST</b> 6:30 PM</p> <p><b>READ TO ROVER</b> <i>For youth and families</i></p> <p>Special story time with the Coulee Region Humane Society.</p>	<p><b>MOVIE SCREENINGS</b></p> <p>Free movie on the 2<sup>nd</sup> and 4<sup>th</sup> Thursday of the month at 2:15 PM and 5:45 PM.</p> <p><b>EVENTS PAGE</b></p> <p>See all library programming</p> 



**West Salem Business  
Association  
Annual Golf  
Outing  
Wednesday,  
September 17,  
2025**



Everyone is invited to the annual WSBA golf outing. The sign-up flyer is included for the annual golf outing that you have all been waiting for! All proceeds from this annual event are granted to **2 high school scholarship applicants.**

Sign up for golf or dinner or both! Hole sponsors are always welcome and don't forget to bring a door prize! Both are awesome ways to get your business name in front of a significant number of potential customers and clients.

This event is organized by our member Attorney Pete Ames. If you have any questions or wish to volunteer to help on September 17, please feel free to call Attorney Ames at (608) 317-0696 or email him at: [pete@ameslawllc.com](mailto:pete@ameslawllc.com)

**Come out to this fun event and enjoy some camaraderie!**

**HOLE SPONSORSHIP**

Company name: \_\_\_\_\_

**SCHEDULE OF EVENTS**

September 17, 2025

**REGISTRATION**

**Golf**

Name: \_\_\_\_\_

☐ My other 3 golfers are

☐ Place me into a foursome with:

\_\_\_\_\_

My foursome includes:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

***DON'T FORGET TO BRING A  
DOOR PRIZE!!***

Thanks.

**LOCATION:**

**FOX HOLLOW GOLF COURSE**  
N3287 County Road OA  
La Crosse, WI 54601

Hamburger / Chicken, beans, potato  
salad & chips for only \$15.00

Please send registration and checks  
**payable to West Salem Business**  
**Association** by August 27<sup>th</sup> to Pete  
Ames, PO Box 843, West Salem, WI  
54669

Golfers: \_\_\_\_\_ x \$35.00 = \_\_\_\_\_

Dinner: \_\_\_\_\_ x \$15.00 = \_\_\_\_\_

Hole sponsorship: x \$100 = \_\_\_\_\_

TOTAL: \$ \_\_\_\_\_





## 🎉Mark Your Calendar! 🎉

We're throwing a big celebration and you're invited! Join us for our Built By Our Community event — a night of food, live music, fun for the whole family, and a chance to celebrate YOU, our amazing community. ❤️ [#builtbyourcommunity](#) [#RiverValleyRemodelers](#)

[#yournexthomeimprovementproject](#)

📍 240 County Rd M, West Salem, WI

📅 August 16th, 2025

🕒 5PM–9PM

Whether you've worked with us or are just getting to know us, we'd love to see you there!

👉 RSVP & get all the details here:

<https://www.facebook.com/share/19PWBMdgjv/>



# Downtown West Salem Fall Market & Mingle

*In conjunction with the*

**12th Annual American Legion Fall Craft Show and  
3rd Annual Fall Festival at the Palmer Gullickson House**

🎉 **Exciting News for West Salem!** 🎉

For the past 12 years, we've proudly hosted the beloved American Legion Craft Show during the Oktoberfest Races—and this year, we're turning up the energy with something brand new:

## 🌻 The Downtown Market & Mingle 🌻

On Saturday, October 4, 2025, from 9:00 AM to 2:00 PM, downtown West Salem will come alive with a vibrant outdoor market experience! Picture this: local businesses, talented crafters, and delicious food trucks lining the sidewalks and Memorial Drive, welcoming visitors with creativity, flavor, and community spirit.

We're thrilled to already have 20+ applications from vendors eager to be part of this exciting new tradition—and we want YOU to join us!

### 💡 Why participate?

- Connect with new customers
- Boost visibility for your business
- Support a meaningful cause—after covering advertising costs, all remaining funds will be donated to the It Takes A Village project, created by Nick Miller and facilitated by the West Salem Area Community Foundation.

This event is more than a market—it's a movement to energize our downtown, celebrate local talent, and build something lasting. With your support, we can make this a signature annual event that draws visitors and shines a spotlight on everything West Salem has to offer.

We're open to your ideas and suggestions—let's shape this together!

■ Interested in participating or learning more? Email us at [marketandminglews@gmail.com](mailto:marketandminglews@gmail.com)

Let's make magic happen,

*Nikki & Matilda Vidal*







# **Downtown West Salem Fall Market & Mingle**

*In conjunction with the*

12th Annual American Legion Fall Craft Show and  
3rd Annual Fall Festival at the Palmer Gullickson House

## **Pricing to participate**

Farmers Market- \$15

Downtown business to be included in  
advertising - \$30


All other sales and booths - \$45 -\$60 depending on size needed

Food Truck - \$60

## **Event Sponsor: \$50**

All questions and completed applications should be sent to  
Nikki via email at: [marketandminglews@gmail.com](mailto:marketandminglews@gmail.com)  
or completed online

**Online application option:**  
**[https://forms.gle/6JwZAGRXR](https://forms.gle/6JwZAGRXRd2HVZbk8)**  
**D2HVZbk8**







# Downtown West Salem Fall Market & Mingle

*In conjunction with the*

12th Annual American Legion Fall Craft Show and  
3rd Annual Fall Festival at the Palmer Gullickson House

Please return this to Nikki Vidal by  
September 1, 2025 to be included in advertising

☐ I own a business downtown West Salem and will be open  
and actively participate in this event

☐ I own a business and would like a space to sell my  
products/advertise my services during this event

☐ I own a business, but am unable to participate this year  
but i would like to sponsor for this event

☐ I am interested in helping in the planning of this event

☐ I am interested in assisting the day of the event


Your Name: \_\_\_\_\_

Business name: \_\_\_\_\_

Business Address: \_\_\_\_\_

Best Way to reach you: Phone: \_\_\_\_\_

Email: \_\_\_\_\_





# TAKE CONTROL OF YOUR NETWORK

## WITH MANAGED HOME WI-FI SERVICE



**Add Managed Home Wi-Fi Service today and get the first three months for only one cent / mo.!**

After that, Managed Home Wi-Fi service is only \$9.95 / mo. It comes with:

- A Lynxx-provided router, with 3x the coverage of the average, residential router
  - Network security for all devices connected to your network
  - 24/7 tech support
- Our Lynxx Command IQ App - a remote control for your home network
  - Parental Controls

**[Learn More About Managed Home Wi-Fi](#)**

## 12th Annual Legion Fall Craft Show

Saturday, October 4, 2025  
9am - 2pm  
148 Leonard St S. West Salem



♥♥ Join us in downtown West Salem for the 4<sup>th</sup> Annual Labor Day Street Dance on Sunday, August 31, 2025, from 4 PM til 12 Midnight! Come show your Panther Pride!

♥ Food

♥ Games

♥ Raffles

♥ Live Band

♥♥ West Salem Community ♥♥

West Salem's community is one of the best! Our goal is to continuing raising funds for those in need in our community.

"The greatness of a community is most accurately measured by the compassionate actions of its members."

Sunday of Labor Day Weekend South Leonard Street will be closed for an epic street dance with LIVE MUSIC, Kids Activities, Sidewalk Sale, RAFFLES, and so much more!

Help your community by helping us fill our account! All proceeds go back into this amazing West Salem Community. Since our inception, West Salem Cares has been able to redistribute over \$30K to community members in need. Help us keep up the good work!







Join us in honoring our community heroes at Flags of Honor 2025. This is an amazing display of 600 flags in the West Salem Village Park from Friday, Sept 5th through Sunday, Sept 7th.

Take time to walk through this beautiful display honoring heroes past & present. To honor your heroes, stop by the Legion or First National Bank in West Salem. Limited to the first 600 individuals honored! Please reserve early!

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Thank you to everyone who attended National Night Out 2025! It was a huge success! We could not have done it without the support of our sponsors, donors, and volunteers! See you next year!



# CLOTHING DRIVE

Support West Salem Elementary School by donating  
new and gently used clothes.



Gently used items should be laundered and  
free of animal hair.

**YOUTH SIZE 4 - ADULT SMALL**

Athletic pants

Leggings

Underwear

Socks

Snowboots

Snowpants

Winter hats & gloves

**Where?**

WSES - 475 N Mark St, West Salem

**When?**

Picture Day/Registration (August 12<sup>th</sup>, 11-6)

Open house (August 20<sup>th</sup>, 5:30-7)

Conferences (October 14<sup>th</sup>, 3:30-7)

Please email Jolie Meyers with questions - [mejjo126@student.wsalem.k12.wi.us](mailto:mejjo126@student.wsalem.k12.wi.us)



Spice Up Your Sunday!

## 2ND ANNUAL HEIDER CENTER BARN BASH & CHILI COOK-OFF

Sunday, September 14, 2025 | 3 - 6 PM

Horstmann Homestead & Event Barn

W3351 Horstman Road, West Salem

Chili Contest | LIVE MUSIC | Wine Auction  
50/50 Raffle | Yard Games | Cash Bar & MORE!  
Tickets: \$25/person | \$60/family

Tickets available online August 15 at:  
[www.heidercenter.org](http://www.heidercenter.org)

Bring your appetite, bring your family and friend, and help  
support the Heider Center



## Micro-breaks— Stress Management in 30 Seconds

**M**icro-breaks are short, intentional pauses in your work lasting 30 seconds to 5 minutes. They interrupt the buildup of physical and mental stress. Take them throughout the day to reset focus, lower tension, and improve performance. Stretch, stand, walk, breathe deeply, or sip water. It sounds simple, but many skip micro-breaks because they are caught up in the intensity of their work. Being in “go mode” reduces awareness of your need to recharge. Mini-breaks help prevent burnout and boost productivity. Set a phone timer if needed, or take a break when you notice mental fog, forgetfulness, irritability, impatience, eyestrain, body tension, slumping, or dozing off.





Dear Business Owner,

The Berg Hemker Olson American Legion, Post 51 Building Committee is excited to sponsor our seventh "Wine & Beer Walk West Salem" event on October 9, 2025, from 5-7:30 pm with raffle drawings at 7:45 pm. This event will invite up to 250 guests to walk around downtown West Salem to visit the participating businesses and sample local wines & beers. This popular event is a great way to get people into your business while they see all that our beautiful downtown has to offer. We have had so much with the Halloween theme, that we are embracing the Halloween Spirit again this year and will be encouraging all participants to also have some Halloween fun through decorating and costumes. There are two ways that your business can support and participate in this event:

#### **Option 1 – "Tasting Spot"**

What is a "Tasting Spot"? A "Tasting Spot" gives you the opportunity to have samples of either a Wine or Beer inside your business, which allows you to show off your space and products. The cost to be a "Tasting Spot" is \$50.00. We ask that each "Tasting Spot" provide a table and a small snack to serve with the samples at your business. By law, each location is required to have a licensed bartender at each site. If you have or know of someone who would be willing to volunteer at your business, please let us know. If not, we have a list of some potential volunteers, but we need to know in advance to coordinate this. What your \$50 gets you – 250 people inside your business to see your products, your business logo will be included on the Wine & Beer Walk maps and all other print/social-media advertising.

#### **Option 2 – "Event Sponsor"**

We understand that it isn't feasible for every business to host a "Tasting Spot", and because of this, we are inviting those businesses to be an "Event Sponsor" which will help us to offset the expenses related to the walk (printing, advertising, wine, beer, etc...). The cost to be an event sponsor is just \$100. What your \$100 gets you is – 2 tickets to the event and your business logo will be included on the Wine & Beer Walk maps and all other print/social-media advertising. This gives you the opportunity to be a part of the event without committing the manpower necessary to host a table – and it also allows you and your employees to join in on the fun of the event. It's a Win-Win!

In the past, we have had businesses outside the "downtown corridor" that are interested in participating but are not within "walking distance". If you have enough space and are willing to have another business sponsor a "Tasting Spot" at your location, please let us know.

We have extended the final date to commit to be a "Tasting Spot" or "Event Sponsor" and be included in the advertising is



**August 15, 2025.** There is a legal maximum of 20 samples per person, so we would like to have at least 20 "Tasting Spots" for participants to stop at. You may email your desire to be included to: [melody.schmitz@charter.net](mailto:melody.schmitz@charter.net) but it will not be official until your payment and completed registration form is received.

**You may send your completed registration form & fee (checks should be made payable to Post 51 Building Fund) to Nikki Vidal, 121 Acorn Lane, West Salem, WI 54669, or you can drop it off in person at the Legion on a Friday night (148 Leonard St S) Attn: Nikki**

The American Legion Building committee is excited to continue putting on this popular event to bring people to our beautiful downtown. We hope you will join us for the fun! Feel free to contact any of us with questions. Once we have our tasting tables set, we will send out more details to those that are hosting.

The Wine & Beer Walk West Salem Coordinators-  
Melody Schmitz (608) 498-9099 Nikki Vidal (608)385-1838 Rita Schmitz (608)799-9945

Complete information below and return with payment:

- 
- \_\_\_ Yes, I/we would like to host a **"Tasting Spot"** for the Wine & Beer Walk West Salem on October 9, 2025, from 5-7:30 PM. My \$50.00 fee is enclosed.
- \_\_\_ I am not able to host a "Tasting Spot", but will be an **Event Sponsor** and will email a .jpg version of my logo to [Nicole.vidal44@gmail.com](mailto:Nicole.vidal44@gmail.com) no later than August 1, 2025, to be included in advertising
- \_\_\_ I have extra space and I am willing to host another table for a business not in walking distance.  
Room for \_\_\_\_\_ (number) of additional businesses in my location
- \_\_\_ I have a licensed bartender available. Name of bartender: \_\_\_\_\_  
(Bartender needs to be licensed in the Village of West Salem to participate)
- \_\_\_ I need you to assign me a licensed bartender.
- \_\_\_ **I will donate an item for the gift basket giveaways.** (You will be contacted prior to the event to arrange pick up/drop off of your item)

I understand that if I am not able to participate once registered, payment will not be returned.

Name of Business: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Tell us a little about your business that we can include in spotlights on the Facebook event \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Customer Service: May I have the name as it appears on your credit card?

Customer: Visa.



# Credit/Identity Theft Tips

**I**dentify theft happens when someone uses your personal information—like your name, Social Security number, or credit card details—without permission to commit fraud or other crimes.

Victims often spend months or years trying to repair costly damage to their credit and reputation. If you suspect identity theft, contact one of the three major credit bureaus to place a fraud alert on your credit file—not just your bank or credit card company. That bureau will notify the other two. A fraud alert requires creditors to verify your identity before opening new accounts or changing existing ones. Each bureau will send you a free credit report. You can also request a “security freeze,” which prevents new accounts from being opened in your name until you lift it.



Learn more: [consumer.ftc.gov](https://consumer.ftc.gov) (search “what’s in your credit report”).



## Personal Wellness Matters in Customer Service



**T**here's a connection between personal wellness and your ability to deliver great customer service. In turn, a positive customer service experience helps you feel more excited and motivated to do your job. Taking care of your mental health and well-being is key to job satisfaction, and it makes you more resilient when coping with difficult customers. Here's the point: See personal wellness as a professional responsibility with big payoffs—not just for giving you more energy, but also for handling workplace challenges. Much lip service is given to wellness, but it influences how well you focus, respond emotionally, stay patient, listen better, avoid burnout, and act professionally in tense situations. This includes not just external customers, but also coworkers and the teams you support—your internal customers. Ready to be more intentional about wellness? Focus on these five areas: mental and emotional wellness—managing stress and nurturing a positive mindset; physical wellness—getting enough sleep, ensuring hydration, and eating well; social wellness—building support and positive relationships; work-life balance—creating boundaries between energy spent on your job and personal time; and values alignment—clarifying goals and direction based on where you are now and where you want to go.

## Resilience Tip: Optimize Your Energy



**B**eing productive isn't just about goals, organization, motivation, and time management. It's also about managing the energy you have to accomplish tasks. Physical, emotional, and mental energy are your three "energy spheres." Nurture them, replenish them, and be aware of their peak periods. This is the art of energy optimization. The goal is to align tasks with the times of day when energy spheres are strongest so you can work efficiently and keep your momentum. When energy is low in one area—say, mental clarity—it's smarter to shift to a task requiring physical movement. For example, postpone a project until tomorrow morning if this is usually when your mental energy peaks. For now, with 30 minutes left in your day, straighten your desk to prepare for tomorrow when physical energy is more available. Paying attention to energy optimization can help prevent overexertion, reduce mistakes, and boost productivity. Try this: During the day, log and rate your energy using a scale ranging from 1 to 10—physical, mental, and emotional. Patterns will reveal your peaks. Once you know them, you'll likely use them to accomplish more.

## The Power of Decisiveness



**B**eing decisive means you can make a decision, but also be timely and confident about it. Decisiveness is a soft skill that can be honed, and the more decisiveness you practice, the less wavering you will experience. Effective leaders are noted for their decisiveness. Decisive employees reduce delays, take action, model positive behaviors for peers, and tend to excel at seeking clarity, which means better decisions. It's easier to be more decisive if you intervene when there are roadblocks like fear of failure, overthinking, perfectionism, and fear of not getting recognition. Self-awareness is key. Simply examining these roadblocks weakens their grip. Naming these culprits puts you in control. Remember, no decision is without risk and uncertainty—you may not know or guess what will happen. Learning to tolerate this is part of the journey, even for the greatest leaders. Need help? Talk to the EAP.

## Avoid Five Missteps with Workers' Compensation

**Y**our company's workers' compensation (WC) program is a key benefit if you're injured on the job. It can be a lifeline during recovery, but making the most of it requires following a few important steps. Conflicts or delays can arise when communication breaks down or when procedures aren't followed properly. Avoid these common mistakes: 1) Delaying reporting a work-related injury or illness. 2) Ignoring your doctor's advice, missing appointments, or not following treatment plans. 3) Withholding details about the injury or failing to respond to necessary questions. 4) Resisting return-to-work efforts or not cooperating with those helping you transition back. 5) Overlooking emotional support if overwhelmed, depressed, or dealing with family tension during time off. Disruption is common after a workplace injury. Bottom line: Staying proactive, informed, and responsive helps ensure a smoother recovery and better outcome—exactly what you want.







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

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West Salem Business Association  
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