



MONTHLY MEETING

WEDNESDAY, OCTOBER 8, 2025, NOON
WESTVIEW INN, DOWNTOWN WEST SALEM

GUEST SPEAKERS:



Heather Antony, Features Sports
Bar & Grill and Features
Fieldhouse - Fundraising
Opportunities

Deputy Chief Tim O'Neill, West Salem Police
Department – Business Community Policing Efforts



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.

Downtown Trick or Treat and Trunk or Treat

Downtown Trick-or-Treating is fast approaching. Downtown Trick-or-Treating will be held on **Friday, October 31, from 3:00 p.m. until 5:00 p.m.**



Every year our numbers have gone up. This year we are anticipating over 1,100 children. Think of the adults who will see your business participating in this event.

We distribute signs the morning of October 31 to all of the participating downtown businesses welcoming the Trick-or-Treaters in, and when you are done or out of candy treats, simply pull your sign out of your window.

The West Salem Business Association will again close South Leonard Street from Hamilton Street to Elm Street for the safety of trick or treaters.

Any business that does not have a store in downtown can still participate! The West Salem Recreation Department is again sponsoring **Community Trunk-Or-Treat in the Village Park!**

This free community event will provide a safe and unique trick-or-treating experience for families. Costumed children (age 12 and under) will trick-or-treat outdoors from 3:00-5:00 pm on Friday, October 31 by going between downtown businesses (on Leonard St.) and booths set up in West Salem Village Park to get their bag filled with goodies.

We are encouraging businesses and organizations to consider hosting a Trunk-Or-Treating booth in Village Park to promote a safe central location for kids to go. As safety is a prime concern, we would like to aid in getting kids off the street and into the park, away from traffic. This option will also provide businesses with small offices the ability to reduce congestion at their place of work.

If your business is interested in participating in this event with a booth in Village Park, please let the West Salem Park & Recreation Department know by October 17th so we can reserve a spot for you. The phone number is 786-0222. Forms were sent by direct mail last month, a form is included in this newsletter, and information is available on the www.westsalemwi.gov website.

Picnic tables will be provided around the park for you to utilize. However, you are more than welcome to bring along any of your own booth supplies to promote your business and make your spot your own. Additional details will be mailed to each participating organization prior to the event, including directions, setup times, etc.

The community enjoys a safe place to send their children, and we love to promote the business community.



Find us on
facebook

2025 TRUNK-OR-TREAT EVENT REGISTRATION FORM

This free community event will provide a safe and unique trick-or-treating experience for families. Costumed children, age 12 and under, will trick-or-treat outdoors from 3:00-5:00pm on Friday, October 31st in conjunction with the West Salem Business Association Downtown Trick-Or-Treating night. Families will be able to stop by various downtown businesses on Leonard Street as well as at booths set up in West Salem Village Park to get their bag filled with goodies.

Business/Organization Name

Address

Primary Contact Name

Primary Phone

Primary Email

Please check one of the following:

☐ **I am interested in hosting a Trunk-or-Treat Booth in Village Park**

☐ I will be providing my own table

☐ I will need a picnic table

☐ I would like to request the use of power

*Unfortunately power is limited & will be available to the first 6 businesses to request it

Additional details will be mailed to each participating organization prior to the event, including directions, setup times, parking, etc.

☐ **I am interested in participating in Downtown Trick-or-Treating out of my business from 3:00-5:00pm.**

☐ **I am not able to participate in 2025, but please ask us again next year**

☐ **I am not interested in participating - please remove us from your mailing list**

**Please fill out and return to West Salem Park & Rec. Dept.
by October 17th.**

Regular Monthly Meeting Minutes

August 13, 2025

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

Minutes

Motion by Steve Berg, seconded by Denise Jones to approve the minutes of the July meeting as presented. Motion approved by voice vote.



Treasurer's Report

The Treasurer's report to date was distributed. Motion by Denise Jones, seconded by Steve Berg to approve the Treasurer's Report as distributed. Motion approved by voice vote.

Guest Speakers

Sara Oldenburg, West Salem Cares, discussed the mission of West Salem Cares and the upcoming Labor Day Street Dance. West Salem Lions Club Member



Lynette Ender brought the membership up to date on the Greene Park Project.



We Serve

Upcoming Events

Upcoming events include the annual golf outing in September, Market and Mingle in October, Garland Days, and the Heider Center Chili Cook-off.

Motion by Denise Jones, seconded by Jodie Curtis to adjourn the meeting at 12:45 p.m. Motion unanimously approved by voice vote.

Teresa L. DeLong, Secretary/Director

A Better Morning Routine May Change Your Day

Take charge of your mornings in order to reduce stress, avoid rushing, and starting the day feeling behind. For starters, plan to wake up at a consistent time. At night, lay out your clothes and write a short to-do list for tomorrow. Add one small chore you might otherwise ignore that takes ten minutes or less to complete. Why? Completing a simple chore—decluttering or tidying up a kitchen—helps you build a habit loop. The visual completion of a chore prompts a small, gratifying dopamine boost. This is how your brain responds to small wins. The feeling of accomplishing something early in the morning helps you anticipate other successes in your day. This feeling that you're in control of the direction of your day is likely to stay with you. Your mental clarity will carry into the office. Instead of being on edge, reactive, and easily triggered, you will be more solution-focused and harmonious with coworkers and customers because you will be calmer and more patient. Beginning your day as described is about "intention," and this primes your brain for focus and productivity. Try it for a week. See if you notice the positive domino effects that a morning routine and small chore bring.



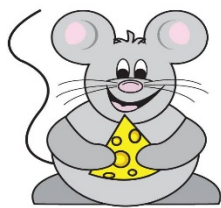
psychologytoday.com/us/blog/changepower/201207/the-amazing-power-of-small-wins





We're back again with the Wicked Wine & "POTION" Walk through downtown West Salem. Tickets are \$30 in advance or \$35 day of (if available) at the West Salem American Legion on Friday nights or other nights we are open to the public, at The First National Bank of Bangor (West Salem office only - cash or check only for payment) or online at Eventbrite. Get your ghoulish friends together and get your tickets before they are gone. We always have fun so don't miss out. Watch for more details to come.

<https://www.eventbrite.com/e/wicked-wine-beer-walk-west-salem-2025-tickets-1582141360399?aff=oddtcreator>



Le Coulee Cheese Castle

112 Leonard Street South,
West Salem, WI 54669
(608) 786-2811

lecouleecheese@gmail.com

(and gift shop—have you seen the gifts available for sale at Le Coulee Cheese Castle?)



WEST SALEM POLICE DEPARTMENT

175 Leonard St S West Salem, WI 54669 | Phone: (608) 786-0407 Fax: (608) 786-3359

Help Keep West Salem Safe — Support Our Flock Camera Program

Dear West Salem Business Owner/Community Member,

The Village of West Salem Police Department is proud to serve our community with integrity, transparency, and innovation. One of the most effective tools we use to protect residents is our network of Flock Safety cameras — advanced license plate readers that help us solve crimes, recover stolen vehicles, and deter criminal activity. These cameras only capture license plate and vehicle data — never faces or personal identity. They **do not** use facial recognition technology.

Why Flock Cameras Matter:

- Help locate missing persons and endangered individuals faster.
- Assist in solving property crimes like theft, burglary, and vandalism.
- Aid in identifying vehicles involved in drug trafficking or violent crimes.
- Provide real-time alerts for stolen vehicles or vehicles associated with active investigations.
- Protecting property by deterring theft, vandalism, and other property crimes by increasing accountability
- Support regional law enforcement collaboration, allowing agencies to share data and respond more effectively.

How Flock Cameras Work

- License Plate Recognition (LPR): Flock cameras are designed to capture high-resolution images of the rear of passing vehicles, focusing specifically on license plates. They do not record faces or use facial recognition.
- Vehicle Fingerprinting: In addition to license plates, the cameras can identify vehicle details like make, model, color, and distinguishing features (e.g., roof racks, bumper stickers), creating a unique "vehicle fingerprint" to aid investigations.
- Real-Time Alerts: When a vehicle of interest (e.g., stolen, linked to a crime, or part of an Amber Alert) enters the area, the system can send instant alerts to law enforcement.
- Cloud-Based Storage: All footage is securely uploaded to the cloud, allowing authorized users to access it from anywhere. This eliminates the need for local servers and simplifies data management.
- Solar and Cellular Powered: Flock cameras are solar-powered and use cellular networks for data transmission, making them easy to install without relying on local power or Wi-Fi.
- Privacy-First Design: The system is built with privacy in mind — it only captures vehicle data and is not designed to track individuals. Data retention policies and access controls are in place to ensure responsible use.



WEST SALEM POLICE DEPARTMENT

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Flock Cameras vs. Traditional Security Cameras

Feature	Flock Safety Cameras	Traditional Security Cameras
Primary Focus	Vehicle and license plate recognition	General surveillance of people and property
Data Captured	License plate, vehicle make/model/color, unique features	Full video footage including faces and surroundings
Facial Recognition	✗ Not used	✓ Often included or available
Privacy Design	Built to avoid capturing personal identity	May record individuals without consent
Alert Capabilities	Real-time alerts for stolen or suspect vehicles	No automatic alerts; requires manual review
Installation	Solar-powered, cellular-connected, easy roadside setup	Requires wired power, internet, and fixed mounting
Use Case	Crime prevention, vehicle tracking, missing persons	Broad surveillance, monitoring entrances or interiors
Data Sharing	Cloud-based, shareable across law enforcement agencies	Typically, local storage, limited sharing

We currently have five cameras deployed throughout West Salem. Each camera costs \$3,000 per year, and we are currently on Flock Safety's shortest available contract which is a two-year term to maintain this vital system. To continue funding these cameras, we need your help.

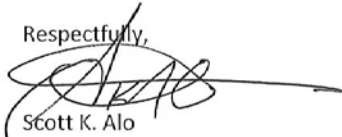
Your donation is tax-deductible to the West Salem Police Department and can be any amount — whether it's \$100, \$250, \$500, or more, every contribution helps us protect our community.

If you would like to donate or learn more, please email the West Salem Police Department at wspd@westsalemwi.gov.

"Be the Reason Crime Doesn't Go Unseen"

Thank you for being a partner in public safety!!

Respectfully,


Scott K. Alo
Chief of Police
West Salem Police Department

2025 Annual Golf Outing: A Swinging Success Thanks to Pete Ames!



The West Salem Business Association's September Golf Outing was another fantastic event, thanks to the dedication and leadership of Attorney Pete Ames. With 58 golfers hitting the greens and 70 guests enjoying dinner, the outing brought our community together for a great cause.

Thanks to the event's success, WSBA is proud to once again award \$2,000 in scholarships to graduating seniors at West Salem High School.

Well done, Pete—and thank you for your time, energy, and commitment to making this event such a triumph!



UPCOMING EVENTS

Hazel Brown Leicht Memorial Library

702 Industrial Dr, West Salem, WI 54669

608-786-1505 | lacrossecountylibrary.org

OCTOBER MINI READ for youth & adults

Read books to win prizes! Stop by the library in October to pick up the reading challenge.

LEGO AT THE LIBRARY Oct 6 at 4:30pm

Kids of all ages are welcome at our LEGO brick building events. Have fun free-building, or be inspired by our theme.

WAVES & WATERCOLORS Oct 22 at 10:15am

Hear a story, learn about river landscapes, and use watercolor paints to create your own river landscape. For youth 4+.

STORY TIMES

Oct 28-Nov 26

Join us for story times full of books, songs, and fun.

Tues at 6:30pm
Wed at 10:15am

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



LOCAL BUSINESSES RE-INVEST IN THEIR COMMUNITIES

Eat, drink, and get your internet locally



Family Dentistry of West Salem

IMAGINE YOURSELF
with
A NEW SMILE



Helping Teens Say No to Vaping

If you are a parent concerned about helping your teens avoid vaping, you need to clearly communicate your disapproval. Parents who educate their children and set boundaries—even if teens seem not to listen—have the most influence on preventing vaping, drug use, or other risky behaviors. It's not just about giving information; parents have a strong say in shaping choices. Clear communication, staying informed, understanding what your teen is doing, and setting consistent expectations form the most effective strategy. For example: "I love you and need you to be healthy. Vaping damages lungs and can hook you on nicotine. My expectation is clear—I don't want you using e-cigarettes." Research shows that parents' consistent disapproval significantly reduces teen vaping and helps teens make safer choices.

Learn more: www.lung.org/quit-smoking/e-cigarettes-vaping/lung-health and pubmed.ncbi.nlm.nih.gov/19011969/



Stress Tips from the Field: Intervene with Zoom Fatigue

Zoom meetings may not include much physical exertion, but they can leave you feeling drained or burned out. You could be experiencing "Zoom fatigue" if you have been engaging in long and frequent videoconferences or virtual meetings, such as those held on Zoom. The fatigue stems from the high cognitive demand of having to process multiple faces and nonverbal behaviors on-screen, and of monitoring your own behavior, appearance, and nonverbal actions while online, which might include forcing yourself to stay awake. Symptoms of Zoom fatigue include struggling to maintain attention during calls, dreading video calls, or avoiding video altogether in favor of audio-only interaction. Other symptoms, such as impatience and irritability during virtual meetings, might also be problematic. Now, see the fixes for Zoom fatigue!

Go to: news.stanford.edu [search "Zoom fatigue fixes"]



Productivity Tip: Overcome Workplace Distractions with the Two-Minute Rule

If you must work amid environmental noise and other distractions, try the "two-minute rule" to maintain productivity and reduce frustration. Credited to David Allen in "Getting Things Done," the rule suggests never delaying a task that takes less than two minutes. In noisy or distracting workplaces, it can be adapted to help focus when attention is limited. With determination, two minutes of concentrated effort are achievable. Start by deciding which task must be done now, then break it into two-minute segments. Fully focus on each segment, completing it before taking a brief mental break to reset. This approach creates continual small wins, builds momentum, and helps you tolerate interruptions. Over time, these small bursts of focused work improve productivity, reduce stress, and make a disruptive environment more manageable.



The Power of Accountability Partners in Exercise

If you struggle to stay motivated with a regular exercise program, teaming with an accountability partner or buddy can double your chances of success. Exercising alongside someone reinforces commitment naturally, while relying on each other for scheduling and progress tracking strengthens accountability. The combination of social connection and the obligation to keep promises increases the likelihood of reaching fitness goals. This shared responsibility helps you stay motivated, even on days when you'd rather skip a workout. For best results, choose a friend or colleague rather than a virtual partner. Online connections can help, but they often lack real-time interaction and the relationship-building dynamics that make accountability and long-term adherence to your exercise program more effective.

Learn more: sciencedaily.com/releases/2016/10/161004081548.htm





Thank you to the [School District of West Salem](#) for letting us use their facilities to film one of our new commercials!

<https://www.facebook.com/gnthvac/videos/1483938729315682>



Are you experiencing a disruption in your Medicare health plan coverage for 2026? Are you losing your current health plan? Has your plan moved out of the area? Is your doctor not accepting your current plan anymore? There are many reasons why you may need to look for different coverage this Annual Enrollment Period. As a local independent insurance agent, I am here to help you decide which new Medicare health plan option will work for you and your circumstances in 2026. I offer unbiased advice, and work to protect your interests at all times. Schedule your no-cost one-on-one consultation today. Call us now at [Inspire Medicare](https://www.inspiremedicare.com) - 608-792-4340.





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ORANGE THUMB: Where creativity never goes out of style! A collection of art from local artisans and woman's clothing.

100 Leonard Street South, West Salem – (608) 612-0093



SALEM FLORAL & GIFTS

Salem Floral LLC is the go-to florist in West Salem, WI, serving the area with fresh flower arrangements and additional gifts of all kinds! Since we opened, we've been the premier florist offering the freshest flowers and most beautiful arrangements for every occasion to the great residents of West Salem and beyond! Salem Floral LLC is a locally-owned flower shop with floral designers that use their creative talent of floral design to share a love of flowers with the residents of West Salem through great design, precise attention-to-detail and wonderfully fresh flowers. All of our florists at Salem Floral LLC take great pleasure in making arrangements that are as unique and beautiful as possible. So much love goes into every piece we design, and we make each one with a personal touch and friendly service, which is why the arrangements we make here are always high-quality. We care about our designs and want to impress every customer with flowers that will put a smile on anyone's face. Salem Floral LLC is the best florist in West Salem, and we invite you to find out why by ordering with us online, over the phone at [608-786-2390](tel:608-786-2390) or in-person at our flower shop near you at 112 Leonard Street South, West Salem.



Hunter's Last Chance Bar & Grill

We still have openings available for this month's puzzle races, including Mondays social puzzle races. Get some friends together, eat some pizza,

drink some beer, do a puzzle, and win prizes, it is that easy! Sign up today!



The Music of Billy Joel & Elton John is brought to life by the extraordinary father & son duo of Terry & Nick Davies. They will take you on a mesmerizing journey through the timeless hits that have captured the hearts of music lovers for decades.



\$28 adult/\$26 Senior Citizen/\$10 Student

<https://heidercenter.org/event/piano-men-generations-october-17-2025/>



"By the way, does anything other than 'trouble' rhyme with 'bubble'?"



FIRE PREVENTION *week*

Top Tips for Fire Safety

- Install smoke alarms on every level of your home, inside bedrooms, and outside sleeping areas.
- Test smoke alarms every month. If they're not working, change the batteries.
- Talk with all family members about a fire escape plan and practice the plan twice a year.
- If a fire occurs in your home, GET OUT, STAY OUT and CALL FOR HELP. Never go back inside for anything or anyone.



🍷 Bloody's & Bingo 🐕 - Saturday, October 18, 2025 – 9:00 a.m.

A Spooktacular Monthly Fundraiser

🐾 Raise the Woof: Bloody's & Bingo for the West Salem Police Department! 🍷

Join us at Silverado's Saloon, 158 Leonard Street S, proudly located in the heart of downtown West Salem, for a morning full of bingo, bloody's, and hometown pride! We're teaming up with the West Salem Police Department to support their community programs and K-9 fundraising efforts.

🌟 Here's What's Happening:

🍖 Meat raffles throughout the day

🎰 Tip boards with plenty of chances to win

🎉 Bingo fun and great prizes

🍹 Build-Your-Own Bloody Mary Bar

It's the perfect mix of community, good company, and a great cause. Every raffle ticket, tip board, and Bloody Mary helps make a difference right here in our own backyard.

So grab your friends, grab a drink, and come help us raise the woof for West Salem PD! 💙



www.westsalemwi.org

IN THIS ISSUE:

Upcoming Events

Meeting Wednesday!!!

West Salem Business Association

P. O. Box 84

West Salem, WI 54669