



MONTHLY MEETING

WEDNESDAY, MARCH 11, 2026, AT NOON
Westview Inn
Downtown West Salem



ALEX WEGNER
Incoming President
Introduction and TDS
Information

INTERNET | TV | PHONE

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 a \$10 fee toward the buffet lunch.

48th Annual Meeting and Banquet

February 5, 2026

The Annual Meeting was called to order by President Hatz, and after announcements, a buffet dinner was hosted by the American Legion Auxiliary.

President Hatz gave an update on the Association projects and activities in 2025. In addition to the annual banquet, the Association participated in and/or sponsored the following initiatives and projects:

- “ 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
- “ Food Drive
- “ Financial Support for:
 - “ West Salem Park & Recreation Department
 - “ La Crosse County Dairy Breakfast
 - “ Explore La Crosse Day at the Brewers
 - “ West Salem Lion’s Club Christmas Baskets
 - “ West Salem Cares
 - “ West Salem Pickleball Court Donation
 - “ West Salem Booster Club
 - “ La Crosse Youth Livestock
 - “ West Salem Emergency Medical Team
 - “ Business After 5 Events
- “ Website for Business Association Members
- “ Informative Speakers & Discussions (Monthly)
- “ Facebook page with regular updates and highlights of member businesses

The 2026 West Salem Business Association Board of Directors was presented:

President, Alex Wegner, TDS
Vice President, Rick Wilson, Magnum Media
Secretary, Teresa DeLong, Village of West Salem
Treasurer, Jodie Curtis, Union State Bank
Directors

Ashley Giese, Hazel Brown Leicht Memorial Library
Glen Danielson, Signarama La Crosse
Kristen Stavlo, 3RT Networks
SJ Jensen, Silverado Saloon

Motion by Glen Danielson, seconded by Ashley Giese to elect all officers as presented.
Motion approved by unanimous voice vote.

Director Teresa DeLong presented the Citizen of the Year award to Nicole Vidal. President Alex Wegner presented the Business of the Year Award to Altra Federal Credit Union.

The annual meeting was then adjourned at 7:14 p.m.

Teresa L. DeLong, Secretary/Director

2025 Business of the Year – Altra Federal Credit Union



2025 Citizen of the Year – Nicole Vidal



Honorable Mention to the Berg-Hemker-Olson American Legion Post 51 for hosting and catering the West Salem Business Association annual banquet. Thank you!



The Power of “Exercise Snacks”

If you have only a few minutes to spare at different times during the day, capture the moments to improve well-being with “exercise snacks.” Exercise snacks are brief bursts of physical activity that last only a few minutes at most. They boost energy, support cardiovascular health, and counter the effects of prolonged sitting. You may not be able to exercise regularly like you should, but you can sneak in short, practicable movements at opportune moments during the day that will deliver meaningful health benefits. There are dozens of one-to-five-minute exercise snacks. Get a list by googling: “Exercise Snacks Poster.” Print and post near your work location.



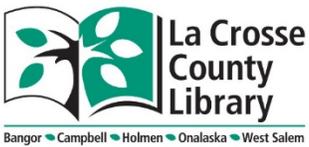


March 21, 2026 @ 7:30 pm – 9:30 pm

Let's Hang On! is a group of 10 seasoned entertainers who are preserving the music and style of the iconic group Frankie Valli and The Four Seasons. Respectfully playing all the classic "Seasons" details, Let's Hang On! also pays respect to the Broadway show, The Jersey Boys.\



\$28 adult/\$26 Sr Citizen/\$10 Student. Fill out the [brochure](#) or order tickets online.



**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

MAR
3

10:30am

LOCAL
ARCHAEOLOGY

Come learn about Western Wisconsin's past, see artifacts from each time period, and explore how lifestyles changed over time.

YOUTH
PROGRAMS

Can You Haiku? is March 2-28. Write a haiku poem for display on our Story Stroll.

Story Times resume March 10. See website for schedule.

Teen Book Club meets the first Wednesday of the month at 3:30pm.

Teen Time is Fri, March 13, from 3:00-4:30pm.

MOVIE
SCREENINGS

Free movies on Thurs, March 12 and March 26 at 2:15 PM.

EVENTS PAGE

See all library programming

SCAN ME



AFTM



EXCLUSIVE MEMBERSHIP OFFER FOR WSBA MEMBERS

& their employees!

- **Discounted rate of \$25 biweekly**
- **First payment ON US**
- **Half price enrollment**

Membership Perks:

- Open 24 hours
- Access to 5,000+ gyms
- Free weights, cardio equipment & tanning
- Expert Coaching
- AF app for workouts on the go

Offer valid at Anytime Fitness-West Salem only

Managing “Background Stress”

Feeling tense when nothing's wrong? It might be

“background stress.” Background stress is all the stuff that can wear you down but flies under the radar. You aren't fully aware of it, but it's taking a subtle toll on your mental health anyway. Common background stressors include noisy traffic outside, a dripping faucet, or a noisy washing machine. Others include pollution, poor working conditions, pings on digital communication devices that needle you for attention, and forgetting sunglasses on a sunny drive to work. Background stress can wear away at your mental well-being as these grinding irritants make you more irritable, add to your sense of anxiety, and activate your stress response system. The result is feeling more tired, having less resilience, being less tolerant of coworkers, having sleep disturbances, and feeling a vague sense of unease that's hard to shake off. To intervene, take a day to notice what background stressors you've “gotten used to.” With this awareness, choose interventions: Digitally declutter by turning off devices, tuning out noise with the help of noise-cancelling headphones, taking two-to-five-minute micro-breaks to interrupt the buildup of background stress, or better optimizing your environment to make it more calming and supportive.



Learn more: time.com/6201005/ambient-stress-pandemic-mental-health/

Don't Suffer from Inadequate Sleep Syndrome

Finishing work assignments into the wee hours, socializing, or enjoying bed-time procrastination places you at risk for “Insufficient (or Inadequate) Sleep Syndrome.” It’s a condition caused by lifestyle choices that disrupt sleep, creating daytime sleepiness, fatigue, and poor concentration. During the week, you may get only five to six hours of sleep instead of seven to eight, then catch up on weekends, but that’s the problem: Your body can adapt to this pattern in unhealthy ways and incur long-term health risks. Beyond lower productivity and accident risk at work, serious conditions like dementia become more likely. If you’re over 40, especially, form brain-protective habits. One is getting seven to nine hours of sleep consistently. Learn more at: nih.gov [at search “sleep, dementia”]



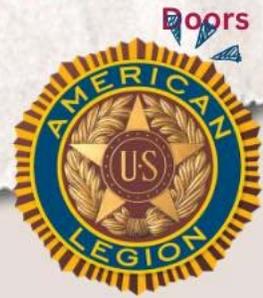
Stay tuned for more information on this new opportunity to network and connect.



Upcoming West Salem Legion Events:



- Monday, March 2nd - Bingo, Doors open at 5:30, Bingo starts at 6:30
- Sunday, March 8th - Auxiliary Breakfast 8 - 11
- Wednesday, March 11th - Joint Family Meeting 6:30
- Friday, March 13th - Fish & Shrimp 5:30 - 7:30
- Monday, March 16th - Corned Beef & Cabbage Dinner 5:30 until gone
- Friday, March 20th - Ham Party 5:30
- Saturday, March 21st - Bloodies & Bingo Doors open at 8, Bingo starts at 9
- Friday, March 27th - Old Fashioned Fish Fry 5:30 - 7:30
- Saturday, March 28th - Breakfast with the Easter Bunny 8:30 - 11
- Sunday, March 29th - 3rd Annual Designer Purse Bingo, open at 1:30 and Bingo starts at 3:00



SMALL BUSINESS



**MARCH
4TH - APRIL
3RD**

Kristen Stavlo
Business Development
Specialist



Office: 608-779-1323
Direct: 608-731-2315
kstavlo@3rtnetworks.com
103 Leonard Street S.
West Salem, WI 54669
www.3rtnetworks.com



DIAPER DRIVE



LOCATION OF DIAPER DRIVE

3RT Networks: 103 Leonard St. West Salem
or Lynxx Networks: 127 hwy 12/16 Camp Douglas



The Diaper Bank at The Parenting Place is free to any family that needs diapers. There are no income requirements, and minimum info needed to receive diapers.

FOR MORE INFO,
VISIT THE PARENTING
PLACE WEBSITE



SCAN ME

IN NEED OF:

- All sizes (especially 5 & 6)
- Donate open, clean packages or brand new.

WHY DONATE?

- Meet an immediate need for families in our community
- 1 out of 2 families in the La Crosse area struggle to buy diapers.
- Help reduce the physical, mental, and economic stress of local children and parents.

WWW.THEPARENTINGPLACE.NET/DIAPER-BANK/

608 - 784 - 8125





Le Coulee Cheese Castle

Check out our new bench! Thanks to senior Parker Hundt for building this awesome bench as part of his Panther Portfolio project (Senior Exit Project) and donating it to my shop! It is sure to get a lot of use as people of all ages sit to enjoy an ice cream cone or just visit with one another.

Thank you Parker! Excellent work!





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