



## MONTHLY MEETING

WEDNESDAY, APRIL 8, 2026, NOON AT  
WESTVIEW INN, DOWNTOWN WEST SALEM



## SPEED

## NETWORKING!!!

Speed networking is a structured, fast-paced professional activity designed to help participants meet a large number of people in a short time, similar to speed dating. Participants typically engage in multiple 3–5 minute, one-on-one conversations, swapping contact info and switching partners when a timer rings, making it an efficient way to quickly grow professional networks

**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.**

## Monthly Meeting Update

March 11, 2026

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

### Treasurer's Report



The Treasurer's report to date was distributed. Income over the last two months included the annual banquet registrations, membership dues, West Salem Bucks, basket raffles, donations, and accumulated interest. Expenses included the monthly meeting lunch, banquet meal, newsletter expenses, banquet awards, website renewal, West Salem Bucks redemptions, scholarships, basket raffle donation, and office supplies. Reserving funds to pay out the unredeemed high school scholarships and West Salem Bucks leaves the general fund balance as of February 28, 2026, at \$19,187.24.

Motion by Jen Hatz, seconded by Ashley Giese to approve the Treasurer's Report as distributed. Motion approved by voice vote.

### Regular Business

Caffeine & Connection and Business after 5's were discussed, and any business interested in

either event can simply contact a Board member.



### President's

#### Corner

President

Wegner invited member feedback by posing several questions, including what aspects of WSBA are currently valued, what areas may benefit from updates or improvements, and whether there are additional elements members would like included in their membership. He also requested a show of hands on specific items: interest in increasing attendance at monthly meetings, openness to refreshing the Association's logo, and whether the current meeting time continues to work well for members and their businesses.

### Guest Speaker

Alex Wegner, TDS Telecom, shared information about his local team, his background, TDS company background, and commercial and residential offerings.

Motion by Jodie Curtis, seconded by Ashley Giese to adjourn the meeting at 1:00 p.m. Motion unanimously approved by voice vote.

Ashley Giese, Director



# WHEN PIGS FLY... KIDS EARN 9.00% APY\*



Open a 1st CCU 9-Month Youth Certificate  
for the child(ren) in your life!

*Hurry ~ this is a limited time offer!*

## Youth Month Special<sup>1</sup> 9-Month Certificate earning 9.00% APY\*

*Beginning 4/1/2026 for ages 0-17.  
Available for a limited time only.*

We also offer:

- 60-Month Youth Savings Certificate<sup>2</sup>  
for ages 0-12 - Earns 4.60% APY\*
- 36-Month Teen Savings Certificate<sup>3</sup>  
for ages 13-15 - Earns 5.13% APY\*
- Welcome Gift for all new youth and teen  
members at account opening

## WE CU SHAPING FUTURES!

You want your child to have a successful financial future, and 1st CCU supports you! We're offering something truly special for young savers. It's a fun way to introduce kids to learning smart money habits while their savings grows faster than ever.



But like flying pigs...this offer won't last forever. Contact 1st CCU to get started!



Sparta, Tomah, West Salem  
888-706-1228 | 1stccu.com

\*APY=Annual Percentage Yield. Rate effective April 1, 2026 - Available for a limited time. Offer will end without warning. Annual Percentage Yield is based on assumption that dividends will remain in account until maturity. Contact 1st CCU for full details, qualifications, restrictions, funds availability, terms and conditions. 1-888-706-1228. Youth Certificates cannot be opened as an UTMA account. Certificate must be in child's name. Membership eligibility required. Federally insured by NCUA.

<sup>1</sup>9-Month Certificate: Minimum \$500, Maximum \$1,000. Penalty for early withdrawal. Dividend paid at maturity. Auto-renews to 12-month certificate at maturity. Age restriction applies; Limit one per youth.

<sup>2</sup>60-Month Certificate: Minimum \$500, Maximum \$10,000. Penalty for early withdrawal. Dividends paid quarterly back into certificate. At maturity the funds transfer into child's savings. Age restriction applies; Limit one per youth.

<sup>3</sup>36-Month Certificate: Minimum \$500, Maximum \$10,000. Penalty for early withdrawal. Dividends paid quarterly back into certificate. At maturity the funds transfer into child's savings account. Age restriction applies; Limit one per youth.

<sup>4</sup>Youth Savings: Minimum \$5 to open and earn dividends.

## April Business Tip:



# The Power of Local Storytelling

Every business has a story worth telling—how it began, who it serves, and what makes it unique. Sharing that story builds trust and connection far beyond a transaction.



Our First Customer!



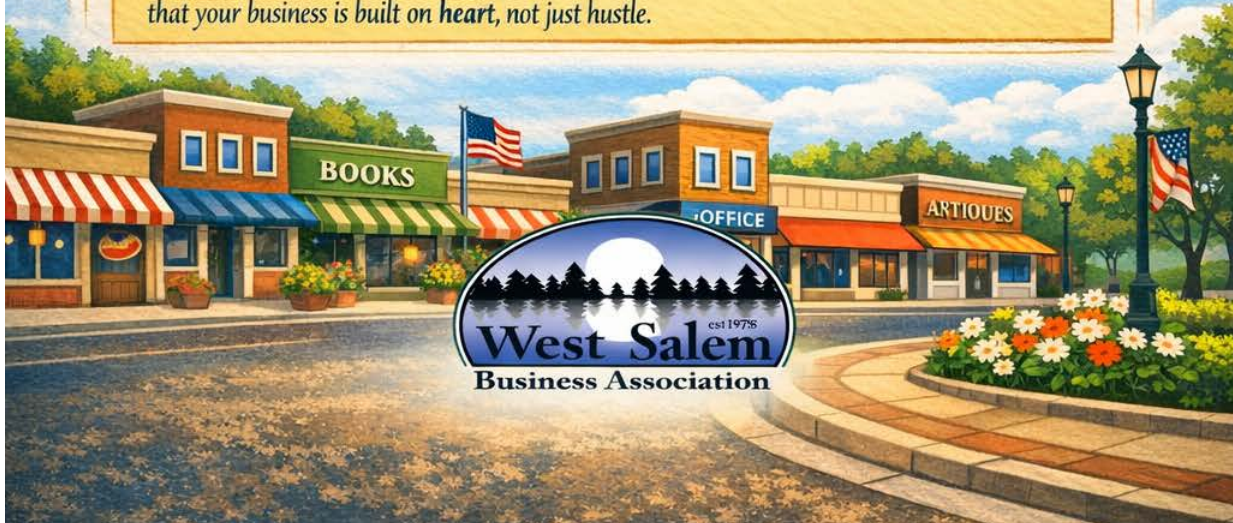
Springtime Prep!



Whether it's a short post about your first customer, a photo of your team preparing for spring, or a note about what inspires your work, storytelling turns your business into part of the community's fabric.

People don't just buy products—they invest in relationships and values. When your story reflects authenticity and pride in West Salem, customers remember it, share it, and return.

**Tip:** Take ten minutes this week to write one paragraph about why you do what you do. Post it, print it, or share it in conversation—it's the simplest way to remind your audience that your business is built on heart, not just hustle.





## Psychological Safety Rules for Your Team

**Y**ou'll maximize the productivity, cohesiveness, and creativity of your team if everyone feels psychologically safe. Psychological safety means you can offer ideas, challenge, or correct without worrying about rejection or ridicule. Use the mnemonic "S.P.E.A.K." and periodically audit your team. SPEAK means it is safe to surface problems early without being accused of rocking the boat; push back by disagreeing respectfully without fear of retaliation; expose mistakes openly by admitting when you're wrong; ask "dumb" questions without embarrassment; and kick up ideas without fear of being mocked. Developing psychological safety isn't easy, but with reinforcement, you'll build a more productive team and a better work environment.



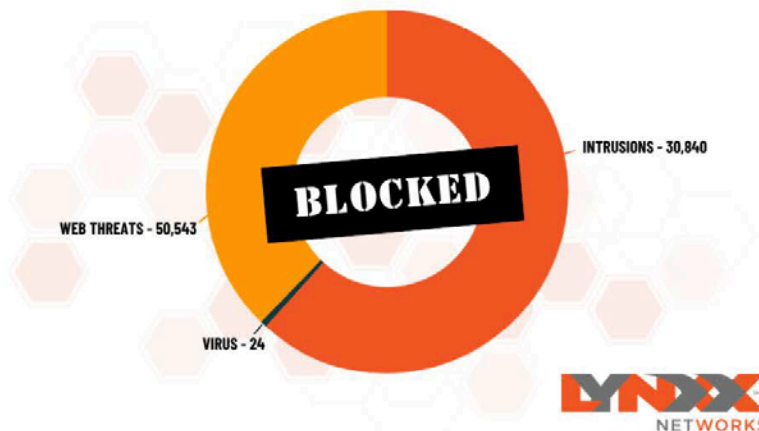
# Take the party outdoors! with **OUTDOOR WI-FI**



Our gang's all here... how about yours? Let the summer good times roll with outdoor Wi-Fi from Lynxx Networks. Lynxx Networks offers three different outdoor Wi-Fi units! Each unit has a different range capability.

Give us a call at 608-427-6515 or follow the link [Outdoor Wi-Fi](#) to schedule your site visit and take your connected life outdoors.

## **OUR MANAGED WI-FI ROUTERS *BLOCKED* 81,407 THREATS IN FEBRUARY**



Your Local Provider of: Fiber Internet • Phone • Streaming TV



## SMALL BUSINESS SOCIAL



APRIL 10

136 ELM STREET EAST  
WEST SALEM, WI 54669

8:30AM - 9:30AM

### Small Business Social April 10 | 8:30am - 9:30am

Join us for our upcoming Small Business Social at [Three Brothers Bat Company!](#)

What draws a person to decide to make baseball bats? Tim Schneider started making them because he loves the game of baseball and wanted to swing a better bat than the one he owned at the time. So, in 2013 he bought a lathe, a few chisels and got a chunk of wood from his friend. The first bat wasn't great, but things had steadily been changing, and what started as a labor of love has turned into a thriving small business.

Enjoy coffee while learning more about their story, checking out their space, and networking with other chamber members!

#### Small Business Program Sponsor

[Altra Federal Credit Union](#)



# UPCOMING EVENTS

## Hazel Brown Leicht Memorial Library

702 Industrial Dr, West Salem, WI 54669

608-786-1505 | lacrossecountylibrary.org

### APRIL

### 14

4:30 PM

#### MESSY KIDS ART

Join us for nature and recycled art projects inspired by the children's novel *Wildoak* by C.C. Harrington.  
Best for ages 7 and up.  
Registration required.

#### YOUTH PROGRAMS

**Story Times** are on Tuesdays at 6:30 PM and Wednesdays at 10:15 AM. They run through April 22. Best for ages 3-6.

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

**Coming soon:** Our Summer Library Program is "Unearth a Story" and runs June 1-July 25.

#### MOVIE SCREENINGS

Free movies on Thurs, April 9 and April 23 at 2:15 PM.

#### EVENTS PAGE

See all library programming



**POLLING LOCATION**

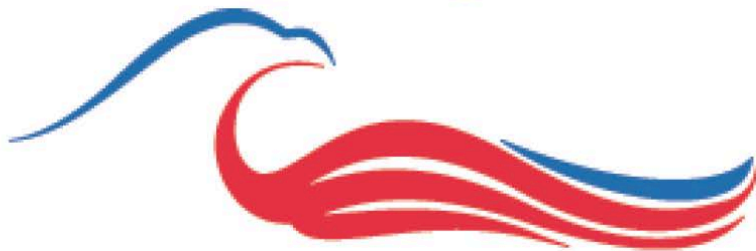
**APRIL 7, 2026**  
**SPRING ELECTION**

**PRESBYTERIAN CHURCH OF WEST SALEM**  
**625 FRANKLIN STREET WEST**  
**WEST SALEM**

**POLLS OPEN AT 7:00 A.M.**  
**POLLS CLOSE AT 8:00 P.M.**

Berg Hemker Olson Post 51,  
West Salem, WI  
  
**LEGION**  
**FAMILY**

**Sunday, April 12th**



**FREEDOM HONOR FLIGHT™**

**Fundraiser Dinner Event**  
**\$15 per plate**

**Pulled Pork Sandwich, Beans  
and Coleslaw from Big Boar**

**Doors open at 4:30**  
**Dinner, Music and Raffles 5-8**

**Music by Quenten Brown**  
**Raffle baskets**  
**50/50**

# Stress Awareness Month: Managing Stress with Mindful Walking

**W**alking is a great way to manage stress, but many people carry their stress with them while walking. They replay conversations, worry about what's next, or try to solve work problems. In doing so, they undermine the benefit they are seeking. Instead, learn the skill of "mindful walking." Mindful walking



combines movement with present-moment awareness. This means observing your environment, noticing your senses, and limiting stressful thoughts. In essence, it allows the mind and body to work together rather than cancel each other out, maximizing stress relief. How to do it: Start by noticing your breathing, the rhythm of your steps, and how your body feels. Pay attention to your surroundings—the sounds, sights, and air on your skin. When your mind drifts, gently redirect it without judgment. This is meditation in motion. Even a 10–15-minute mindful walk can lower tension, improve focus, and refresh productivity.

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**Success starts with consistency. Even small, steady improvements—like updating your storefront, posting regularly on social media, or checking in with customers—build momentum that lasts. When your business shows up reliably, people notice, trust grows, and your community thrives.**



Please participate in the La Crosse County Survey found [here](#) and encourage friends and family who live in our county to do so.

The survey looks at **accessibility, awareness, and satisfaction** with La Crosse County services. It is being run by the University of Wisconsin-La Crosse Department of [Political Science and Public Administration](#) in partnership with La Crosse County.

The goal is to make it an annual community check-in. It will also help us measure progress toward goals in our Strategic Plan.

Participation is confidential. Overall results will be shared once the survey closes.



**[B's Place LLC](#)**

102 Leonard St. N, West Salem,

Join us for a fun and festive day at our annual Spring Market at B's Place!

Date: April 18, 2026

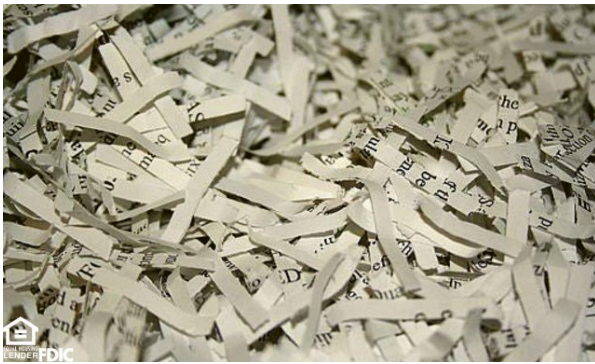
Time: 9:00 AM – 3:00 PM

Spend your Saturday shopping local makers, artisans, and small businesses inside our beautiful historic venue. You'll find handcrafted goods, unique gifts, home décor, seasonal favorites, and more.

Snacks will be available throughout the event. And yes... the bar will be open! 🍹 Grab one of our delicious Bloody Marys, shop, sip, and enjoy a relaxed spring vibe with friends.

Free admission. Bring a friend and make a morning of it!

**We can't wait to see you there.**



## [Union State Bank](#)

1405 W City Highway 16, West Salem,  
**SATURDAY, APRIL 18, 2026 – 9 AM to Noon**

### 🔒 **Annual Shred Event: Protect Your Identity** 🔒

Join us for our Annual Shred Event, where you can safely dispose of old documents containing personal or financial

information. Protect yourself from identity theft and fraud by shredding documents that are no longer needed.

🔒 **Limit of up to 3 boxes/bags (100 lbs) per person**

- Shredding will be done on-site by a professional shredding company.
- All types of papers with staples, paper clips or rubber bands may be shredded.
- The following items **CANNOT** be shredded: butterfly clips, hanging file folders, 3-ring binders, hard drives, magnetic tapes, any plastic items.

Don't miss this opportunity to safely dispose of your sensitive documents. We look forward to seeing you there!

Member FDIC.



*A thriving business community doesn't happen by accident— it grows when we support one another with shared knowledge, practical tools, and a willingness to adapt.*

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*One simple but powerful habit for any business is to stay intentionally connected: check in with customers regularly, ask what's working for them, and adjust quickly when needs shift.*

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*Businesses that listen closely and respond with clarity build loyalty, strengthen their brand, and help elevate the entire West Salem business community.*

# See Routine, Pressure, and Responsibility In a New Way

**H**ave you used the phrase, “I can’t stand this 9-to-5 grind”? The traditional workday can feel rigid and repetitive, but beware of societal messages that suggest your job should always be stress-free, fulfilling, and perfectly aligned with your values. This mindset is pervasive, fueled in part by social media. YouTube and Facebook frequently promote the entrepreneurial life, well-paid work for a few hours a week, and flexible lifestyles. Especially targeted at Gen Z and millennials, they do not show the “replacement stressors” that come with any job. These include inconsistent income, self-discipline demands, blurred work-life boundaries, isolation, and self-employment taxes due on time, all year. The “life is too short” narrative builds expectations for a frictionless job, but such a thing is virtually a myth. Leaving something undesirable for something new brings relief, but initial excitement fades. As this happens, tedious or burdensome tasks emerge as new dominant stressors. Consider: The real challenge may not be finding the ideal frictionless job but deciding which demands of any job you are willing to live with. Talk to the EAP if you feel chronic low-grade or acute dissatisfaction. Get clarity on your stress. With awareness, you can better manage routine, pressure, and responsibility, which are inescapable. Doing so may help you discover new energy and meaning in your job.





Regular meeting  
Upcoming Events  
Announcements

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