



Monthly Meeting

WEDNESDAY, MAY 13, 2026, NOON AT
WESTVIEW INN

GUEST SPEAKER:

Glen Danielson, Owner
Signarama La Crosse
“Summer Fun”



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. Feel free to bring other
members of your business for a small fee of *\$10 per person*

Monthly Meeting Minutes

April 8, 2026

The meeting was called to order at 12:00 p.m. by President Alex Wegner. Following introductions and announcements, the regular meeting began.

Minutes

Motion by Steve Berg, seconded by Ashley Giese, to approve the minutes of the January, February, and March monthly meetings as presented. Motion unanimously approved by voice vote.



Treasurer's Report

The Treasurer's Report to date was distributed. Income includes dues and interest earned. Expenses include the monthly meeting lunch, newsletter postage and delivery, West Salem Bucks certificate redemptions, and the 2026 member window clings.

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

Regular Business Discussion included Caffeine & Connection, Business after 5 opportunities, and refreshing the WSBA logo.

President's Corner President Wegner invited member feedback on the WSBA By-Laws and on providing members the opportunity to serve on the Board of Directors.

Speed Networking Members participated in speed networking using conversation prompts provided by President Wegner.

Motion by Alex Wegner, seconded by Jolene Huis, to adjourn the meeting at 1:00 p.m. Motion unanimously approved by voice vote.

Teresa L. DeLong, Secretary/Director



Your West Salem Business Association has traditionally provided a speaker and organized the June Dairy Days Kick Off. This year is no exception.



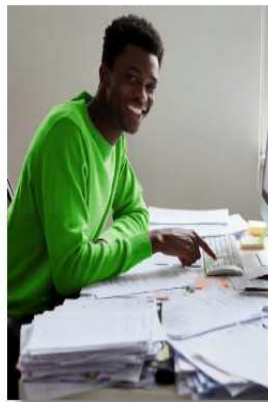
The June Dairy Days LUNCH is Friday, June 5 beginning at Noon at Westview Inn, Downtown West Salem

For information, updates, schedule of events, registrations, photos, and much more, check out the June Dairy Days website at www.junedairydays.com.

Stress Tips from the Field:

Narrow the Focus to Beat Overwhelm

Overwhelm isn't about having too much work—it's about facing too many competing priorities. This "deer in the headlights" experience causes stress. To exit this state, ask a simple question: "If I complete one task in the next hour, what should it be?" (A similar adage: If you don't know what to do, pretend that you do know, and do that.) Even a little progress creates a sense of control, reducing anxiety. Overwhelm dissipates as your focus narrows and sequencing begins. Once movement is underway, momentum follows.



Clutter Is a Vampire

Clutter doesn't just sit there—it quietly drains you. Like a vampire, it feeds on your time, attention, and energy. There's even a business case for reducing clutter at work. Research has shown repeatedly that every visible item competes for mental space, creating low-level "background noise" your brain must manage. You may not notice it, but you feel it—fatigue, irritability, and difficulty focusing. Look around at the clutter; piles of paper, unopened mail, and unused items often represent unfinished decisions and stalled projects you plan to address someday. This dynamic keeps your mind in a subtle state of tension. The book that sparked the decluttering movement is *The Life-Changing Magic of Tidying Up*, by Marie Kondo. Learn how simple and powerful decluttering can be.





YOU'RE INVITED!

RIBBON-CUTTING

— CELEBRATING —
OUR NEW CHAPTER
Here to stay.


WE BOUGHT THE BUILDING
WE'RE HERE IN WEST SALEM TO STAY.

We're proud to put down roots in West Salem and continue growing right here in our community.
THANK YOU for being part of our journey!



 FRIDAY JUNE 5TH	 1:00 PM	 3RT NETWORKS 103 Leonard Street S West Salem, WI
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JOIN US AFTER THE CEREMONY
for beverages and some **grilled food** as we celebrate together!



Thank you for growing with us.
HERE'S TO OUR FUTURE — TOGETHER.

May 7th was World Password Day! Passwords are your first line of defense. Are yours up to the task?

With today's password management tools, you can easily create strong, unique passwords without having to remember them all. These tools also offer guidance on managing passwords securely.

For even more protection, you can enable Multi-Factor Authentication (MFA) to reduce the risk of unauthorized access. For more information on cybersecurity resources follow the link below.

[Cybersecurity - 3RT Networks - Wisconsin](#)

123456

IS STILL THE MOST COMMON PASSWORD

MULTI-FACTOR AUTHENTICATION (MFA) DEFENDS AGAINST WEAK PASSWORDS

- ✓ Adds an extra layer of security by requiring two or more verification factors.
- ✓ Even if a password is compromised MFA stops attackers from gaining access.
- ✓ Protect your business with effective and affordable security solutions.

Nathan, Technical Support Engineer

Dalton, Technical Support Manager



Managed IT Services · Cybersecurity · Networking Solutions

COULEE HEALTH!!!

✨MOTHER'S DAY GIVEAWAY ✨

We're celebrating the amazing moms in our lives with a chance to win the ultimate wellness experience 🍷

🎁 Giveaway Prize:

We're giving away FOUR of the following

3-pack of PEMF and

3-pack of cold plunge + sauna sessions — the perfect way to relax, recharge, and feel appreciated.

How to enter:

❤️ Like this post

🗨️ Share it to your story and tag us

👉 Tag ONE mom per comment who you hope to show a little extra love (each comment = one entry!)

⚡ We will pick 2 winners and the person they tagged will each win one of the packages, for a total of 4 giveaways

✨ Important details:

– You can tag multiple moms, but only one per comment

Let's show some love — tag a mom who deserves this 🌸

📅 Winner announced on May 15th!





Lakeview Health Center - La Crosse County Government

Thank you to our amazing volunteers at Lakeview Health Center and Assisted Living. From singalongs and religious services to card club and more, you bring joy, comfort, and connection to our residents every day. We are so grateful for your time, kindness and dedication- and for the difference you make in our community!



We can't stop talking about National Home Improvement Month!! This month is the best month to start planning your next project!

Financial Preparedness and Peace of Mind

Few things are as stressful as financial anxiety associated with workplace uncertainty or sudden job loss. Although job security is rarely guaranteed, a little preparation can prevent fear and panic if the worst were to happen. Search “simple apps for managing a budget.” Many apps exist that can be mastered in minutes to get you on track with better managing income and cash flow. Spending on housing, utilities, food, transportation, lattes...you’ll see it all. When you do, you’ll feel more control. Being more empowered equates to less anxiety. Separate your needs from your wants. Discover where it is easiest to cut back and trim your outgo. Start an emergency savings set-aside, and use any automatic deposit methods your banking institution may offer to make it happen. Like most people, you’ll be amazed by how easily and painlessly your savings pot builds up. Do not allow the fact that it currently contains \$0 to stop you from beginning this step. Key idea: Financial preparedness is not about having all the money you need if something untoward happens. It’s about increasing your sense of control and resilience when it does. Your EAP can lead you to more resources, money tips, and ways to decrease your financial exposure with services in your community, many of which are likely free.



HOOPS CLUB

SUMMER SKILLS

\$30 (covers all sessions)
Skills development with instructor



SCAN ME

JUNE

MONDAYS & WEDNESDAYS

Week 1	June 8th & 10th
Week 2	June 15th & 17th
Week 3	June 22nd & 24th
Week 4	June 29th & July 1

Boys Entering

Grades 7 th & 8 th	9:00-10:00
Grades 4 th 5 th & 6 th	10:00-11:00
Location will be HS or MS (confirmed after registration)	

WEST SALEM PARK & RECREATION DEPARTMENT
www.westsalemwi.gov

SUMMER
YOGA
FOR A CAUSE

DONATION
BASED

**BEGINNER FRIENDLY
YOGA CLASS.
ALL PROCEEDS SUPPORT
WEST SALEM'S NEW
GREENE PARK PROJECT.**



SATURDAYS
MAY 9 & 23
JUNE 13 & 27
JULY 11 & 25
AUGUST 8 & 22

10-10:45 AM

 Greene Park
675 Daffodil St. West Salem

REGISTER FOR CLASS HERE 



Mental Health Awareness Month: How Is Your Mental Health —Really?



We schedule physicals, get bloodwork done, and check our blood pressure. These tests help us understand our physical health, but mental health doesn't have the same level of routine testing. While screenings exist for conditions like depression or substance use disorders, emotional wellness and emotional fitness are harder to measure. How's your mental health and emotional fitness? Most of us assume we're okay—until we're not. A practical way to gauge where you stand is to look at four areas: 1) Emotional resilience—can you bounce back from everyday stress, or do you stay stuck in sadness or rumination? 2) Thinking patterns—are your thoughts realistic and flexible, or increasingly negative and repetitive? 3) Behavior—are you following through on responsibilities, or withdrawing from activities you once enjoyed, with changes in sleep or appetite? 4) Relationships—are you connecting well with others, or are you pulling away, experiencing conflict, or struggling to set boundaries that protect your time and energy? Pay attention to ongoing disruption in any of these areas. Mental health can be strengthened, much like physical health, through small adjustments; limit news and social media overload, protect sleep, and stay connected to supportive people. Do small, intentional things each day that align with your values—what matters most to you—rather than living on autopilot. Mental health improves with steady attention, and your EAP can help.

COME FOR

KIDS' DAY

— ★ AT THE ★ —
WEST SALEM
VILLAGE PARK

ON FLAG DAY

SUNDAY, JUNE 14TH, 2026

1:30PM – 4:30PM



Bring your Red, White, and Blue decorated bike, trike, wagon or scooter.

ACTIVITIES:

- ★ A parade in the park
- ★ Coloring contest
- ★ Old-time games
- ★ Sing-a-long
- ★ Hot dogs and ice cream



★ PRIZES FOR BEST DECORATIONS AND APPAREL! ★

★ **250**

Wear Red, White, and Blue to celebrate
America's 250th birthday and
West Salem's 175th birthday.

175 ★



— Hosted by the —
**WEST SALEM
HISTORICAL SOCIETY**





La Crosse Speedway Unveils New Box Office Ahead of the 2026 Season

West Salem, WI – La Crosse Speedway is proud to announce the opening of its brand new box office, a major fan experience upgrade designed to improve convenience, efficiency, and accessibility for guests throughout the racing season.

The new structure replaces the long serving original box office, originally built in 1981, and reflects the Speedway’s ongoing commitment to facility improvements and customer service. Featuring expanded service windows, wider gates, wider walkways, and a layout built for high traffic race days, the new box office will welcome fans for the first time during the 2026 Budweiser Season Opener on Saturday, May 16th.

“This project has been in the works for a long time, and we’re excited to finally open the doors,” said Audrey Nolte, Box Office Manager. “The new box office is faster, more efficient, and built with our fans in mind. It’s a major step forward in making race day smoother from the moment guests arrive.”

The new box office will officially open to the public on **Saturday, May 16th**, during the 2026 Budweiser Season Opener, featuring the Kwik Trip Late Models, NASCAR Sportsmen, Hornets, Auto Value 6Shooters, Auto Value Mini Vans, and Skyline Fireworks. Gates Open at 12:15 PM, Qualifying at 12:30 PM, with Racing at 2:00 PM!

La Crosse Fairgrounds Speedway has been the Coulee Region’s home for family friendly motorsports, weekly racing, and the iconic Oktoberfest Race Weekend. The Speedway continues to invest in facility improvements to ensure a safe, enjoyable, and memorable experience for fans of all ages.





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**West Salem Business Association
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