



**Monthly Meeting**  
**WEDNESDAY, JULY 8, 2026, NOON**  
**La Crosse Fairgrounds Speedway**

The July WSBA Regular Meeting will be held from Noon – 1:00 p.m. at La Crosse Fairgrounds Speedway in West Salem. Park in the parking lot and come right up the hill to the grandstand Hospitality Pavilion! Please join us and arrive hungry!



**GUEST SPEAKERS:**  
**Marla Stello, La Crosse Interstate Fair and Austin Wells,**  
**La Crosse Speedway**



West Salem, Wisconsin  
(located on County Road M just north of Hwy 16)

**JULY 15-19, 2026**



*Sponsored By: La Crosse County Agricultural Society*  
**Fairs in the County Since 1858**

**FREE ADMISSION TO GROUNDS**  
**NO PARKING FEES**

For the safety of all fairgoers, please refrain from bringing your pets to the fairgrounds unless they are exhibit animals or deemed medically necessary. Thank you.

For More Information  
Call: (608) 786-1616 or Scan the QR Code:





## Golf Outing

Mark your calendars for Wednesday,  
September 9 and prepare for a fun day!

A REGISTRATION FORM ON NEXT PAGE!

Hole sponsors are always welcome!

## West Salem Business Association Annual Golf Outing

**Wednesday, September 9, 2026**

**EVERYONE** is invited to the WSBA annual golf outing and dinner on Wednesday, September 9, 2026, at Fox Hollow Golf Course.



Registration begins at 1:00 p.m. with a 2:00 p.m. shotgun start (scramble). Teams will consist of no more than four people. You can make your own team of four, or sign up individually and we will pair you up. Whether you are a pro or an amateur, this is a fun event in which people can enjoy some camaraderie. If you are coming just for dinner, just show up around 5:00 p.m.

317-0696.

Questions? Contact Attorney Peter Ames at (608)



# Annual Golf Outing & Hole Sponsorship Registration

West Salem Business Association • September 9, 2026

## EVENT DETAILS

**Date:** September 9, 2026

**Registration:** 1:00 PM

**Shotgun Start:** 2:00 PM

**Format:** 4-Person Scramble

## GOLF REGISTRATION

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

Other golfers in my group:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

OR place me into a foursome: \_\_\_\_\_

## HOLE SPONSORSHIP

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

Item	Qty	Total
Hole Sponsor (\$100)	_____	\$_____

*Interested in setting up a booth at a hole?  
Only 9 Booth Spaces Available—  
Request Early!*

**Dinner & Prizes:** 5:00 PM

Item	Qty	Total
Golf (\$35)	_____	\$_____
Dinner (\$15)	_____	\$_____
Hole Sponsor	_____	\$_____
<b>TOTAL:</b>	_____	<b>\$_____</b>

## SPONSOR LOGO REMINDER

Please email your company logo for the hole sponsor yard signs to:  
Jodie Curtis, Treasurer - jodiecurtis@usbws.com

## Registration and checks due by August 28, 2026.

Make checks payable to: West Salem Business Association

Mail to: P. O. Box 843, West Salem, WI 54669

**TOTAL PAYMENT:** \$ \_\_\_\_\_



Arranged by Natalie Chambers

# SPORTING EQUIPMENT EXCHANGE

Looking to donate or in need of new or gently used sporting equipment? If so, consider participating in this exchange. Visit the **West Salem Lions Community Shelter at 240 East Avenue** to drop off items. All items collected will be available for others to choose from on the pick up date at the same location. You do not need to drop off items in order to pick up items. Any items remaining after the pick up date will be donated. Reach out to Natalie at [nataliecham27@gmail.com](mailto:nataliecham27@gmail.com) with any questions or to arrange an alternate drop off time if needed.

**Any new or gently used sporting equipment/gear or West Salem apparel is welcome!**



## **DROP OFF**

August 3<sup>rd</sup> 5-7pm

August 4<sup>th</sup> 5-7pm

August 5<sup>th</sup> 9-11am

August 6<sup>th</sup> 9-11am

## **PICK UP**

August 9<sup>th</sup> 12-4pm

## Better Work-Life Balance with Micro-Moments



**S**urprisingly, better work-life balance is less about finding more hours in the day than it is about making better use of the minutes you already have. Many employees assume they need vacations, elaborate family activities, or large blocks of free time to feel connected to loved ones. Not true! Small daily interactions often have the greatest impact. A 10-minute conversation over coffee, a short walk with a spouse, a thoughtful text, or completing a chore together can relieve the guilt of not doing "enough." The key is being intentional — finding opportunities and making them happen. Look for naturally occurring moments when paths cross and you'll quickly spot connection opportunities. Consistency is key. You're going to discover how easy meaningful contact actually is rather than waiting for the perfect moment to make a big event happen.

Learn more: [Search online for "micro-moments in relationships."](#)

## Social Wellness Month

**J**uly is Social Wellness Month, building awareness of the importance of quality relationships. Loneliness is a growing concern as damaging to well-being as are other chronic illnesses. It is a worldwide problem linked to increased risk of heart disease, stroke, diabetes, depression, anxiety, dementia, and earlier death. The fix is to increase social engagement and make it a regular part of your life. Do you have friends or relatives who remain isolated? Help them and yourself with this low-pressure approach: Text or call one person this week. Put one recurring social activity on your calendar. Spend time with other people, even if you do not talk much. Repeat weekly until connection becomes a habit. Make avoiding loneliness a life skill you continuously develop.



Learn more: [cdc.gov/social-connection/risk-factors/index.html](https://www.cdc.gov/social-connection/risk-factors/index.html)

## Starting to Exercise When You're Out of Shape

**If** you haven't exercised in a long time — or ever — starting fresh can feel overwhelming. Motivation fades when the gap between where you are and where you want to be feels too large. Here's the hack: Make your first goal just 10 minutes of easy daily effort, which research shows is enough to gain health benefits. Get to the point where you're putting on exercise shoes with little mental effort. Fact: You're making health gains if you can get this far. Once momentum exists, reward yourself and set rewards for additional mini-milestones — now you have real leverage for change. See your physician for approval first. Hint: Research shows sharing your goal with others will nearly double your chances of success.



Learn more: [learningstrategies.com/article-share-your-goals-to-boost-your-success](https://learningstrategies.com/article-share-your-goals-to-boost-your-success)

## Bullied by the Customer?

**M**ost employees know they should not be verbally abused by customers. However, during difficult encounters, the desire to satisfy the customer can overshadow awareness that their behavior has crossed into mistreatment. Professionalism does not require tolerating personal attacks. A harsh comment or insult can reverberate as you replay the encounter in your mind — a normal stress reaction, but one that keeps the interaction alive long after it ends. Does your work unit have a policy for managing abusive customers? Follow your organization's procedures and involve a supervisor when appropriate. Consider a team approach to developing such a policy, including personal wellness strategies for customer service workers and a role for the employee assistance program, which can help you avoid bringing the customer's behavior home with you.

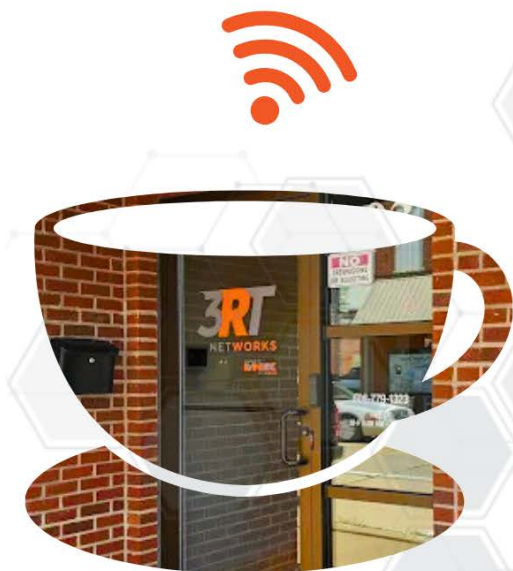


Learn more:

[batestech.edu/wp-content/uploads/2024/03/Frontline-De-Escalation-Training-Master-Copy-PDF.pdf](https://batestech.edu/wp-content/uploads/2024/03/Frontline-De-Escalation-Training-Master-Copy-PDF.pdf)



# COFFEE & CONNECTIONS



The West Salem Business Association & 3RT Networks are hosting **Coffee & Connections!**

All Members are invited to enjoy a light breakfast, coffee & networking!



**WEDNESDAY,  
JULY 15TH**



**3RT NETWORKS**  
103 Leonard St. S  
in West Salem



**7:30AM  
8:30AM**



La Crosse  
County  
Library

# UPCOMING EVENTS

**Hazel Brown Leicht Memorial Library**  
702 Industrial Dr, West Salem, WI 54669  
608-786-1505 | lacrossecountylibrary.org



JUNE 1-JULY 25

**UNEARTH  
A STORY**

**Summer Library Program** for youth—reading challenge and special events!

FAMILY EVENTS

**Storytelling Prospector**

July 8 at 12:30pm

**Read with Bernice**

July 22 at 12:30pm

**Nature Music with Will**

July 29 at 6:30pm

AND MORE ...

**Teen Movies**

Wed, July 1, 8, 15, & 22 at 5 pm

**Tiny STEAM**

July 21 | Drop in 10am-12pm

**Story Times (July 6-24)**

Tues 6:30pm | Wed 10:15am

**SUMMER BOOK  
BINGO** JUNE 1-JULY 25

Stop in a pick up a bingo card. You could win a three-night stay at a High Points Retreat cabin in Mindoro! For ages 18+.

**MIDDAY MOVIES**

Free movies on the 2<sup>nd</sup> and 4<sup>th</sup> Thursdays of the month at 2:15pm. See website for current movie listings.

**EVENTS PAGE**

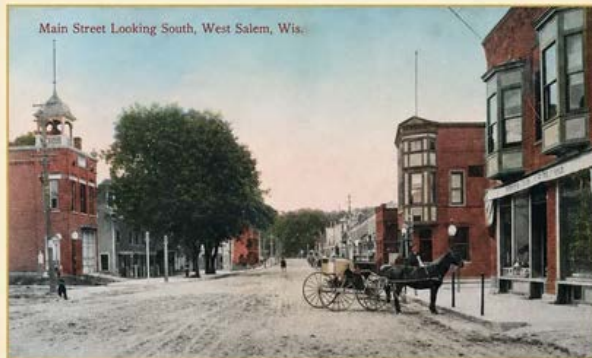
See all library programming



Celebrate West Salem's 175<sup>th</sup> Anniversary

## DOWNTOWN WEST SALEM WALKING TOUR

Main Street Looking South, West Salem, Wis.



**Saturday, July 11, 2026**

**Tours at 1:00pm, 2:00pm & 3:00pm**

**Tours begin on the front lawn of  
Historic Salem at 99 East Jefferson St.**

**Donations Accepted**

Visit [www.westsalehistoricalsociety.org](http://www.westsalehistoricalsociety.org)  
for additional information.

## 2026 ACTIVITY SCHEDULE - VETERANS MEMORIAL CAMPGROUND

### Every Holiday Weekend

Ask our store staff about our Photo Scavenger Hunt  
(Saturdays and Sundays May 23-24, July 4-5, Sept. 5-6)

- June 13<sup>th</sup>**      **The Critter Mobile**  
This is a traveling environmental education program suitable for all ages, and free to the public! This program highlights the various fauna of the coulee region. Starts at 1 p.m. at Shelter Number 4 in the park. [Community Critter Mobile](#)
- June 27<sup>th</sup>**      **Bluff Country Snakes**  
This presentation will focus on native snake species found in our region, addressing common fears and misconceptions while highlighting the ecological importance of these animals. Topics will cover safety around reptiles, the role of snakes in our ecosystem and how to peacefully coexist. Starts at 2 p.m. at Shelter Number 2 in the park.
- July 25<sup>th</sup>**      **River Valley Raptors**  
A traveling environmental education program, free to the public that focuses on the avian community of Wisconsin. Come and enjoy seeing live birds and learning about their role in our environment. Starts at 2 p.m. at Shelter Number 2 in the park.
- August 1<sup>st</sup>**      **Wisconsin Kites**  
Come join members of the Wisconsin Kites building and flying kites. Materials will be provided to construct your own kite and they will teach everyone about kite safety while demonstrating how to fly together.
- August 8<sup>th</sup>**      **Bluff Country Snakes**  
Back by popular demand after their visit on June 27<sup>th</sup>. Starts at 2 p.m. at Shelter Number 2 in the park.
- August 15<sup>th</sup>**      **Coulee Region Humane Society**  
The program will include information about what Coulee Region Humane Society does as a wildlife rehabilitation center, what you can do be involved, and helpful ideas on how we can all peacefully coexist with our wild neighbors. It will introduce the wildlife ambassadors and talk about their individual stories. Starts at 2 p.m. at Shelter Number 2 in the park.
- August 22<sup>nd</sup>**      **River Valley Raptors**  
Back by popular demand after their visit on July 25<sup>th</sup>. Starts at 2 p.m. at Shelter Number 2 in the park.
- August 29<sup>th</sup>**      **Happy Dancing Turtle**  
Macroinvertebrate Mayhem: Join Delaney from Happy Dancing Turtle to discover what macroinvertebrates are and which ones live in the water at Veteran's Memorial Campground. Learn about the importance of these small, but mighty creatures, through hands-on observation and exploration! Starts at 1 p.m. at Shelter Number 2 in the park.

Look for additional weekend events to be posted at the Campground Store!

While in our store, stock up on all your essentials and grab some drinks, snacks and ice cream.

Open April 15th through October 15<sup>th</sup>

A La Crosse County  
Park and Campground  
N4668 COUNTY ROAD VP  
WEST SALEM, WI 54669  
608-789-8599

[www.lacrossecounty.org](http://www.lacrossecounty.org)  
[webtrac.lacrossecounty.org](http://webtrac.lacrossecounty.org)



**Veterans Memorial  
Campground**



LA CROSSE COUNTY

# Flags of Honor - 2026

Presented by

**Berg Hemker Olson, Post 51**

 AMERICAN  
**LEGION**

**FAMILY**  
West Salem, WI



**Honor members of the military, local heroes and community members by dedicating a flag in their name. Each flag will represent one individual being honored.**

**Flags will be displayed in the Village Park in West Salem, WI from Friday, September 11th, through Sunday, September 13th.**

**There will be a brief ceremony on Sunday, September 13th prior to retirement of the flags at 3:00PM. Join us for this special tribute.**

**Reserve your flag at these West Salem locations:**

**First National Bank – 975 Hwy 16, West Salem**

**American Legion Post 51 – 148 Leonard St S, West Salem**

**\$10 Minimum Donation per flag payable to**

**AL Post 51 Building Fund**

**PO Box 104**

**West Salem, WI 54669**

**Limited to the first 600 individuals honored**

**LEDEGAR  
ROOFING**

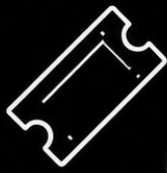
SINCE 1908



**GIVEAWAY!**

WE'RE SENDING 4 LUCKY WINNERS TO

**COUNTRY BOOM 2026!**



**4 TICKETS**  
**3-DAY**  
GENERAL ADMISSION

JULY  
**9-11**  
2026



**ENTER TO WIN!**  
DETAILS IN THE POST.

**PROUD  
SPONSOR**

# Altra's Best Life Community Awards are back!

Do you know a nonprofit making a meaningful impact in our communities? Now's your chance to help them receive the recognition and support they deserve.

Nominate your favorite local nonprofit by August 15 for a chance to receive a monetary award ranging from \$2,500 to \$10,000 to further their mission.

We're looking for organizations creating positive change in the areas of:

- Education (Pre-K through college)
- Cultural Enrichment
- Health
- Preserving or restoring the environment
- Human Services
- Strengthening local communities

Know a nonprofit that deserves the spotlight? Nominate them today:

<https://bit.ly/4v9j5l2>





## We Serve

PID Art Marson  
welcomed 2025-  
26 new members  
to the West  
Salem Lions  
Club!



July 1, 2026

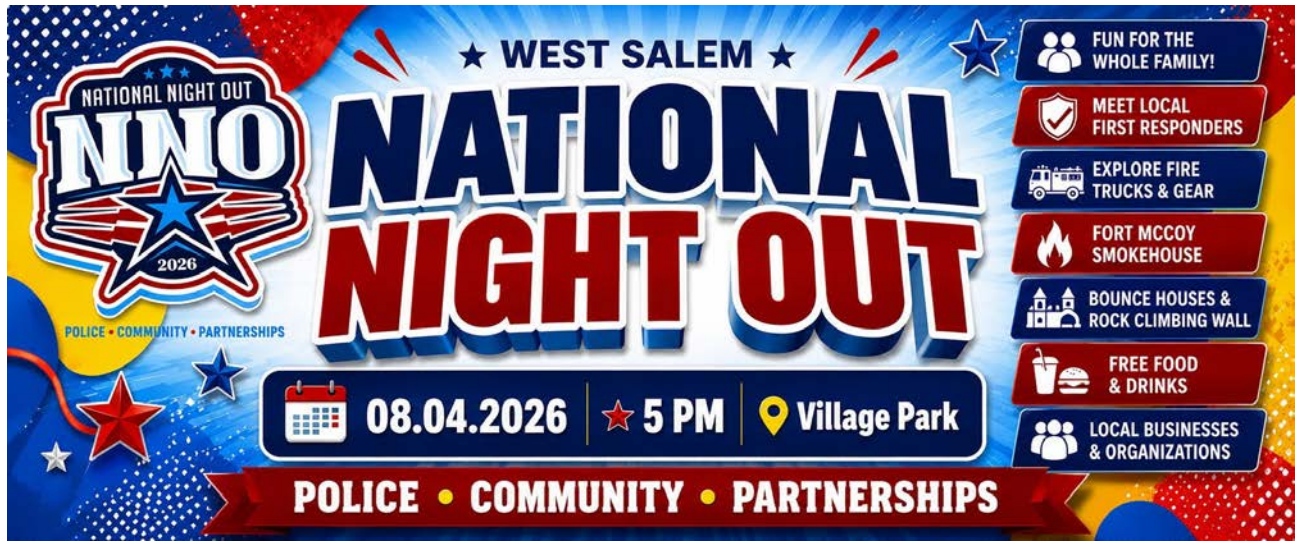
It is time!! July is here... Drum roll please!!!!

This month's employee pizza is.....

Andrew's Pesto Chicken Pizza!!!

Scratch made dough, Pesto, diced chicken, fresh tomatoes and spinach topped with our house shredded mozzarella cheese baked to perfection and then sprinkled with Andrew's secret seasoning!






## NATIONAL NIGHT OUT 2026

Join us for an evening of community, fun, and family-friendly activities at West Salem's National Night Out!

 August 4, 2026

 5:00 PM

 Village Park, West Salem

Come meet your local first responders, explore fire trucks and emergency vehicles, enjoy bounce houses and a rock climbing wall, and connect with local businesses and community organizations.

 Special appearance by Fort McCoy Smokehouse

 Free food & drinks while supplies last

 Fun for the whole family

National Night Out is a nationwide event that brings neighbors, law enforcement, fire services, local organizations, and community partners together to build stronger, safer communities.

Bring your family, invite your neighbors, and help us make this year's National Night Out the biggest one yet!

## Three Sentences to Save a Workplace Relationship

**W**orkplace conflict is often not about practical issues or performance but about how people treat each other. An example is a coworker who makes a negative remark that causes you to feel hurt or offended. You are stuck with that gnawing reaction and festering anger. Here's the hack for stopping resentment before it takes root. It's called the "three-part assertion." It's a decades-old technique taught in couples counseling, parent education, and other venues. The rule for its use is to wait a day to cool down and then follow these steps before two days is up. Meet with your coworker in private and share: 1) "What I observed/heard." 2) "Here's how it landed." And 3) "What I'd like instead." Here's an example after an offensive comment. "In the meeting yesterday, when I didn't know the answer, you said with everyone present that you were surprised — that's what I observed. It made me feel embarrassed and a little undermined in front of the team — that's how it landed. Going forward, I'd appreciate it if feedback like that came to me privately — that's what I'd like." This three-part assertion formula works in many contexts at home and at work. It's specific. It lets you own your experience. It requires "I" statements that reduce defensiveness. It doesn't take much time. You stay calm. And it has real impact to create change.



## See Me about Your Performance

**A** classic cause of workplace anxiety: a note from the boss that says, "Talk to me about your performance." This heart-stopper needs a simple strategy — go prepared and turn it into an opportunity to demonstrate professionalism and self-awareness. Beforehand, take a breath and honestly review your recent work. Identify positives, negatives, and any issues that may have affected your performance. Take the attitude that this is a positive intelligence-gathering event — even if feedback is negative or somewhat unfair. At the meeting, take notes and listen more than you talk. Don't become defensive but instead ask for clarification of anything unclear. Be clear on what's expected going forward. Everything you hear is data — learn from it and use it to your advantage. Afterward, follow through immediately on changes without being reminded. It will be noticed. Check in regularly to show progress and get feedback. Don't wonder what your boss is thinking — ask. Still rattled? Process the experience with your EAP, not coworkers. The EAP offers confidentiality, stress management, objectivity, and a plan going forward.



## How Self-Awareness Can Save Your Job

**W**hen job performance problems surface, the easy response is to look at external factors—a difficult boss, an unfair workload, coworkers who don't pull their weight. Those factors are often real. But if you consistently struggle, receive critical feedback, or find yourself on a performance improvement plan, you may share a common blind spot: trouble acknowledging your own role in the problem. Attitude, tone, resistance to direction, chronic tardiness, or subtle interpersonal friction can quietly undermine your career while you remain unaware. Self-awareness is not a personality trait; it is a skill to develop. If feedback from more than one supervisor shares a common theme, it's time to look at your own behavior. You can do this. Consider asking a trusted colleague for candid input. Journaling about workplace frustrations is powerful. It will produce insight and point out behaviors, or ways of interacting with others that you can target for healthy change. Turn to your EAP for help. Together, you'll discover how to turn self-awareness into your greatest advantage.



## Stress Tips from the Field: When Every Priority Is a Priority

**C**ompeting demands become stressful when everything feels equally urgent. When several people want something at once, it's easy to feel overwhelmed by juggling every request simultaneously. The results are frustration, distraction, and a growing sense of falling behind. A better approach is to stop managing all demands at once. Instead, identify the next most important task and focus on that alone. Remaining tasks aren't ignored — they're queued for later. This simple shift reduces mental clutter and restores a sense of control. You may not be able to reduce your workload, but you can reduce the feeling of being overwhelmed by it. When priorities compete, remember that not everything can be first. Clarity helps you regain focus, make better decisions, and move forward one task at a time.





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