



Monthly Meeting

WEDNESDAY, AUGUST 12, 2026, NOON AT
WESTVIEW INN

GUEST SPEAKER:
Commander Phil Parr,
American Legion
Post 51



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 attendees simply pay \$10 to the WSBA Treasurer



The 2026 golf outing is scheduled for **WEDNESDAY, SEPTEMBER 9, 2026!!!**
The registration for golf, for dinner, for both, and the option for hole sponsorship is included below.

Please send the registration and your check made payable to the West Salem Business Association to:

Attorney Pete Ames, P. O. Box 843, West Salem, WI 54669

Annual Golf Outing & Hole Sponsorship Registration

West Salem Business Association • September 9, 2026

EVENT DETAILS	GOLF REGISTRATION	HOLE SPONSORSHIP						
Date: September 9, 2026 Registration: 1:00 PM Shotgun Start: 2:00 PM Format: 4-Person Scramble Location: Fox Hollow Golf Course N3287 County Road OA La Crosse, WI 54601 Dinner & Prizes: 5:00 PM	Golfer Name: _____ Other golfers in my group: 1. _____ 2. _____ 3. _____ OR place me into a foursome: _____	Company Name: _____ <table border="1"> <thead> <tr> <th>Item</th> <th>Qty</th> <th>Total</th> </tr> </thead> <tbody> <tr> <td>Hole Sponsor (\$100)</td> <td>_____</td> <td>\$_____</td> </tr> </tbody> </table> <i>Interested in setting up a booth at a hole? Only 9 Booth Spaces Available— Request Early!</i>	Item	Qty	Total	Hole Sponsor (\$100)	_____	\$_____
Item	Qty	Total						
Hole Sponsor (\$100)	_____	\$_____						

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

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: \$_____



Monthly Meeting Minutes

July 8, 2026

The meeting was called to order at 12:19 p.m. by President Alex Wegner. Following introductions and announcements, the regular meeting began.

Minutes

Motion by Katie Kopplin, seconded by Ashley Giese, to approve the minutes of the May monthly meeting as presented. Motion unanimously approved by voice vote.

Treasurer's Reports

The Treasurer's Reports to date were distributed. Income includes dues and interest earned. Expenses include the monthly meeting lunch, newsletter postage and delivery, and West Salem Bucks certificate redemptions.

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

Regular Business

Motion by Jen Hatz, seconded by Ashley Giese to donate \$500 to the local Junior Achievement program. Motion approved by voice vote.

Motion by Rick Wilson, seconded by Jen Hatz to donate \$250 to the La Crosse Youth Livestock Association program. Motion approved by voice vote.

Guest Speakers



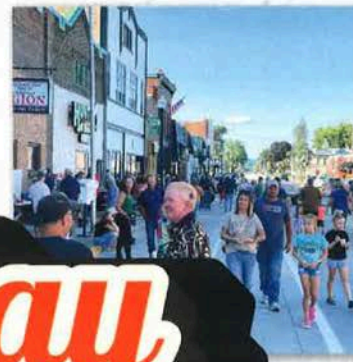
Sharon Johnson and Austin Wells of the La Crosse Fairgrounds Speedway welcomed the membership to the speedway, gave a brief history and description of the organization, and offered several options for businesses to advertise, network, and hold special functions. Marla Stello presented a history of the

Interstate Fair, comparables to other nationwide fairs, and a schedule of this year's La Crosse Interstate Fair. The food was delicious, the prizes appreciated, and the regular meeting was well-attended. The membership thanked Mr. Wells and Ms. Stello for hosting this month's regular meeting.



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

Teresa L. DeLong, Secretary/Director



Labor Day Street Dance

5TH ANNUAL FUNDRAISER FOR WEST SALEM CARES

WEST SALEM
GAMES

PREVIOUSLY BATTLE OF THE
BUSINESSES

LIVE MUSIC

BLUE COLLAR 40
7PM-11PM

SIDEWALK
SALE

4PM - 7PM

RAFFLES

KIDS AREA

06 SEPTEMBER 2026

LEONARD ST S

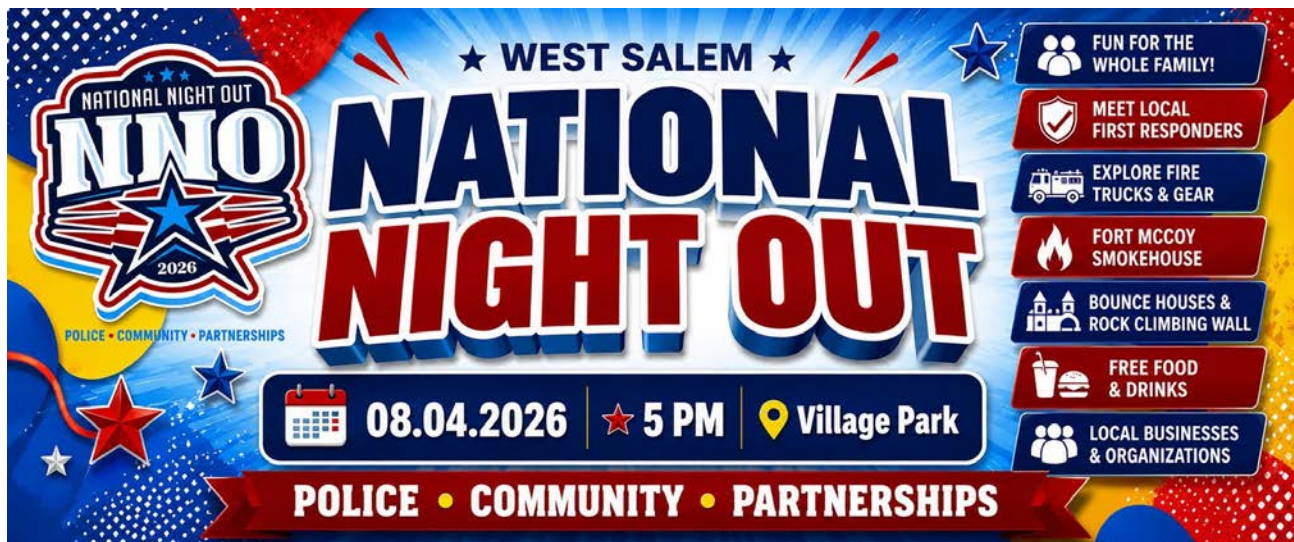
WEST SALEM, WI





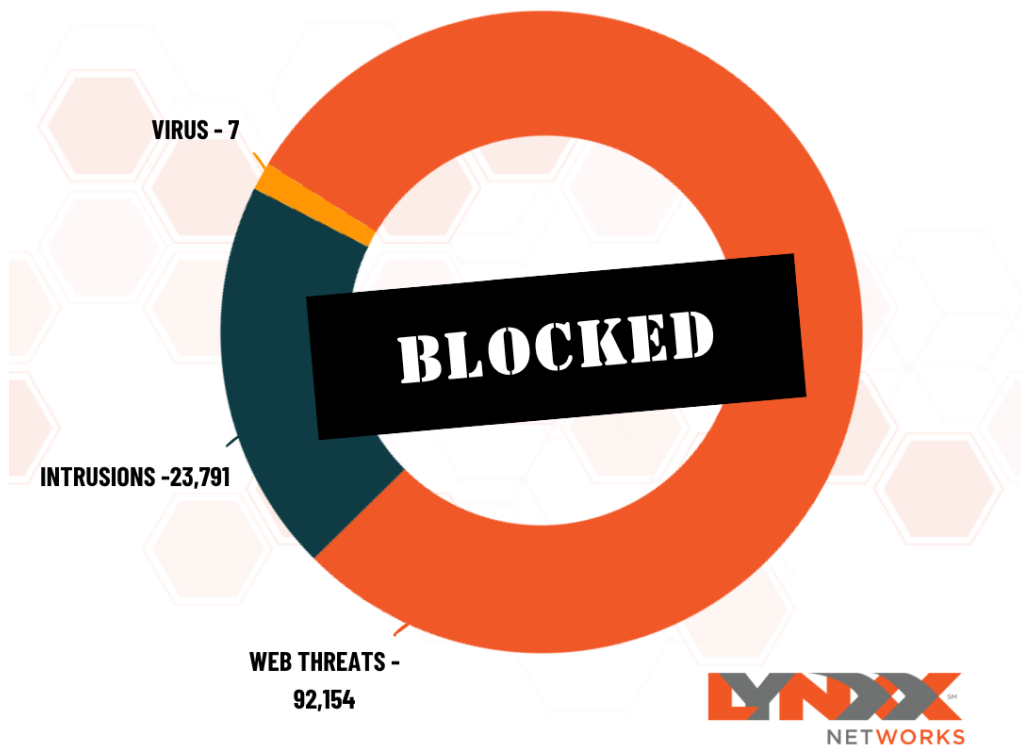
West Salem Police Department

HUGE thank you to all who participated, set up booths, volunteered, and attended West Salem's fifth annual National Night Out event. The attendance was estimated at close to 4,000, and this continues to prove how awesome the West Salem community is.



West Salem Tool & Die and Eric Hesselberg organized a successful car show. THANK YOU, ERIC, FOR YOUR WORK ON THIS.

OUR MANAGED WI-FI ROUTERS *BLOCKED* 115,952 THREATS IN JULY



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

**To learn more about indoor/outdoor Wi-Fi,
follow the links below!**

Indoor Managed Wi-Fi [Indoor Managed Wi-Fi - Lynxx Networks](#)

Outdoor Managed Wi-Fi [Outdoor Wi-Fi - Lynxx Networks](#)

2026-2027 Season



Marie W. Heider Center for the Arts
405 East Hamlin Street
West Salem, WI 54669
(608) 786-2550
www.heidercenter.org

GENERAL INFORMATION

The Heider Center is managed by the Heider Center Arts Board, Inc. as a not-for-profit organization. Shows are held in a state-of-the-art facility with high quality acoustics, seating and other artistic programs.

New Season Ticket orders are filed according to the date received. Tickets go on sale May 28, 2026. Current Season Ticket Holders must renew by June 29, 2026 to retain same seats.

The Heider Center now offers online ticketing. Please go to www.heidercenter.org to enter your individual tickets.

Individual ticket sales begin August 13, 2026. Credit card orders close first Thursday.

NO REFUNDS or EXCHANGES

All sales are final. No cash refunds or ticket exchanges allowed on ticket purchases. In the event of a date change, you may request a refund of your ticket back to the Box Office is processed and will be acknowledged for collection purposes.

Programs, dates and times are subject to change without notice. Due to fire codes and building regulations, 11 persons must leave a seat.

Senior Citizens are persons who are 62 and older. Student rate applies to anyone with a current student ID.

The Marie W. Heider Center for the Arts is wheelchair accessible. Please indicate that you have special needs when purchasing tickets.

DON'T FORGET THE PERKS!

Gift Certificates are available for any show at the box office.

- State of the Art Theater • Free Parking • Easy Access
- Great Acoustics • Comfortable Seating
- Great Shows in the Best Price!

VISUAL ARTS SERIES

Collective Fragments
Johnnyra Wild and Marla Wright
September 16-October 9, 2026
Reception: Thursday, October 1st
6:00-7:30 pm

Brynn Hage Illustrations
Brynn Hage
October 12-November 20
Reception: Thursday, November 12th
6:00-7:30 pm

Where Color Gathers
Shelly Langel and Monica Olfert
November 23-January 12
Reception: Saturday, December 12th
Noon-2 pm

Hot Diggity Doom
Jakob Burgess and Alicia Pearson
January 18-February 25, 2027
Reception: Thursday, February 16th
6:00-7:30 pm

K-12 Art Show
March 2-April 9, 2027
Reception: Thursday, March 16th
6:00-7:30 pm

Senior Show
April 12-May 14, 2027
Reception: Thursday April 13th
6:00-7:30 pm

Heider Center for the Arts
West Salem School District
405 East Hamlin Street
West Salem, WI 54669

BOX OFFICE
(608) 786-2550
Monday & Thursday
1:30 PM-4:00 PM
Hours will vary during summer & holidays
www.heidercenter.org

3rd Annual "Barn Bash"
Sunday, September 20, 2026
6:00-6:00 PM
Hoschmans Hausband Food Center

Discounted Season Ticket Packages are currently available for the Heider Center! These tickets are a great way to thank customers and employees as one package of tickets can be used by different people. To purchase ticket packages or gift certificates, please call the box office at **608-786-2550**, Monday or Thursday, 1:30-4:00 pm. Individual show tickets will go on sale August 23, 2026 at 1:30 pm.

Mainstage

American Ride - Tribute to Toby Keith
The worlds most recognized tribute to Toby Keith. Mike has been performing his tribute to Toby Keith, The Big Dog Daddy, for over 12 years. His shows are centered around the good-time country, party music of Toby. You will believe you are listening to & watching the real thing.
October 23, 2026 7:30 PM
\$28 ADULT/\$26 SR CITIZEN/\$10 STUDENT

Real Love - Kenny R. and Dolly P.
"Real Love" is a premier tribute show starring award-winning artists Alan Turner (as Kenny Rogers) & Laurie Lynn (as Dolly Parton), performing iconic hits like Islands in the Stream, and Jolene. The show features a live band, capturing the charm and chemistry of the legendary Duo.
December 14, 2026 7:30 PM
\$28 ADULT/\$26 SR CITIZEN/\$10 STUDENT

Radio Recall
Radio recall blends the raw energy of your favorite rock anthems & acoustic ballads with storytelling only Broadway veterans Aaron LaVigne & Jenna Rubail can deliver.
February 13, 2027 7:30 PM
\$28 ADULT/\$26 SR CITIZEN/\$10 STUDENT

B2Wins "Twin Strings"
Twins from the slums of Brazil, The Violin Twins carry with them the joys of their past, the spirit of their struggle, the dreams, and the mission to spread happiness with their music. They embody a resilience, passion and the unbreakable bond between brothers.
April 8, 2027 7:30 PM
\$28 ADULT/\$26 SR CITIZEN/\$10 STUDENT

CANTUS
Now in its 31st season, Cantus is recognized as one of the nation's premier vocal ensembles, praised for its signature warmth, blend and powerful storytelling through music. Cantus moves audiences with repertoire that spans centuries, from the Renaissance to today.
April 22, 2027 7:30 PM
\$28 ADULT/\$26 SR CITIZEN/\$10 STUDENT

Mainstage Plus

The Everly Set Duo
The Everly Set: Sean Altman & Jack Skallier celebrate the Everly Brothers, featuring Bye Bye Love, Wake Up Little Suzie, Cathy's Clown, All I Have To Do Is Dream, When Will I Be Loved, Crying In The Rain, Love Hurts and more hits in this concert.
November 19, 2026 7:30 PM
\$28 ADULT/\$26 SR CITIZEN/\$10 STUDENT

Pitches & Notes A Cappella
Pitches & Notes is a competitive treble a cappella group formed by students from UW-Madison that strives to increase a cappella opportunities for all treble voices on UW-Madison's campus. They are winners of several national a cappella competitions.
January 23, 2027 7:30 PM
\$28 ADULT/\$26 SR CITIZEN/\$10 STUDENT

Rhinestone Cowgirls
This amazing tribute pays homage to iconic female vocalists of yesterday and today - Legendary Ladies of Country. From Tammy Wynette to Loretta Lynn, Martina McBride, and Carrie Underwood. This performance shares them all.
March 12, 2027 7:30 PM
\$28 ADULT/\$26 SR CITIZEN/\$10 STUDENT

Season Sponsors

Altra Federal Credit Union

Arnold, Buswell & Thorn S.C.

Features Sports Bar

Kwik Trip, Inc.

Magnum Media

National Endowment for the Arts

Wisconsin Arts Board

The Blu Group

Union State Bank of West Salem

Wisconsin Public Radio

Xcel Energy

Marie W. Heider Center for the Arts
SEASON TICKET ORDER FORM

• Mainstage & Mainstage Plus Combo ticket packages reflect a 15% savings!
• Discounted Season Tickets go on sale on May 28th at 1:30 pm.
Only season tickets purchased by June 29th guarantee the same seats at each performance.
Gift Certificates are available at the box office.

MAINSTAGE & MAINSTAGE PLUS (8 shows)		QUANTITY	COST	TOTAL
Adult	_____	_____	\$191.00	\$ _____
Senior Citizen	_____	_____	\$177.00	\$ _____
Student	_____	_____	\$68.00	\$ _____
MAINSTAGE (3 shows)		QUANTITY	COST	
Adult	_____	_____	\$126.00	\$ _____
Senior Citizen	_____	_____	\$117.00	\$ _____
Student	_____	_____	\$45.00	\$ _____
			\$5.00 SERVICE FEE PER PERSON	\$ _____

Seating section preference: A B C D E F ☐ RENEWAL ☐ NEW
If a renewal, what seats did you previously hold: Section _____ Row _____ Seat(s): _____

Special Perk For Season Ticket Holders Only!
Order below if you would like to purchase additional individual show tickets with your Season Ticket Order. Those individual tickets will be filled prior to going on sale to the general public on August 13, 2026, at 1:30 pm.

INDIVIDUAL TICKETS	# OF TICKETS	PRICE EACH	
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
_____	_____	_____	\$ _____
INDIVIDUAL TICKET SERVICE FEE \$2.00 PER TICKET			\$ _____
TOTAL TICKET ORDER			\$ _____
GRAND TOTAL DUE			\$ _____

Orders are processed upon receipt, and credit cards are charged the day your order is processed. Sales tax is included in ticket prices. All sales are final. No refunds or exchanges on ticket purchases.

Name: _____
Address: _____
City: _____ State: _____ Zip Code: _____
Phone: _____ F-mail Address: _____
Payment Method: ☐ Check Enclosed - payable to Heider Center Arts Board - \$20.00 fee for NSF checks.
☐ Credit Card ☐ MasterCard ☐ Visa ☐ Discover
Card Number: _____ CVC# _____ Exp. Date: _____ / _____
Signature: _____

Tickets will be held at the box office & can be picked up during regular box office hours or the night of the performance. Thank You For Your Order!

Please mail order form & payment to: Heider Center, 405 E. Hamlin, West Salem, WI 54669

Office Use Only:
Date Pd _____ # _____
Season Ticket Amount Pd _____ ck# _____ cc _____
Additional Pd _____ For _____
Received by: mail _____ phone _____ walk in _____ Seating _____



WSBA AFTER HOURS

HOSTED BY

FIRST SUPPLY

First Supply is proud to host the West Salem Business Association's Business After Hours on Wednesday, August 12, 2026, from 5:00 to 6:30 p.m.

Join us for an evening of networking, light appetizers, and refreshments as we welcome fellow WSBA members to the **Joe Poehling Distribution Innovation Center** in West Salem. We'll begin with a brief introduction to First Supply before taking you behind the scenes for a guided tour of the facility.

08/12

5-6:30 PM



Light appetizers & drinks
Company introduction
Facility tour

First Supply | West Salem
1201 Industrial Dr.
West Salem, WI 54669

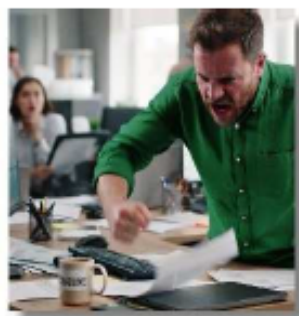
Start Healing Yourself Now

If you're in your 40s or 50s, you're probably noticing signs of aging—such as a knee that aches climbing stairs, blood pressure creeping up, or more fatigue after mowing the lawn. This is when small issues left unchecked stop staying small. Chronicity accelerates. What you do now matters more than ever, since your habits may determine how many health conditions you're managing in your 70s and 80s—and some can limit your independence or shorten your life. You've had your fun with fast food, overindulgence, and convenience eating, and that's okay. But start eating foods that heal you now instead of foods that just satisfy. Add more vegetables, lean protein, and fiber. Move your body most days outside of work. Don't skip medical screenings or avoid doctors. A slight shift now may limit aging's signals, reduce their severity, and lower the number of serious issues you face later.



Disproportionate Anger at Work

Employees sometimes express anger at work, though most of it is short-lived, understandable, and managed quickly—a bad meeting, a sudden deadline change, a missed opportunity. But there's another kind of anger worth paying attention to, because it signals the potential for violence. The key difference is proportionality: when the size, intensity, or duration of a reaction does not match what caused it. That's the difference between ordinary anger and "concerning anger." You'll recognize concerning anger when you sense something colder, more personal, or fixated beyond frustration. The bottom line: Trust your gut. Don't dismiss that flicker of unease because you assume it's drama or don't want to overreact. Instead, talk to your supervisor, human resources, security, or other leadership staff.



Stress Tips from the Field:

Reducing "Mental Noise"

Mental noise is the constant low-grade clutter of deadlines to remember, unfinished conversations, worries, and half-done to-dos. It's also called "cognitive load," and it adds up, quietly draining energy on a normal day. When cognitive load stays high, your brain has fewer mental resources available for problem-solving, creativity, memory, concentration, and emotional self-control, making everyday tasks feel more difficult than they really are. To quiet it, try a brain dump: Get every task and worry out of your head and onto paper, where it stops demanding attention. Challenge yourself to limit how many things you try to mentally track and juggle. Build short mental reset pauses into your day—set a timer to help make it happen, even for just a minute or two. Notice the relief.



What Counseling Is Really Like

Many people have never been to professional counseling, not because they aren't interested or don't need it, but because they're anxious about what it involves—usually due to a mental image shaped by television dramas. You don't have to dredge up your childhood, have a "big problem," or confront painful issues you aren't ready to discuss. And you won't be analyzed with a stream of psychological labels or diagnostic terms. Counseling usually feels more like a focused conversation. You do most of the talking, and the professional listens while helping you decide on goals and strategies for success. For many people, counseling feels like the most honest and productive conversation they've had in a long time, leaving them relieved, hopeful, motivated, and genuinely heard.





La Crosse
County
Library

UPCOMING EVENTS

Hazel Brown Leicht Memorial Library

702 Industrial Dr, West Salem, WI 54669

608-786-1505 | lacrossecountylibrary.org

**AUGUST
4**

6:30 PM

READ TO ROVER

*with the Coulee Region
Humane Society*

Enjoy a story and an activity. Kids will have a chance to read to a therapy dog! No registration required.

**AUGUST
13 & 27**

2:15 PM

MIDDAY MOVIE

*Free movie on the
big screen*

See the Adult Programming page of lacrossecountylibrary.org for movie listings.

COMING THIS FALL

Story times resume in September, plus we'll have a Cheesecake & Canvas program on November 19.

EVENTS PAGE

See all library programming



DOUBLE FEATURE SHOWDOWN SATURDAY, AUGUST 15TH, 2026

LATE MODELS - SPORTSMEN - HORNETS - STREET STOCKS - MINI VANS - LEGENDS - FLAGPOLE RACE



FAMILY FUN



MINI VANS



DOUBLE FEATURES FOR ALL CLASSES

FRONT GATES 5:15 PM - QUALIFYING 5:30 PM - RACING 7:00 PM - LACROSSESPEEDWAY.COM - 608-786-1525



Caffeine & Connecting — August Networking Event



Start your morning with conversation, collaboration, and community. The **West Salem Business Association** invites you to our next **Caffeine & Connecting** networking event on **Wednesday, August 19, 2026**, from **7:30 a.m. to 8:30 a.m.**

This month's gathering will be held at the historic **Palmer Gullickson Octagon House**, located at **360 Leonard Street North, West Salem**. Enjoy a welcoming space to meet fellow business owners, professionals, and community leaders — all over a fresh cup of coffee.

FEATURES
SPORTS BAR

MEAT RAFFLE

SUNDAY AUGUST 30TH
1PM-3PM

PROCEEDS WILL BE DONATED TO
Legion Kitchen Remodel fund



WIN MEAT, SEAFOOD, WINE, DESSERTS
AND MORE!

FEATURES WEST SALEM
(608)786-9000



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