



MONTHLY MEETING



WEDNESDAY,
OCTOBER 14, 2026,
NOON
WESTVIEW INN,
DOWNTOWN WEST
SALEM

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 small fee toward the buffet lunch.



Find us on
Facebook

<https://www.facebook.com/profile.php?id=100064493392073>



Trick or Treat,
Trunk or
Treat ~ Let's
give the kids
something fun
to eat.

Submitted by WSBA and West Salem Parks and Recreation Department:

Downtown Trick-or-Treating is fast approaching. Downtown Trick-or-Treating will be held on **Friday, October 30 from 3:00 p.m. until 5:00 p.m.**

Every year our numbers have gone up. This year we are anticipating over 1,100 children. That is at least 500 adults who get exposed to your business.

We will distribute signs the morning of October 30 to all of the participating businesses welcoming the Trick-or-Treaters in, and when you are done or out of candy treats, simply pull your sign out of your window.

West Salem Parks and Recreation Department is excited to again hold the annual Trunk-Or-Treat event in Village Park.

These free community events provide a safe and unique trick-or-treating experience for families. Costumed children, age 12 and under, will trick-or-treat outdoors from 3:00-5:00 pm on Friday, October 30 by going between downtown businesses on Leonard St. and booths set up in West Salem Village Park to get their bag filled with goodies.

We are encouraging businesses and organizations to consider hosting a Trunk-Or-Treating booth in Village Park to promote a safe and centralized location



for kids to go. As safety is a prime concern, we would like to aid in getting kids off the street and into the park, away from traffic. This option will also provide businesses with small offices the ability



to reduce congestion at their place of work. If your business is interested in participating in this event with a booth in Village Park, please let the West Salem

Park & Recreation Department know by October 16th so we can reserve a spot for you. A registration form is included in the newsletter. Picnic tables will be provided around the park for you to utilize, however, you are more than welcome to bring along any of your own booth supplies to promote your business and make your spot your own. Additional details are available in our Fall/Winter brochure or in the email previously sent out to all members.





Thanks to everyone that participated in the annual West Salem Business Association Golf Outing. More importantly, **THANK YOU, ATTORNEY PETE AMES**, for organizing, overseeing, and fundraising high school scholarships with this event.

Attorney Peter H. Ames has practiced law since 2002, and his firm has been in business in West Salem since 2006. Ames Law LLC is a small firm practicing estate planning, wills, probate, and real estate matters.



UPCOMING EVENTS

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

OCTOBER MINI READ for youth & adults

Read books to win prizes! Stop by the library in October to pick up the reading challenge.

TWEEN BOOK CLUB Wed, Oct 7 at 3:30 pm

LEGO AT THE LIBRARY Mon, Oct 19 at 4:30 pm

TEEN TIME Thurs, Oct 22 | 3 pm-4:30 pm

CONSIDERING HOME OWNERSHIP Wed, Oct 7 at 6:30 pm

Learn tips and strategies toward owning your own home. With Verve, A Credit Union. For adults and teens.

STORY TIMES Oct 26-Nov 25

Join us for story times full of books, songs, and fun.

Tues at 6:30pm
Fridays at 10:15am

MIDDAY MOVIES

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

EVENTS PAGE

See all library programming



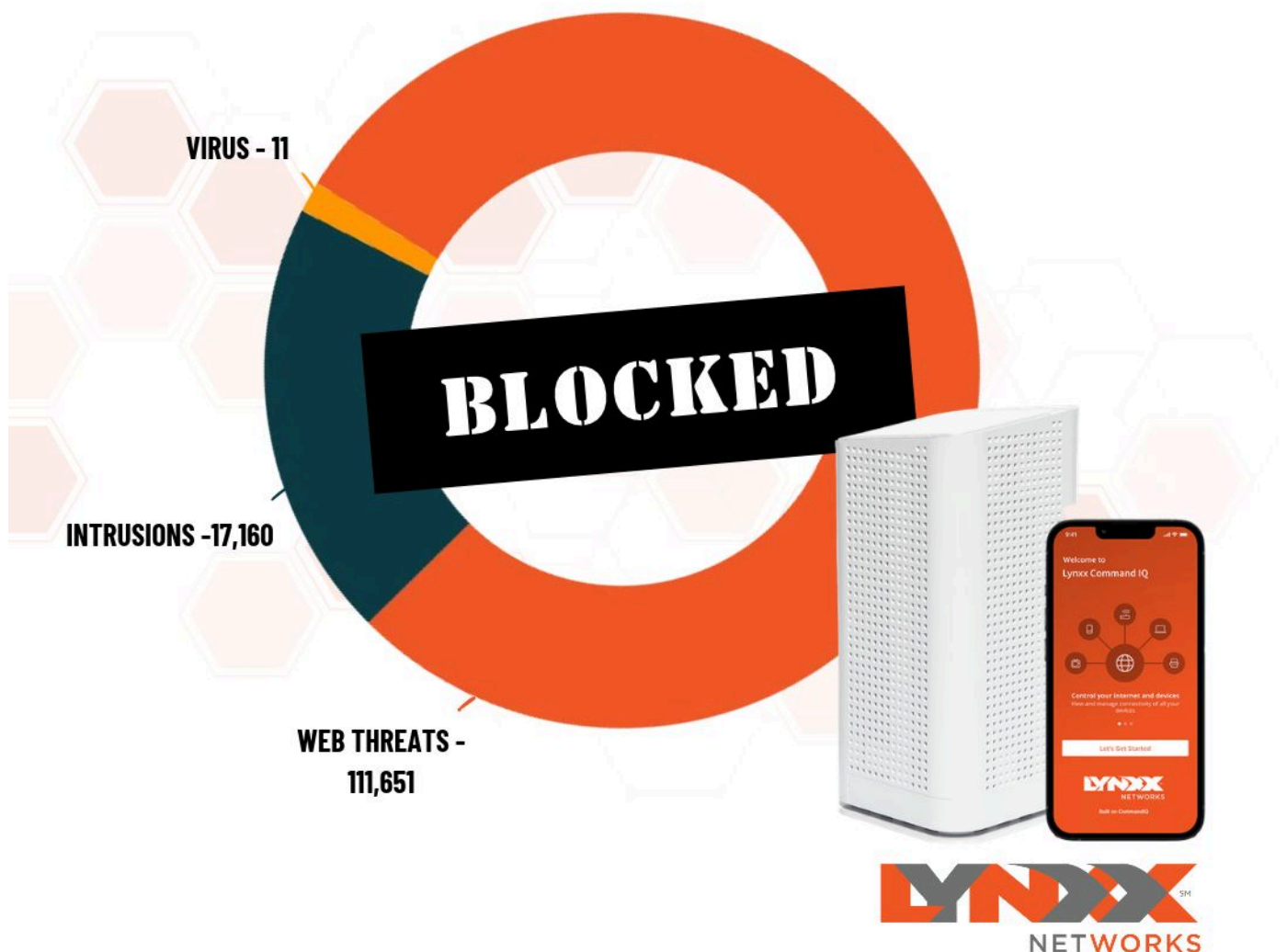
Election Stress: Staying Informed Without Staying Upset

Election coverage can be distracting and distressing, and coverage is ramping up right now. Media companies' competition for your attention ensures lots of triggering commentary and stories that can increase anxiety, irritability, and dissension among family and friends.



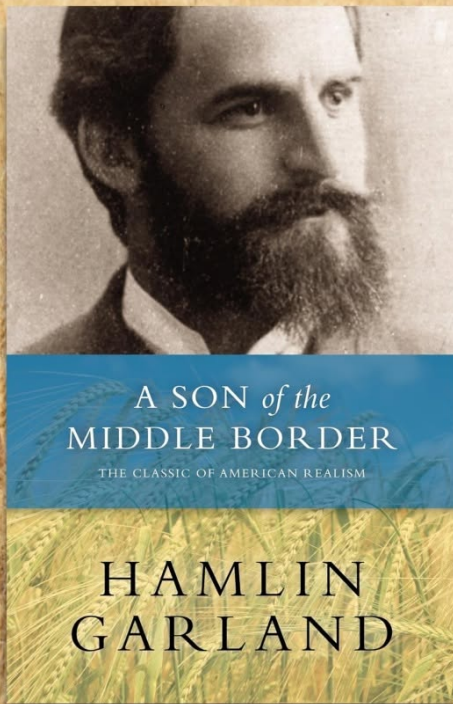
Awareness and deciding you won't be victimized by it can keep you from being overtaken by it all. Here are some time-tested tips on political media triggering: 1) Choose a set time to check in and get any updated news. 2) Choose reliable news sources, realizing none are purely unbiased. 3) Switch to print- or text-only news so you reduce the emotional messaging mixed with news. 4) Put up digital roadblocks by using content filters and app settings to scrub election noise completely out of your feeds and off your devices. 5) Notice physical signs that you have reached your limit, such as muscle tension, rapid breathing, or difficulty concentrating. Take a walk, contact someone supportive, or focus on an activity you can control. You do not need to absorb every opinion to participate responsibly. If election stress begins disrupting sleep, relationships, or job performance, consider confidential assistance from your EAP. Learn more: jedfoundation.org/political-anxiety/

OUR MANAGED WI-FI ROUTERS *BLOCKED* 128,822 THREATS IN SEPTEMBER



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

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



HAMLIN GARLAND BOOK CLUB

Tuesday, October 27, 2026

6:00 p.m.

WEST SALEM PUBLIC LIBRARY



Come join your friends at The West Salem American Legion for Bloody Marys, breakfast pastries and BINGO. Doors open at 8 am and Bingo starts at 9.

Saturday, October 17, 2026

Start With Wellness to Master Other Goals

To achieve an exciting work goal, boost motivation, and take consistent action, start with a personal health goal you have been putting off. There is a psychological link between the two. Tackling a long-delayed wellness goal creates a sense of accomplishment. This win brings positive momentum, certainty, and higher self-esteem that will energize you. Make it a goal you can repeat, such as walking regularly or eating healthier. Following through builds confidence and proves you can commit to any goal. This success increases your excitement. It strengthens your belief in your ability to succeed. It also builds discipline, a key to achievement. By improving your health and physical resilience, you will discover that mental fatigue is more easily managed. Try this path and you'll discover you have more focus and energy needed to achieve any goal you have in mind.

Learn more: <https://www.mentalhealth.com/library/mental-health-personal-development>



Try a Three-Minute Wake-Up Workout

Nodding off at work? Before reaching for caffeine, try three or four minutes of light muscle work to wake up your body and sharpen your attention. Use a book, small hand weights, or your own body weight for resistance. Hold books or weights securely, then do slow arm curls or overhead presses with a comfortable amount of resistance. Move slowly, breathe normally, and stop if you feel pain, dizziness, or unusual shortness of breath. You may feel warmer, more alert, and ready to return to your task. Because it takes so little time, you may find yourself repeating it and turning a quick energy boost into a new health habit. (Always consult your doctor before starting a new exercise program to ensure it is safe for your condition.)



Bossology: Never Leave Your Boss Wondering

Supervisors juggle deadlines, priorities, employee needs, and questions from above.



When your boss gives you an assignment, knowing its status helps them plan their work. Silence creates friction, especially when they must chase you for an update. Speaking up first is a way to stand out as an employee and earn trust. Here's how to master this soft skill: Start by asking what a successful result looks like, when it's due, and whether your boss wants updates along the way. As you work, speak up when a problem arises. Don't wait until just before the deadline. Be ready to explain what you've completed, what loose ends remain, and your next steps. You're not reporting every move or asking to be micromanaged. You're demonstrating dependability, predictability, and value.

Neurodiversity Coaching Might Be for You

Could coaching help you feel more confident and effective at work? It might if workplace expectations, noise, lights, or communication with your boss or coworkers leave you confused and struggling. Asking for help isn't weakness. It can help you understand how you work best and succeed with others on the job. Neurodiversity coaching is a growing specialty. An estimated 15%–20% of people are neurodivergent. Their brains process information differently, which may affect how they learn, communicate, focus, or respond to their surroundings. Coaching offers practical help with goals, routines, communication, and workplace issues. Coaches offer guidance on time management, preparing for meetings, communicating clearly, and staying on task at work. Coaching can help you be less self-conscious about differences and be more comfortable asking for support. Talk to your EAP to learn more about resources.



Learn more: [coachingfederation.org \[search "neurodiversity"\]](https://coachingfederation.org/search/neurodiversity)

FRAUD

TIP FRIDAY

Shred Sensitive Documents

Identity thieves can use information from discarded mail. Shred documents containing personal details before throwing them away. A small shredder can prevent big problems.

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www.westsalemwi.org



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