



**August 10, 2011 – Annual  
Golf Outing!**

Therefore, no regular meeting will be held in  
August

**Please Remember to Bring a  
Door Prize to the Golf Outing!**

Your business will receive lots of  
recognition and door prizes give you the  
opportunity to get your business name  
out there.

**Next Regular Meeting is  
September 14, 2011.**

**Monthly Update**

Regular Meeting – July 13, 2011

Meeting called to order at 12:00 p.m. by President Pete Ames. After introductions and buffet lunch, the regular meeting commenced.

**Minutes**

Motion by Steve Plenge, seconded by Jeff Faas to approve the minutes of the June regular meeting. Motion approved.

**Guest Speaker**

Randy Sanford of Short Elliott Hendrickson updated the membership on the downtown revitalization Pathways Project.

**Committee Reports**

**Treasurer's Report**



Treasurer Patty Gjertsen distributed the Association bank balance, and there are currently 107 paid 2011 members. The general association bank balance is \$6,639.24, and the Celebrate West Salem account balance is \$665.28.

Motion by Errol Kindschy, seconded by Jeff Faas to approve the Treasurer's report as presented. Motion approved.

**June Dairy Days Update**

Gerry Van Oss felt the 2011 celebration was very good, but not a record year for the event. The June Dairy Days Committee is looking for new members.



**American Legion Baseball**

Gerry Van Oss reported the Legion will be creating a Legion Summer Baseball League. Start up costs for a league is \$5,000 to \$6,000, and fundraising has begun. A street dance will be held on Sunday, September 4 to begin raising funds.

**Pig Raffle**

Motion by Gerry Van Oss, seconded by Dan Eoriatti to approve \$650 toward the purchase of a pig during the La Crosse Interstate Fair. Motion approved.

**Golf Outing**

President Ames reminded the membership of the annual golf outing date for August 10 at Fox Hollow. The cost is \$25 per golfer for nine holes plus a golf cart. The steak dinner is \$11. Hole sponsors are still available for \$50.



**Spotlight Business of the Month**

KQEG and Rick Wilson were chosen as the Business Spotlight of the Month.

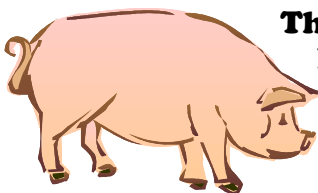
Motion by Jeff Faas, seconded by Tony Roberts to adjourn the meeting at 1:00 p.m. Motion unanimously approved.

Teresa L. Schnitzler, Secretary



**Hog Raffle**

**Thank you, Dave Hundt, Hunters Last Chance, for bidding on and winning a hog again this year at the La Crosse County Fair on behalf of the West Salem Business Association.**



**The raffle board is being sold by Tim Groth (Westview Inn) and Dave Hundt (Hunter's Last Chance) for \$5.00 per square. It may also be at the golf outing on Wednesday. Good luck!**

# BUSINESS "SPOTLIGHT" OF THE MONTH FOR AUGUST



**Congratulations  
Magnum  
Broadcasting and  
Rick Wilson!**

Magnum Broadcasting was founded in 1991 by Dave Magnum with his first radio station in Tomah Wisconsin. The company has since grown to 14 Radio and TV stations in Wisconsin. Magnum Broadcasting is the largest strictly Wisconsin broadcast company in the state.

Locally we have Radio Stations WXYM or Mix 96.1, WTMB or Classic Rock 94.5, and WBOG or Kool Gold 1460, KQEG TV channel 23 and WIBU TV channel 51. KQEG TV is the originating station for our television broadcast, WIBU is our translator the provides signal to the Tomah and Sparta area. We pride ourselves on providing family friendly programming on all of our stations.



Mix 96 is our Adult Contemporary station playing music from the 80's, 90's and today. Morning personality Robin Olsen wakes up the Seven Rivers Region with great music, information, weather, and news with Jim Larvick our newsman. Afternoons you'll meet Scott Austin who brings you home with news of the day and great music. Classic Rock 94.5 plays the legends of Rock and presents it in

an adult mature manner. Kool Gold 1460 plays classic hits from the 60's and 70's. Each radio station is programmed to appeal to a different demographic. This enables our advertisers to reach specific customer that will most likely do business with them. All our radio stations are streamed live from our web site at [Magnumbroadcasting.com](http://Magnumbroadcasting.com).



Our TV station KQEG is the ION affiliate for the area, carrying well known top rated programs like Criminal Minds, Ghost Whisperer, Without a Trace, MASH, and My Name is Earl, to name a few. Our main thrust has always been the local programs we have developed. We have covered High School Sports for over 15 years, presenting games in their entirety. Our philosophy has been to try to



cover as many area schools as possible, giving all of the kids a chance to be on television. We also cover the NASCAR races from the La Crosse Fairgrounds

Speedway on a weekly basis, providing the races for the thousands of fans who follow it weekly. We cover local events like parades, rodeos, and show choirs in both big and small communities.

A little over a year ago we began developing our **Seven Rivers Series** on KQEG TV. Now we offer three area communities a direct line to the media through our **Seven Rivers Spotlight** program. Holmen, Sparta, and Tomah present monthly programs on our station on Tuesdays at 5:30p. These programs feature news, issues, and happenings in their respective communities. WE hope to eventually add West Salem.

On Wednesdays at 5:30pm we have **Seven Rivers Sports** with Terry Erickson and Larry Mell. Our hosts visit with coaches and players involved in High School, College and professional sports.

Thursdays at 5:30pm its **Seven Rivers Racing** with Dan Diecher and Al Losey. Dan and Al get up close and personal with the many drivers from the La Crosse Fairgrounds Speedway.

Fridays at 5:30pm Mayo Health System Media Specialist Rick These hosts **Seven Rivers Health**. Doctors, Nurses, and Therapists talk with Rick about the many health issues facing our community.

Everyday at 11:30 a.m., Rick Wilson hosts **Seven Rivers Shopping**. Telling viewers about businesses and offering greatly discounted gift certificates to those businesses.

Our sales department consists of media specialists, consultants who bring over 75 years of combined experience to help businesses grow. Our consultants work with businesses throughout the area to help them build their business and make it profitable.

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## West Salem Business Association

### Board of Directors

July 11, 2011

Meeting called to order at 11:30 a.m. by President Pete Ames. Directors in attendance were: Sue Ahles, Patty Gjertsen, Julie Kendhammer, Jill Hamilton, and Teresa Schnitzler. Absent: Troy Gunderson. Excused: Tony Roberts

#### Minutes

Motion by Sue Ahles, seconded by Patty Gjertsen to approve the minutes of the June regular Board meeting as written. Motion unanimously approved.

#### Treasurer's Report

Patty Gjertsen reported the bank balance is \$6,446.27, and there are 104 paid members to date.

Motion by Julie Kendhammer, seconded by Sue Ahles to approve the treasurer's report as presented. Motion approved.

#### Guest Speakers

The July speaker will be Randy Sanford to update the Association on the Pathways Project, there is no speaker for August as the golf outing will be held in place of a regular meeting, and the speakers for September are participants in the Badger Boys and Girls experience.

Annual Golf Outing

President Ames reported the golf outing is set for Wednesday, August 10. Registration begins at 2:00 with a shotgun start at 2:30 p.m. The steak dinner is at 5:30. Hole sponsors are still needed.

Motion by Sue Ahles, seconded by Julie Kendhammer to adjourn the meeting at 12:22 p.m. Motion approved.

Respectfully submitted,

Teresa L. Schnitzler, Secretary

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From the La Crosse Area Development Corporation August 2011 "LADCO Link"

**La Crosse Medical Health Science Consortium  
Internship/Volunteer Matching Tool**

Does your business or community organization have a project that would benefit from the help of students or other volunteers? As part of our effort to help La Crosse County be the healthiest in the state by 2015, we are proud to announce a new online tool that connects professionals needing additional resources (such as personnel) with students/community volunteers looking for resume-building experiences.

Here's out it works: If your organization has a project, you can go to the link below and submit a description of the project and what kind of help you need. Your request will then be automatically forwarded to each of our higher education partners, The Scenic Rivers Area Health Education Center (AHEC), and the Consortium, where your project will be matched up with student requests for volunteer, intern, or paid work. Students and community volunteers can also access the site and submit requests to be matched with appropriate projects.

This project is a collaborative effort between the Consortium, the Scenic Rivers Area Health Education Center (AHEC) and our partners in higher education (Viterbo University, Western Technical College, and University of Wisconsin-La Crosse).

[www.lacrosseconsortium.org/content/healthiest county/student and community opportunities](http://www.lacrosseconsortium.org/content/healthiest_county/student_and_community_opportunities)

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www.westsalemwi.org



[www.westsalemwi.org](http://www.westsalemwi.org)

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**West Salem Business Association**  
**P. O. Box 84**  
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