



## **MONTHLY MEETING**

**WEDNESDAY, OCTOBER 12, 2011, NOON**  
**WESTVIEW INN, DOWNTOWN WEST SALEM**

***GUEST SPEAKERS:***  
**Errol Kindschy**  
**West Salem Historical Society**

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**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.**

**Monthly Update**  
**September 14, 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 Gary Zimmerman, seconded by Brett Welch to approve the minutes of the July regular meeting. Motion approved.

**Guest Speaker**

Badger State participants shared their experiences over the summer with the Association.

Committee Reports

Treasurer's Report

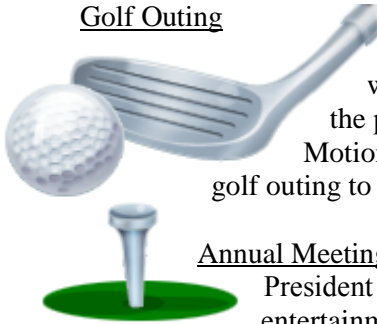
Treasurer Patty Gjertsen distributed a written account of the Association bank balance, and there are currently 108 paid 2011 members. The general association bank balance is \$8,110.74, and the Celebrate West Salem account balance is \$665.28.

Motion by Eric Bauer, seconded by Denise Jones to approve the Treasurer's report as presented. Motion approved.

Downtown Flowerpots

The flowerpots will be removed next week, and the Board is discussing funding for new hanging flowerpots when the new streetlights are installed next year. The plastic liners will be retained, but the pots will be disposed of.

Golf Outing



The annual golf outing event netted \$609.36 in profit. The Board would like to earmark additional high school scholarship amounts with the profit.

Motion by Dan Eoriatti, seconded by Denise Jones to apply the profit from the golf outing to increased high school scholarships. Motion approved.

Annual Meeting and Banquet

President Ames requested suggestions for next year's annual banquet entertainment. Anyone with suggestions may simply contact a Board member.

Downtown Trick or Treating

Teresa Schnitzler is again organizing the annual downtown trick or treating event. The event will be held on Halloween, October 31, from 3:00 to 5:30 p.m. Ms. Schnitzler will distribute signage the morning of October 31, and signs can also be obtained at the October regular meeting or at her office.

Business After 5

The week of October 17 is Credit Union Week. 1<sup>st</sup> Community Credit Union will be sponsoring Business After 5 on October 17 from 5:30 p.m. to 7:00 p.m. Refreshments and door prizes will be provided. Other businesses interested in hosting a Business After 5 may contact Jill Hamilton.

Spotlight Business of the Month

Dan Eoriatti and West Salem Chiropractic were chosen as the Business Spotlight of the Month. Motion by Eric Bauer, seconded by Brett Welch to adjourn the meeting at 1:00 p.m. Motion unanimously approved.

Teresa L. Schnitzler, Secretary

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**BUSINESS AFTER 5**

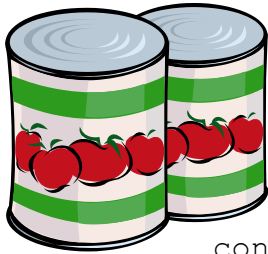
**October 17, 2011**

**1<sup>ST</sup> Community Credit Union**

**1410 West City Highway 16, West Salem**

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**November and  
December Association  
Meetings**



The Board would like to remind the Membership that we will continue the November nonperishable food drive collection and the December unused toys collection for the West Salem Children's Old Fashioned Christmas.

Please bring a nonperishable food item to the November 9 meeting, and new, unused toys will be collected at the December 14 social meeting.

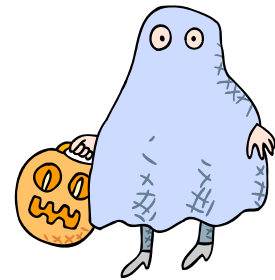
We distribute signs the morning of October 31 to all of the participating businesses welcoming the Trick-or-Treaters in, and when you are done or out of candy treats, simply pull your sign out of your window.

Any business that does not have a store in downtown can still participate! Pull your work vehicle up onto Leonard Street by Union State Bank, Village Hall, or at the corner of Leonard & Hamilton Streets and serve treats from your vehicle or set up a table on the sidewalk in those areas.

The community enjoys a safe place to send their children and we love to promote the business community.

If you are interested in participating and need a sign, please contact Teresa Schnitzler at the Village Hall at 786-1858.

[tschnitzler@westsalemwi.com](mailto:tschnitzler@westsalemwi.com)



**Trick or Treat, Let's give  
the kids something fun to**

**eat.**



Downtown Trick-or-Treating is fast approaching. Every child takes home a flyer inviting them to participate in downtown Trick-or-Treating.

Downtown Trick-or-Treating will be held on **Monday, October 31 from 3:00 p.m. until 5:30 p.m.**

Every year our numbers have gone up. This year we are anticipating around 600 children. That is around 300 adults who get exposed to your business.

**Board of Directors Meeting  
Update**

September 14, 2011

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

**Minutes**

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

Board of Directors Minutes (cont'd)  
Treasurer's Report

Patty Gjertsen reported the bank balance is \$8,110.74. Mrs. Gjertsen reported the hog raffle was a loss of \$133, and there is \$2,000 set aside for downtown flowerpots.

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

Flowerpots

Dan Eoriatti and Patty Gjertsen will be picking up the flowerpots soon. Family Tree Floral will store the plastic liners, but the flowerpots will be disposed of. The Board discussed funding and maintenance of hanging pots for the new streetlights being installed in 2012.

Guest Speakers

The October speaker will be Errol Kindschy to educate the Association on the 100 year anniversary of the downtown fire and other Historical Society activities.

Annual Golf Outing

President Ames reported the golf outing was successful with 77 golfers and 92 steaks served. The event netted \$609.32 in profits. The Board discussed increasing high school scholarship amounts.

Motion by Sue Ahles, seconded by Teresa Schnitzler to adjourn the meeting at 12:05 p.m. Motion approved.

Respectfully submitted,

Teresa L. Schnitzler, Secretary

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**LADCO NOTES**  
**Available Sites and Facilities**  
**WEST SALEM**

10,000 sq. ft manufacturing with loading dock. 12,500 sq. ft. office space. 15,500 sq. ft. manufacturing. Contact Ameen Ayoob at 786-0300

Former Premier Auto. 8,000 sq. ft., 8 bays, customer service area and more. Contact Chuck Olson at 784-9930.

Lakeview Business Park, located along Interstate 90, with railroad access! 160 acres. Contact LADO at 784-5488.

9 acres next to Sprint Call Center in Lakeview Business Park. Will build to suit. Contact Cliff LeCclair at 781-2818.

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**Snapshots** at [jasonlove.com](http://jasonlove.com)



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Our unelected government.

## BUSINESS "SPOTLIGHT" OF THE MONTH



*West Salem  
Chiropractic  
640 Commerce  
Street  
West Salem, WI  
54669  
(608) 786-3304*

## CONGRATULATIONS, Dr. Dan Eoriatti and West Salem Chiropractic

Your business has been "**SPOTLIGHTED**" as  
Business of the Month for October!

West Salem Chiropractic has been in business for nine years, and Dr. Dan has 15 years of experience in practice.

Dr. Dan Eoriatti practices a precise form of chiropractic called the Gonstead technique and has received substantial post-graduate training. The Gonstead motto is "Find it, Fix it, Leave it alone." Find out what chiropractic care can do for you.



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

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Monthly Meeting Reminder

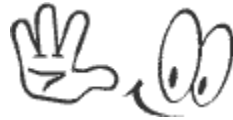
Business Spotlight of the Month

Regular Meeting Minutes

Board of Directors Minutes

November and December Meeting Reminders

Downtown Trick or Treating!



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