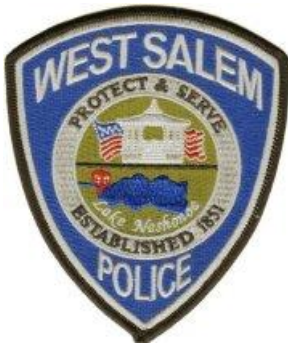




## MONTHLY MEETING

WEDNESDAY, OCTOBER 11, 2017, NOON  
WESTVIEW INN, DOWNTOWN WEST SALEM



***GUEST SPEAKER:***  
**Police Chief Charles Ashbeck**  
**Community Information**

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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 13, 2017

Meeting called to order at 12:00 p.m. by President Callie Stanhope. After introductions and buffet lunch, the regular meeting commenced. Guest Speakers Tony DeGaetano and Cierra Wannemuehler of the West Salem Parks & Recreation Department updated the membership on upcoming recreation department activities and invited the membership to participate in Trunk or Treat and Winter Wunderland.

Treasurer's Report

Treasurer Patty Gjertsen's Association bank balance report was distributed. The Association bank balance is \$7,483.44.

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

Downtown Flowers

The flowerpots will be coming down the last week of September. After all expenses, the bank balance is approximately \$133.00. If this project is to continue, outside funding will be needed. If businesses or individuals are interested in continuing this activity, the Association will need committed funding by March 1.



August Golf Outing



A special thank you to Attorney Pete Ames for again organizing the annual golf outing in August. The golf outing raised \$1,602.43 for high school scholarships. It was noted several of the hole sponsor signs are still missing.

Annual Banquet

The membership was asked for location preferences for next year's annual membership banquet. The banquet is scheduled for Saturday, February 3, 2018. Nominations for Citizen of the Year and Business of the Year can be submitted to any Business Association Board of Director.

Upcoming Events

The Coulee Region Job Fair is scheduled for September 21, the Hockey Association Face Off Event is being held on September 23, the Homecoming Parade is September 29, the 48<sup>th</sup> Annual La Crosse Fairgrounds Speedway Oktoberfest Races are October 5 through October 8, and the American Legion Craft Show is scheduled for October 7.



Spotlight of the Month

Paul Hayden, Owner of Hayden CPA was chosen as the October Spotlight Business.

Motion by Brenda Osterlie, seconded by Kevin Fossum to adjourn the meeting at 12:51 p.m.

Teresa L. Schnitzler, Secretary/Director

\*\*\*\*\*



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

## Downtown Trick or Treat

Downtown Trick-or-Treating is fast approaching. Downtown Trick-or-Treating will be held on **Tuesday, October 31, from 3:00 p.m. until 5:00 p.m.**



Every year our numbers have gone up. This year we are anticipating over 800 children. That is around 300 adults who get exposed to your business.

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.

Last year, the Village Board agreed to allow the West Salem Business Association to close South Leonard Street from Hamilton Street to Elm Street for the safety of trick or treaters. We will make the same request of the Village Board this year.

Any business that does not have a store in downtown can still participate! The West Salem Recreation Department is again sponsoring **Community Trunk-Or-Treat in the Village Park!**

This free community event will provide a safe and unique trick-or-treating experience for families. Costumed children (age 12 and under) will trick-or-treat outdoors from 4:00-6:00 pm on Tuesday, October 31 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 central 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 16<sup>th</sup> so we can reserve a spot for you. The phone number is 786-0222. Forms were sent by direct mail last month and information is available on the [www.westsalemwi.com](http://www.westsalemwi.com) website.

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 will be mailed to each participating organization prior to the event, including directions, setup times, etc.

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



# BUSINESS “SPOTLIGHT” OF THE MONTH FOR OCTOBER



HOME PROFILE TEAM INSIGHTS CALCULATORS CONTACT WORKING TOGETHER ABOUT AMERIPRISE

Log In



## Paul Hayden

CPA  
Financial Advisor

- Request Contact
- 608.792.5086
- paul.hayden@ampf.com
- Introduce Me

## My Approach

I help my clients achieve their dreams for today, tomorrow, and well into the future — using our exclusive *Confident Retirement*® approach. It starts with a personalized conversation about covering essentials, ensuring lifestyle, preparing for the unexpected and leaving a legacy. By breaking your financial goals down into doable steps, we can help take the uncertainty out of planning for your financial future. Take a few minutes now for a quick confidence check.

I'm here to help you live the life you've earned. When you have the right financial advisor, life can be brilliant.



## West Salem

650 Commerce St  
West Salem, WI 54669-1153

Phone: 608.792.5086  
Fax: 608.786.3220  
Email: paul.hayden@ampf.com

## Office Hours:

Monday 8 a.m. - 5 p.m.  
Tuesday 8 a.m. - 5 p.m.  
Wednesday 8 a.m. - 5 p.m.  
Thursday 8 a.m. - 5 p.m.  
Friday 8 a.m. - 5 p.m.

*Please call ahead to make an appointment. Hours may vary.*



Upcoming Events:



Saturday, October 7  
4<sup>th</sup> Annual Vendor/Craft  
Show

148 South Leonard  
From 9 a.m. to 2 p.m.



48<sup>th</sup> Annual La Crosse  
Fairgrounds Speedway  
Oktoberfest Races  
October 5 through October 8  
ARCA Midwest Tour  
Oktoberfest 200, Big-8 Late



Models, J&E Pistons Dick Trickle 99 & More!

Race Times: 6:00 Thurs., 5:30 Fri., 5:00 Sat., Noon Sunday. Visit  
[OktoberfestRaceWeekend.com](http://OktoberfestRaceWeekend.com) for complete details.



First Responders  
Chili Supper  
Thursday, November 9  
4:00 to 7:00 p.m.  
West Salem High School

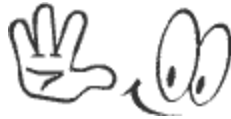




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IN THIS ISSUE:

Monthly Meeting Reminder  
Business Spotlight of the Month  
Regular Meeting Minutes  
Upcoming Events  
Downtown Trick or Treating!



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