



MONTHLY MEETING

WEDNESDAY, MARCH 14, 2018, NOON AT
WESTVIEW INN



GUEST SPEAKER

SherrI Torkelson, Director,
CESA #4

Career and Tech Ed, Youth Apprenticeship
and Educator Effectiveness

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.

Meeting Updates

January 10, 2018

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



Two items of public interest announced at the meeting were that Brenda Osterlie, Burkhardt Physical Therapy, felt cold, and Laurie Noelke, Coldwell Banker, has a birthday on July 8.



Guest Speakers Mike Desmond, Don Brenengen, and Cheryl Brenengen on behalf of the West Salem Boys & Girls Club updated the membership on Club activities and future location accommodations of the Club.

Minutes

Motion by Nicole Vidal, seconded by Denise Jones to approve the minutes of the December regular meeting. Motion unanimously approved.

Treasurer's Report



Treasurer Patty Gjertsen's Association bank balance report was distributed. The Association bank balance is \$5,266.17. The downtown flowerpot account balance is \$566.04. After expenditures, the Winter Wonderland account balance is \$2,134.77. The Celebrate West Salem account balance is \$1,905.74.

Motion by James Quinn, seconded by Nicole Vidal to approve the treasurer's report as presented. Motion approved.

Board of Directors

Board member Phil Bujnowski has resigned his position on the Board of Directors due to relocation within the Altra organization. There are two Board member posts open.

Membership Renewals

Treasurer Patty Gjertsen stated the membership renewal forms have been mailed and are due back by February 1. Late renewals will gladly be accepted, however.

Annual Banquet

The banquet is scheduled for Saturday, February 3, 2018. The banquet will be held at Westview Inn, downtown West Salem.

Celebrate West Salem

The Celebrate West Salem Committee has been meeting, and plans for the event are nearly complete.

Spotlight of the Month

Nicole Vidal and First National Bank was chosen as the February Spotlight Business.



Motion by Laurie Noelke, seconded by Patty Gjertsen to adjourn the meeting at 1:00 p.m.

Teresa L. Schnitzler, Secretary/Director

CELEBRATE WEST SALEM



2018 "Celebrate West Salem" Business Expo

This is your invitation to attend the upcoming "Celebrate West Salem" Business Expo. Celebrate West Salem is a community wide event being planned for Sunday, March 18, 2018, at the West Salem High School. This event will bring together local businesses, educational institutions, and civic organizations of all sizes to showcase their products and services, as well as to celebrate the community we live in. Celebrate West Salem will be a sales, prospecting, relationship-building, lead generating and networking opportunity. Meet potential clients and introduce your company and its capabilities to the business world at this exciting event.

West Salem Business Association 40th Annual Meeting and Friends Banquet February 3, 2018

Meeting called to order at 7:47 p.m. by Vice President Nicole Vidal.

Election of Officers

Motion by James Jenks, seconded by Brenda Osterlie to approve the election of the following officers for 2018:

President:	Nicole Vidal, First National Bank
Vice President:	Laurie Noelke, Coldwell Banker River Valley Realtors
Secretary:	Teresa Schnitzler, Village of West Salem
Treasurer:	Patty Gjertsen, Union State Bank
Directors:	Rick Eickmeier, Anytime Fitness Trent Jorgenson, Altra Federal Credit Union
Past President:	Callie Stanhope, Pischke Motors

Motion unanimously approved

Presentation of Awards

President Nicole Vidal presented the Citizen of the Year Award to James Jenks. Business of the Year was awarded to the West Salem American Legion.

Treasurer's Report

The annual treasurer's report was reviewed by the membership. The bank balance on December 31, 2017, was \$4,416.17. The downtown flower pot fund balance was \$566.38. Winter Wonderland bank balance after expenses is \$1,374.77.

There being no further business, motion by Steve Craig, seconded by Brenda Osterlie to adjourn the meeting at 7:58 p.m. Motion approved.

Teresa L. Schnitzler, Secretary



Citizen of the Year – James Jenks



Business of the Year – Berg-Hemker-Olson American Legion Post 51

BUSINESS “SPOTLIGHT” OF THE MONTH FOR MARCH



Congratulations, Nicole Vidal and First National Bank Your business has been “spotlighted” as Business of the Month!

I have been the Branch Manager at The First National Bank of Bangor, West Salem office since September of 2014. I grew up in West Salem and my career choices have made it possible for me to live several different places after graduation. But, after our daughter Matilda was born, my husband, Alex and I chose to purchase our home and move back to West Salem in 2006. We knew that West Salem is where we wanted our daughter to grow up and have the same experiences in a great community, just like I did. I am currently a Girl Scout Troop leader and 1st Vice President for the West Salem American Legion Auxiliary, Unit 51 and spend most of my



free time volunteering for both of these worthwhile organizations as well as spending time with my family traveling, watching movies, reading books, scrapbooking and crafting. We also foster rescue dogs and have 2 Great Danes of our own, named Zeus and Titan that we all love to spend time with.

I have been in the banking industry for almost 30 years and in the 15 years prior to joining First National I spent my time focused on mortgage lending along with my management responsibilities. Because of that area of expertise and my passion for helping people achieve the dream of homeownership and assisting veterans, I have expanded the mortgage product offering at the bank to now include the Federal VA Home Loan Program. We also offer the USDA Rural Development - No down payment program and Conventional Fannie Mae and in-house mortgage programs which help us to better serve the needs of the West Salem

community. Investment property, commercial real estate and agricultural lending are also areas of expertise for the bank along with an array of consumer loans being available. First National offers depository accounts that include – both business and consumer checking, savings, Money Market, CD's, IRA's and Christmas Club accounts and safe deposit boxes at all of our locations. The West Salem branch opened in October of 1995 and is owned by the John Bosshard Family. My family is happy to be a part of our great community and The First National Bank of Bangor and we look forward to many more years here. If I can ever be of assistance to your business or family, please let me know.

The First National Bank of Bangor
975 W City Hwy 16, PO Box 912
West Salem, WI 54669
Ph. 608-786-2575
Fax 608-786-2583
n.vidal@fnbbangor.net

Hours –

Drive up –	Lobby -
M-Th 7:30 – 5:30	M - F 8 - 4:30
Friday 7:30 – 6	Saturday 8 - 11:30
Saturday 7:30 - 12	



Is your 2018 Membership Current?

The membership directory at www.westsalemwi.org will be updated soon with all 2018 paid memberships. Please take a moment to review your listing. If you have changes or corrections you would like made, please forward same to me at tschnitzler@westsalemwi.com.

I will be deleting non-members from the website business listing directory soon. You may want to check your records to make sure you paid your 2018 dues!

DO YOU HAVE NEWS?

At our monthly meetings, feel free to let everyone know what is going on with your business! Remodeling, sales, special offers, anything of interest. We are here to promote you!



Welcome to...

JUNE DAIRY DAYS

2018 June Dairy Days

June 1, 2, and 3, 2018

Dear June Dairy Days Supporters:

Once again, June Dairy Days (JDD) is just around the corner, and we are asking for your support and assistance in this community-wide event.

This year's theme is "Milk Raise your Glass." Next year will be the 50th Anniversary for this event which shows what a great community we have. We are very fortunate to have volunteers and businesses that continue to help our festival grow and flourish. The three-day event contributes to making memories with family, friends, with many former residents returning just to participate in this community tradition.

S&J Enterprizes will be providing us with rides and games. We are happy to have these activities again this year: beer tent, fireworks, parade, fun run/walk, bike tour, country tractor run, live entertainment, 4-H softball tournament, kiddie tractor pull, bingo, the dairy tent, and lots of camaraderie time.

Our newer events continue to grow each year: the classic car show on Leonard Street right downtown. Last year we also included an antique tractor show. We are very pleased to announce that the Wisconsin Military band will be at the park on Sunday to pay tribute to veterans in the Village Park. We also added a Poker Run that ends at the beer tent Saturday afternoon.

Your contribution will help us return profits back to the organizations that volunteer to put on the festival. In turn, these organizations support the local economy. Please consider sponsoring this year's festival.

Below you will find the sponsorship levels that have been identified to help make this year's festival a success. As always, we are always looking for volunteers to help.



We would like to thank everyone that has been supporters in the past. Your past generosity has been greatly appreciated. We hope that you continue to support the JDD festival.

If you have any questions regarding the opportunities, please feel free to contact one of our JDD Promotion Committee members; Jeanne Bahr (608)738-6392 or Jon Hetland (608) 780-4125.

Thank you again for your support,

Rita Schmitz, JDD President

□ **\$1,000 Platinum Stage** Sponsors includes:

\$100 in Meal Tickets and 30 Complimentary June Dairy Days Buttons
 Company name/logo on the Main Stage or Gazebo Stage Banner entire weekend
 Stage Announcements throughout the event all weekend
 Company name/logo on the Fire Works Banner
 Company name/logo on Event Poster

Television Recognition:

- WKBT 2 minute local event show & Noon Hour Community Event
- WXOW Sunrise Community Event
- KQEG Community Event

Radio Acknowledgement

Opportunity to speak live at Live Radio Remote on Friday 5-7 pm

Brochure/Schedule Recognition

Newspaper Recognition

Electronic Media- JDD Facebook, JDD Website, WSBA Website and Village Website

JDD Kickoff Lunch Recognition/Presentation

Commercial Entry into the JDD Parade

□ **\$750 Event Sponsor** includes: (if checked someone from JDD will contact you)

\$75 in Meal Tickets and 15 Complimentary June Dairy Days Buttons

Stage Announcements throughout the event

Company name/logo on the Fire Works Banner

Company name/Logo on signage at Event location

Company name/logo on Event Poster

Television Recognition:

- KQEG Community Event

Radio Acknowledgement

Brochure/Schedule Recognition

Newspaper Recognition

Electronic Media- JDD Facebook, JDD Website, WSBA Website and Village Website

JDD Lunch Recognition

Commercial Entry into the JDD Parade

Events Include: Children's Activities: Family/Children's Entertainer; Car Show; Bingo Tent; Corn Hole Tournament; Motorcycle Poker Run

\$500 Gold Sponsor includes:
\$50 in Meal Tickets and 10 Complimentary June Dairy Days Buttons
Radio Acknowledgement
Brochure/Schedule Recognition
Newspaper Recognition
Electronic Media- JDD Facebook, JDD Website, WSBA Website and Village Website
Commercial Entry into the JDD Parade

\$250 Silver Sponsor includes:
\$25 in Meal Tickets
5 Complimentary June Dairy Days Buttons
Brochure/Schedule Recognition
Newspaper Recognition
Electronic Media- JDD Facebook, JDD Website, WSBA Website and Village Website
Commercial Entry into the JDD Parade

\$100 Bronze Sponsor includes:
\$10 in Meal Tickets and 2 Complimentary June Dairy Days Buttons
Electronic Media- JDD Facebook, JDD Website, WSBA Website and Village Website

I am also interested in learning more about volunteering. Contact Information:
Name: _____ Phone: _____ Email: _____

In Kind Donations are also accepted in place of the above sponsorships. If you would like to make an in kind donation please contact Jeanne Bahr to discuss opportunities at info@junedairydays.com or via cell 608-738-6392.

Business Name: _____

Contact Information: _____ Phone: _____
Email _____

Must be received by April 30, 2018 for advertising purposes
Please return this form along with your advertising information and a check payable to:
June Dairy Days Committee, P.O. Box 71, West Salem, WI 54669

Note: If you would like us to use last year's advertising information, please note below:

Please use last year's advertising information





www.westsalemwi.org

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