



MONTHLY MEETING

**WEDNESDAY, APRIL 11, 2018, NOON AT
WESTVIEW INN, DOWNTOWN WEST SALEM**



**GUEST SPEAKER
Elizabeth Kapanke
La Crosse Loggers
West Salem Day**

**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 Meeting Update

March 14, 2018

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

Minutes

Motion by Denise Jones, seconded by Ashley Giese to approve the minutes of the January and February regular and annual meetings. Motion unanimously approved.



Treasurer's Report

Treasurer Patty Gjertsen's Association bank balance report was distributed. The Association bank balance is \$5,676.47. The downtown flowerpot account balance is \$1,486.38, which is approximately \$400 short of what is needed to pot and maintain the hanging flower baskets for 2018.

Motion by Callie Stanhope, seconded by Denise Jones to approve the treasurer's report as presented. Motion approved.

Announcements

Joel Schultz was present to announce Jim Dandy's has reopened. Heidi Tumerman announced Yarn Cakes is expected to open in June. The West Salem Lions Club will be collecting eyeglasses and cell phones at Celebrate West Salem. The new, revamped website is up and running at www.westsalemwj.org, and members were asked to review their listings for changes, updates, and revisions. Altra Federal Credit Union and Union State Bank are both offering shred days April.

Board of Directors – Term of Service

There is still one Board member post open, and if anyone is interested in serving, please contact President Vidal or any Board member. The Board has discussed extending the President and Vice President terms to two years instead of one year, and President Vidal asked the membership for input on this discussion.

Annual Banquet and Events

The annual banquet was held on February 3, 2018. The membership was asked for opinions on how to increase attendance at the banquet, Businesses After 5, and regular monthly meetings. It is noted that attendance is consistently declining, and President Vidal asked what the Board can do to increase interest in WSBA events. Guest speaker suggestions are always welcome.

Celebrate West Salem

The Celebrate West Salem event is Sunday, March 18, and there are still a few booths available if a business would like to reserve one.

Annual Honor Student Banquet

The West Salem Business Association is sponsoring Taylor Jones and Hunter Wakefield at the April Honor Student Banquet.

Spotlight of the Month

Richard Clements, Fairway Outdoor Advertising, was chosen as the April Spotlight Business.

Motion by Dan Eoriatti, seconded by Denise Jones to adjourn the meeting at 1:00 p.m.

Teresa L. Schnitzler
Secretary/Director



Celebrate West Salem

March 18, 2018

Success!



**HUGE Thank you
to the Celebrate West Salem
Committee**

Brenda Osterlie – Co-Chair

Teresa Schnitzler – Co-Chair

Patty Gjertsen – Treasurer

John Reusch – Member

Kristina Sage – Member

Laurie Noelke – Member

Dave Noelke - Member

**for yet another excellent, well-
attended Business Expo.**

**Go to the West Salem Business Association or
Celebrate West Salem Facebook pages, “like” us,**



**Find us on
Facebook**

**and check out
pictures from the
event!**

BUSINESS OF THE MONTH

Spotlight on Fairway Outdoor



SUPERSIZED OUTDOOR ADVERTISING

Fairway Outdoor Advertising

is one of the country's finest outdoor advertising companies. Fairway operates nine major divisions with over 17,400 billboard, poster & digital displays. Fairway provides our advertisers with excellent opportunities to reach their target audience at the right place and at the right time.

Consumers are driving more miles and spending more time in their cars than ever before. These mobile consumers are a captive audience and OOH (out-of-home) is the "unforgettable" medium that targets them best.



Oma billboard near West Salem

TARGETED

OOH delivers your message to a specific audience and coverage area. Your ad dollars are invested towards your most promising prospects, minimizing wasteful exposure.

HIGHLY VISIBLE

OOH delivers your message in a big, bold unavoidable format. Your message will be seen and your name/brand will stand out from your competition.

REPETITION

OOH delivers your message repeatedly 24/7. Reminding consumers constantly of your business, making them more likely to buy from you.

MEDIA BOOST

Unlike other media formats, OOH cannot be turned down, thrown away, or fast-forwarded. OOH will improve the efficiency of your advertising by filling in the gaps left by the others.

CREATIVE

Our award-winning creative team will deliver a high quality design unique to your brand and advertising objectives. Your ad will stand out, your name will be more memorable in the minds of consumers and your campaign will be more successful.

THE LAST WORD

Outdoor advertising is the final reminder of your product or service; it's the point of sell before the point-of-sale. Outdoor advertising bridges the gap between the in-home message and the out-of-home purchase. And the advantage of the "last word" is never more evident than when it comes to last-minute, impulse buying.

DIGITAL BILLBOARDS

- Big, bright, and dynamic
- Located on the busiest highways and roads
- Eleven units covering Western Wisconsin/Eastern Minnesota
- Multiple messages is best (no production charges)
- Creative can be changed in minutes.
- The shorter the campaign, the more units you should buy.
- Network of all eleven units is available for purchase.

See detailed maps of our markets visit our website fairwayoutdoor.com

Please contact me today so I can help grow your business!

Richard Clements
Account Executive – Fairway Outdoor Advertising
richard.clements@fairwayoutdoor.com
608-498-2025 cell
608-784-8200 office



The West Salem Business Association appreciates the community service and public service announcements Fairway Outdoor has created and placed on the digital billboard on Interstate 90!
Thank you!



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West Salem Business Association
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