



### Monthly Meeting

FRIDAY, JUNE 1, 2018, NOON AT WESTVIEW INN

**This meeting will be held in place of our regular monthly meeting and in conjunction with the June Dairy Days Kickoff Luncheon**



**Lunch for one member of your business is covered by your annual membership dues. Additional attendees are always welcome and encouraged, and the cost is only \$8.00 per person.**

**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.**

### Monthly Update

May 9, 2018

Meeting called to order at 12:00 p.m. by President Nicole Vidal. After introductions and buffet lunch, the regular meeting commenced. Guest Speaker Rita Schmitz, President of June Dairy Days, informed the membership of activities and plans for this year's June Dairy Days event.

#### Minutes

Motion by Dan Eoriatti, seconded by Callie Stanhope to approve the minutes of the April regular meetings. Motion unanimously approved.





### Treasurer's Report

Treasurer Patty Gjertsen's Association bank balance report was distributed. The Association bank balance is \$5,314.45. The downtown flowerpot account balance is \$1,543.61, which is still approximately \$400 short of what is needed to pot and maintain the hanging flower baskets for 2018. The West Salem Lions Club may donate to this project too.

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

### Membership Survey

President Vidal reminded the membership that Ross Hubbard of 1<sup>st</sup> Community Credit Union created a survey regarding membership with the West Salem Business Association. The survey was e-mailed out to approximately 157 email addresses. Of the 157 addresses, 74 addressees opened the survey, but only 23 actually completed the survey. President Vidal explained the Board of Directors was asking for productive feedback on how the Association is doing, what can be improved upon, what the Association should be involved with, all in an effort to serve the membership better and gain member participation. The results were concerning in that some felt the Board membership is questionable, some felt the membership was not doing enough for business promotion, and it is difficult to interpret what changes some of the completed surveys were looking for.



President Vidal explained several ideas and suggestions for business promotion and membership involvement, including a rediscover West Salem event, scavenger hunts, coloring contests, open houses, adopt a street clean-up program, and walking activities.

### Village of West Salem Update

Secretary Teresa Schnitzler updated the membership on the request for additional downtown parking and other updates from the Village. Ms. Schnitzler informed the membership that the Village has purchased the former Hansen's IGA property, and the building will be razed after June Dairy Days. The successful contractor will raze the building, dispose of the materials, and then haul in gravel for a parking lot. The Village has an offer on the former Ace Hardware white building, but the owners have the option of selling the building for more than the Village has offered prior to January of 2019. Ms. Schnitzler reported the River Steel building on Industrial Drive has been sold to Gunderson Medical Administration for what we believe is storage and distribution purposes, and we are told it will employ at least twenty employees at the location. The I-90 Cenex property on East Jefferson Street has recently been sold to the Kwik Trip Corporation. Kwik Trip plans to tear down all of the present buildings, and it will rebuild a Kwik Trip truck stop facility some time in 2019. In residential development, Dick Barbour is close to presenting a 15-acre planned unit development with plans to accommodate over 400 housing units. Also, Pete Opsahl has development plans to raze old Lakeview Healthcare and creating a 55-unit housing development on the 16 acres.

### Guest Speakers

President Vidal explained a new format the Board of Directors would like to put in place for future meetings. A random drawing took place, and three businesses will have an allotted time at the July regular membership meeting to inform the membership about

their business, business happenings, promotions, etc. The three businesses drawn for July are: Union State Bank, Magnum Media, Oma Java. In addition, Attorney Pete Ames will attend to talk about the August golf outing scheduled for Wednesday, August 8.

Upcoming Events

Anyone with an event or announcement was asked to present same and also let Teresa Schnitzler know so information can be included in the monthly newsletter.

Spotlight of the Month

Richard Wilson and Magnum Media were chosen as the June Spotlight Business. Motion by Jim Anderson, seconded by Trent Jorgenson to adjourn the meeting at 1:00 p.m.

Teresa L. Schnitzler, Secretary/Director



**Golf Outing**

Mark your calendars for the Wednesday, August 8 annual golf outing. Attorney Pete Ames is working on the registration flyer and it will be distributed as soon as it is available.

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Garland Square Office Building, 1540 Heritage Boulevard, has two available office suites open. One is 2,100 square feet and the second is 1,700 square feet.  
Small office available for rent at 980 West City Highway 16, West Salem  
Call Don Brenengen at (608) 386-0505 or email Don Brenengen [don@brenengen.com](mailto:don@brenengen.com) for more information  
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**CHECK OUT THE CONTINUING UPDATES AT YOUR ASSOCIATION WEBSITE:**

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

and



# BUSINESS “SPOTLIGHT” OF THE MONTH FOR JUNE

## Congratulations Rick Wilson and Magnum Media!



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 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 providing signal to the Tomah and Sparta area. Our TV station can also be seen on Charter Cable on Channel 5 and Century Link on Channel 4. 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 Van McNeil wakes up the Seven Rivers Region with great music, information, weather, and news. Afternoons you'll meet Reid Magnum 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 the 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, Burn Notice, and Flashpoint, to name a few. We also carry Big12 basketball, SEC and MAC Football, and last year we added UWL football games to our growing schedule. Our main thrust has always been the local programs we have developed. We have covered High School Sports for over 16 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.

Seven Rivers Series continues, and we now have Seven Rivers Talk, a local community talk show, Seven Rivers Sports with a focus on High School as well as LOCAL professional sports, 7 Rivers Racing, with news and highlights from the West Salem Track, and Mississippi Thunder in Fountain City, Seven Rivers Health, and Seven Rivers Shopping. Our sales department consists of media specialists, consultants who bring over 76 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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### **Monthly Newsletter**



Again, please feel free to submit your suggestions, articles for the newsletter, announcements, and your comments!

You can contact me at the Village Hall at (608) 786-1858 or via e-mail at [tschnitzler@westsalemwi.com](mailto:tschnitzler@westsalemwi.com).

Thank you, Teresa Schnitzler

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**ALL ARE WELCOME** at  
the Legion Hall, Downtown  
West Salem, for  
American Legion Father's  
Day Breakfast  
Sunday, June 17, 2018  
8:00 a.m. to 11:30 a.m.



Legion Lunch Day is Wednesday, June 27,  
2018, beginning at 10:00 a.m. through 1:00 p.m.

# 5th Anniversary Open House

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JUNE 25 4-7 PM  
920 CTY HWY 16 SUITE A WEST SALEM

*Giveaways!*

Grand Prize: 1 night at the **Charmant**

West Salem Chiropractic and Lautz Lassig Custom Builders, Inc. have purchased West Salem Storage. If anyone has storage needs, please contact Dr. Dan Eoriatti at (608) 317-3200 or Kraig Lassig at (608) 792-0656.





1000 W. Wisconsin Street, PO Box 167, Sparta, WI 54656 • (608) 269-8121  
1410 W. Highway 16, PO Box 913, West Salem, WI 54669 • (608) 786-2420

Visit us online at [1stccu.com](http://1stccu.com)

NEWS RELEASE  
May 29, 2018  
FOR IMMEDIATE RELEASE

Contact Information:  
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## **Bangor High School FFA Chapter Receives a Donation of a Utility Trailer from 1st Community Credit Union**

West Salem, WI – The Bangor High School FFA Chapter has received a donation of a utility trailer from 1st Community Credit Union complete with full signage. This trailer will serve many purposes: including tool storage at the community garden in West Salem, transportation of tools and equipment for the Food for America event each Spring, hauling materials to various FFA conferences and student fair projects in July. “The hauling capacity makes it particularly helpful to deliver produce from the Bangor FFA community garden to the WAFER food pantry” said Richard Bierbrauer, Bangor FFA Advisor. According to WAFER the Bangor FFA Chapter provides the majority of fresh produce for the program each year. Bierbrauer goes on to say “I want to thank 1st Community Credit Union for being involved in the Bangor FFA and Agriculture Program. The Bangor FFA members work hard, and it is rewarding to have their hard work recognized this way”.

The trailer was provided without cost to the Bangor FFA Chapter and is part of a continuing program to support local school organizations doing good in the communities we serve. The trailer will be on display during the June Dairy Days Parade, Saturday, June 2 in West Salem.

1st Community Credit Union is a not-for-profit organization owned by its members. Established in 1961 our purpose is to provide a source of credit at a fair and reasonable rate. We take pride in serving our members in the best way we know how: with friendly, personalized service. Our Mission: “To put member service first and make affordable solutions easy”

For more information about 1st Community Credit Union please visit: [1stccu.com](http://1stccu.com) or call (608) 269-8121.





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West Salem Business Association  
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