



**MONTHLY MEETING**

**WEDNESDAY, OCTOBER 10, 2018, NOON**  
**WESTVIEW INN, DOWNTOWN WEST SALEM**



**GUEST SPEAKER:**  
**Sherri Torkelson,**  
**Director**  
**CESA #4**  
**923 East Garland Street**  
**West Salem**  
**Youth Apprenticeship**  
**Programs**

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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.**



# **TRUNK-OR-TREAT**

**Wednesday, October 31**

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**Village Park: 3 - 5PM**  
**Downtown West Salem: 3 - 5PM**



**Bring the whole gang out for this fun, safe, and FREE event!**

**Co-Sponsored by:**  
West Salem Business Association  
West Salem Parks & Recreation Department

## Monthly Update September 12, 2018

Meeting called to order at 12:00 p.m. by President Nicole Vidal. After introductions and buffet lunch, the regular meeting commenced. West Salem High School DECA students spoke with the membership on their organization and the benefits to the West Salem community.

### Minutes and Treasurer's Report



Secretary Teresa Schnitzler's minutes of the July meeting were distributed, and Treasurer Patty Gjertsen's Association bank balance report was distributed. The Association bank balance is \$5,595.77. Celebrate West Salem bank balance is \$1,404.58, flowerpot account balance is \$161.83, and Winter Wonderland balance is \$1,375.70 after expenses. There are currently 101 paid members. Under Pete Ames organization of the golf outing, a total of \$1,793.01 was made on last month's golf outing. This results in two, higher than last year high school scholarship awards. Ms. Gjertsen also reported the flowerpot fund will have a negative balance after paying Mr. Romskog to water the flowers for the month of September. Ms. Gjertsen recommended \$250 be transferred from the general fund to the flowerpot fund.



Motion by Nicole Vidal, seconded by Denis Jones to transfer \$250 from the general fund to the flowerpot fund to offset costs of watering the flowers and to approve the minutes and the treasurer's report as presented. Motion approved.

### Celebrate West Salem

Planning will begin for next year's Celebrate West Salem event at an organizational meeting scheduled for Wednesday, October 17, 2018, at Noon at Hunter's Last Chance. In order to keep this event a success, volunteers are needed. Please consider attending this first meeting.

### La Crosse County Fair Livestock Auction

The Association purchased and had process a pig at the La Crosse County Fair in July. Total spent for purchase and processing was \$945.15. There are still squares open for purchase for a chance at half a hog.

### Annual Downtown Trick or Treating and Trunk or Treating Events

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 3:00-5:00 p.m. on Wednesday, October 31 by going between downtown businesses on Leonard Street and booths set up in West Salem Village Park to get their bag filled with goodies.

South Leonard Street from Hamilton to Elm Street will be closed to vehicular traffic from 3:00 to 5:00 p.m. Businesses and organizations are encouraged to consider hosting a Trunk-Or-Treating booth in Village Park to promote a safe and centralized 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 Recreation Department know so we can reserve a spot for you. 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 and setup times.



#### Business After 5

New member 3RT Networks will be hosting an open house and Business after 5 at its location at 103 South Leonard Street on Tuesday, September 25, 2018, from 3:00 to 7:00 p.m.



#### Downtown Benches and Garbage Can Update

Four downtown businesses have requested benches, and eight garbage cans were requested. Mikayla Fechner will be working on the twelve requests as part of her SEP project and Girl Scout Gold Award project.

#### Upcoming Events

September 21 – West Salem Boys & Girls Club Open House and Dedication

September 22 - West Salem Middle School Open House and Dedication

- Badger Party at West Salem American Legion

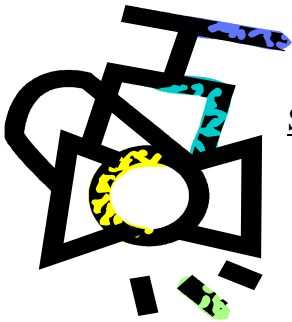
September 25 – Business After 5 at 3RT Networks

September 28 – West Salem High School Homecoming

#### West Salem Boys & Girls Club

The West Salem Boys & Girls Club Campaign Committee has requested a \$180 donation from the West Salem Business Association for its capital campaign.

Motion by Rick Wilson, seconded by Laurie Noelke to approve a \$180 donation to the West Salem Boys & Girls Club capital campaign. Motion unanimously approved.



#### Spotlight of the Month

Noelke Team Realtors was chosen as the October business of the month.

Meeting adjourned at 12:55 p.m.

Teresa L. Schnitzler, Secretary/Director



## 5th Annual Winter Wonderland in Village Park

This is your opportunity to connect with your community by sponsoring our fifth annual holiday celebration! Through a combined effort of the West Salem Business Association, the West Salem Parks & Recreation Department and community members, Village Park will be transformed into a Winter Wonderland for families to enjoy at their leisure. In addition to having lights and decorations, we will also be hosting a holiday event on December 1<sup>st</sup> from 4:30-6:30pm. This event will include a visit from Santa, caroling by local choirs, a coloring station for kids and refreshments for all.

Your organization's investment will help spread joy this holiday season to the local community.

Making a contribution provides a great marketing opportunity for your organization, while helping to create lasting family memories for years to come! Specific sponsorship opportunities are detailed in our Winter Wonderland brochure.

If you have questions concerning either of these two events, please call the Parks & Recreation Department at (608)786-0222 or email us at [parknrecstaff@westsalemwi.com](mailto:parknrecstaff@westsalemwi.com).



# West Salem Rod & Gun Club's



## Annual Fall Smoker & Gun Raffle



**Saturday, October 13, 2018  
at the Club Grounds**

*Gates open at 6:00 pm – \$10.00 donation at door*

*Includes food & beverage*

**Pulled Pork by Big Boar Smokers**

**\$20 Ticket – for 20 Gun Raffle**

*Drawing at 10pm – Need not be present to win*

- |  |                                   |
|--|-----------------------------------|
| 1) HENRY LEVER (LONG RANGER) 308       | 11) HENRY GOLDEN BOY 22           |
| 2) REMINGTON 1911A (SS) 45 ACP         | 12) BENELLI NOVA (SYN) 12 GA      |
| 3) AR15 (RUGER AR 556)                 | 13) RUGER KSR 40                  |
| 4) MOSSBERG SILVER RESERVE (O&U) 12 GA | 14) SMITH & WESSON 642 38 SPL     |
| 5) RUGER BLACKHAWK 357                 | 15) RUGER ALL AMERICAN 243        |
| 6) WINCHESTER XPR (CAMO) 6.5 CREEDMOOR | 16) WINCHESTER SXP (CAMO) 12 GA   |
| 7) BROWNING BPS 12 GA                  | 17) SMITH & WESSON VICTORY 22     |
| 8) BROWNING AB3 (SYN) 308              | 18) RUGER 10-22 TAKE DOWN 22      |
| 9) REMINGTON 11-87 (SYN) 12 GA         | 19) REMINGTON 870 EXPRESS 12 GA   |
| 10) MARLIN 336 LEVER 30-30             | 20) HENRY SURVIVAL AR-7 (CAMO) 22 |

**Raffle License # R0014831A-80869**

**To purchase tickets please check our website:**

**~~www.westsalemrodandgunclub.com~~ [wsrgc.org](http://wsrgc.org)**

**On Facebook at West Salem Rod & Gun**

**Or available at NESHONOC SPORTS - West Salem**

**WEST SALEM ROD & GUN CLUB**

Located on McKinley Valley Road

P.O. Box 115, West Salem, WI 54669



**Burkhardt**

Physical Therapy  
Center, LLC

## October is Physical Therapy Month!

To celebrate, Burkhardt Physical Therapy  
Center is having a

**food drive** for the entire month! Bring in a  
nonperishable food item for donation and you will receive one  
entry into our drawing for each item you bring in!

Each week we will have a drawing for a prize and at the  
end of the month there will be a drawing for the winning grand  
prize basket!

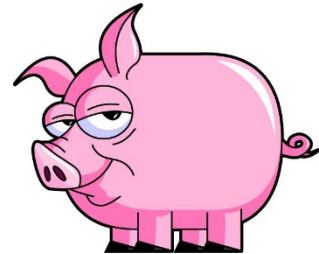
All items will be donated to the West Salem Area  
Community Care and Share Pantry

#Giving  
Back

## West Salem Business Association Pig Raffle Winners:

**Bob Severson and Kevin Fossum**

**Congratulations! Each have  
won a half a processed hog.**





**Member Kraig Lassig (Lautz-Lassig Custom Builders) was elected President of the La Crosse Area Builders Association last month.**

**Congratulations, Kraig!**



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## **Congratulations**

**DAVE & LAURIE - THE NOELKE TEAM  
REALTORS**

**COLDWELL BANKER RIVER VALLEY REALTORS**

Your business has been spotlighted as the  
**October Business of the Month**

The Noelke Team is a husband-wife team working for YOU in real estate. Our team is ready to help you buy or sell a real estate property and provide you with the confidence and trust in our abilities to get the job done.

What can you expect from Dave & Laurie, The Noelke Team? **Professionalism, Honesty, and Dedication in an ethical manner that you expect.** We look forward to working with you and would appreciate the opportunity to earn not only your business but also your trust.



## Expertise

- **Business Community:** The Noelke Team and Coldwell Banker River Valley Realtors are members of the West Salem Wisconsin Business Association. Laurie became a board member of the Business Association in February of 2017.
- **Marketing:** As a business professional in Marketing for 19 years (Dave) you can count on the Noelke Team to find all routes possible to achieve Real Estate Success.
- **Servant Leadership:** As a former educational professional with a Master's Degree in Servant Leadership (Laurie), you can count on the Noelke Team to do what it takes to work for YOU.
- **Dedicated:** When you hire the Noelke Team to list a house for sale or to help you purchase a house, you will receive the attention you deserve in the real estate process. As a husband-wife team, you can count on us to work together in your best interests. At Coldwell Banker River Valley Realtors, there are many tools available to us that will streamline your buying and selling process. House listings are advertised on all the high-traffic sites, such as Realtor.com, Trulia.com, Zillow.com, as well as local placements, such as the La Crosse area MLS.
- **Technology:** At Coldwell Banker River Valley, REALTORS, we have available to us some of the best technology in the Real Estate industry. That technology is at our fingertips which I will share with you to guide us through this journey together. Combine that with some of the best agent training that is available in the real estate industry and your experience with me will be a success.

## Team Credentials

- National Association of Realtors (NAR)
- Wisconsin Realtors Association (WRA)
- La Crosse Area Realtors Association (LARA)
- West Salem Business Association Members

## Team Specialties

- Relocation
- First Time Home Buyers
- Seller Agent / Representative
- Buyer Agent / Representative

2511 E Main St.  
Onalaska, Wisconsin



Call (608) 317-2410



## 5th Annual Fall Vendor/Craft Show



Join us for the 5th annual Vendor/Craft Show at The West Salem Berg Hemker Olson American Legion Post 51. We have over 30 confirmed vendors/crafters, there is definitely something for everyone.

The Junior Auxiliary will even be there to sell hot dogs and baked goods to raise money for their group. So plan on having lunch with us too

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West Salem Middle School Business After 5 and Open House Event – Wednesday, October 17, 2018. Please watch for additional information.

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Find us on  
**Facebook**



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

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