



# Onalaska Area Business Association

February  
2011

Renee' Dettmann, President • Corinna Todd, Vice-President • Mark Thorn, Secretary • Mark Cassellius, Treasurer

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Thank you to the members who  
came out and socialized at the  
"after 5 event" in January!  
- A special thank you to Stoney Creek  
Inn, Coulee Bank, and Coulee Region  
Chill for donating door prizes!

\*\*Mark your calendars for the annual  
banquet Friday, May 6\*\*

## Next Meeting

The next meeting will be held on Tuesday, February 8 from 12-1 at the La Crosse Country Club. The speaker this month is Jason Gilman, Onalaska Land Use & Development Director, for an update on the Great River Landing.

Please RSVP no later than Thursday, February 3 by calling Jean or Ashley at 781-9570 or email to [info@discoveronalaska.com](mailto:info@discoveronalaska.com).

## Member Updates

### New Members

Linda Starr Winans, THE STARR GROUP

### Renewals

JoLynn Rihn, COMPUTER TRAINING & CONSULTING

Mike Klauke, KLAUKE FINANCIAL & INSURANCE SERVICES

Mark Bertrang, BERTRANG FINANCIAL

Tom Brock, ALTRA FEDERAL CREDIT UNION

Karla Doolittle, MARK JEWELLERS

Tony Roberts, THE BLU GROUP

Dr. Leo Bronston, BRONSTON CHIROPRACTIC CLINICS

Terry Cowgill, COWGILL DENTAL

## Business Updates

Congratulations **John Burnett** from the Onalaska School District on announcing your retirement after 40 years!

**Globe University-La Crosse's** Medical Assistant program (Associate Degree and Diploma) received programmatic accreditation through AB-HES (Accrediting Bureau of Health Education Schools)! Way to go!

**Derek Nordeen, D.D.S. of Endodontic Specialists** recently earned his certification from the American Board of Endodontics. Becoming a board certified diplomat is the highest status an endodontic can achieve. Congratulations Derek!

Check out this make-over for Health-Naturally! The new name is **Balanced Health-Naturally**. The phone number is 608-738-5221 the website is [www.health-naturallyedu.com](http://www.health-naturallyedu.com).

# Did you know...?

Transportation between Onalaska and La Crosse during the early 1900s was by an electric street car trolley, known as the No. "2" Spot. The full-time drivers on this line wore a dark blue all wool serge trouser and jacket, and included a hat with an emblem in front. The average pay for a driver was 18 cents. The fare from Onalaska to North Side was 10 cents and from the North Side to the South Side it was 5 cents. Many of the riders were people from Onalaska going to La Crosse to work at the Rubber Mills. La Crosse people also rode the trolley to work at the Canning Company. This operation ended in 1930.

From "Sawmills to Sunfish" by John and Joan Dolbier

## New Businesses

**Cromheecke & Associates, LLC** opened January 3 at 644 Second Avenue North in Onalaska. Rachel Cromheecke owns the new business. "We provide tax, bookkeeping, administrative assistance and paralegal support services to individuals, small businesses and law firms." Hours are usually 8-5 p.m. Monday through Friday but are longer during tax season. The firm's telephone number is 779-0973, and its website is [www.cromheecke-associates.com](http://www.cromheecke-associates.com).

**Walgreens** opened January 27 along highway 16, near Valley View Mall and Mc Donald's. The store was built at the former site of Barnes & Noble bookstore.

**We are accepting nominations for all board positions. Submit your nomination by calling Ashley at 781-9570 or via e-mail to [info@discoveronalaska.com](mailto:info@discoveronalaska.com)**

## February Events

- 2 Avenged Sevenfold, La Crosse Center
- 4-5 Westby Snowflake Ski Jump, Westby
- 5 WAPC Dance Championship, La Crosse Center
- 5 Brice Prairie Conservation Association Fishing Derby, Lake Onalaska
- 8 La Crosse County Historical Society Spotlight Presentation, Swarthout Museum
- 9 Curling, Green Island Ice Arena
- 10-13 La Crosse Boat, Sport and Travel Show, La Crosse Center
- 11 Coulee Region Chill, Omni Center
- 12 Logan H.S. Show Choir Invitational, YMCA Valentines Heart Throb 5k Run/walk, YMCA North
- 17-20 Stansfield Vending Dart Tournament, La Crosse Center
- 18-19 Coulee Region Chill, Omni Center
- 19 Onalaska Lions Club Fishing Derby, Lake Onalaska
- 19 La Crosse Spartans Football, La Crosse Center
- 20 YES, Holmen, Holmen High School
- 24-26 Farming Conference, La Crosse Center
- 27 Family Fest, La Crosse Center

### **Notice:**

*In order to keep the membership database up to date and current to better serve you, we will only be sending e-mails out to the primary member on the OABA membership for your business. We understand there are more people who attend regularly and ask that the primary membership holder forward the newsletter and meeting information on to other interested employees.*

*Thank you for your cooperation.*