

MONTHLY NEWS

November 2025

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Todd Tunks
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Gunnar Gretebeck
Member Service
U.S. Air Force



Steve Woodhouse
Director
U.S. National Guard

On Tuesday November 11, 2025, we recognize and honor our military veterans. Whether living or deceased, it is a day to express our gratitude for those who have served in the U.S. Armed Forces.

Here are some interesting facts about Veterans Day:

The colors that represent Veterans Day are red, white and blue, which represent the colors of the flag and our country's history. Red signifies the blood shed by those who have served, and blue represents all military veterans, which is a symbol of patriotism. There are approximately 16.2 million veterans in the U.S. and an estimated 1.1 million veterans that are 100% disabled. Texas has the most veterans at 1.5 million, followed by Florida and California. Men make up about 89% of veterans and 1.7 million are women. About half of all veterans are 65 or older.

VernonCom thanks all military Veterans and their families for the sacrifices they have made to serve our country and to keep us safe. Thank you for serving!

Be Aware of Data Tracking

KnowB4

When you're online, your activity can be tracked by the websites that you visit and by third parties who collect data through those websites. Data tracking allows websites to remember your preferences, but it also allows third parties to use your information in ways that don't benefit you. Follow these tips when browsing the internet:

- Watch out for unusual cookies. Cookies are small pieces of data that websites share with your web browser. Some cookies are used to analyze how you interact with the website, while others are used for authentication purposes, security measures, or targeted ads. If you don't want third parties to develop a profile about your online and offline activities, look out for cookies that track your location, purchase history, and search history.
- Pay attention to who has access to information about you. If an organization's website is tracking your information and the organization isn't careful about who they sell the collected data to, the organization could put you at risk of cyberattacks. When you create an account or use a service, read the organization's privacy policy to learn what personal data will be collected and who your data will be shared with.
- Choose your own settings for data tracking. Most websites will ask you for permission to track your activity through cookies. You can opt-out or block most third party cookies. If you want to only allow certain permissions, you can adjust your web browser's settings.

Avoid Oversharing on Social Media

Social media can be used to update friends and family about your life, but cybercriminals can also use your accounts as an easy source of information. Follow these tips when using social media:

- Guard your personally identifiable information (PII) by limiting what information you share online.
- Check your privacy settings to minimize the information that can be viewed by the public, especially if you use your real name or the same alias across multiple websites. Cybercriminals can scour the internet for any information associated with your name or accounts.
- Watch out for subtle methods of information gathering, such as quizzes that ask for personal details like your mother's maiden name or your date of birth. Over time, cybercriminals could collect enough details to hack your accounts or steal your identity.
- Make sure to use strong passwords, use multiple layers of security, and be aware of what data you share and who you share it with. If your personal information is ever shared in a data breach, make sure to quickly change your passwords. Stay safe!



Pumpkin Bundt Cake

- | | |
|------------------------|---|
| 1 c. vegetable oil |  |
| 3 large eggs | |
| 1 can pumpkin puree | |
| 1 tsp. vanilla | |
| 2 1/2 c. sugar | |
| 2 1/2 c. flour | |
| 1 tsp. baking soda | |
| 1 tsp. nutmeg | |
| 1 tsp. ground allspice | |
| 1 tsp. cinnamon | |
| 1/2 tsp. ground cloves | |
| 1/4 tsp. salt | |
| 1/2 c. pecans | |

Preheat oven to 350 degrees and grease a 10 inch bundt pan. In a large bowl, blend oil, eggs, pumpkin and vanilla. Sift flour, sugar, baking soda, ground nutmeg, allspice, cinnamon, cloves and salt together. Add flour mixture to pumpkin and stir until combined. Layer pecans on the bottom of the greased bundt pan and pour in the batter. Bake for 1 hour. Let cool and flip over onto a plate. Drizzle with powdered sugar frosting.

Black Friday/Cyber Monday



While Black Friday is still the busiest shopping day of the year, Cyber Monday does not fall far behind. For decades, Black Friday was the busiest shopping day of the year, and people lined up outside retail stores in early hours of the morning to get the hottest deals. Now you can sit on the couch in the comfort of your home after Thanksgiving dinner to get the best deals the retail giants offer. As we approach the holidays, here are some fun facts about these retail shopping days:

- In 2024, Black Friday was a record breaking shopping day reaching \$74.4 billion in sales
- The top 3 most popular products sold on Black Friday are jewelry, electronics and apparel
- Consumers spend a total of \$13.3 billion on Cyber Monday each year
- The average American plans to spend \$1,552.00 over the holiday season
- Last year, 197 million Americans shopped during Cyber Week
- Thanksgiving: 26.1 million shop in-store / 28.6 million online
- Black Friday: 81.7 million shop in-store / 87.3 million online
- Saturday: 61.1 million shop in-store / 53.9 million online
- Sunday: 25.6 million shop in-store / 32.8 million online
- Cyber Monday: 23.2 million shop in-store / 64.4 million online



Employee News



It was a perfect sunny day for the Retreat World's Fair on Saturday, September 27th. In comparison to other parades, this parade is unique, as it goes two ways. We end parade season with the Viroqua Twinklefest parade on November 28th. See you there!

Halloween



In October, Westby Chamber businesses decorated light poles for Halloween. You could find our Member Support team strolling down Main Street to get our scarecrow positioned for Halloween!

Business Spotlight



The Driftless Humane Society (DHS) in Viroqua is November's Business Spotlight. Their mission is to rescue pets in need of a home. It provides housing, an adoption program and some medical care for cats and dogs. Emily Quinn, Executive Director, states there has been many changes in her 4 years with DHS. Trying to grow and make positive change, while staying true to its mission has been difficult, because they are mainly funded through donations. With two full-time employees, seven part-time employees, and 10-20 active volunteers, this facility provides 24/7 care for these animals. They not only serve Viroqua and Vernon County, but they provide service from anywhere.

This summer, they opened a surgical room for cats to be spayed/neutered. A community veterinarian from Dane County Humane Society comes to DHS to provide this service one time per month. They can provide this pediatric surgery for kittens as young as six months of age. A female cat can become pregnant as early as four months of age. This service has the potential to stabilize the homeless cat population by eliminating litters. They can perform a remarkable 16 to 20 spays/neuters in one day.

The cost to keep these fur babies thriving and healthy for their forever family is expensive. Some of those incurred costs are, medical, food, shelter and maintenance of the building. Fundraising is essential to keep this facility and service running. Currently, they are running a shoe donation through

November 30, 2025. Drop off your new or gently used shoes to DHS located at 1150 Nelson Parkway in Viroqua. The entryway of the building is always open for donations, not only for this campaign, but for pet food and care.

The process of adopting a cat or dog is easy. Fill out the application and email or drop off your completed form to DHS. The application will be reviewed and upon approval you will be able to bring home your new adoption in no time.

Consider adopting a cat or dog from DHS and see the joy it brings to the whole family. For more information go to: <https://www.driftlesshumanesociety.com/> or call (608) 637-6955. Hours are: Mondays & Wednesdays, 2 PM - 6 PM, Tuesdays and Thursdays by appointment and Saturday 10 AM - 2 PM.


DHS uses VernonCom's internet for their camera system, shelter management software, social media and pet donation process.

Check out VernonCom's Business Spotlight on our website <https://vernoncom.coop/spotlight/> for a chance to win a pet basket during the month of November.



**Give the gift of Christmas joy;
Donate a new toy!**

*VernonCom is accepting toy donations
for Bethel Butikk and matching toy for
toy until December 15th.*



Lobby Hours:
8:00 am - 4:30 pm (M-F)
(608) 634-3136
www.vernoncom.coop

Payment Options
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