

Wednesday, October 22nd, 2025 Meeting Minutes

Meeting Held at Daily Brew Co., 100 Washington St., Westby, WI

Open Networking – Members enjoyed drinks and food from Daily Brew Co. while conversing prior to the official meeting.

President's Welcome – Courtney Havel

Members' 60-Second Introduction & Referral Requests

Mark McCraw | Abacus Answers LLC | CPA (Certified Public Accountant) offering small business accounting and tax preparations | [Referral Request: Passed most of the tax season. If you know a business that isn't happy with their accountant or the system please contact Mark.](#)

Courtney Havel | Bethel Home & Services | Senior living community providing a continuum of care to meet changing needs | [Referral Request: Community is a great way to bring people together, they are hosting the community thanksgiving dinner. Free will donation. Taking place on Thanksgiving Day from 11am-2pm](#)

Scott Kring | Birch Point Distillery | In the process of building their distillery in Westby's business park; Will distill spirits made from sheep's milk | [Referral Request: ABSENT](#)

Rod Engh | Cade Financial Services | Retirement income planning, 401(k), IRAs, education savings plans | [Referral Request: Can help with the changing medicare programs.](#)

Jude Steers | Coon Bali Yoga | Yoga classes offered 6-7 p.m. Wednesdays and 11-noon on Saturdays in Coulee Roots Movement in Viroqua | [Referral Request: Come join her for yoga at these dates and times Saturdays at 11am, Wednesdays at 6pm, and Mondays at 9:30 am](#)

Jan Hesson | Daily Brew Co. | Coffee shop offering coffee, Lotus drinks, teas, baked goods, breakfast/lunch/dinner options | [Referral Request: New soups during the day starting at 11am.](#)

Sara Rudie | Eagle Title Co. | Provides title insurance and property searches for lenders, realtors, lawyers; offers traveling closing and notary services in La Crosse, Monroe & Vernon Counties | [Referral Request: Undergoing training to learn how to avoid scammers.](#)

Mary Daines | Embroidery & More | Screen printing, embroidery, promotional products, patches, heat press | [Referral Request: Only 64 days until Christmas, now is the time to contact Embroidery and More for all your Christmas needs.](#)

Ryan Lium | Fleming Insurance Agency | WI & MN home, farm, auto, rental properties, individual and group health insurance, vacation homes, small businesses, workers compensation, fun toys | [Referral Request: ABSENT](#)

Jason Stuempges | Jason Ray Photography | Landscape photographer, offering prints for your home or office via website and craft fairs | [Referral Request: Options to replace Medicare programs for his dad.](#)

Steve (Cowboy) Pauloski | Leer Wood Products | Timber buyer of standing timber, cut logs; Assists with MFL program | [Referral Request: Running low on workers \(loggers and sawmill\). Knows of two skidders that could be leased.](#)

Autumn Brandau | NextHome Prime Real Estate | Residential, commercial, vacant land sales and area property manager | [Referral Request: Open House in Westby Thursday night on Sunflower Street.](#)



Maja Grinsted Hillegass | PowerMedic | Makes and sells laser therapy equipment to accelerate natural healing | [Referral Request: If you know anyone who's a chiropractor, acupuncture or even an equine vet, who would find lasers beneficial.](#)

Katie Helseth | River Bank, Westby | Katie primarily manages the bank's business and farm loans | [Referral Request: ABSENT](#)

Hailey Nerison | The Wild Cowpoke Co | A unique mobile boutique offering women's western wear | [Referral Request: Spread the word about her event happening this weekend at the Rockton Bar on Saturday from 9-2.](#)

Steve Peterson | Top Dog Marketing | Website design, marketing assessments and strategies, project management; Primarily works with small-businesses and nonprofits | [Referral Request: If your website is older than 3 years may be an update. New AI driven digital marketing tool that's included in the new website.](#)

Linda Schulte | Valley Fudge & Candy | Makes over 50 flavors of fudge for retail and wholesale throughout the U.S.; Main storefront located in Coon Valley | [Referral Request: ABSENT](#)

Dan Lee | 608 Plumbing & Heating | Residential and light commercial plumbing, heating, septic | [Referral Request: Anyone that knows HVAC or would be willing to learn.](#)

Referral Education / 1st Wednesday Referral Reality Check – Steve Peterson

Word of mouth can be a powerful tool for independent contractors. When potential clients hear about your qualifications directly from people they know and trust, it lends credibility to your reputation. However there's an art to ask people for receiving referrals. Follow these tips to get client referrals and recommendations in the right way.

1. Show Your Value- Before you ask for a recommendation, impress a client with your talent, skills and professionalism. Some ask for referrals shortly after landing a new client. Unfortunately this method can often come across as pushy or presumptuous- personality traits that don't make a good first impression. Your client will feel much more comfortable recommending your work once they have concrete, positive feedback they can share with their contacts.
2. Ask For The Right Time- When it comes to relationship management, timing is key. Asking for a favor at an inappropriate moment- such as when you hand your client a bill- can lower the chances of them following through with your request. If a client comments on how well the project is coming and how pleased they are with the results, this could be the perfect opportunity to thank them for the compliment and mention that any recommendations would be appreciated.

Vice President's Report – Sara Rudie filling in for Linda Schulte

\$246,480.50 closed business year-to-date

10 referrals, 13 closed business mentions & 6 testimonials last week

Secretary's Report – Hailey Nerison

Oct. 22 – Maja Grinsted Hillegass, PowerMedic

Oct. 29 – 1:1 Conversations

Nov. 5 – Steve Peterson, Top Dog Marketing

Nov. 12- Hailey Nerison, The Wild Cowpoke Co.

10-Minute Business Spotlight Speaker: Maja Grinsted Hillegass, PowerMedic

What is laser therapy? Treatment method

Natural, non-invasive -

stimulates body's own biological

Processes

Laser Therapy- Stimulates production of ATP

(= energy for the cells)

ATP: produced by the mitochondria

(powerhouses) in our cells

Increases blood circulation

Regulates inflammation, reduces edema (swelling)

Relieves pain
Relaxes muscle tension
Softens scar tissue
Increases production of collagen tissue
Enhances immune system

Applications- Acute - pulled muscle, sprain, blister
Overuse injuries – tennis elbow, carpal tunnel, back/neck pain
Chronic – arthritis, neuropathy
Surface/skin – wounds, acne, cold sore, eczema, neuropathy
Other - scar tissue, sinusitis, burns, lipoma, bone healing, fertility

The GigaLaser- One of the largest area lasers in the world, can be used unattended Effective, effortless treatments over a large area, e.g.
lower back, hip, knee, face

The PowerLaser- compact, battery- operated, portable, Quick, effective treatment in the clinic, or on the go. The light is close to infrared. Treatments can be 3-5 mins long and 8-10 weeks long. Direct Contact with the skin laser will not go through clothes has to be bare skin.

Referrals & Testimonials

Key: R (Referral); CB (Closed Business) & T (Testimonial)

Mark – R for Katie
Courtney – **2 R** for Hailey, **CB** for Daily
Scott –
Rod – **T** for Maja, **R** for Ignacia, **CB** for Daily, **CB** for Dan, **R** for Jason
Jude –
Jan – **CB** for Daily
Sara – **T** for Maja, **CB** for Daily, **T** for Steve P.
Mary – **CB** for Daily, **T** for Maja
Ryan –
Jason – **CB** for Daily
Steve (Cowboy) – **CB** for Daily, **R** for Courtney
Autumn – **CB** for Daily
Maja – **R** for Courtney, **CB** for Daily
Katie –
Hailey – **CB** for Daily, **CB** for Cowboy
Steve Peterson – **CB** for Daily, **T** for Courtney
Linda –
Dan – **CB** for Daily, **R** for Courtney

Total Referrals: 7
Total Closed Business: 14
Total Testimonials: 5

Door Prize Drawing

Daily Brew \$20
Winner: Jan

Website Update- Updated the dates and the presentations. Maybe recap the presenter and the presentation and thank them.

Community Events & Announcements

- Library In Viroqua for the Norway Tour- Norway Travelogue With Courtney Havel at 2:15 @ McIntosh Memorial Library
- Burger Night, Snowflake Ski Club- For the month of October proceeds from burger night goes to the Snowflake Ski Club
- Logan Highschool Craft Show- Happening Saturday from 9-3

Inspirational Quote – Courtney

“Be with people that make you able to believe in yourself”

Meeting adjourned at (time).9:07

Important Links:

[PRN Website](#) | [Enter Closed Business Here](#) | [Zoom Link](#) | [Facebook Group](#)

Member List:

Abacus Answers LLC – Mark McCraw
Bethel Home & Services – Courtney Havel
Birch Point Distillery – Scott Kring
Cade Financial Services – Rod Engh
Coon Bali Yoga – Jude Steers
Daily Brew Co. – Jan Hesson
Eagle Title Co. – Sara Rudie
Embroidery & More – Mary Daines
Fleming Insurance Agency – Ryan Lium

Jason Ray Photography – Jason Stuempges
Leer Wood Products – Steve Pauloski
NextHome Prime Real Estate – Autumn Brandau
PowerMedic – Maja Grinsted Hillegass
River Bank – Katie Helseth
The Wild Cowpoke Co – Hailey Nerison
Top Dog Marketing – Steve Peterson
Valley Fudge & Candy – Linda Schulte
608 Plumbing & Heating – Dan Lee

2025-2026 Officers:

Leadership Team:

Courtney Havel, President
Linda Schulte, Vice President
Hailey Nerison, Secretary
Katie Helseth, Treasurer

Membership Committee:

Sara Rudie
Jason Stuempges
Steve (Cowboy) Pauloski

Visitor Hosts:

Mary Daines
Rod Engh
Jan Hesson

Referral Education:

Scott Kring
Steve Peterson

Scholarship Committee:

Mary Daines
Rod Engh
Jan Hesson
Mark McCraw

Media Committee:

Autumn Brandau
Maja Grinsted Hillegass
Steve Peterson

Social Committee:

Ryan Lium
Dan Lee
Jude Steers
Jason Stuempges

Growth Committee:

Linda Schulte
Jude Steers
