

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

President's Welcome – Maja Grinsted Hillegass

Members' 60-Second Introduction & Referral Requests

Mark McCraw | Abacus Answers LLC | CPA (Certified Public Accountant) offering small business accounting and tax preparations
| [Referral Request: Anyone who needs to set up a new accounting system or fine-tune their current process can give them a call.](#)

Courtney Havel | Bethel Home & Services | Senior living community providing a continuum of care to meet changing needs |
[Referral Request: Applicants for employment as Bethel Oaks Memory Care Manager. The ideal candidate is service-minded, compassionate, dedicated and has experience caring for people with dementia.](#)

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: Continued encouragement. They submitted their application for their state license yesterday. Their federal license is already obtained.](#)

Rod Engh | Cade Financial Services | Retirement income planning, 401(k), IRAs, education savings plans | [Referral Request: People age 55+ who would like to discuss retirement plans. "Don't just retire *from* something, but retire *to* something." Rod and his team build strategies with their clients to retire *to* something.](#)

Jude Steers | Coon Bali Yoga | Yoga classes offered 11-noon on Saturdays in Coulee Roots Movement in Viroqua | [Referral Request: \(ABSENT\)](#)

Jan Hesson | Daily Brew Co. | Coffee shop offering coffee, Lotus drinks, teas, baked goods, breakfast/lunch/dinner options |
[Referral Request: After 4 p.m. on Wednesday nights, \\$2 from each Brew Burger supports a local cause. For the month of July, the recipient is the Westby Cross Country team.](#)

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: Thursday, July 10th at 6 p.m. is Coon Valley Bingo sponsored by the Coon Valley Business Association. The American Legion will serve spaghetti and meatballs as well. The progressive bingo pot is at \\$855. The Community Garden in Chaseburg will be calling bingo and will receive a donation from the event.](#)

Mary Daines | Embroidery & More | Screen printing, embroidery, promotional products, patches, heat press | [Referral Request: Order your apparel for the upcoming cross country and/or basketball seasons.](#)

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: \(ABSENT\)](#)

Steve (Cowboy) Pauloski | Leer Wood Products | Timber buyer of standing timber, cut logs; Assists with MFL program | [Referral Request: Would appreciate more projects of standing timber to harvest.](#)

Autumn Brandau | NextHome Prime Real Estate | Residential, commercial, vacant land sales and area property manager |
[Referral Request: Come to Wilton Weenie Days in Wilton this weekend.](#)



Maja Grinsted Hillegass | PowerMedic | Makes and sells laser therapy equipment to accelerate natural healing | [Referral Request: Chiropractors, acupuncturists, massage therapists, etc. looking to expand their tool box of offerings are welcome to connect and discuss laser therapy.](#)

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 Wilton Weenie Days this weekend.](#)

Steve Peterson | Top Dog Marketing | Website design, marketing assessments and strategies, project management; Primarily works with small-businesses and nonprofits | [Referral Request: Be aware of scams regarding your website or email.](#)

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: Stop in the store and browse their selection of old-fashioned candy.](#)

Dan Lee | 608 Plumbing & Heating | Residential and light commercial plumbing, heating, septic | [Referral Request: Looking to hire more HVAC professionals.](#)

Referral Reality Check – Linda Schulte

To Daily Brew Co. from Jason – Unsure of current status

To Scott from Linda – In discussion

To Top Dog Marketing from Hailey – In process

To Embroidery & More – In progress

To Courtney from Linda – Excellent connection; led to co-hosting of this week's Burgers in the Park

To Autumn from Dan – Autumn looked into it

To Scott from Cowboy – Looking into it

To Maja from Ryan – Needs follow up

To Top Dog Marketing from Dan – Not a good fit at this time

To Top Dog Marketing from Linda – Connection made

Vice President's Report – Sara Rudie

\$67,907.42 closed business year-to-date

5 referrals & 11 closed business mentions at our previous meeting

Secretary's Report – Courtney Havel

July 16 – Sara Rudie, Eagle Title Co.

July 23 – Courtney Havel, Bethel Home & Services

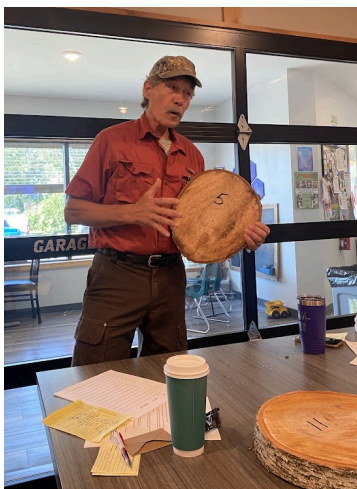
July 30 – 1:1 Conversations

August 6 – TBD

10-Minute Business Spotlight Speaker: Steve (Cowboy) Pauloski, Leer Wood Products

There are about 47 different species of trees that grow in our area – and that doesn't include ornamental; just native. Wood is a renewable resource.

Should we use less of it? NO! It's a renewable resource, so it's ideal to keep using.



Cowboy brought 14 samples for us all to guess tree species.

1. Black Walnut
2. Black Locust
3. Horse Chestnut
4. White Oak
5. (Quaking) Aspen
6. Red Elm
7. Red Oak
8. Bass Wood
9. Shagbark Hickory
10. Bitternut Hickory
11. Birch - Fun fact: If it's raining and you need to start a fire, use birch bark.
12. White Ash
13. Mulberry Bush
14. Cottonwood

Referrals & Testimonials

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

Mark – 2R for Ryan with Fleming Insurance; R to Rod with Cade Financial Services

Courtney – R for Embroidery & More; CB for Daily Brew; T for Autumn's parent's Hitchin' Post food (in Wilton)

Scott – CB for Daily Brew

Rod – CB for Daily Brew

Jude –

Jan – T for Maja with PowerMedic

Sara – CB for Daily Brew; R for Autumn with NextHome

Mary – CB for Daily Brew

Ryan –

Jason –

Steve (Cowboy) – R for Autumn with NextHome; CB for Daily Brew; R for Top Dog Marketing

Autumn – CB for Daily Brew; R for Cade Financial Services

Maja – R for 608 Plumbing; CB for Daily Brew

Katie –

Hailey – CB for Daily Brew

Steve P. – CB for Daily Brew

Linda – CB for Daily Brew

Dan – CB for Daily Brew; R for Courtney's Logan Mill Lodge; R for The Wild Cowpoke Co

Total Referrals: 11

Total Closed Business: 12

Total Testimonials: 2

Door Prize Drawing

Gift Card to Daily Brew Co. from Cowboy

Winner: Linda

Website Updates

Steve Peterson continues to work on creating PRN's new website.

He's trying to get the web domain transferred from Mid-West Family.

<https://st7196.wixsite.com/premier-referral>

Login Password: PRNdb815

Review the current site and let Steve P. know any suggestions for changes.

Community Events & Announcements

Burgers in the Park

Thursdays 5-7 p.m.

At Davidson Park, Westby

Hosted by Bethel Home & Services Foundation and partnering organizations

Wilton Weenie Days

July 11-13

In Wilton, WI

[Visit their Facebook page for more details.](#)

Inspirational Quote – Maja

"A smile is the best makeup a girl can wear." -Marilyn Monroe

Meeting adjourned at 9:19 a.m.

Important Links:

PRN Website: <https://www.premierreferralnetwork.org/>

Enter Close-of-Business Here: <https://www.premierreferralnetwork.org/closed-business/>

Facebook Group: <https://www.facebook.com/groups/3304971566424285/>

Updated Zoom Link: <https://us06web.zoom.us/j/81463261339?pwd=agX0mY7vOYIFn8yaXmUPMjr3jLL61h.1>

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

Officers:

Leadership Team:

Maja Grinsted Hillegass, President
Sara Rudie, Vice President
Courtney Havel, Secretary
Katie Helseth, Treasurer

Referral Education:

Dan Lee
Mark McCraw
Linda Schulte

Visitor Hosts:

Mary Daines
Jan Hesson

Social Committee:

Rod Engh
Ryan Lium
Jason Stuempges

Membership Committee:

Ryan Lium
Steve Pauloski
Jason Stuempges

Media Committee:

Autumn Brandau
Maja Grinsted Hillegass
Steve Peterson

Scholarship Committee:

Mary Daines
Rod Engh
Jan Hesson
