

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: No request.](#)

Courtney Havel | Bethel Home & Services | Senior living community providing a continuum of care to meet changing needs |
[Referral Request: Local florist Wildflower and Wren are providing each resident their own floral bouquet for Valentines Day. \\$10 goes towards the purchase of a bouquet.](#)

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: No request this week. Just preparing for the busy weeks ahead.](#)

Rod Engh | Cade Financial Services | Retirement income planning, 401(k), IRAs, education savings plans | [Referral Request: If someone is needing a transition in the workplace. Please reach out to Rod to make that transition easier.](#)

Kevin Connelly | Connelly Legal Services | estate planning, real estate transactions, probate work, small business setup | [Referral Request: No request this week. Thank you Haley for filling in!](#)

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: ABSENT](#)

Jan Hesson | Daily Brew Co. | Coffee shop offering coffee, Lotus drinks, teas, baked goods, breakfast/lunch/dinner options | [Referral Request: Two limited time drinks Red Velvet Mocha. Pretty as Peach Lotus Drink, for Valentines Day.](#)

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: Mia her daughter will be ski jumping Saturday morning on the 7th at Snowflake. Always looking for volunteers, if you are interested in volunteering, reach out to Sara and she will point you in the right direction.](#)

Mary Daines | Embroidery & More | Screen printing, embroidery, promotional products, patches, heat press | [Referral Request: Think about promotional products. They did a cancer fundraiser for the Boys Basketball game, did over 200 shirts benefiting over two thousand. Looking for part time help so Mary can enjoy retirement. 50 days until spring!](#)

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: Farm insurance for you or anyone who is purchasing a hobby farm or crop farm. He has access to farm insurance.](#)

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: If you haven't walked through the woods since hunting season reach out to Cowboy to see what practice they could have to keep the standing timber in the best form.](#)

Autumn Brandau | NextHome Prime Real Estate | Residential, commercial, vacant land sales and area property manager | [Referral Request: Help spread the word on her listing. 4674 County Highway Bc, Sparta, WI. Check it out here!](#)

<https://autumnbrandau.nexthomeprimerealestate.com/property/258-2014193-4674-county-highway-bc-sparta-WI-54656>

Maja Grinsted Hillegass | PowerMedic | Makes and sells laser therapy equipment to accelerate natural healing | [Referral Request: If you know anyone who's an equine massage therapist.](#)

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: Check out the website, last day to shop the 30% off sale. All the clearance items will be off the website soon to make room for new items.](#)

Steve Peterson | Top Dog Marketing | Website design, marketing assessments and strategies, project management; Primarily works with small-businesses and nonprofits | [Referral Request: Potential websites for non-profits and townships already have a set template. Churches can have the services archived on their 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: New ad improved gift boxes for valentines day "Spread love with Sweetness" shop all your Valentines Day favorites here, https://valleyfudge.com/?fbclid=IwY2xjawPnDIdleHRuA2FlbOixMABicmlkETFVOTQ2VHEyM1OxNk9nV1lC3j0YwZhcHBfaWOOmjllyMDM5MTc4ODlwMDg5MgABHm7clkE35bpjHvtRUPKzAF77Tz6o9j6hON5Y_DfjBm-dj8UPxRzU-LlvHhL_aem_ktyAuFbyzX-SdOvgYGw_UQ](#)

Dan Lee | 608 Plumbing & Heating | Residential and light commercial plumbing, heating, septic | [Referral Request: If you have a digital thermostat be sure to check the batteries to see if they are corroded.](#)

Referral Education / 1st Wednesday Referral Reality Check – Scott Kring

Common Mistakes in Business Referrals (and How to Avoid Them)

Based on best practices from referral marketing experts

1. Neglecting Customer Satisfaction

- **Mistake:** Asking for referrals when your product or service isn't delivering real value. Customers won't recommend something they don't trust.
- **How to Avoid:** Prioritize quality first. Gather feedback, address issues promptly, and make sure customers are genuinely happy before requesting referrals.

2. Asking Too Soon

- **Mistake:** Overwhelming new customers with referral requests immediately after purchase.
- **How to Avoid:** Wait for key moments—such as successful onboarding, repeat purchases, or positive feedback—when customers are most satisfied.

3. Failing to Define Clear Goals

- **Mistake:** Launching a referral program without specific objectives.
- **How to Avoid:** Set clear, measurable goals (like increasing leads or boosting loyalty) and align your referral strategy with those targets.

4. Overcomplicating the Process

- **Mistake:** Making the referral process confusing or time-consuming.
- **How to Avoid:** Keep it simple with easy-to-share links, clear instructions, and as few steps as possible.

5. Ignoring Incentives

- **Mistake:** Offering rewards that are too small, irrelevant, or nonexistent.
- **How to Avoid:** Create incentives your audience actually wants—such as discounts, cashback, or loyalty points.

6. Not Tracking or Optimizing

- **Mistake:** Failing to monitor referral performance or adjust your strategy.
- **How to Avoid:** Use analytics to track conversions, spot bottlenecks, and continuously improve your program.

7. Forgetting Follow-Up and Gratitude

- **Mistake:** Not thanking referrers or staying engaged after the referral.
 - **How to Avoid:** Send personalized thank-you messages and keep referrers informed about outcomes to strengthen relationships.
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Vice President's Report – Linda Schulte

\$17,032 closed business year-to-date

11 referrals, 17 closed business mentions & 3 testimonials last week

Secretary's Report – Hailey Nerison

Feb. 4- Sara Rudie, Eagle Title Co.

Feb. 11- Courtney Havel, Bethel Home & Services

Feb. 18- Jason Stuempeges. Jason Ray Photography

Feb. 25- 1:1 Conversations

10-Minute Business Spotlight Speaker- 1:1 Conversations

Referrals & Testimonials

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

Mark – **CB** for Daily, **3 R** for Kevin

Courtney – **CB** for Daily

Scott – **R** for Daily, **CB** for Mary

Rod – **R** for Cowboy, **R** for Kevin, **CB** for Daily

Jude –

Jan –

Sara – **CB** for Daily, **R** for Mary, **T** for Steve

Mary – **CB** for Daily

Ryan – **CB** for Katie

Jason –

Steve- **CB** for Daily, **CB, T** for Linda

Steve (Cowboy) – **R** for Courtney, **CB** for Daily, **T** for Rod

Autumn – **CB** for Daily, **T** for Rod

Maja – **CB** for Daily, **R** for Mary

Katie –

Hailey – **CB** for Daily, **R** for Scott
Linda – **R** for Courtney, **R** for Scott
Dan –
Kevin- **R** for Eagle

Total Referrals: 12
Total Closed Business: 13
Total Testimonials: 4

Door Prize Drawing Gift Card

Winner: Cowboy

Community Events & Announcements

- Westby Snowflake Ski Jump January 6 & 7. Jr. jump happens on Saturday morning.
- Boys Basketball game fundraiser- Bigger than Basketball- On Tuesday, February 3rd, 2026, the Westby High School Boys Basketball program is taking the court for more than just a Coulee Conference matchup—we're coming together in the Fight Against Cancer as we host Viroqua for a night of basketball, community, and hope. 🧡
- Show your support by ordering a fundraiser t-shirt and join us for an evening packed with energy, unity, and purpose.
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- Thank you to everyone who came to A Table Together.- -Join us Wednesday, February 25th from 5-6:30pm for our next meal!



Inspirational Quote – Courtney

“ Sometimes things have to go array for other things to go right.”

Meeting adjourned at 9:16

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
Connelly Law Office- Kevin Connelly
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
