

Wednesday, October 5th, 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: Nov. 15th is the deadline for non profits.](#) .

Courtney Havel | Bethel Home & Services | Senior living community providing a continuum of care to meet changing needs | [Referral Request: Community Thanksgiving Dinner is in search of volunteers for set up, serving, and then cleaning up.](#)

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: Just on the go, keeping busy.](#)

Rod Engh | Cade Financial Services | Retirement income planning, 401(k), IRAs, education savings plans | [Referral Request: When you turn 73, you are required to start taking annual Required Minimum Distributions \(RMDs\) from your traditional IRA](#)

Jude & Ignacia 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: Chile Trip, information passed out.](#)

Jan Hesson | Daily Brew Co. | Coffee shop offering coffee, Lotus drinks, teas, baked goods, breakfast/lunch/dinner options | [Referral Request: Bakery makes cookie cakes personalized.](#)

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: Free notary services. Monday- friday just give them a call.](#)

Mary Daines | Embroidery & More | Screen printing, embroidery, promotional products, patches, heat press | [Referral Request: 50 days until Christmas. Come to embroidery and more. Like comment and then get entered into a drawing](#)

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: Puzzles are delayed, the sale is still going on.](#)

Steve (Cowboy) Pauloski | Leer Wood Products | Timber buyer of standing timber, cut logs; Assists with MFL program | [Referral Request: MFL Plans, unsure what to with a letter you receive that you have a mandatory harvest due at the end of 2026. Call Cowboy to help you out.](#)

Autumn Brandau | NextHome Prime Real Estate | Residential, commercial, vacant land sales and area property manager | [Referral Request: New office listing in Mt Sterling at 210 S Main Street.](#)

Maja Grinsted Hillegass | PowerMedic | Makes and sells laser therapy equipment to accelerate natural healing | [Referral Request: Anyone who's an acupuncturist works in healthcare who would find lasers beneficial.](#)



Katie Helseth | River Bank, Westby | Katie primarily manages the bank's business and farm loans | [Referral Request: Youth savings account, up to 6 percent interest with a max up to 5k must be under 18 with a minimum opening balance of \\$25.](#)

Hailey Nerison | The Wild Cowpoke Co | A unique mobile boutique offering women's western wear | [Referral Request: Spread the word and come check the boutique at Christmas in the Valley on Saturday from 8-11. Located at the Coon Valley Dairy Supply](#)

Steve Peterson | Top Dog Marketing | Website design, marketing assessments and strategies, project management; Primarily works with small-businesses and nonprofits | [Referral Request: Anyone in search of a new website or an updated website. He will talk more about it in his presentation.](#)

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: Know of a company big or small that needs company gifts.](#)

Dan Lee | 608 Plumbing & Heating | Residential and light commercial plumbing, heating, septic | [Referral Request: Looking for help in plumbing and Hvac, with no experience or experience](#)

Visitor Welcome- Odessa Hemmersbach

Visitors' 60-Second Introduction & Referral Request-Leasing agent at Next Home, working at getting her real estate license.

1st Wednesday Referral Reality Check - Steve Peterson

Vice President's Report – Sara Rudie filling in for Linda Schulte
\$247,646.04 closed business year-to-date
7 referrals, 18 closed business mentions & 0 testimonials last week

Secretary's Report – Hailey Nerison
Nov. 5 – Steve Peterson, Top Dog Marketing
Nov. 12– Hailey Nerison, The Wild Cowpoke Co.
Nov. 19 – Linda Schulte, Valley Fudge & Candy
Nov. 26– Thanksgiving Break, NO MEETING

10-Minute Business Spotlight Speaker: Steve Peterson

Business Sites- works mostly with small businesses but will work with larger businesses also.

- +Tourism and entertainment
- +Government and Services Sites like townships and did the Freedom Honor flight
- +Faith, non-profits, and E-commerce sites

Assessing- Is there a plan what's gonna work, what's your ROI, are you goal focused?

Strateging- Your goals, strength, weakness

It starts with visuals- does custom logos and can also make it 3D

Conclusion

- Comprehensive website design- Provides complete website design
- Marketing Assessments
- Strategic Business Solutions
- Partnership and Success



Referrals & Testimonials

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

Mark – R for Dan

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

Total Referrals: 8
Total Closed Business: 13
Total Testimonials: 4

Door Prize Drawing
\$20 Daily Brew Gift Card

Winner: Jason

Community Events & Announcements

- Christmas In the Valley on Saturday at Sweet Valley Artisans and Coon Valley Dairy Supply 8-11
- Footloose, Westby Highschool Musical
- Little Mermaid- Cashston Highschool Musical
- Coon Valley Fire Department Dance - Saturday at Venue in the Valley
- Next Wednesday Bethel is hosting a lefse making class at the main office.
- Happy Birthday to Mary on Friday!
- Vernon County Awards at Venue in the Valley on Thursday

Inspirational Quote – Courtney

“As you start to walk on the way the way appears”.

Meeting adjourned at 9:11

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
