

Wednesday, October 15th, 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: Still busy with clients.](#)

Courtney Havel | Bethel Home & Services | Senior living community providing a continuum of care to meet changing needs | [Referral Request: Bethel Homes are being built in Westby. Informational meeting happening on Thursday.. Possible move starting next spring.](#)

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: 9 cases of gin bottled and labeled last week. Getting closer to opening date.](#)

Rod Engh | Cade Financial Services | Retirement income planning, 401(k), IRAs, education savings plans | [Referral Request: A new advisor in the office Beau Schroeder.](#)

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: Trip to Chile, they put the package all together. Still room for more people to attend the trip.](#)

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

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: Saturday and Sunday Snowflake Jr ski jumping tournament. Practice is happening on Saturday and the jump is taking place on Sunday. Her daughter Mia will be jumping the 20 meter!](#)

Mary Daines | Embroidery & More | Screen printing, embroidery, promotional products, patches, heat press | [Referral Request: 15,000 designs to choose from no matter the interest try shopping at embroidery and more this year 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: Farm insurance, or anyone in the dairy, beef, horse or cash crop industry.](#)

Jason Stuempges | Jason Ray Photography | Landscape photographer, offering prints for your home or office via website and craft fairs | [Referral Request: Preorders on puzzles still going on hoping to arrive next week. It saves money to preorder.](#)

Steve (Cowboy) Pauloski | Leer Wood Products | Timber buyer of standing timber, cut logs; Assists with MFL program | [Referral Request: Looking for new people for a logging crew. Anyone interested please contact Cowboy](#)

Autumn Brandau | NextHome Prime Real Estate | Residential, commercial, vacant land sales and area property manager | [Referral Request: Help spread the word about an open house she's hosting in Sparta at 13504 Co Hwy B. Happening from 4-6 this Thursday the 16th!](#)



Maja Grinsted Hillegass | PowerMedic | Makes and sells laser therapy equipment to accelerate natural healing | [Referral Request: If your chiropractor doesn't have a laser, or has never heard of them, contact Maja to get in touch.](#)

Katie Helseth | River Bank, Westby | Katie primarily manages the bank's business and farm loans | [Referral Request: Christmas Saving Clubs are popular this time of year with auto transfer out of your account. Happening November to December with a higher interest rate of 0 .65%](#)

Hailey Nerison | The Wild Cowpoke Co | A unique mobile boutique offering women's western wear | [Referral Request: Looking for any pop up or vendor events happening throughout the winter months.](#)

Steve Peterson | Top Dog Marketing | Website design, marketing assessments and strategies, project management; Primarily works with small-businesses and nonprofits | [Referral Request: Steve does all the marketing for Larryfest letting us know the Grasclas will be performing on the on main stage at Larryfest](#)

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 with a furnace that needs tuned up for the winter months . Gas leaks may be an issue.](#)

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

Several Topics- Core Referral Education Tips

Trust Building and Referral Psychology- Understand how credibility, visibility, and consistency lead to trust- the foundation of referrals.

Identifying Ideal Partners Referral Partners-Learn to spot complementary businesses and build mutually beneficial " power teams"

Crafting Specific Requests- " Specific is terrific"- teach members to ask for introductions using clear demographics, industries, or pain points.

Referral vs. Lead vs. Introduction- Clarify the difference between warm referrals, cold leads, and casual intros to improve conversion rates.

Referral Follow-up & Value Based Communication- Educate on how to nurture referred prospects with gratitude, updates, and outcome sharing.

Weekly Presentation Skills- Train members to deliver memorable, targeted 60- second pitches that teach others how to refer to them.

Referral Metrics & Self Evaluation- Use tools like "traffic lights" or referral scorecards to track performance and identify improvement areas.

Discussion Topics for Networking Groups

Share and have an open discussion- The 3 R's of Customer Satisfaction- Retention, Related Sales, Referrals

What Happens to your brand when you leave the room

How to spot referrals for your partners

What makes you memorable in a room?

Relationship referrals vs. transactional referrals

Making ting One- on-Ones successful

How to network with introverts

How Chapter Socials can be referral ground

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

\$237,470.92 closed business year-to-date

6 referrals, 16 closed business mentions & 6 testimonials last week

Secretary's Report – Hailey Nerison

Oct. 15 – Katie Helseth, River Bank

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.

Nov. 19- Linda Schulte, Valley Fudge & Candy

10-Minute Business Spotlight Speaker: Katie Helseth, Riverbank

Riverbank is a locally owned bank, where decisions are made locally.

Competitive Products

- Rewards checking
- Youth Savings
- 12 month CD
- Save the change program

Technology and Experienced long term employees

Katie manages Coon Valley and Westby

Com. ag consumer loan officer- 18 years experience\

Customer Service- Always do what's in the best interest if the customer

Provide a friendly and helpful service- Go to their business after hour appointments cell phone number for after hours questions. Provide an education, help customers complete applications and misc forms.

SBA Loan- Programs

FSA Loans- Programs

Vernon County Economic Development Loan Program

Free Business Advisor- help can create a business plan, help develop a cash flow anything they can do to help start the business.

Grants- Fed or Local. Mississippi River Regional Planning Commission-

Great Referrals- City, Township, and Vernon County Loans for road improvements, budget shortfalls or building projects

-Rental Property Owners

-Farmer who plants crops

-Business and Farm owners

-New Business

-Non- Profit's

Referrals & Testimonials

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

Mark – **R** for Ryan

Courtney – **CB** for Daily, **CB** Linda, **T** for Katie

Scott- **CB** for Daily

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

Jude –

Jan –

Sara – **T** for Katie, **CB** for Daily Brew, **CB** for Hailey

Mary – **CB** for Daily Brew

Ryan – **T** for Katie, **R** for Rod

Jason – **R** for Hailey **CB** for Daily

Steve (Cowboy) – **CB** for Daily, **R** for Maja, **T** for Katie

Autumn – **CB** for Daily Brew, 2 **R** for Hailey

Maja – **R** for Autumn, **R** for Cowboy, **CB** for Daily, **T** for Ignacia

Katie – **R** for Courtney, **T** for Ryan

Hailey – **CB** for Daily Brew

Steve Peterson – **CB** for Daily

Linda –

Dan – **CB** for Daily Brew

Total Referrals: 10

Total Closed Business: 13

Total Testimonials: 6

Door Prize Drawing

Daily Brew \$20

Winner: Dan

Website Update-

The website is updated with new officers and committees, and replaced the community calendar with a direct link to the facebook page.

PASSWORD :PRNdb815

Community Events & Announcements

- Connally Law Service is looking to possibly add another attorney, might be a possibility in them attending a meeting in the future.
- Meatball Dinner next Sunday the 19th at the Coon Valley Lutheran Church happening from 11am until gone.
- Snowflake Ski Club Fall Junior Tournament this weekend the 18th and 19th. With practice happening on Saturday and the tournament taking place at 1pm on Sunday.

Inspirational Quote – Mary Daines

The 3's C of life Choices, Chances, Changes you must make the choice, to take a chance, if you want anything in life to change.

Coon Valley Lutheran Church
MEN'S CLUB
MEATBALL DINNER
Dine-in or Carry Out

Every bite supports Coon Valley Lutheran. Menu: Meatballs, mashed potatoes & Gravy, Corn, Coleslaw, lefse and desserts. Come for the meatballs, stay for the fellowship!

Sunday, Oct. 19 11am until gone
Cost: \$15.00 per meal

608-452-3772 | www.coonvalleylutheranchurch.org | 1005 Central Ave.

Meeting adjourned at (time). 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
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
