

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: \(ABSENT\)](#)

Courtney Havel | Bethel Home & Services | Senior living community providing a continuum of care to meet changing needs | [Referral Request: Loved ones suffering from Alzheimers or dementia who could benefit from Bethel Oaks Memory Care assisted living and support.](#)

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: The framework is in and utilities will be starting next week. No real "ask" at this point.](#)

Rod Engh | Cade Financial Services | Retirement income planning, 401(k), IRAs, education savings plans | [Referral Request: Rod and his family own a vacation rental property on Lake Mary in Alexandria, MN. They have three weekends still available: May 31 - June 7; June 7-14; and August 23-26. If you know a group looking for a lake getaway, contact Rod for discounted rates.](#)



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

Jan Hessen | Daily Brew Co. | Coffee shop offering coffee, Lotus drinks, teas, baked goods, breakfast/lunch/dinner options | [Referral Request: Take a look at their full food menu. Wednesdays are Brew Burger nights. In March, proceeds benefit Westby Fall Cheer.](#)

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: Notary work.](#)

Annette Easterday | Embroidery & More | Screen printing, embroidery, promotional products, patches, heat press | [Referral Request: Sweet Rides & Sweet Pies shirts are available. Consider what promotional products you would like for the parade season, and place your orders ASAP.](#)

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: Jason is currently updating his website to offer a variety of framing options.](#)

Steve (Cowboy) Pauloski | Leer Wood Products | Timber buyer of standing timber, cut logs; Assists with MFL program | [Referral Request: People who have cut logs and are trying to figure out capital gains tax.](#)

Autumn Brandau | NextHome Prime Real Estate | Residential, commercial, vacant land sales and area property manager | [Referral Request: Buyer for 620 S Main Street Westby home \(shown right\) that is listed at \\$315,000. \[View the listing here.\]\(#\)](#)

Maja Grinsted Hillegass | PowerMedic | Makes and sells laser therapy equipment to accelerate natural healing | [Referral Request: Customers who can benefit from on-the-go lasers.](#)

Katie Helseth | River Bank, Westby | Katie primarily manages the bank's business and farm loans | [Referral Request: Safety deposit boxes are available in Westby. There are three sizes, and they range in price from \\$20-\\$45 per year.](#)

Hailey Nerison | The Wild Cowpoke Co | A unique mobile boutique offering women's western wear | [Referral Request: Prayers for a family friend.](#)



Steve Peterson | Top Dog Marketing | Website design, marketing assessments and strategies, project management; Primarily works with small-businesses and nonprofits | [Referral Request: Go online and nominate couples to be Syttende Mai King & Queen. Lots of other updates happening with Westby Syttende Mai. Check out 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: Try their new old-fashioned licorice and other old-fashioned candy.](#)

Dan Lee | 608 Plumbing & Heating | Residential and light commercial plumbing, heating, septic | [Referral Request: Homes needing new air conditioning units can get a head start on the busy season.](#)

Referral Education – Linda Schulte

Linda passed out sheets about what makes a strong 60-second introduction.
Hook / Value / Evidence / Differentiator / Call to Action
She provided examples of how to use the format to strengthen your intros and asks.
Keep this sheet handy to write your 60-second introductions ahead of time.

Vice President's Report – Sara Rudie

\$25,707.00 closed business year-to-date
15 referrals, 7 closed business mentions & 4 testimonials last week

Secretary's Report – Courtney Havel

March 26 – Scott Kring, Birch Point Distillery (No 1:1s due to 3/5 meeting cancellation)
April 2 – Jude & Ignacia Steers, Ignacia Steers B Yoga

10-Minute Business Spotlight Speaker: [Katie Helseth, River Bank](#)

Katie walked us through an important tool she uses and encourages each of us to use as well. It helps a person keep your financial affairs in order and assists families when someone passes away. It's called a "Financial Summary." Katie will provide the document for each of us to personally utilize.

Financial Summary Components

Summary Tab:

Family member names and social security numbers
Professional Advisors - Accountant, Attorney, Investment Advisor and Insurance Agent

Important Documents - Trust, Will, Guardianship Documents, Birth Certificate, Social Security Card, Safety Deposit Box, Safety Deposit Key, Health Care POA, Power of Attorney, Business LLC Articles, Operating Agreement, Business EIN Number, Marriage Certificate

Assets Tab:

- Bank Accounts
- Personal Investments
- Business Interests
- Real Estate
- Pension Plans
- Insurance
- Misc Assets

Liabilities Tab:

- Mortgages
- Personal Loans and Lines of Credit
- Business Loans
- Credit cards
- Other Liabilities

Be alert and aware of scams!

Katie HIGHLY suggests you set up alerts so every time a check clears your account, you actually look and see what the check looks like to ensure it is written to the correct person.

Referrals & Testimonials

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

Mark -

Courtney - CB for Daily Brew Co.; T for River Bank

Scott - CB for Daily Brew Co.

Rod - CB for Daily Brew Co.

Jude -

Jan - T for Rod with Cade Financial Services

Sara - CB for Daily Brew Co; CB for Cowboy with Leer Wood Products

Annette - T for Daily Brew Co.

Ryan -

Jason - CB for Daily Brew Co.

Steve (Cowboy) - CB for Birch Point Distillery; T for Jan with Daily Brew Co.

Autumn -

Maja - CB for Daily Brew Co.

Katie - R for Eagle Title Co.; T for our PRN group

Hailey - CB for Daily Brew Co.

Steve P. - Website domain success story

Linda - T for Katie; R for Top Dog Marketing; CB for Daily Brew Co.

Dan - CB for Daily Brew Co.

Total Referrals: 2

Total Closed Business: 11

Total Testimonials: 6

Door Prize Drawing

\$20 cash from Katie / River Bank

Winner: Hailey

Premier Referral Network Website Discussion - Steve P.

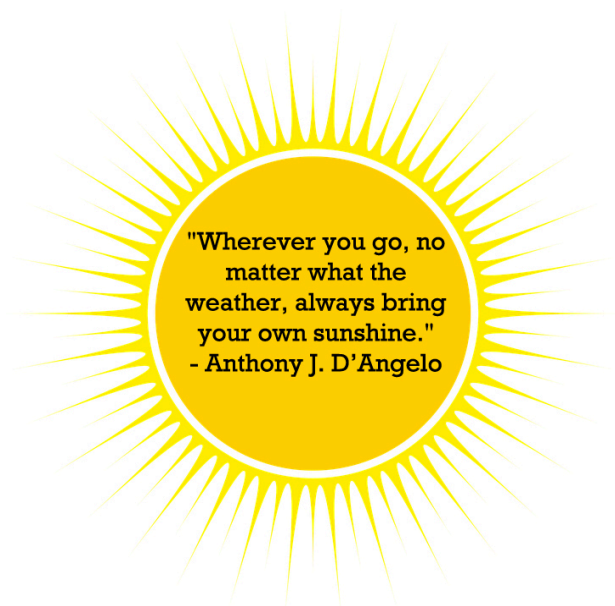
Our current website is very straight forward.

Does PRN own the domain? If not, we should.

Steve will connect with Mid-West Family to start the transition process.

Inspirational Quote - Maja

"Wherever you go, no matter the weather, always bring your own sunshine."



Meeting adjourned at 9:07 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=agX0mY7vOYlFn8yaXmUPMjr3jllL61h.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 Hessen

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 Hessen
