

## Wednesday, October 8, 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** – Maja Grinsted Hillegass

### Members' 60-Second Introduction & Referral Requests

KayAnn (Mark McCraw) | Abacus Answers LLC | CPA (Certified Public Accountant) offering small business accounting and tax preparations | [Referral Request: No new requests.](#)

Courtney Havel | Bethel Home & Services | Senior living community providing a continuum of care to meet changing needs | [Referral Request: Registered Nurse to work three days a week at Maplewood Terrace Assisted Living.](#)

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: Taste the future of sustainable distillation at Birch Point Distillery. Also looking for an on-call mechanic.](#)

Rod Engh | Cade Financial Services | Retirement income planning, 401(k), IRAs, education savings plans | [Referral Request: Education savings plans or a similar Uniform Transfer to Minors Act \(UTMA\) account. Ideal for parents, grandparents, aunts & uncles. Options are available for monthly investments starting around \\$25 a month.](#)

Ignacia & 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: Travelers interested in upcoming opportunities to visit Ignacia's family's resort in Chile.](#)

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: PSA: The Farm Service Agency is shut down due to the government shut down. That has caused some impacts for Eagle Title Company. Please be patient in the meantime.](#)

Mary Daines | Embroidery & More | Screen printing, embroidery, promotional products, patches, heat press | [Referral Request: New screens have no charge for the month of October. Christmas shopping is made easy with Embroidery & More. Each gift is unique and made with the gift recipient in mind. We are 79 days away from Christmas.](#)

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: Spread the word about the Omni Center Craft Fair this weekend: 9 a.m. - 4 p.m. on Saturday, Oct. 11th and 10 a.m. - 3 p.m. Sunday, Oct. 12th.](#)

Steve (Cowboy) Pauloski | Leer Wood Products | Timber buyer of standing timber, cut logs; Assists with MFL program | [Referral Request: More timber stands to look at and discuss future plans for.](#)

Autumn Brandau | NextHome Prime Real Estate | Residential, commercial, vacant land sales and area property manager | [Referral Request: Open House on Main Street in Sparta tonight \(Wednesday, Oct. 8th\)](#)



**OPEN HOUSE**  
312 E MAIN ST SPARTA, WI

Autumn Brandau  
608.343.8677  
autumn@nhprimewi.com

Wednesday October  
8<sup>th</sup>, 2025  
4pm-6pm

NextHome  
Member Since 2019

Maja Grinsted Hillegass | PowerMedic | Makes and sells laser therapy equipment to accelerate natural healing | [Referral Request: Athletes looking to recover from sports injuries who could benefit from the use of laser therapy.](#)

Katie Helseth | River Bank, Westby | Katie primarily manages the bank's business and farm loans | [Referral Request: Now is the time to open a Certificate Deposit \(CD\) as rates are good but will likely adjust down in the months ahead. Current rates available at River Bank: 12-month CD is currently at 3.8% and a 6-month is currently at 4%.](#)

Hailey Nerison | The Wild Cowpoke Co | A unique mobile boutique offering women's western wear | [Referral Request: Be patient with the boutique as Hailey is helping with harvest.](#)

Steve Peterson | Top Dog Marketing | Website design, marketing assessments and strategies, project management; Primarily works with small-businesses and nonprofits | [Referral Request: PSA: Know what you're receiving when you work with a website developer. Be cautious of hostage-like situations with website and domain name ownership.](#)

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: Customer, client, family and friend gift orders of fudge for the holiday season. Consider corporate gift giving with personalized fudge labels.](#)

Dan Lee | 608 Plumbing & Heating | Residential and light commercial plumbing, heating, septic | [Referral Request: It's fall and time to get your furnaces tuned up.](#)

#### **Vice President's Report** – Sara Rudie

\$234,331.75 closed business year-to-date

#### **Secretary's Report** – Courtney Havel

Oct. 15 – Katie Helseth, River Bank

Oct. 22 – Maja Grinsted Hillegass, PowerMedic

Oct. 29 – 1:1 Conversations

### **Annual Election of Premier Referral Network Officers and Committee Designations To Serve October 2025 through September 2026**

#### **Officers:**

- **President** – Maja Grinsted Hillegass nominated Courtney Havel to serve as president. No other nominations were made. Maja made a motion for Courtney to serve as President. Rod Engh seconded the motion. All were in favor, and **Courtney Havel was elected as President.**
- **Vice-President** – Linda Schulte offered to serve as Vice-President if no one else was interested. No other nominations were made. Rod Engh made a motion for Linda to serve as Vice-President. Steve Pauloski seconded the motion. All were in favor, and **Linda Schulte was elected as Vice-President.**
- **Secretary** – Mary Daines nominated Hailey Nerison to serve as Secretary. No other nominations were made. Mary made a motion for Hailey to serve as Secretary. Courtney Havel seconded the motion. All were in favor, and **Hailey Nerison was elected as Secretary.**
- **Treasurer** – Courtney Havel nominated Katie Helseth to continue serving as Treasurer. No other nominations were made. Courtney made a motion for Katie to serve as Treasurer. Mary Daines seconded the motion. All were in favor, and **Katie Helseth was elected as Treasurer.**

#### **Committees:**

The following people were self nominated and/or nominated by other members to serve on the respective committees:

- **Membership Committee:** Sara Rudie, Jason Stuempges & Steve (Cowboy) Pauloski
- **Visitor Hosts:** Mary Daines, Rod Engh & Jan Hesson
- **Referral Education:** Scott Kring & Steve Peterson
- **Media Committee:** Autumn Brandau, Maja Grinsted Hillegass & Steve Peterson
- **Social Committee:** Ryan Lium, Dan Lee, Jude Steers & Jason Stuempges
- **Scholarship Committee:** Mary Daines, Rod Engh, Jan Hesson & Mark McCraw
- **Growth Committee:** Linda Schulte & Jude Steers

#### **Referrals & Testimonials**

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

KayAnn (Mark) –

Courtney – **CB** for Daily Brew; **CB** for Cowboy with Coon Valley Lutheran Church

Scott – **CB** for Daily Brew  
 Rod – **CB** for Daily Brew; **T** for Embroidery & More  
 Jude – **R** for Birch Point Distillery; **CB** for Valley Fudge & Candy  
 Jan –  
 Sara – **CB** for Jason Ray Photography; **CB** for Top Dog Marketing; **CB** for Daily Brew; **CB** for The Wild Cowpoke Co.  
 Mary – **T** for Bethel Home & Services; **CB** for Daily Brew  
 Ryan –  
 Jason – **CB** for Daily Brew  
 Steve (Cowboy) – **R** for Birch Point Distillery; **R** for Valley Fudge & Candy; **CB** for Daily Brew; **T** for Leadership team  
 Autumn – **T** for Embroidery & More  
 Maja – **CB** for Daily Brew  
 Katie – **R** for Fleming Insurance Agency  
 Hailey – **CB** for Daily Brew  
 Steve Peterson – **CB** for Daily Brew; **T** for Eagle Title  
 Linda – **R** for Birch Point Distillery; **T** for Katie & River Bank; **CB** for Sara with Coon Valley Lutheran Church  
 Dan – **R** for Birch Point Distillery

Total Referrals: 6  
 Total Closed Business: 16  
 Total Testimonials: 6

**Door Prize Drawing**

Prize from Coon Bali Yoga  
 Winner: Maja

\$20 gift card to Daily Brew from Premier Referral Network  
 Winner: Cowboy

**Community Events & Announcements**

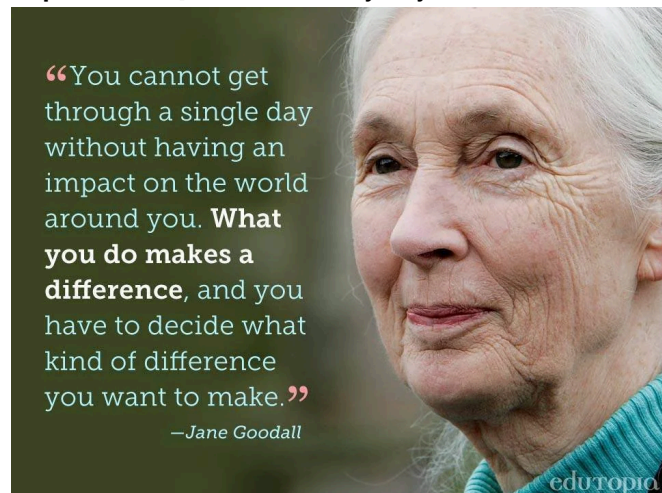
**Pancake Breakfast**

Sunday, October 12  
 At Coon Valley Catholic Church

**Meatball Dinner**

Sunday, October 19  
 At Coon Valley Lutheran Church  
 Serving starts at 11 a.m.  
 \$15 a meal

**Inspirational Quote** – Shared by Maja



# Pancake Breakfast

**FUNDRAISER**

Includes: delicious stack of pancakes with local real maple syrup, eggs, sausage, applesauce, milk, orange juice and coffee!  
 Also purchase a tasty treat to take home from the bake sale!  
 Carry Outs Available

SUNDAY, OCTOBER 12th • 7:30 AM—NOON  
(or until gone, whichever comes first)

<p><b>\$10.00</b> PER ADULT</p> <p><b>\$5.00</b> KIDS 6-12</p>	<p style="font-size: 2em; color: orange; font-weight: bold;">ALL YOU CAN EAT!</p>	<p><b>St. Mary Parish</b> 900 Central Ave Coon Valley</p>
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**Our famous pancake topping bar includes:**

- Maple Syrup
- Blueberries
- Strawberries
- Chocolate Syrup
- Sprinkles
- Whip cream
- Peanut Butter



Meeting adjourned at 9:17 a.m.

## Important Links:

[PRN Website](#) | [Enter Closed Business Here](#) | [Zoom Link](#) | [Facebook Group](#)

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## 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

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## 2024-2025 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

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## 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  
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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

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