

**Open Networking** – Members enjoyed drinks and food from Daily Brew Co. while conversing prior to the official meeting.

**President's Welcome** – Maja Grinsted Hillegass

**Referral Education** – Linda

Our 60 Second Introduction / Commercial is sometimes referred to as an elevator pitch. Here's a great outline of content to include in these mini speeches to capture your audience:

**Sections**

**Hook** - A captivating opening statement that immediately grabs listeners' attention and interest. Often uses a question, a surprising statistics, or a scenario related to the problem your business solves.

**Value** - Clearly state the key benefit or value your product or service provides to the potential customer. Address their pain points and highlight how your solution improves their situation.

**Evidence** - Provide proof, data or testimonials to support the claims made about your value proposition, such as customer experiences, case studies, or industry statistics.

**Differentiator** - Explain what sets your offering apart from competitors. Highlight unique features, special expertise or a distinct approach to the problem you solve.

"All in all, an elevator pitch typically consists of a **'hook'** to grab attention, followed by the **'value'** proposition, supporting **'evidence'** to showcase its effectiveness, and finally, a **'differentiator'** that explains why your offering stands out from competitors, essentially outlining the unique selling points of your product or service."

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

Mark McCraw | Abacus Answers, LLC | CPA (Certified Public Accountant) offering small business accounting and tax preparations | [Referral Request: Not really looking for new clients, but if someone in the group needs some help, Mark would be willing to take on new tax clients.](#)

Courtney Havel | Bethel Home & Services | Senior living community providing a continuum of care to meet changing needs | [Referral Request: Seniors considering retirement living or assisted living options.](#)

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: Better weather and quicker permitting process 😊](#)

Rod Eng | Cade Financial Services | Retirement income planning, 401(k), IRAs, education savings plans | [Referral Request: Small business owners with 3-5 employees that don't currently have a retirement plan. Cade Financial Services can help set up plans.](#)

Jan Hessen | Daily Brew Co. | Coffee shop offering coffee, Lotus drinks, teas, baked goods, breakfast/lunch/dinner options | [Referral Request: Tonight is Brew Burger Night and \\$2 from each burger will be donated to Ridges and Rivers Book Festival.](#)

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: Eagle Title Co. will be closed this Friday due to a funeral. All of their notary services are free of charge. They're happy to assist.](#)

Mary Daines | Embroidery & More | Screen printing, embroidery, promotional products, patches, heat press | [Referral Request: In 2025, popular promotional products will focus on personal health and well being. Items such as stress balls, fidget toys and aromatherapy goodies will be most popular, and Embroidery & More can help businesses create promotional products.](#)

Jude Steers | Ignacia Steers B Yoga | Yoga classes each Thursday/Saturday at 11 a.m. in Coulee Roots Movement | [Referral Request: Host a foreign exchange student now or in the future.](#)

Ryan Lium | Independent Insurance Agent | WI & MN home, farm, auto, rental properties, individual and group health insurance, vacation homes, small businesses, workers compensation, fun toys | [Referral Request: Crop farmers including those who do custom work for other farmers.](#)

Jason Stuempges | Jason Ray Photography | Landscape photographer, offering prints for your home or office via website and craft fairs | [Referral Request: \(ABSENT - HAPPY BIRTHDAY, JASON!\)](#)

Steve (Cowboy) Pauloski | Leer Wood Products | Timber buyer of standing timber, cut logs; Assists with MFL program | [Referral Request: \(ABSENT\)](#)

Autumn Brandau | NextHome Prime Real Estate | Residential, commercial, vacant land sales and area property manager | [Referral Request: Anyone looking to buy or sell their home.](#)

Maja Grinsted Hillegass | PowerMedic | Makes and sells laser therapy equipment to accelerate natural healing | [Referral Request: College athletic trainers or coaches.](#)

Katie Helseth | River Bank, Westby | Katie primarily manages the bank's business and farm loans | [Referral Request: Farmers who plant crops and are looking for crop loans. River Bank offers competitive rates.](#)

Hailey Nerison | The Wild Cowpoke Co | A unique mobile boutique offering women's western wear | [Referral Request: March and April events to attend and sell items out of her mobile trailer.](#)

Steve Peterson | Top Dog Marketing | Website design, marketing assessments and strategies, project management; Primarily works with small-businesses and nonprofits | [Referral Request: \(ABSENT\)](#)

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: Groups looking to fundraise through selling the delicious product of fudge.](#)

Dan Lee | 608 Plumbing & Heating | Residential and light commercial plumbing, heating, septic | [Referral Request: Do you have smoke detectors or carbon monoxide detectors in your home? If you don't currently, get them. If you do, check the age of the detectors as they typically last 10 years.](#)

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

\$23,309.64 closed business year-to-date

8 referrals, 17 closed business mentions & 5 testimonials last week

#### **Treasurer's Report – Katie Helseth**

\$3,082.45 currently in PRN's checking account

Recent Transactions:

\$100 membership dues received from each of the following:

1. Scott Kring, Birch Point Distillery
2. Hailey Nerison, The Wild Cowpoke Co
3. Jude Steers, Ignacia Steers B Yoga
4. Steve Peterson, Top Dog Marketing

\$135.88 expense from PRN holiday get-together at Fortney Lounge

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

Upcoming spotlight speaker rotation:

Feb. 26 – 1:1 Conversations

March 5 – Scott Kring, Birch Point Distillery

March 12 – Dan Lee, 608 Plumbing

March 19 – Katie Helseth, River Bank

March 26 – 1:1 Conversations

April 2 – Jude & Ignacia Steers, Ignacia Steers B Yoga

#### **10-Minute Business Spotlight Speaker: Ryan Lium, Independent Insurance Agent**

Ryan is an Independent Insurance Agent with the Fleming Agency

"Independent Insurance Agents" like Ryan are able to work with numerous insurance companies; not just one sole company.

Ryan and his team at Fleming Agency represent a variety of insurance companies to better serve their customers.

As an agent, Ryan works to find insurance policies that fit each individual person's needs.

Homeowners insurance and property insurance are especially challenging right now. Rates are at a high.

The frequency and severity of weather and natural disasters is the cause of increased rates.

What you as customers should be on the lookout for:

Take the time to look at deductibles when you receive your paperwork in the mail.

Call and ask your agent "what has changed" so you are knowledgeable about your coverage, the deductibles and expenses.

Insurance companies look at the following to help determine costs:  
Location of property and previous weather event happenings in that area  
Age of the home/building  
Roof - metal or asphalt shingles / age  
Electrical - age of system  
Heating & AC - age of systems

As a consumer, stay aware. Know what coverage you have and understand the pricing of it.

### Referrals & Testimonials

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

Mark –

Courtney – R for Ryan Lium, CB for Daily Brew Co, T Ryan Lium

Scott – CB for Daily Brew Co.

Rod – T for Ryan Lium, CB for Daily Brew Co.

Jan – T for Ryan Lium, R for Embroidery & More, T for Embroidery & More

Sara – T for Ryan & Fleming Agency, T for Embroidery & More, CB for Daily Brew Co.

Mary – T for Ryan Lium, CB for Daily Brew Co.

Jude –

Ryan – CB from NextHome

Jason –

Steve (Cowboy) –

Autumn – CB for Daily Brew Co.

Maja – CB for Daily Brew Co; R for Top Dog Marketing

Katie – T for Ryan Lium

Hailey – CB for Daily Brew Co.

Steve P. –

Linda – CB for Daily Brew Co.; T for Ryan Lium; T for Cade Financial Services

Dan – CB for Daily Brew Co.; T for Daily Brew Co.

Total Referrals: 3

Total Closed Business: 11

Total Testimonials: 11

### Door Prize Drawing

Kwik Trip Gift Card from Ryan Lium

Winner: Sara Rudie

### Growth Discussion

Secure Strategic Technology, Tracy Tobin - Ryan spoke with him about cyber security and the IT world. He is interested but would need to utilize zoom on some occasions due to his location. He would be willing to attend at least 2 meetings a month in person though.

### Inspirational Quote – Maja

“You can never leave footprints that last if you are walking on tiptoe.”

-Leymah Gbowee



Meeting adjourned at 9:16 a.m.

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### 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=agX0mY7vOYIFn8yaXmUPMjr3jllL61h.1>

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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  
Daily Brew Co. – Jan Hesson  
Eagle Title Co. – Sara Rudie  
Embroidery & More – Mary Daines  
Ignacia Steers B Yoga – Jude Steers  
Independent Insurance Agent – 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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## 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

### Scholarship Committee:

Mary Daines  
Rod Engh  
Jan Hesson

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