

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

**Vice-President's Welcome** – Sara Rudie

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

Mark McCraw | Abacus Answers LLC | CPA (Certified Public Accountant) offering small business accounting and tax preparations  
| [Referral Request: Keep Abacus Answers in mind for small business accounting.](#)

Courtney Havel | Bethel Home & Services | Senior living community providing a continuum of care to meet changing needs | [Referral Request: It's officially June and Burgers in the Park kicks off June 12th! Meals will cost \\$5 and include your choice of hamburger, brat or hotdog with baked beans, salad, chips and a drink. All are welcome to enjoy a meal, live music, the beautiful Davidson Park in Westby and community atmosphere. Hosted weekly throughout June, July & August \(except 1st Thursdays when Norse Market is held\).](#)

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: Westby Legion Baseball will be hosting state baseball later this summer, and they're in need of porta potties.](#)

Rod Engh | Cade Financial Services | Retirement income planning, 401(k), IRAs, education savings plans | [Referral Request: Take a look at your own investments. The international markets haven't been very good for 10-15 years. The U.S. market has been stronger, but that is adjusting. International markets may be a good way to go now.](#)

Jude Steers | Coon Bali Yoga | Yoga classes offered 11-noon on Saturdays AND 6-7 p.m. on Wednesdays in June at Coulee Roots Movement in Viroqua | [Referral Request: Encourage people to attend their yoga classes Wednesdays in June from 6 to 7 p.m.](#)

Jan Hesson | Daily Brew Co. | Coffee shop offering coffee, Lotus drinks, teas, baked goods, breakfast/lunch/dinner options | [Referral Request: Brew Burger Night is each Wednesday. \\$2 from proceeds of burgers sold Wednesday nights in June will support CouleeCap.](#)

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 offers closings.](#)

Mary Daines | Embroidery & More | Screen printing, embroidery, promotional products, patches, heat press | [Referral Request: June Special: If you buy 25 patches, you get one free.](#)

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: This Saturday from 11 a.m. to 2 p.m. is "Market on Market" in La Crosse. 50+ vendors will be there.](#)

Steve (Cowboy) Pauloski | Leer Wood Products | Timber buyer of standing timber, cut logs; Assists with MFL program | [Referral Request: Looking for summer harvest opportunities.](#)

Maja Grinsted Hillegass | PowerMedic | Makes and sells laser therapy equipment to accelerate natural healing | [Referral Request: \(ABSENT\)](#)

Katie Helseth | River Bank, Westby | Katie primarily manages the bank's business and farm loans | [Referral Request: Pre-approvals are crucial in today's housing market. If you know someone interested in buying a home, encourage them to get pre-approved. River Bank's current interest rate is 6.97%.](#)



Autumn Brandau | NextHome Prime Real Estate | Residential, commercial, vacant land sales and area property manager | [Referral Request: Spread the word about a new listing on Rudie Road in Westby. It's a 6-bed, 3-bath home listed at \\$750,000. See the listing here.](#)

Hailey Nerison | The Wild Cowpoke Co | A unique mobile boutique offering women's western wear | [Referral Request: Norse Market 5-8 p.m. this Thursday and the first Thursday of July & August as well.](#)

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: Celebrate National Fudge Day with Valley Fudge & Candy the weekend of June 14, 15 & 16. National Fudge Day is officially June 16th.](#)

Dan Lee | 608 Plumbing & Heating | Residential and light commercial plumbing, heating, septic | [Referral Request: Look at these photos Dan took of an AC unit that he cleans each year.](#)

# NEW LISTING IN WESTBY!



FEATURES:  
6 BEDROOMS | 3 BATHROOMS | 12.11 ACRES

**\$725,000**



E8797 RUDIE RD., WESTBY WI

GARRICK OLERUD  
608.632.1043  
GARRICK@NHPRIMEWI.COM



1. With guard on; unable to see how dirty. 2. Able to see; full of cottonwood fuzz. 3. After cleaning; free of dirt & fuzz!

**1st Wednesday Referral Reality Check** – Linda

- To Dan from Hailey - Working on it.
- To Mark from Jude - Considering it.
- To Ryan from Rod - Well worth the connection; but not successful.
- To Rod from Autumn - Working on it.
- To Courtney from Linda - Finalizing the referral.
- To Linda from Courtney - Working on it.
- To Courtney from Steve P. - Working on it.
- To Cowboy from Dan - In progress.
- To Courtney from Maja - Facebook so it's difficult to know for sure.
- To Dan from Maja - Facebook so it's difficult to know for sure.

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

\$51,310.29 closed business year-to-date  
6 referrals, 9 closed business mentions & 3 testimonials last week

**Treasurer's Report** – Katie Helseth (Only 1st Wednesday of each month)

\$3,062.45 currently in PRN's checking account

**Renewing Member Reminders** – Katie Helseth (Only 1st Wednesday of each month)

Up for renewal:

Embroidery & More

608 Plumbing

Address for sending membership checks: River Bank, Attn: Katie Helseth, 101 Stenslien St, Westby, WI 54667

**Referrals Given & Received Tally Update** – Katie Helseth (Only 1st Wednesday of each month)

See attached Referral Report for 2/19/2025 - 5/28/2025 referrals given and received tally.

Key businesses we can strive to provide referrals for:

- + Abacus Answers LLC
- + Coon Bali Yoga
- + Embroidery & More
- + NextHome Prime Real Estate

**Website Discussion**

Our current website has several people listed who are no longer PRN members. Additionally, many current members' names are missing and need to be added.

Note: Ask Steve P. for an update on transferring the website from Mid-West Family La Crosse to Top Dog Marketing

**Secretary's Report** – Courtney Havel

June 11 – Jan Hesson, Daily Brew Co.

June 18 – Mark McCraw, Abacus Answers LLC

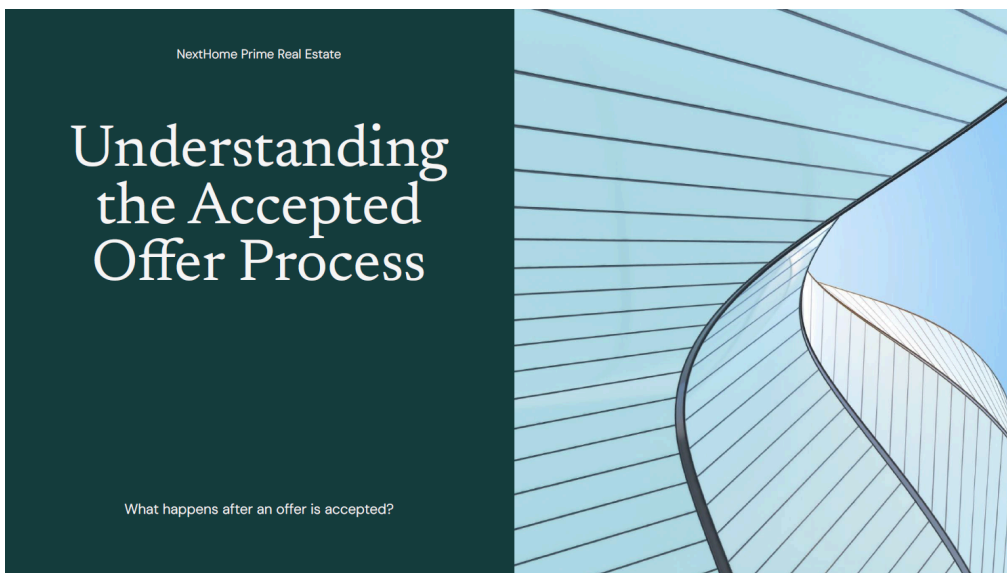
June 25 – 1:1 Conversations

Courtney & Mary will be leading Bethel's Norway Tour June 17-27, so Courtney will not be able to take minutes for our June 18 or 25 meeting. Hailey offered to take minutes. (Thank you, Hailey! 😊)

**10-Minute Business Spotlight Speaker:** Autumn Brandau, NextHome

Autumn's presentation discussed the accepted offer process of buying a home.

See Autumn's "NextHome PRN Presentation 6.4.2025" pdf attached to Courtney's minutes email.



**Referrals & Testimonials**

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

Mark –

Courtney – CB for Daily Brew Co.; CB for Linda with Sweet Valley Artisans

Scott – CB for Daily Brew Co.

Rod – CB for Daily Brew Co.

Ignacia –

Jan – T for Autumn

Sara – CB for The Wild Cowpoke Co.; CB for Daily Brew Co.

Mary – CB for Daily Brew Co.

Ryan –  
Jason –  
Steve (Cowboy) – R for Scott; CB for Daily Brew Co; T for Rod with Cade Financial Services  
Autumn – CB for Daily Brew Co.  
Maja –  
Katie – R for Embroidery & More; R for Daily Brew Co.; CB for Daily Brew Co.  
Hailey – CB for Daily Brew Co.  
Steve P. –  
Linda – CB for The Wild Cowpoke Co.; R for Scott; R for Bethel Home & Services' Burgers in the Park  
Dan – CB for Daily Brew Co.; R for Autumn with NextHome; R for Scott; T for Daily Brew Co.

Total Referrals: 7  
Total Closed Business: 13  
Total Testimonials: 3

### Door Prize Drawing

\$20 Daily Brew Co. gift card from NextHome Prime Real Estate  
Winner: Linda

### PRN Announcements

Social Committee will plan a couple dates for our group to get together at:

- + Music in the Park (Wednesday evenings)
- + Burgers in the Park (hosted by Bethel Home & Services and other co-host groups) (Thursday evenings)

### Community Events & Announcements

#### Norse Market

Thursday, June 5

5-8 p.m.

By Market Street & Westby Pool Parking Lot

Hailey will have the Wild Cowpoke Co. trailer there!

Daily Brew Co.'s coffee trailer will be making its debut there too!

#### Venue in the Valley Open House

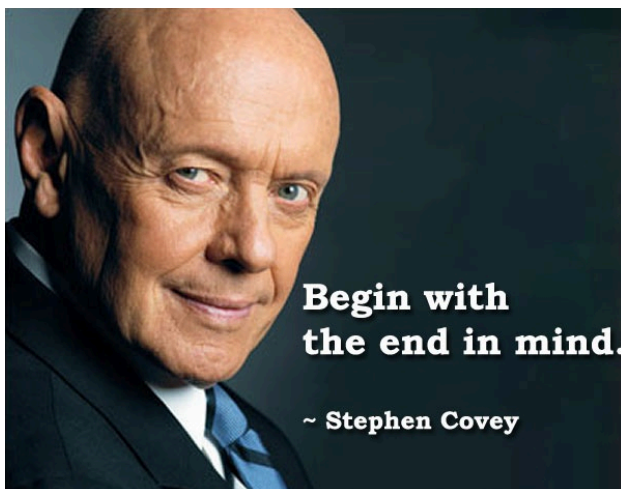
Thursday, June 5

5 - 9 p.m.

500 Old Mill Road, Coon Valley

#### Inspirational Quote – Sara

"Begin with the end in mind." - Stephen Covey



Meeting adjourned at 9:12 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=agX0mY7vOYIFn8yaXmUPMjr3jIL61h.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  
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  
Secure Strategic Technology – Tracy Tobin  
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  
Steve Peterson

### Scholarship Committee:

Mary Daines  
Rod Engh  
Jan Hesson

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