

Wednesday, May 13, 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: Anyone with experience preparing taxes call Mark he could use the extra hands around the office.](#)

Courtney Havel | Bethel Home & Services | Senior living community providing a continuum of care to meet changing needs | [Referral Request: Currently 10 houses are going up in the Birchwood community south of Westby. Looking for people to move into the houses, keep your eye out for when possible tours will be scheduled.](#)

Scott Kring | Birch Point Distillery | In the process building their distillery in Westby's business park; Will distill spirits made from sheep's milk | [Referral Request: Friday and Saturday are gonna be a beautiful day to come and have a beverage at Birchpoint. Wisco Grazin Co. is at Birchpoint on Saturday.](#)

Rod Engh | Cade Financial Services | Retirement income planning, 401(k), IRAs, education savings plans | [Referral Request: Looking for an independent real estate agent or anyone that's a sole proprietor.](#)

Kevin Connelly | Connelly Legal Services | estate planning, real estate transactions, probate work, small business setup | [Referral Request: Creating an LLC, don't forget to get your operating licence.](#)

Jan Hesson | Daily Brew Co. | Coffee shop offering coffee, Lotus drinks, teas, baked goods, breakfast/lunch/dinner options |

[Referral Request: New coffee van aka the Brew Mobile is ready to go looking for events to attend.](#)



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: Very busy with hail damage, keeping very busy. Bingo at the legion in Coon Valley at 5pm on Thursday, meals are available for purchase](#)

Mary Daines | Embroidery & More | Screen printing, embroidery, promotional products, patches, heat press | [Referral Request: Sandmar.com and click on new products there are 148 new items to check out.](#)

of

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: Puzzles are still in stock on the website with limited stock available.](#)

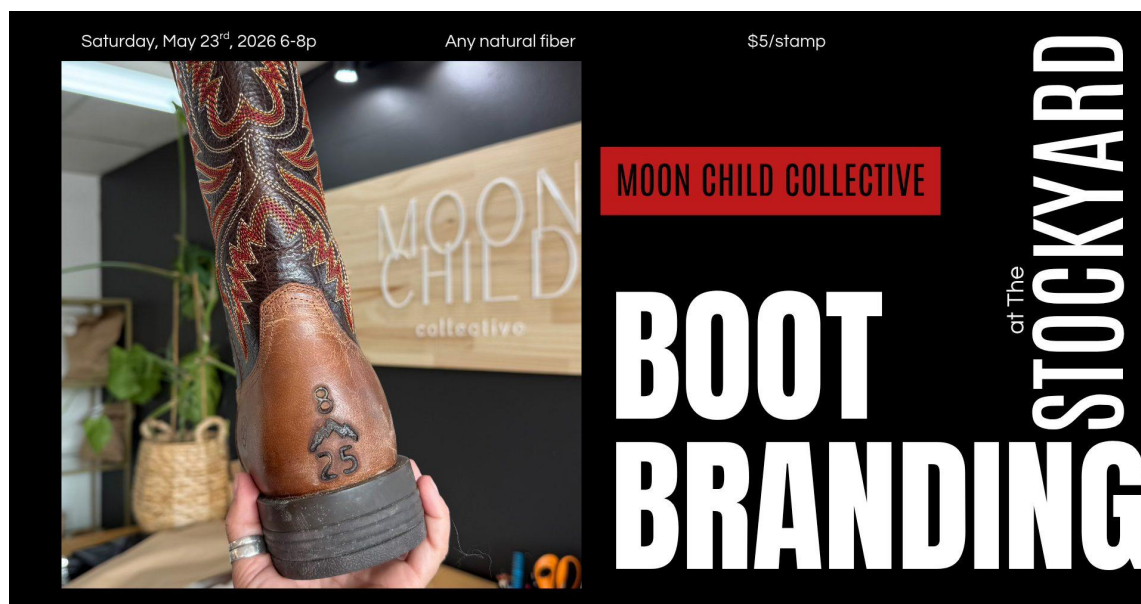
Steve (Cowboy) Pauloski | Leer Wood Products | Timber buyer of standing timber, cut logs; Assists with MFL program | [Referral Request: Looking for summer work, if you know of anyone who could benefit from Cowboys line of work. Depending on the type of trees, you can identify the lower quality trees.](#)

Autumn Brandau (Oddessa Hemmersbach) | NextHome Prime Real Estate | Residential, commercial, vacant land sales and area property manager | [Referral Request: June 5th is Luke Day at Snowflake. Many different sponsorship levels are available. Looking for more teams to add to the golf outing.](#)

Maja Grinsted Hillegass | PowerMedic | Makes and sells laser therapy equipment to accelerate natural healing | [Referral Request: Looking for physical therapists that would benefit from using laser therapy.](#)

Katie Helseth | River Bank, Westby | Katie primarily manages the bank's business and farm loans | [Referral Request: If you know anyone with hail damage that needs to fill the gap with funds.](#)

Hailey Nerison | The Wild Cowpoke Co | A unique mobile boutique offering women's western wear | [Referral Request: Spread the word about her event week on the 23rd at Stockyard. Teaming up with Moon Child Collective to put on a fun shopping event.](#)



https://www.facebook.com/events/1965025004115324/?acontext=%7B%22event_action_history%22%3A%5B%7B%22mechanism%22%3A%22your_upcoming_events_unit%22%2C%22surface%22%3A%22bookmark%22%7D%5D%2C%22ref_notif_type%22%3Anull%7D

Steve Peterson | Top Dog Marketing | Website design, marketing assessments and strategies, project management; Primarily works with small-businesses and nonprofits | [Referral Request: Create a profile about your website write down any information you have on your website, when it was created, the domain owner admin work.](#)

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: If you know of anyone with hail damage to your air conditioner. If refrigerants are the same on both units you have to replace both of them.](#)

Referral Education– Scott Kring

Here's a deep-dive, practical guide you can use to teach how to introduce two people without awkwardness in a business networking or referral group.

Why Introductions Feel Awkward (and How to Fix That)

Introductions usually become awkward for one of three reasons:

1. **Lack of context** – people don't know why they're meeting
2. **Lack of consent** – one or both parties didn't ask for this
3. **Unclear expectations** – no one knows what should happen next

The solution is **clarity + permission + relevance**.

The 3 Principles of a Smooth Introduction

1. Permission First (Always)

Before connecting people, make sure **both parties** want the intro.

- Protects trust
- Prevents spammy behavior
- Raises response rates

👉 **Teaching tip:** Remind members that permission builds credibility.

2. Make the Why Obvious

Every introduction should answer this question:

"Why is this worth my time?"

Avoid vague intros like:

"You two should connect."

Instead, give **one specific reason**.

Clarity reduces awkwardness immediately.

3. Lower the Pressure

An intro should feel like an opportunity, not an obligation.

Key signals that reduce pressure:

- “No pressure to move forward”
- “Just wanted you two to connect”
- “If it makes sense, great—if not, totally fine”

When pressure drops, trust goes up.

The Ideal Introduction Formula

Use this **4-part structure** for email or message introductions:

1 Name Both People Clearly

“Hi Alex and Jamie—”

2 State Why You’re Connecting Them

“I’m introducing you because Alex mentioned he’s looking to streamline his accounting processes, and Jamie works specifically with small construction companies on this.”

3 Add a Credibility or Context Line (Optional but Helpful)

“Jamie has helped several businesses in our network with similar challenges.”

4 Hand Off the Next Step

“I’ll let the two of you take it from here.”

That last line is critical—it removes you from the middle and reduces pressure.

What NOT to Do (Common Mistakes)

- ✗ “You should call each other”
- ✗ Overhyping one person (“She’s the best ever—you HAVE to work with her”)

- ✗ Making it transactional ("You owe me a meeting")
- ✗ Passing along contact info without consent

These create resistance and discomfort.

Vice President's Report – Linda Schulte (ABSENT)

\$ _____ closed business year-to-date
___ referrals, ___ closed business mentions & ___ testimonials last week

Secretary's Report – Hailey Nerison

May 20th- Linda Schulte, Valley Fudge and Candy

May 27th- 1:1 Conversations

10-Minute Business Spotlight Speaker: Hailey Nerison, The Wild Cowpoke Co.

<https://docs.google.com/presentation/d/1wrIFZjvFI9ooRKf26zHfucOTzEWutjVPwMNDEo---U4/edit?slide=id.p#slide=id.p>-
Presentation Link

Website Link-The Wild Cowpoke Co.

Referrals & Testimonials

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

Mark – **R** for Katie

Courtney – **CB** for Daily, **CB** for Birchpoint, **2R** for Hailey

Scott – **CB** for Daily

Rod – **CB** for Daily

Jan – **T** for Mark

Sara – **CB** for Daily, **R** for Nexthome, **T** for Hailey

Mary – **CB** for Daily

Ryan –

Jason –

Steve (Cowboy) – **T** for Rod

Autumn –

Maja – **R** for 608

Katie – **R** for Hailey

Hailey – **CB** for Daily, **R** for Daily

Steve Peterson – **R** for Embroidery, **CB** for Daily

Linda –

Dan – **CB** for Courtney, **CB** for Daily, **R** for Nexthome

Kevin – **CB** for Daily

Total Referrals: **9**

Total Closed Business: **11**

Total Testimonials: **3**

Door Prize Drawing

The Wild Cowpoke Co. \$25

Winner: Courtney

Community Events & Announcements

Bingo (Coon Valley Legion Hall, 5pm on Thursday, meal provided for a small cost)

Westby Syttende Mai -(events happening all weekend with the kick off breakfast being held at Daily Brew on Friday)

WESTBY'S SYTTENDE MAI

Celebrating Norwegian Heritage

THURSDAY, MAY 14TH, 2026

- Royalty Pancake Supper

FRIDAY, MAY 15TH, 2026

- Breakfast Kick-off & Concert
- Westby Locker & Meats Cookout
- IMPACT Chicken-Q
- WAHS Choral Concert
- Norske Tent -

High Milage

SATURDAY, MAY 16TH, 2026

- Sons of Norway - Frokost "Breakfast"
- Kickball Tournament
- Westby Historical Society Tours
- Car Show
- Elaine Lund Memorial Kiddie Parade
- Snowflake Golf Tournament
- Coulee Region Rosemallers Show
- Kiddie Tractor pull
- Coulee Region Woodcarvers Show
- Rommengrot Eating Contest
- Norske Tent -

Blue Collar 40

SUNDAY - MAY 17TH, 2026

- 5k Run/Walk
- Kids Bike Race
- Westby Coon Prairie Church Meatball Dinner
- Our Saviors Meatball Dinner
- Coulee Region Rosemallers Show
- Coulee Region Woodcarvers Show
- Big Parade!

YOU CAN PURCHASE BUTTONS AT
LOCAL BUSINESS'S FOR \$10!



Buttons are needed to enter the
Norske Tent. Buttons sold May 14-17th
are \$15.00.

**SCAN HERE
FOR MORE INFO**



Inspirational Quote – Courtney (From Scott)

“ A great introduction makes both people feel helped, not sold to.”

Meeting adjourned at (9:18).

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
Jason Stuempges

Growth Committee:

Linda Schulte
