

## Wednesday, February 4, 2026 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:** Past the deadline for 1099s, income tax returns are starting next. They can take on new clients but they most likely won't be done by the April deadline and will need an extension.

Courtney Havel | Bethel Home & Services | Senior living community providing a continuum of care to meet changing needs | **Referral Request:** New Birchwood Homes will start being placed in mid March. If you know anyone who would be interested in viewing the new builds, please reach out to Courtney.

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:** Last weekend was a great weekend, Saturday they ran out of Vodka. Stop by on your way to Ski Jump this weekend!

Rod Engh | Cade Financial Services | Retirement income planning, 401(k), IRAs, education savings plans | **Referral Request:** Social Security, if anyone needs help signing up. Rod will help you get going with your program. Just make sure if you already have a program make sure you know your login credentials.

Kevin Connelly | Connelly Legal Services | estate planning, real estate transactions, probate work, small business setup | **Referral Request:** Married couples bring in their trust and wanna make small changes. The law will change over the years and the complexity happens over years. They can make it more simple. If you know anyone who needs to go over it, reach out to Kevin.

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:** ABSENT

Jan Hesson | Daily Brew Co. | Coffee shop offering coffee, Lotus drinks, teas, baked goods, breakfast/lunch/dinner options | **Referral Request:** 103rd Snowflake Ski Jump happening this weekend, make sure to grab a friend and stop by the Daily Brew.

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:** Finally done with 1099s. Westby Snowflake Ski Jump is happening this weekend. Saturday Sara's daughter Mia, will be ski jumping on Saturday.

Mary Daines | Embroidery & More | Screen printing, embroidery, promotional products, patches, heat press | **Referral Request:** ABSENT



**SNOWFLAKE SKI & GOLF CLUB**  
**ANNUAL SKI JUMP EVENT**  
**FEBRUARY 6 & 7**  
Snowflake Ski & Golf Club  
Westby, WI

**NEW! STUDENT BUTTON**  
AGES 12-18 • ONLY \$10  
All student buttons are pre sale and there will not be student buttons available at the gates.

**Thrilling Ski Jumps!** Get them at the Ski & Golf Clubhouse  
E7940 County Rd P, Westby, WI 54667

**Winter Fun for All!** Or get them at the Westby Creamery Store

**Get Your Student Button!**

**DON'T MISS OUT!**  
Bundle up and join us for an unforgettable weekend!

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: Will be doing puzzles again this year, and can have more options this year. Check out his facebook and vote for the options you would like to see.](#)

Steve (Cowboy) Pauloski | Leer Wood Products | Timber buyer of standing timber, cut logs; Assists with MFL program | [Referral Request: If you know of anyone who got a letter for a MFL program. Cowboy will help you work through it.](#)

Autumn Brandau | NextHome Prime Real Estate | Residential, commercial, vacant land sales and area property manager | [Referral Request: Help spread the word about the new listing on E Park Street. Open house this weekend <https://autumnbrandau.nexthomeprimerealestate.com/property/186-1949207-301-e-park-st-westby-WI-54667>](#)

Maja Grinsted Hillegass | PowerMedic | Makes and sells laser therapy equipment to accelerate natural healing | [Referral Request: If you know anyone who works in sports medicine. Please refer them to Maja.](#)

Katie Helseth | River Bank, Westby | Katie primarily manages the bank's business and farm loans | [Referral Request: Anyone looking to buy a home rates are down.](#)

Hailey Nerison | The Wild Cowpoke Co | A unique mobile boutique offering women's western wear | [Referral Request: Any summer events that she can pop up at.](#)

Steve Peterson | Top Dog Marketing | Website design, marketing assessments and strategies, project management; Primarily works with small-businesses and nonprofits | [Referral Request: Scams are out there. Make sure your actual domain renewal is legit \[whois.com\]\(http://whois.com\) will give you all your domain information.](#)

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: Candy side of Valley Fudge and Candy. Be sure to stop down and check out all the different kinds of candy in time for Valentine's Day.](#)

Dan Lee | 608 Plumbing & Heating | Residential and light commercial plumbing, heating, septic | [Referral Request: Snowflake Ski Jump is coming around that means it starts to warm up. Check batteries and look through and change filters and look at the merv readings.](#)

#### **1st Wednesday Referral Reality Check** – Steve Peterson

To Bethel from Connelly- successful  
To Eagle Title from Connelly- successful  
To Rod from Jan- Successful  
To Embroidery and More from Sara- successful  
To Maja from Jan- ?  
To Maja from Courtney- ?  
To Jason from Courtney- in works  
To Birchpoint from Mary-?  
To Embroidery and More from Linda- ?  
To Scott from Linda-?  
To Ryan from Rod- in works  
To scott from Jan- Not successful

#### **Vice President's Report** – Linda Schulte

\$ 24,914.33 closed business year-to-date  
7 referrals, 11 closed business mentions & 4 testimonials last week

**Treasurer's Report** – Katie Helseth (Only 1st Wednesday of each month)Checking Account Balance – EU'ective 12/31/2025 :  
\$1,197.77

Deposits: \$800

Annual Membership Dues - Next Home – 1/20/26 \$100.00  
Annual Membership Dues – Daily Brew – 1/20/26 \$100.00  
Annual Membership – Abacus Answers LLC – 1/26/26 \$100.00  
Annual Membership - Connelly Law Office – 1/30/26 \$100.00  
Debits: (\$0)  
Balance – Effective 1/31/2026: \$1,597.77

### **Secretary's Report** – Hailey Nerison

Feb. 11 – Courtney Havel, Bethel Home & Services  
Feb. 18- Jason Stuempges, Jason Ray Photography  
Feb. 25- 1:1 Conversations

### **10-Minute Business Spotlight Speaker: Sara Rudie, Eagle Title Co.**

#### **Fraud and scams are on the rise.**

One of the most common schemes right now involves the fraudulent sale of property. Scammers target vacant lots and properties owned by people who are out of town. Using public records, they obtain mailing addresses and ownership details, then reach out by email, text, or phone with a pushy “all-cash” offer, often trying to rush a deal within three weeks.

These scammers can be extremely aggressive with real estate agents and, in some cases, even forge signatures and deeds. To help combat this, one effective step is sending an official letter directly to the property owner to confirm intent before moving forward. Unfortunately, these incidents are becoming more frequent.

New software to help prevent property fraud is expected to launch in March. There will also be a service available that you can sign up for to receive notifications if any activity is reported under your name.

### **Referrals & Testimonials**

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

Mark –

Courtney – **CB** for Bethel, **CB** for Daily **CB** for Connelly, **R** for Hailey, **R** for Linda

Scott – **CB** for Daily

Rod – **CB** for Bethel, **CB** for Daily

Jude –

Jan – **CB**

Sara – **CB** for Daily

Mary –

Ryan –

Jason – **CB** for Daily, **R** for Maja

Steve (Cowboy) – **CB** for Daily

Autumn – **CB** for Daily

Maja – **CB** for Daily

Katie – **R** for Eagle, **CB** for Daily

Hailey – **CB** for Birchpoint, **CB** for Bethel, **CB** for Daily, **CB** for Valley Fudge

Steve Peterson – **T** for Linda, **CB** for Daily, **R** for Maja, **CB** for Bethel

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

Dan – **CB** for Daily

Kevin– **CB** for Daily

Total Referrals: 7

Total Closed Business: 22

Total Testimonials: 1

### **Door Prize Drawing**

**\$20 Daily Brew**

Winner: Courtney

Community Events & Announcements

Snowflake Ski Jump Feb 6&7

Blood Drive at Coon Valley Lutheran Church on Monday from 1-6

A Table Together on Feb 25th



Next Weekend is the Sports Show in La Crosse-

[https://www.facebook.com/events/874058855110770/?acontext=%7B%22event\\_action\\_history%22%3A%5B%7B%22mechanism%22%3A%22search\\_results%22%2C%22surface%22%3A%22bookmark\\_search%22%7D%5D%2C%22ref\\_notif\\_type%22%3Anull%7D](https://www.facebook.com/events/874058855110770/?acontext=%7B%22event_action_history%22%3A%5B%7B%22mechanism%22%3A%22search_results%22%2C%22surface%22%3A%22bookmark_search%22%7D%5D%2C%22ref_notif_type%22%3Anull%7D)

**Inspirational Quote** – Courtney

“Trust the timing of your life, good things will unfold in February.”

Meeting adjourned at 9:02.

---

### 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 Stuemppes  
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  
Jude Steers  
Jason Stuempges

**Growth Committee:**

Linda Schulte  
Jude Steers

---