

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

President's Welcome – Maja Grinsted Hillegass

New Member Welcome – Cowboy
Steve Peterson, Top Dog Marketing, is officially a PRN member.

Referral Reality Check – Dan
R to Hailey from Jason – The referral event dates are already booked.
R to Eagle Title from Cowboy – Business complete
R to Maja from Sara – Maja will be reaching out
R to Mark from Maja – Business in progress
R to Mark from Sara – Business in progress
R to Cowboy from Mark – In progress
R to Courtney from Dan – Business complete
R to Jan from Maja – Facebook tag complete
R to Linda from Courtney – Business will be completed today
R to Mark from Maja – In progress

Members' 60-Second Introduction & Referral Requests

Mark McCraw | Abacus Answers, LLC | CPA (Certified Public Accountant) offering small business accounting and tax preparations | [Referral Request: Tax season is on, and Mark has limited availability to assist.](#)

Courtney Havel | Bethel Home & Services | Senior living community providing a continuum of care to meet changing needs | [Referral Request: \\$10 donations to purchase floral bouquets for seniors in Bethel's assisted living programs.](#)

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: Follow their business on Facebook and Instagram to see progress updates.](#)

Rod Engh | Cade Financial Services | Retirement income planning, 401(k), IRAs, education savings plans | [Referral Request: IRAs can still be set up before the April 15th tax deadline to provide tax advantages.](#)

Jan Hessen | Daily Brew Co. | Coffee shop offering coffee, Lotus drinks, teas, baked goods, breakfast/lunch/dinner options | [Referral Request: A new flight menu of coffee and Lotus drinks will be available after Valentine's Day. Give the new flavors a try.](#)

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: They work with bankers and beyond \(including construction workers\) to assist with title work.](#)

Mary Daines | Embroidery & More | Screen printing, embroidery, promotional products, patches, heat press | [Referral Request: Discount sale happening now in their shop: T-shirts for \\$3 and sweatshirts for \\$10.](#)

Ignacia Steers | Ignacia Steers B Yoga | Yoga classes each Thursday/Saturday at 11 a.m. in Coulee Roots Movement | [Referral Request: Learn more about a relaxing retreat in Chile that Ignacia will be hosting October 6-12, 2025.](#)

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: Looking for topics to discuss during his 10-minute presentation next week.](#)

Jason Stuemppes | Jason Ray Photography | Landscape photographer, offering prints for your home or office via website and craft fairs | [Referral Request: Offers image licensing for other business' websites, promotional materials, etc.](#)

Steve (Cowboy) Pauloski | Leer Wood Products | Timber buyer of standing timber, cut logs; Assists with MFL program | [Referral Request: On the personal side, Cowboy is looking for chainsaw work he can do](#)

Autumn Brandau | NextHome Prime Real Estate | Residential, commercial, vacant land sales and area property manager | [Referral Request: First-time homebuyers whom Autumn can assist.](#)

Maja Grinsted Hillegass | PowerMedic | Makes and sells laser therapy equipment to accelerate natural healing | [Referral Request: Chiropractors who would consider trying a laser or who could use a new one.](#)

Katie Helseth | River Bank, Westby | Katie primarily manages the bank's business and farm loans | [Referral Request: \(ABSENT\)](#)

Hailey Nerison | The Wild Cowpoke Co | A unique mobile boutique offering women's western wear | [Referral Request: Check out her website's sale page. She's now offering many discounted items.](#)

Steve Peterson | Top Dog Marketing | Website design, marketing assessments and strategies, project management; Primarily works with small-businesses and nonprofits | [Referral Request: Businesses needing assistance with their website design, development, etc.](#)

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: Purchase fudge for Valentine's Day. Valley Fudge & Candy will be part of the Duluth Sports Show this weekend; encourage connections in that area to visit the show.](#)

Dan Lee | 608 Plumbing & Heating | Residential and light commercial plumbing, heating, septic | [Referral Request: Drive careful in this week's winter weather. Check your outdoor vents if you have issues with your furnace in the impending weather.](#)

Vice President's Report – Sara Rudie

\$22,969.15 closed business year-to-date

8 referrals, 10 closed business mentions & 5 testimonials last week

Treasurer's Report – Katie Helseth (ABSENT)

Secretary's Report – Courtney Havel

Feb. 19 – Ryan Lium, Independent Insurance Agent

Feb. 26 – 1:1 Conversations

March 5 – Dan Lee, 608 Plumbing

March 12 – Scott Kring, Birch Point Distillery

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: Jason Stuempges, Jason Ray Photography

Jason primarily photographs landscapes and local scenery.

He did a show and tell of his photography and displayed a variety of images, print sizes, materials, etc.

Prints are offered in variety of materials including:

loose prints

metal prints

floating frames

floating frame canvases

frames can also come in a variety of wood grains and colors

velvet paper for framing

His photographs are also available in puzzle form on a platform called pixels. [Here is the pixels link to order puzzles.](#)



JASON RAY
PHOTOGRAPHY

Jason's work is available for purchase on his website, at a few local stores and at local art fairs. He is currently working on building a house that will include a studio.

Referrals & Testimonials

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

Mark –

Courtney – CB for Daily Brew Co.; CB for Valley Fudge & Candy; T for Jason Ray Photography

Scott – CB for Daily Brew Co.; R & CB for Bethel Home & Services

Rod – R for Jason Ray Photography

Jan – CB for Bethel Home & Services

Sara – T for Daily Brew Co.; T for Jason Ray Photography

Mary – CB for Daily Brew Co.; CB for Valley Fudge & Candy

Jude –

Ryan – R for Jason Ray Photography; T for Jason Ray Photography

Jason – R for Bethel Home & Services; CB for Daily Brew Co.

Steve (Cowboy) – CB for Daily Brew Co; R & CB for Bethel Home & Services

Autumn – CB for Daily Brew Co.

Maja – CB for Daily Brew Co.; R for Bethel Home & Services

Katie –

Hailey – CB for Daily Brew Co.; CB for Bethel Home & Services

Steve P –

Linda – CB for Daily Brew Co.; R & CB for Bethel Home & Services; T for Jason Ray Photography

Dan – R for PowerMedic; CB for Daily Brew Co.

Total Referrals: 8

Total Closed Business: 17

Total Testimonials: 5

Door Prize Drawing

\$20 to Jason Ray Photography's online store from Jason

Winner: Sara

Club Discussion

PRN meeting frequency discussion: every week? every other week? The leadership team will connect for further discussion and follow-up.

Announcements / Upcoming Events

La Boutique - French Farmhouse Market

This Saturday, Feb. 15

At Coon Valley Dairy Supply

Spring Primary Election

Tuesday, February 18th

Vote for Wisconsin State Superintendent

Karve In 9

Annual event showcasing area woodcarvers

Saturday, April 26

At Westby Area High School

Bingo

Tomorrow, Thursday, Feb. 13

5 p.m. food / 6 p.m. Bingo

At Coon Valley American Legion

Inspirational Quote

"A smile is a curve which can set a lot of things straight." - Victor Borgan

Meeting adjourned at 9:21 a.m.



2nd Thursday of every month!

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=agX0mY7vOYlFn8yaXmUPMjr3jllL61h.1>

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

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River Bank – Katie Helseth

The Wild Cowpoke Co – Hailey Nerison

Steve Peterson – Top Dog Marketin

Valley Fudge & Candy – Linda Schulte

608 Plumbing & Heating – Dan Lee

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 Hessen

Social Committee:

Rod Engh

Ryan Lium

Jason Stuempges

Membership Committee:

Ryan Lium

Steve Pauloski

Jason Stuempges

Media Committee:

Autumn Brandau

Maja Grinsted Hillegas

Scholarship Committee:

Mary Daines

Rod Engh

Jan Hessen
