

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

President's Welcome – Vice-President Sara Rudie filled in for Maja.

Members' 60-Second Introduction & Referral Requests

Mark McCraw | Abacus Answers LLC | CPA (Certified Public Accountant) offering small business accounting and tax preparations | [Referral Request: Small, medium and large businesses who could benefit from the Abacus Answers team reconciling checking and credit card accounts for them. This could free up valuable time for the business owners/employees.](#)



Courtney Havel | Bethel Home & Services | Senior living community providing a continuum of care to meet changing needs | [Referral Request: Bethel hosted a Groundbreaking Ceremony yesterday for their future development of "Birchwood Ridge" on the south end of Westby. Birchwood Ridge will be a neighborhood of independent retirement duplex homes. They're ideal for people ages 55 or better to live in their own home without the worry of home ownership and home repairs.](#)

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: Continue to watch their process as Birch Point gets up and going. They're planning their community opening date for Saturday, November 1st.](#)

Rod Eng | Cade Financial Services | Retirement income planning, 401(k), IRAs, education savings plans | [Referral Request: \(ABSENT\)](#)

Jude Steers | Coon Bali Yoga | Yoga classes offered 11-noon on Saturdays in Coulee Roots Movement in Viroqua | [Referral Request: If you want to be in a yoga video, connect with Jude.](#)

Jan Hesson | Daily Brew Co. | Coffee shop offering coffee, Lotus drinks, teas, baked goods, breakfast/lunch/dinner options | [Referral Request: Check out their new "Prop Swop" located just outside the conference room. The community is invited to snip and spread the love through this plant shared propagation.](#)

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: Their rates are adjusting slightly, so connect with Sara to discuss offerings and options.](#)

Mary Daines | Embroidery & More | Screen printing, embroidery, promotional products, patches, heat press | [Referral Request: Check out Embroidery & More's Facebook page for flash specials and giveaways this week.](#)



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: Owners of hunting land, cabins, sheds, etc. or those renting hunting land.](#)

Jason Stuempges | Jason Ray Photography | Landscape photographer, offering prints for your home or office via website and craft fairs | [Referral Request: New construction builds or remodels for homes or offices.](#)

Steve (Cowboy) Pauloski | Leer Wood Products | Timber buyer of standing timber, cut logs; Assists with MFL program | [Referral Request: Connect people you know who are in the Managed Forest Law with Cowboy so he can assist them with the program.](#)



Autumn Brandau | NextHome Prime Real Estate | Residential, commercial, vacant land sales and area property manager | [Referral Request: A new commercial property on Main Street in Viroqua is now listed. It's priced at \\$225,000 and is located next to Royal Bank. It would be a great commercial property. \[View the listing here.\]\(#\)](#)

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: Leave a Google review for Westby's River Bank Branch here: <https://g.page/r/CVeX6DARQ0QUEBM/review>.](#)

Hailey Nerison | The Wild Cowpoke Co | A unique mobile boutique offering women's western wear | [Referral Request: September, October and November events to take her boutique trailer to.](#)

Steve Peterson | Top Dog Marketing | Website design, marketing assessments and strategies, project management; Primarily works with small-businesses and nonprofits | [Referral Request: If using AI, be cautious and proof-read/review. AI is a helpful tool, but it's not always perfect. On a different note, Steve will be the keynote speaker at the Inventors and Entrepreneurs Club in Viroqua on August 13th. He will be leading a 60-90 minute workshop.](#)

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: Valley Fudge & Candy will have a booth at the Wisconsin State Fair inside the Wisconsin Products Pavilion. The Wisconsin State Fair runs July 31 through August 10, 2025. If you or someone you know is attending, stop by the Valley Fudge & Candy booth. Linda and Steve are also looking to hire employees in their production and packaging areas. Mothers with kiddos going back to school would be ideal referral.](#)



Dan Lee | 608 Plumbing & Heating | Residential and light commercial plumbing, heating, septic | [Referral Request: Next week is August, and fall is right behind that. Get your furnace checked out before it's a dire need.](#)

Referral Education – Mark McCraw

Tip for referring within your business:

Provide discounts, promos or other referral incentives for your clients/customers.

Example: Bring a friend to yoga and receive one free class entry.

This is a great way to encourage current clients/customers to refer their friends/family/colleagues/neighbors.

Vice President's Report – Sara Rudie

\$69,754.16 closed business year-to-date

9 referrals, 8 closed business mentions & 8 testimonials last week

Secretary's Report – Courtney Havel

Upcoming 10-Minute Speaker Schedule

August 6 – Jason Stuempges, Jason Ray Photograph

August 13 – Dan Lee, 608 Plumbing

August 20 – Ryan Lium, Fleming Insurance Agency

August 27 – 1:1 Conversation

Updated PRN Website Discussion - Steve Peterson, Top Dog Marketing

Steve has been working with Mid-West Family La Crosse who formerly hosted our PRN website. Steve worked with them to transition the website over to a new platform and under the ownership and control of Top Dog Marketing. He will manage the new site: <https://www.premierreferralnetwork.org/>

Member Login

Password: PRNdb815



Steve walked us through the bells and whistles of the new site including:

- Strengthened information about the PRN
- Member logos, bios and links to websites/Facebook pages
- All minutes and agendas available from this year

Discussion was held on creating a close of business form like the previous site had.

The Close of Business form will need to include:

- Referral To (Type in the person's name and/or the business name)
- Referral From (Select from a drop down list of PRN members)
- Closed Business Dollar Amount (Enter the amount)
- Referral Notes (Area to write any memo notes)
- New Referral / Ongoing Business (Option to select one of the two to denote the type of referral).

Steve said this website build typically costs \$2,500. He is willing to donate \$1,000 of it as Top Dog Marketing. He is asking the PRN to pay the remaining one-time fee of \$1,500.

Steve (Cowboy) Pauloski made a motion that our Premier Referral Network pays \$1,500 to Top Dog Marketing for the one-time fee of this website build. Mary Daines seconded. Motion passed.

Thank you for your work on this project, Steve.

Referrals & Testimonials

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

Mark – R for 608 Plumbing

Courtney – CB for Daily Brew

Scott – CB for Daily Brew; R for Embroidery & More

Rod –

Jude –

Jan –

Sara – CB for Daily Brew; R for NextHome; R for Top Dog Marketing, R for Jason Ray Photography

Mary – CB for Daily Brew; R for River Bank

Ryan – R for Bethel Home & Services

Jason – CB for Daily Brew; 2Rs for The Wild Cowpoke Co.

Steve (Cowboy) – CB for Daily Brew

Autumn – CB for Daily Brew

Maja –

Katie –

Hailey – CB for Daily Brew

Steve P. – CB for Daily Brew Co.

Linda – CB for Daily Brew; R for Embroidery & More; R for The Wild Cowpoke Co.

Dan – CB for Daily Brew; R for The Wild Cowpoke Co.

Total Referrals: 12

Total Closed Business: 11

Total Testimonials: 0

Door Prize Drawing

Gift Card from our Premier Referral Network

Winner: Cowboy

Community Events & Announcements

Burgers in the Park

Thursday, July 31

5-7 p.m.

Davidson Park, Westby

Co-Hosted by Bethel Foundation and RedLou Library

Bethel Foundation 27th Annual Golf Outing

Monday, August 11th

Contact Courtney if you're interested in golfing or providing a sponsorship to support Bethel Foundation.

PRN Social Outing

The Social Committee invites PRN members to a social outing at Burgers in the Park 5-7 p.m. on Thursday, August 21st at Davidson Park in Westby.

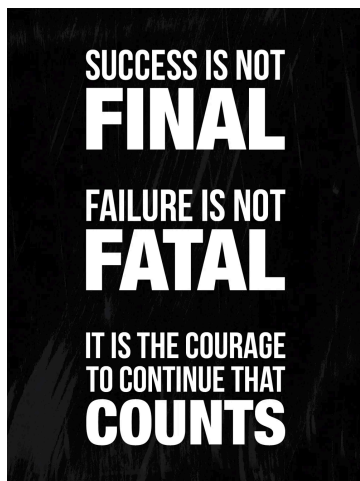
Please mark your calendars to attend.

Meals are \$5 and include your choice of hamburger, brat or hotdog with salad, baked beans, chips and a drink. Live music will be provided by Jay Hoffman.

We can bring lawn chairs or utilize the park picnic tables to sit and enjoy the evening together.

Bethel Home & Services Foundation and A Place for Angels are the co-hosts for that event. Rod Engh is part of the Place for Angels group, and Courtney serves as the Bethel

Foundation director. This social outing will be fun and it also supports two of our PRN members.



Inspirational Quote – Shared by Sara Rudie

“Success is not final. Failure is not fatal. It is the courage to continue that counts.” -Winston Churchill

Meeting adjourned at 9:12 a.m.

Important Links:

PRN Website: <https://www.premierreferralnetwork.org/>

Facebook Group: <https://www.facebook.com/groups/3304971566424285/>

Updated Zoom Link:

<https://us06web.zoom.us/j/81463261339?pwd=agX0mY7vOYFn8yaXmUPMjr3jL61h.1>

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



5-7 p.m.

**Thursday,
July 31**

**at Westby's
Davidson Park**

Hosted By: Bethel Home & Services Foundation
and RedLou Library

Live Music Provided By: Tim Bohnenkamp

\$5 Meal Includes: Choice of Hamburger, Brat or Hotdog
with Baked Beans, Chips, Salad & a Drink

Dine in the Park or ask for a carry out

All are welcome to attend Burgers in the Park
to enjoy food, live music, the beautiful Davidson Park
and connection with neighbors!

Hosted Thursdays in June, July & August
(except 1st Thursday monthly)

Jason Ray Photography – Jason Stuempges
Leer Wood Products – Steve Pauloski
NextHome Prime Real Estate – Autumn Brandau
PowerMedic – Maja Grinsted Hillegeass
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

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
