

Wednesday, May 20th, 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: Still have people coming to him for their 2025 taxes. He will take on doing work for anyone in the group.](#)

Courtney Havel | Bethel Home & Services | Senior living community providing a continuum of care to meet changing needs | [Referral Request: Burgers in the Park season is approaching soon. Few openings are available yet.](#)

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: No specials this weekend as his son is graduating from college. Next weekend is full of events at Birchpoint.](#)

Rod Engh | Cade Financial Services | Retirement income planning, 401(k), IRAs, education savings plans | [Referral Request: If you know of anyone with grandchildren, nieces or nephews. Education saving plans, or saving plans that can benefit them.](#)

Kevin Connelly | Connelly Legal Services | estate planning, real estate transactions, probate work, small business setup | [Referral Request: \(ABSENT \)](#)

Jan Hesson | Daily Brew Co. | Coffee shop offering coffee, Lotus drinks, teas, baked goods, breakfast/lunch/dinner options | [Referral Request: This Friday night they are having live music. Chin will be here from 6-8.](#)

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: Offer search and hold. If you are questioning the history or the current standings of the property.](#)

Mary Daines | Embroidery & More | Screen printing, embroidery, promotional products, patches, heat press | [Referral Request: If you can draw they can stitch it. 148 new items at \[sandmar.com\]\(http://sandmar.com\)](#)

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: Looking for anyone going through a re model or looking to remodel.](#)

Steve (Cowboy) Pauloski | Leer Wood Products | Timber buyer of standing timber, cut logs; Assists with MFL program | [Referral Request: Looking for summer work yet. Has enough work lined up, but would love to have some more jobs. Beware of ticks when out in the woods.](#)

Autumn Brandau | NextHome Prime Real Estate | Residential, commercial, vacant land sales and area property manager | [Referral Request: House still on the market on Prairie Blvd between Westby and Viroqua.](#)

Maja Grinsted Hillegass | PowerMedic | Makes and sells laser therapy equipment to accelerate natural healing | [Referral Request: Using lasers with women having fertility issues. If you know of anyone in New York having fertility issues.](#)

Katie Helseth | River Bank, Westby | Katie primarily manages the bank's business and farm loans | [Referral Request: If you know of anyone with hail damage that the insurance won't cover they can help you fill the gap.](#)

Hailey Nerison | The Wild Cowpoke Co | A unique mobile boutique offering women's western wear | [Referral Request: Come see me at Stockyard on Saturday from 2-8](#)

Steve Peterson | Top Dog Marketing | Website design, marketing assessments and strategies, project management; Primarily works with small-businesses and nonprofits | [Referral Request: A couple openings are available. A loyalty program is starting up for Steve. Keep it in mind when referring to Steve.](#)

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: Looking to fill a couple positions at Valley Fudge.](#)

Dan Lee | 608 Plumbing & Heating | Residential and light commercial plumbing, heating, septic | [Referral Request: Hail damage to heat pumps and air conditioners. A lot of times insurance will cover the parts to fix them.](#)

Referral Education / 1st Wednesday Referral Reality Check – Steve Peterson

Vice President's Report – Linda Schulte

\$ 91,512.67 closed business year-to-date
9 referrals, 11 closed business mentions & 3 testimonials last week

Secretary's Report – Hailey Nerison

May 20th- Linda Schulte, Valley Fudge and Candy
May 27th- 1:1 Conversations (Speed Networking)
June 3rd- Rod Engh, Cade Financial
June 10th- Autumn Brandau, NextHome Prime Real Estate
June 17th- Jan Hesson, Daily Brew
June 24th- 1:1 Conversations

10-Minute Business Spotlight Speaker: Linda and Steve Schulte, Valley Fudge and Candy

Valley Fudge has been crafting fudge for the past 10 years while building a beautiful blended family along the way — including Shelby, their beloved dog and honorary team member. They work hard every day, but truly enjoy what they do.

Over the last decade, packaging has evolved tremendously for the company. They believe first impressions matter, which led them to invest in packaging that is more polished, eye-catching, and appealing to customers.

During COVID, the business actually experienced positive growth. One major milestone was launching their wholesale side through FAIRE after the company reached out wanting Valley Fudge featured on their platform.

Many parts of the business are kept close to home. Their labels are designed and printed in-house, and the shells the fudge is packaged in are made in Lancaster. They make a strong effort to source and produce as much as possible within the state.

Another huge step in their growth was adding a flow wrapper into the shop, something they credit in part to Katie at Riverbank.

Most recently, they introduced a new bag design to continue improving their branding and marketing efforts.

Referrals & Testimonials

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

Mark – **R** for Katie

Courtney – **CB** for Ryan, **T** for Ryan, **CB** for Daily, **R** for Valley Fudge, **T** for Rod

Scott – **CB** for Daily, **T for the Group**

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

Jan – **R** for Nexthome
Sara – **CB** for Daily, **CB** for Linda, **3 R** for Connelly, **T** for Katie
Mary – **CB** for Daily, **CB** for Bethel
Ryan –
Jason –
Steve (Cowboy) – **CB** for Daily, **CB** for Hailey, **T for the Group**
Autumn – **R** for Courtney
Maja – **CB** for Daily
Katie –
Hailey – **R** to Courtney, **CB** for Daily, **R** for Rod, **R** for Jason
Steve Peterson – **CB** for Daily
Linda – **CB** for Daily
Dan – **R** for Daily, **T** for Steve

Total Referrals: 12
Total Closed Business: 14
Total Testimonials: 6

Door Prize Drawing
Fudge Gift Box
Winner: **Dan**

Community Events & Announcements

- **Branding and Shopping @ Stockyard on Saturday 12-8**
- **Parade in Coon Valley- 10:30 with a program after the parade.**
- **A Table Together at CVLC 5-7pm (if you are interested in sponsoring please reach out to the church) the meal is a cheesy ham casserole.**

Inspirational Quote – Courtney

“ Don't forget the day, so make it a good one.”

Meeting adjourned at (9:13)

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
Connelly Law Office- Kevin Connelly
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
