

Wednesday, June 3, 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: \(ABSENT\)](#)



Courtney Havel | Bethel Home & Services | Senior living community providing a continuum of care to meet changing needs | [Referral Request: Kick off of Burgers in the Park this Thursday from 5-7 with live music.](#)

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: \(ABSENT\)](#)

Rod Engh | Cade Financial Services | Retirement income planning, 401(k), IRAs, education savings plans | [Referral Request: All time highs on every index. Uses down side buffers, they are good](#)

[protection. Any questions or concerns give Rod a call.](#)

Kevin Connelly | Connelly Legal Services | estate planning, real estate transactions, probate work, small business setup | [Referral Request: In law school they train us to use AI as a valuable tool. They have to watch out for AI making mistakes.](#)

Jan Hesson | Daily Brew Co. | Coffee shop offering coffee, Lotus drinks, teas, baked goods, breakfast/lunch/dinner options | [Referral Request: New flights are coming out tomorrow.](#)

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: New summer help, Addy Oliver is gonna step into helping in the office for the summer while they catch up on work.](#)

Mary Daines | Embroidery & More | Screen printing, embroidery, promotional products, patches, heat press | [Referral Request: If you can draw it they can stitch it. Color transfers are a huge thing with any designs and colors. 31 days until 4th of July. Think about reunions, they can help out with any apparel needed.](#)



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 new builds or anyone looking to build to help out with art for your home and office.](#)

Steve (Cowboy) Pauloski | Leer Wood Products | Timber buyer of standing timber, cut logs; Assists with MFL program | [Referral Request: Stepping aside unless needed they have good stock in timber. His crews are always looking for jobs to do throughout the year.](#)

Autumn Brandau | NextHome Prime Real Estate | Residential, commercial, vacant land sales and area property manager | [Referral Request: A bunch of new listings are live. New listing going on the market outside of Ontario, Noble Ave 4 bed 3 bath on 5 acres 550,000](#)

Maja Grinsted Hillegass | PowerMedic | Makes and sells laser therapy equipment to accelerate natural healing | [Referral Request: If you happen to be talking to an acupuncturist, send them Maja's way.](#)

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: No ask this week as she is in the field. Shop her website here- <https://thewildcowpokeco.com/collections/new-arrivals-1>](#)

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 for website design on a new or revamping your old website. Watch out for spam emails talking about your search engine.](#)

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: Making new flavors, 35 days until Linda goes on QVC on July 9th.](#)

Dan Lee | 608 Plumbing & Heating | Residential and light commercial plumbing, heating, septic | [Referral Request: If you are having ac issues or need a new ac.](#)

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

- Jan is asking how we could enter closed business as she doesn't own Daily Brew as she pays for everything. Adding (other) under both drop down menus when entering closed business on the website

Looking at proofs of name badges- \$8.57 per badge, \$4.99 shipping and a 7% tax for a total of \$175 for a total to be paid by PRN
To make a motion 1st- Cowboy
2nd- Sara

Vice President's Report – Linda Schulte

\$ 93,643 closed business year-to-date
NA referrals, NA closed business mentions & NA testimonials last week

Secretary's Report – Hailey Nerison

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: Rod Engh, Cade Financial

- Rod has lived in Westby almost all his life, UWL graduate, years in conservation, home sales management, with Cade Financial for 7 years. Married to Shelly who is an elementary school teacher, blended family of 4.
- Structured Capital Strategies PLUS 21 variable annuity- 1 year performance cap rates

Referrals & Testimonials

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

Mark – **R** for Katie, **R** for Hailey

Courtney – **2 CB** for Daily, **R** for Hailey, **T** for Linda

Scott –

Rod – **CB** for Daily

Jan – **R** for Cowboy, **CB** for Mary

Sara – **CB** for Jason, **R** for Connelly, **CB** for Hailey, **CB** for Daily, **T** for Rod

Mary – **CB** for Daily, **CB** for Scott

Ryan –

Jason – **CB** for Daily

Steve (Cowboy) – **CB** for Cade, **CB** for Daily, **CB** for Hailey, **T** for Rod

Autumn – **CB** for Daily

Maja – **R** for 608

Katie –

Hailey – **2 CB** for Daily

Steve Peterson – **CB** for Daily

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

Dan – **R** for Autumn

Kevin– **CB** for Daily

Total Referrals: **9**

Total Closed Business: **19**

Total Testimonials: **4**

Door Prize Drawing

Daily Brew Gift Card

Winner: Sara

Community Events & Announcements

-PRN& Burgers in the Park (June 18th)- set up around 3 or 3:30 wearing logo shirts and new name tags. Fudge for desert, possible business card drawing for a basket put together by all the businesses.

Inspirational Quote – Courtney

“Just because you can do more doesn't mean you're not doing enough”

Meeting adjourned at 9:25

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

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 Stuemppes
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 Stuemppes

Growth Committee:

Linda Schulte
