

## Wednesday, October 29th, 2025 Meeting Minutes

Meeting Held at Daily Brew Co., 100 Washington St., Westby, WI

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**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: Anyone with a business that has numbers that don't make sense or you can't keep track of numbers please contact Mark.](#)

Courtney Havel | Bethel Home & Services | Senior living community providing a continuum of care to meet changing needs | [Referral Request: Invitation to the Community Thanksgiving Dinner on Thanksgiving from 11-2 at Our Saviors Lutheran Church 306 S Main St in Westby. Free will donation. Looking for volunteers and food items](#)

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: Awarded the Elevate Vernon Grant. Looking for the best places to drop off brochures to be displayed.](#)

Rod Engh | Cade Financial Services | Retirement income planning, 401(k), IRAs, education savings plans | [Referral Request: AI is a well used tool in the financial world. Possible new software that would make note taking into a retirement plan.](#)

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: Offering an all inclusive trip to a resort in Chile approximately 5k per person. If you would like more information please reach out to Ignacia or Jude.](#)

Jan Hesson | Daily Brew Co. | Coffee shop offering coffee, Lotus drinks, teas, baked goods, breakfast/lunch/dinner options | [Referral Request: Puzzle Night is coming back 2nd Friday of every month starting in November. Pre-payment of each team to secure your spot.](#)

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: There's a few realtors contacted by scammers. Vernon county register of deeds can help you with a free service to let you know if they have issues with your property.](#)

Mary Daines | Embroidery & More | Screen printing, embroidery, promotional products, patches, heat press | [Referral Request: Have you heard if you donate a turkey for the Community Thanksgiving Dinner. Embroidery and More will donate \\$25 for each turkey donated to Bethel.](#)

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: Quartz is getting out of Vernon County, if anyone needs assistance with health insurance Ryan can help.](#)

Jason Stuemppes | Jason Ray Photography | Landscape photographer, offering prints for your home or office via website and craft fairs | [Referral Request: Puzzles will arrive on Thursday special promotion until Friday.](#)

Steve (Cowboy) Pauloski | Leer Wood Products | Timber buyer of standing timber, cut logs; Assists with MFL program | [Referral Request: Looking for anyone looking to get there timber looked at to see if they would like to save money through the MFL Plan](#)

Autumn Brandau | NextHome Prime Real Estate | Residential, commercial, vacant land sales and area property manager | [Referral Request: Spread the word about the new listing in the office on Stenslien Lane outside of Westby.](#)

Maja Grinsted Hillegass | PowerMedic | Makes and sells laser therapy equipment to accelerate natural healing | [Referral Request: Know of anyone who works with horses.](#)

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:](#)

Steve Peterson | Top Dog Marketing | Website design, marketing assessments and strategies, project management; Primarily works with small-businesses and nonprofits | [Referral Request: Does evaluation of any type of media, can find you contacts for promotion of stuff being made](#)

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: They have holiday flavors being made and some already made if you know of a business](#)

Dan Lee | 608 Plumbing & Heating | Residential and light commercial plumbing, heating, septic | [Referral Request: Looking for help anyone with experience or willing to train](#)

### **Referral Education** – Scott Kring

How we can identify potential new members and what they would bring.

Understand Complementary Businesses-

Customers journey- where they are at before or after how it would complement the businesses around you

Get to know the business owner- make sure they have a great business and are willing to help the other businesses in the group it helps to grow.

Maintain the group- referral reality check and how we can be willing to change to keep the group positive

### **Vice President's Report** – Sara Rudie filling in for Linda Schulte

\$247,563.50 closed business year-to-date

7 referrals, 14 closed business mentions & 5 testimonials last week

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

Oct. 29 – 1:1 Conversations

Nov. 5 – Steve Peterson

Nov. 12- Hailey Nerison, The Wild Cowpoke Co.

Nov. 19- Linda Schulte, Valley Fudge & Candy

Nov. 26- NO MEETING, THANKSGIVING BREAK

### **1:1 Conversations-**

Rod and Maja

Mark and Ryan

Jason Jan Ignaica

Sara and Autumn

Steve and Dan

Scott and Linda

Mary, Hailey and Courtney

### **Referrals & Testimonials**

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

Mark – **CB** for Linda

Courtney – **CB** for Hailey, **R** for Hailey, **CB** for Daily

Scott – **CB** for Daily Brew, **CB** for Eagle

Rod – **CB** for Daily Brew

Jude –

Jan – **CB** for Courtney

Sara – **CB** for Hailey, **CB** for Daily, **CB** for Linda

Mary – **CB** for Daily Brew

Ryan – **CB** for Katie

Jason –  
Steve (Cowboy) – **CB** for Daily Brew  
Autumn –  
Maja – **2 R** for 608, **R** for Courtney **CB** for Daily  
Katie –  
Hailey – **CB** for Daily Brew  
Steve Peterson – **R** for Maja, **CB** for Daily,  
Linda – **CB** for Daily Brew, **R** for Scott  
Dan – **CB** for Daily, **R** for Autumn

Total Referrals: 5  
Total Closed Business: 19  
Total Testimonials: 0

### **Door Prize Drawing**

Daily Brew  
Winner: Linda

### **Community Events & Announcements**

- Christmas In the Valley at Coon Valley Dairy Supply and Sweet Valley Artensians
- Trick or treating in the surrounding towns
- Coon Valley Fire Department Dance at Venue in the Valley

**Inspirational Quote** – Courtney

Meeting adjourned at 9:19

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### **Important Links:**

[PRN Website](#) | [Enter Closed Business Here](#) | [Zoom Link](#) | [Facebook Group](#)

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### **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 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

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### **2025-2026 Officers:**

Steve (Cowboy) Pauloski

### **Leadership Team:**

Courtney Havel, President  
Linda Schulte, Vice President  
Hailey Nerison, Secretary  
Katie Helseth, Treasurer

### **Visitor Hosts:**

Mary Daines  
Rod Engh  
Jan Hesson

### **Membership Committee:**

Sara Rudie  
Jason Stuempges

### **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

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