

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

**President's Welcome** – Maja Grinsted Hillegass

**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: Night owls looking for a meaningful career as a resident assistant at Bethel Oaks Memory Care. There's a current opening for a benefited night shift.](#)

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: Visit Birch Point this fall - your tastebuds will thank you!](#)

Rod Engh | Cade Financial Services | Retirement income planning, 401(k), IRAs, education savings plans | [Referral Request: Retirees looking for assistance with financial plans.](#)

Jude & Ignacia Steers | Coon Bali Yoga | Yoga classes offered 11-noon on Saturdays in Coulee Roots Movement in Viroqua | [Referral Request: Come join them for Yoga in Viroqua.](#)

Jan Hessen | Daily Brew Co. | Coffee shop offering coffee, Lotus drinks, teas, baked goods, breakfast/lunch/dinner options | [Referral Request: The new recipient of \\$2 from every burger sold on Wednesday nights in April is the Coon Valley Diamond Club. Show your support.](#)

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: When putting properties into estates or trusts, people need deeds. Eagle Title can help.](#)

Annette Easterday (for Mary Daines) | Embroidery & More | Screen printing, embroidery, promotional products, patches, heat press | [Referral Request: There are still shirts available in their sale. They also have Westby sports apparel available.](#)

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: Commercial trucking companies looking for new insurance.](#)

Jason Stuempges | Jason Ray Photography | Landscape photographer, offering prints for your home or office via website and craft fairs | [Referral Request: Check out his new website here: \[www.jasonrayphotography.com\]\(http://www.jasonrayphotography.com\)](#)

Steve (Cowboy) Pauloski | Leer Wood Products | Timber buyer of standing timber, cut logs; Assists with MFL program | [Referral Request: Take a walk in the woods with Cowboy.](#)

Autumn Brandau | NextHome Prime Real Estate | Residential, commercial, vacant land sales and area property manager | [Referral Request: Looking for more engagement on her realtor Facebook page: \[Autumn Brandau - NextHome Prime Real Estate\]\(#\)](#)



Maja Grinsted Hillegass | PowerMedic | Makes and sells laser therapy equipment to accelerate natural healing | [Referral Request: People with muscle tension, aches and pains who could benefit from home-use of laser therapy.](#)

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: Spread the word about an event happening 9 a.m. - 3 p.m. this Saturday at Pedretti's Party. Hailey is bringing her trailer out of hibernation, so come shop spring arrivals.](#)

Steve Peterson | Top Dog Marketing | Website design, marketing assessments and strategies, project management; Primarily works with small-businesses and nonprofits | [Referral Request: Consider providing a sponsorship for this year's Westby Syttende Mai. / Check to be sure you own your domain name.](#)

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: Try the variety of fudge flavors they creatively and wonderfully make.](#)

Dan Lee | 608 Plumbing & Heating | Residential and light commercial plumbing, heating, septic | [Referral Request: Thermostats that aren't working properly - especially those with mercury - call 608 and ask for Dan.](#)

#### **Visitor Welcome, 60-Second Introduction & Referral Request**

Tracy Tobin | Secure Strategic Technology | Managed IT services provider dedicated to delivering innovative solutions that empower businesses to thrive in a digital world | [Referral Request: Businesses with 15-100 employees who would like to outsource their IT. Check out their website: \[www.secure-st.com\]\(http://www.secure-st.com\)](#)

#### **1st Wednesday Referral Reality Check – Linda**

To Steve P. from Rod – Complete!  
To Ryan from Scott – Working on it  
To Wild Cowpoke Co from Courtney – Complete!  
To Mark from Courtney – Meeting is set up for tomorrow  
To Rod from Cowboy – Complete!  
To Katie from Cowboy – Complete!  
To Steve P. from Cowboy – In discussion  
To Ryan from Mary – In discussion  
To Linda from Mary – Linda sent samples  
To Ryan from Hailey – In discussion  
To Maja from Ryan – In discussion  
To Rod from Linda – Working on it

AWESOME job providing beneficial referrals, making connections and turning referrals into great relationships and business.

#### **Vice President's Report – Sara Rudie**

\$37,156.83 closed business year-to-date  
15 referrals, 11 closed business mentions & 8 testimonials last week

#### **Secretary's Report – Courtney Havel**

April 9 – Steve Peterson, Top Dog Marketing  
April 16 – Maja Grinsted Hillegass, PowerMedic

April 23 – Hailey Nerison, The Wild Cowpoke Co.  
April 30 – 1:1 Conversations

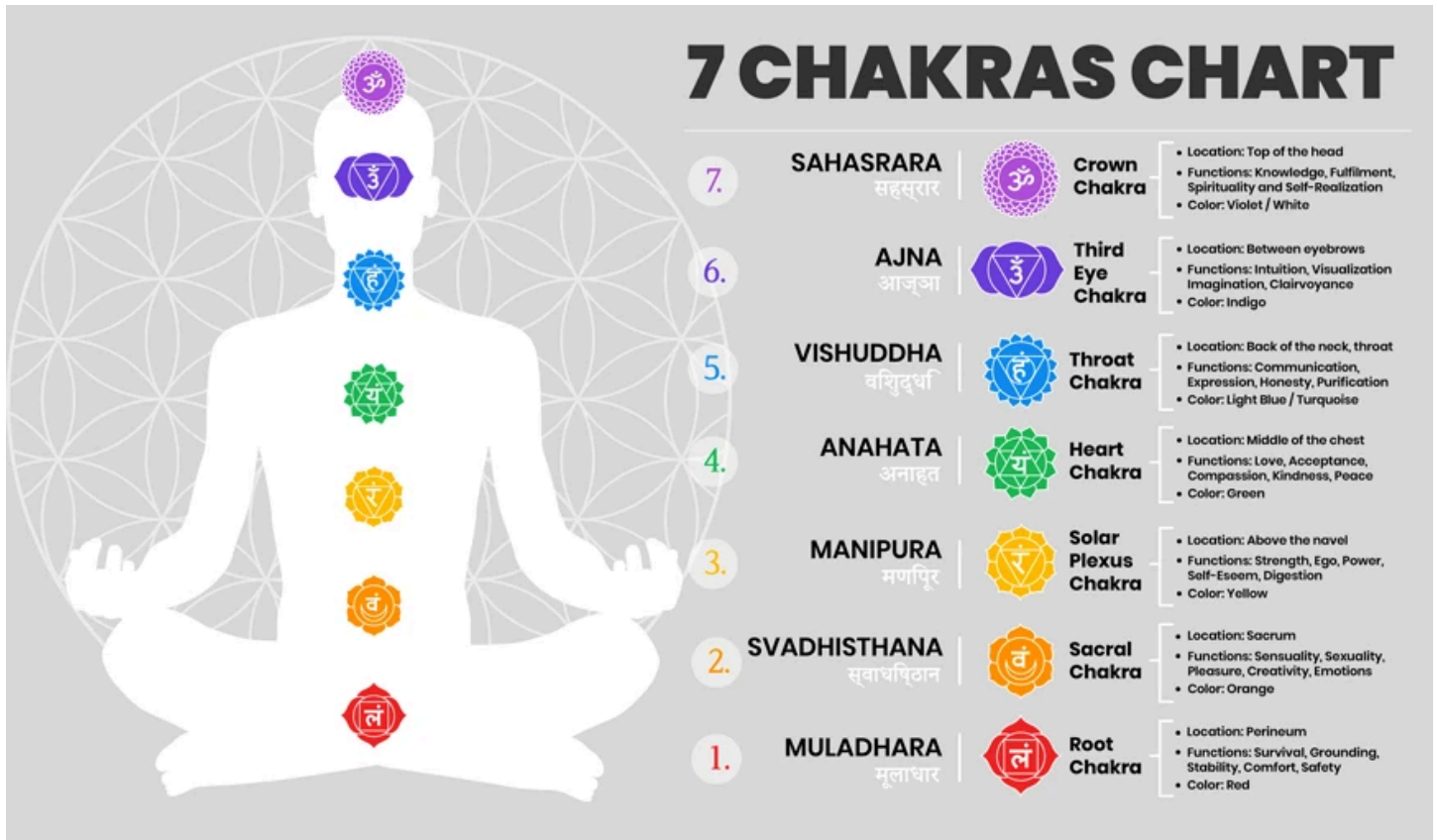
#### **10-Minute Business Spotlight Speaker: Jude & Ignacia Steers, Coon Bali Yoga**

Jude met Ignacia while traveling in Chile. Fast forward, and they've been together for about six years. They just welcomed their third child.

## Fundamental parts of yoga

- Drishti - gaze or point of focus - a specific point of focus for the eyes during yoga poses and meditation, helping to improve concentration, balance and mindfulness.
- Ujjayi - breath - a technique that involves constricting the back of the throat to create a soft, hissing sound.
- Asana - posture points - physical postures or poses that are practiced in yoga. These postures are designed to improve flexibility, strength, balance and overall well-being

Chakras - Discussion about the seven chakras, their locations, colors and functions.



## **Referrals & Testimonials**

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

Mark –

Courtney – R for Rod; 2Rs for Steve P. with Syttende Mai; CB for Steve P. with Syttende Mai; CB for Daily Brew Co.

Scott – CB for Daily Brew Co.; T for Cowboy with Leer Wood Products

Rod – R for 608 Plumbing; CB for Daily Brew Co.

Jude –

Jan –

Sara –

Annette –

Ryan – CB from Jason

Jason – CB for Daily Brew Co.; T for Ryan with Fleming Insurance Agency

Steve (Cowboy) – CB for Daily Brew Co.; T for Rod with Cade Financial Services; T for Sara with Eagle Title Co.

Autumn –

Maja – CB for Daily Brew Co.; R for Top Dog Marketing

Katie –

Hailey – CB for Daily Brew Co.

Steve P. – CB for Daily Brew Co.

Linda – CB for Daily Brew Co.; R for Steve P. with Syttende Mai

Dan – CB for Daily Brew Co.; R for Fleming Insurance Agency

Total Referrals: 7

Total Closed Business: 12

Total Testimonials: 4

### Door Prize Drawing

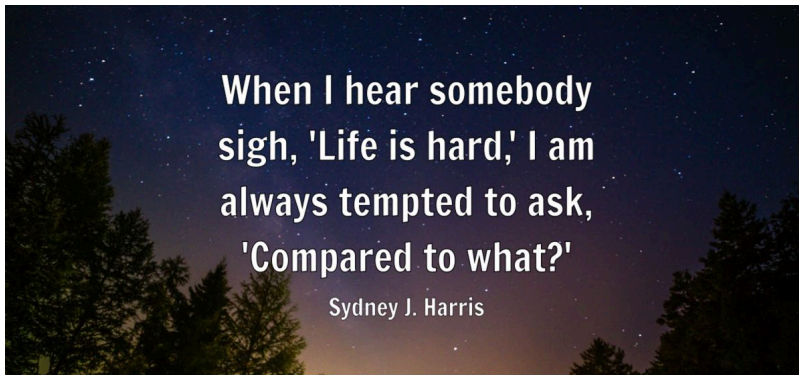
Prize from Coon Bali Yoga

Winner: Scott Kring

### PRN Website Update

Mid-West Family will be transferring the domain to Top Dog Marketing tomorrow.

### Inspirational Quote – Maja



Meeting adjourned at 9:21 a.m.

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### 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=agX0mY7vOYlFn8yaXmUPMjr3jLL61h.1>

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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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### 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