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# CHAMBER NEWSLETTER

Providing More Value For Your Membership Investment

JANUARY 2020

## Celebrating Hudson's Businesses! Annual Meeting & Awards Banquet

Join us on Thursday, January 23, 2020 for the Annual Meeting & Awards Banquet. This event is our opportunity to recognize Chamber members and volunteers for all they have done to help the Chamber grow. It is also a time to celebrate Chamber and business accomplishments this past year. We will recognize outgoing Board Members, welcome new Board Members and present goals for 2020.

As a Chamber, we annually recognize innovative, successful member businesses. Two "Business of the Year" awards will be presented, recognizing outstanding achievement by companies with 1-20 and 20 plus full-time employees.

In addition, we will also recognize an Outstanding Chamber Member, an Outstanding Community Volunteer, and award the Marie Blakeman Award.

### Event Details

**Date:** Thursday, January 23, 2020

**Time:** 6 p.m. with networking and win a prize at the Golf Simulator

**Location:** White Eagle Golf Club  
316 White Eagle Trail, Hudson, WI 54016

## On the Inside

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## Promote your business at the Annual Meeting/Awards Banquet

The Annual Meeting/Awards Banquet offers many opportunities for sponsorship and promotion of your business. By supporting this event, area business people will become familiar with your business and its products and services. Sponsorship options include:

- **Gold Sponsor:** \$750 (Includes four tickets)
- **Silver Sponsor:** \$500 (Includes two tickets)
- **Bronze Sponsor:** \$150 (Includes one ticket)

All sponsors receive visibility through both a listing in the Chamber newsletter and recognition at the event. A quick response guarantees additional exposure by highlighting your company as a sponsor in the official program for the evening. Call 715.386.8411 for more information.



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## MESSAGE FROM THE PRESIDENT



Mary Claire Olson Potter  
Chamber President

## Thank You for Your Investment!

Membership is the lifeblood of a Chamber. Without membership investments and involvement, there is no Chamber. The strength of a Chamber is found in the members and their commitment to the mission and the role of the Chamber. Thank you for your involvement and commitment!

There are many ways for you to be involved in the Chamber. There are a number of ongoing committees, event committees and task forces to participate in along with attending events that are held throughout the year. Please make the most of your membership by getting involved. I would be happy to meet with you and your team to review Chamber benefits and involvement opportunities.

At the Board/Committee Chair Retreat in December, the current board and committee chairs spent the morning reviewing accomplishments and setting plans for 2020. The 2020 Plan of Action will be approved at the January Board meeting and will be posted on the Chambers website.



## Board of Directors welcomes two new members

The Board is pleased to welcome the following to the Hudson Chamber Board serving for three years:



### **Angel Duratti, *Angel's Pet World***

Angel established Angel's Pet World in 2003, located at Plaza 94 for the first 10 years and then moved to Downtown Hudson in River City Center in 2014. She is a volunteer for Cocos Heart Dog Rescue and sits on their 5K committee.

Angel also works with Animal Folks of Minnesota, passing legislation at a City level.

Angel currently chairs both the Downtown Retail/Restaurant committee and the Hudson Independent Business Association (HiBA) where she has served since 2015. She has also been a member of the Celebrate the Holidays committee since 2014.

She is very active in the community with Operation Help Hudson. Angel's Pet World donates all the food for cats and dogs for individuals in need to help keep the animals in their homes. She partners with the Dunn County Humane Society and Lucky Paws Midwest with an onsite Cattery to help with increasing the adoption with the ever-growing population of cats.

Angel is married to Al Duratti and they have three dogs, two cats and just recently started fostering for Coco's Heart Dog Rescue.



### **Linda La Kosky Eng, *Minuteman Press - Hudson***

Linda La Kosky Eng provides Sales and Community Outreach at Minuteman Press - Hudson. In this role, she is actively involved in local organizations through serving as a Hudson Chamber

Ambassador, New Richmond Chamber Ambassador and as a volunteer for the Baldwin, Woodbury, Oakdale and Cottage Grove Chambers of Commerce.

Prior to joining Minuteman Press in 2013, Linda worked for a large manufacturing organization as well as small to medium-size businesses. Her passion is working with local business owners and organizations.

Linda holds a BS in Business Administration from UW-River Falls and a Master's Degree in Business Administration from the University of Phoenix, AZ.

Linda is married to her husband, Philip Eng, who is a Production Control Designer at GEA in Hudson and has been employed there since 1980.



# Hudson Hot Air Affair

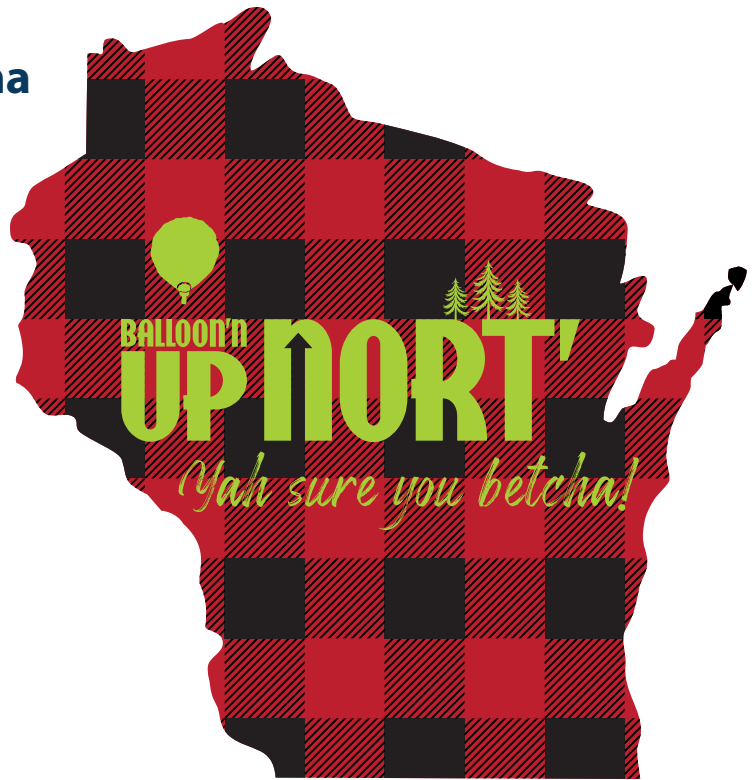
## Balloon'n up Nort Yah sure, you betcha

The Hudson Hot Air Affair balloon rally and winter festival will be held February 7 - 9, 2020. This year's theme is "Balloon'n Up Nort Yah sure you betcha." Hudson Hot Air Affair is the premier winter hot air balloon rally in the Midwest with pilots, crews and visitors attending from Wisconsin, Minnesota, Illinois, South Dakota, Iowa, Missouri, Tennessee and other outlying states.

Do you want to attract out-of-town visitors to your business the February weekend of the event, or have those visitors return to your business in Hudson during another visit? Consider being included in the "Welcome Packets" that will be given to all out-of-town visitors as they check in at area hotels/motels throughout the event weekend. Hot Air Affair invites you to provide 500 brochures, coupons, rack cards or special flyers to be included in the Welcome Packets.

Please make sure your materials are tailored to the audience who will receive them. Businesses best served by the Welcome Packets are retailers, restaurants, attractions, lodging properties, regional reach businesses and businesses hosting Hot Air Affair events. **Deadline to drop-off your coupons at the Chamber office for inclusion in the Welcome Packets is Friday, January 31, 2020. There is no charge to be included in the Welcome Packets.** Please make sure your offers can be used throughout the weekend of the event or good for a returning visit. These are not the right fit for service businesses and professionals' information.

Businesses can also join in the fun with parade units, smooch-boarding teams, balloon crews and other participatory events. Check out the Hot Air Affair website here: [www.hudsonhotairaffair.com](http://www.hudsonhotairaffair.com) for a full schedule of events and Hudson Hot Air Affair on Facebook for the latest updates and additional real-time information.



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## Ambassadors visit Cellars Wines & Spirits of Hudson

Chamber Ambassadors were out and about and stopped by Cellars Wines & Spirits to thank them for their ongoing membership in the Hudson Chamber. Assistant Manager Kim Taylor reviewed all the upcoming specials for the holiday season.



## Buena Vista celebrates first year in Lakefront Park



SOBATTKA PHOTOGRAPHY

Buena Vista, A Stroll in the Park, recently celebrated its first year in Lakefront Park. The lights were turned on by Santa on Light Up the Night and will remain on in the early morning and the afternoon until midnight into January.

Thank you to the committee for leading this effort: Tom Rose, Julianne Druzbacky, Deb Andrews with the City of Hudson, and Mary Claire Olson Potter with the Hudson Chamber.

The project was possible because of the generous donations.

### Founding Family:

- Tom and Mary Abel
- Ruthie Johnston
- Thomas P. Rose
- City of Hudson

### Founding Pledges:

- Pier 500
- VC Valley Companies
- Xcel Energy

### Other Donations:

- Butler CPAs, LLC
- Nicolet Law Office, S.C.
- SaveATree

Thank you to the following for providing cookies and warm beverages during Light Up Night in the Park:

- Buddy's Bakery
- County Market
- Urban Olive & Vine
- The Wired Robin

And to the Hudson Swing Choir for their music.

If you are interested in being a part of building on this year's event, please contact the Chamber.



## Education topic for Leadership Hudson December meeting



The Leadership Hudson class spent their December meeting at Hudson High School and UWRF - Hudson Center.

The group benefitted from several guests. Thank you to the following speakers:

- Dr. Nick Ouellette
- Erin Schiltgren
- Tracy Habisch-Ahlin
- Chancellor Dean Van Galen
- Leanne Van Allen
- Amy Knutson
- Katherine Fossler with the Small Business Development Center
- Joanne Kocik, Board Member with Junior Achievement

The class also met with students of Raider Works, the student-run business at Hudson High School. This program is a small student-run enterprise that started in 2018. Their vision is that five years from now, the Hudson Raider Works company will be exceeding customer's expectations with hand-crafted quality wood and metals products for the people of Hudson at a fair price. The students presented the Hudson Chamber with a wooden plaque that they designed and manufactured that morning.

## Promote Your Business in 2020

Increase your business visibility through the many sponsorship opportunities available through the Chamber. We can create a sponsorship package so you are set for the whole year! Promote your business to more than 400 members and the greater community of Hudson.

### The variety of sponsorship opportunities include:

- Annual Meeting & Awards Banquet
- Hudson Community Expo (formally known as the Spring Showcase)
- Golf Outing
- Spirit of the St. Croix Art Festival
- Hilltop Pumpkin Party
- Good Morning Hudson
- Teacher's Luncheon
- Simply Social AM & PM

### Advertising opportunities include:

- Annual Membership Directory
- Newsletter
- Website
- Membership Mailing Labels

Some sponsorships levels have limited availability. The Chamber agrees to offer previous sponsors the first right of acceptance.

For more information, contact Chamber President Mary Claire Olson Potter at 715.386.8411 or [maryclaire@hudsonwi.org](mailto:maryclaire@hudsonwi.org).







## Retailers gather to celebrate the Holidays



The Retail/Restaurant Committee gathered to celebrate the holidays at Urban Olive & Vine and had a fun gift exchange game.

### Specials thanks:

- **David Ritter with Discovery Financial Centers, Inc.** for providing "Shop Local" stickers for Small Business Saturday
- **My Sister's Garden** for planting the pots outside the Chamber office for every season for the past several years. We wish you all the best in your retirement!
- **Marnie Marie Photography & Gifts** and **The Postmark Grille** for hosting and providing food and beverages for the December Simply Social. It was a perfect event to kick off the holiday season. Thank you to Marnie for years of involvement in the Chamber and for all that she has done for the Hudson community. We look forward to hearing about her next adventure.
- **Celebrate the Holidays Committee** for all their time and hard work planning Light Up the Night, Candlelight Stroll, Find Santa and Santa and His Critters:
  - Chair Marianne Buckman
  - Angel Duratti, Angel's Pet World
  - Mary Rybicki Galli, Franciscato State Farm Agency
  - Donna Kauffman, RiverTown Multimedia
  - Marnie Matz, Marnie Marie Photography & Gifts
  - Evy Nerbonne, Spaces Magazine
  - Kay Timm, Grand Fete

*thank you*



# Business Briefs

**Guidelines:** Business Briefs should be submitted by the 15th of the month for the next month's Chamber news. Please keep articles to 100 words or less. We reserve the right to edit or omit any submitted business briefs. Email submissions to [info@hudsonwi.org](mailto:info@hudsonwi.org).

## Digital Dentistry at Riverview Dental Clinic

Digital dentistry allows Dr. Shane to provide quality care with increased comfort. When compared to traditional methods, digital impressions are more accurate and precise. You can skip the goopy impression and rest comfortably knowing you're receiving the highest standard of care. 3D printing creates custom night guards, clear aligners, and implant guides in the office, lowering treatment costs.

Unlike routine x-rays, three dimensional x-rays acquired through cone beam CT technology facilitates diagnosis on that troublesome tooth from all angles. For services and appointment scheduling, visit [www.riverviewdentalclinic.com](http://www.riverviewdentalclinic.com).

## The St. Croix Economic Development Workforce Committee

The St. Croix Economic Development Workforce Committee will be holding a panel discussion regarding Success With Youth Apprenticeships on January 15, 2020 at WITC in New Richmond. Thanks to those of you who were instrumental in helping us identify this as an important workforce issue in St. Croix County, and we believe this panel of experts will provide some important information on how successful Youth Apprenticeship programs are created.

This event is FREE and includes breakfast, so we hope you can join us! Feel free to share this invite to others as well. For more information, contact Aaron Sundeen, Director of Business Development, Derrick Building Solutions, at (715)243-0529.



## The Phipps Center for the Arts - Art Galleries

From February 28 to April 5:

- Gallery One: Mark Granlund (St. Paul, Minn.) - oil on canvas
- Gallery Two: Kimber Olson (Eden Prairie, Minn.) - mixed media sculpture and Michelle Kaisersatt (St. Peter, Minn.) - ceramics
- Gallery Three: Gloria Adrian (Hudson, Wis.) - oil paint and collage
- Overlook Gallery: Mark Ostapchuk (St. Paul, Minn.) - mixed media painting
- Riverview Gallery: Gregory T. Wilkins (Mankato, Minn.) - mixed media photography

Opening reception will be held Friday, March 6 from 6:30 to 8:30 p.m. with a free gallery talk at 6 p.m. Galleries hours are Monday-Saturday from 9 a.m. to 4:30 p.m.; Sunday, 12 noon to 4:30 p.m.; as well as one hour before and through intermission of all performances in the theaters. No admission charge.

715.386.2305

[ThePhipps.org](http://ThePhipps.org)

## The Phipps Center for the Arts - Dance

A variety of dance styles will be performed by advanced area students. The Phipps Dance Company features performers ages 13-18 and the Junior Dance Company consists of dancers ages 9-13.

- Friday and Saturday, March 13 and 14 at 7:30 p.m.
- Sunday, March 15 at 2 p.m.

Tickets are \$15 for adults and \$13 for students of all ages.

715.386.8409

[www.ThePhipps.org](http://www.ThePhipps.org)

## The Phipps Center for the Arts - Music

Dave Wickerham - "Jukebox Saturday Night" (on a Sunday afternoon) features a timeless collection of golden hits from the 1940s to the '60s and beyond performed by the American Theatre Organ Society's 2011 Organist of the Year, a veteran of four concert tours of Australia, and an in-demand artist from coast to coast.

- Sunday, March 22 at 2 p.m.

Tickets are \$24 for adults and \$17 for students of all ages.

715.386.8409

[ThePhipps.org](http://ThePhipps.org)

*Continued on next page...*







## Business Briefs *...continued from previous page.*

### The Phipps Center for the Arts - Theater

Disney's "The Little Mermaid, Jr." with music by Alan Menken, lyrics by Howard Ashman and Glenn Slater, book by Doug Wright that is based on the Hans Christian Andersen story and the Disney film; Music adapted and arranged by David Weinstein.

Ariel, a fun-loving and mischievous mermaid, is off on the adventure of a lifetime, but it will take all her courage and determination to make her dreams come true and save her father's beloved kingdom from the sneaky sea witch Ursula.

- Final performance Sunday, March 1 at 2 p.m.

Tickets are \$25 for adults, \$23 for seniors, and \$13 for students and youth for this production on the main stage. Recommended for children age 4 and older.

715.386.8409

[ThePhipps.org](http://ThePhipps.org)

### Larry Rocheford and Brent Tunis join Lommen Abdo

Lommen Abdo's 28 attorneys are located in two offices: Hudson and Minneapolis. New Lommen Abdo shareholder Larry Rocheford adds more litigation power to the firm's trial team. Larry has successfully defended catastrophic injury and major cases and has defended employers.

For 25 years, Larry has been a board-certified civil trial advocate by the National Board of Trial Advocacy and is certified as a civil trial specialist by the Minnesota State Bar Association.

Brenton (Brent) Tunis has brought his litigation practice to Lommen Abdo. He concentrates his practice on insurance defense, personal injury, corporate litigation and appellate practice in Wisconsin, Minnesota and Iowa. He offices primarily in our Hudson, Wisconsin office. For more information, visit [lommen.com](http://lommen.com).

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## New Members

Please join us in welcoming the newest members of the Hudson Area Chamber of Commerce & Tourism Bureau! We encourage you to welcome these new members by visiting their websites, sending them an email or stopping by to introduce yourself and patronize their businesses. The personal touch helps our Chamber continue to grow and thrive.

### Farmers Insurance Group/ Robin Snow Agency

Robin Snow  
704 West 4th Street, Suite B.  
New Richmond, WI 54017  
715.246.0507  
[www.farmersagent.com/rsnow1](http://www.farmersagent.com/rsnow1)

*As a resident of the area for over 19 years, I'm proud to be your local Farmers® agent in New Richmond, WI. At the Robin Snow Agency, education and availability are at the forefront of our customer service.*

### ReforMedicine S.C.

Dr. David Usher  
596 Outpost Circle, Suite G  
Hudson, WI 54016  
715.895.6226  
[www.reformedicine.com](http://www.reformedicine.com)

*ReforMedicine is an independent direct pay family medicine clinic offering affordable, accessible and exceptional primary care to individuals and employee groups.*

### Thank you to these renewing members for their continued investments:

Auth Consulting & Associates, Inc.

Bye, Goff & Rohde, Ltd.

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Family Innovations

Hudson Trolley Company

Junior Achievement of Hudson

KAJ Properties

Priceless Painting Contractors, LLC

Schutz CPA, Ltd.

St. Croix Granite & Quartz

Steiner Plumbing,  
Electric & Heating, Inc.

The 715

Thrivent Financial - Tracy Berglund

Trinity Academy

Ultimissimo - Boutique Salon

University of Wisconsin-River Falls

Viking Coca-Cola Bottling Company

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## January Calendar of Events

- 1 Happy New Year – Chamber Office Closed
- 7 LEADS Group 1, 7 a.m., Fresh & Natural Foods
- 7 I-94 Business Alliance, 9 a.m., UWRF Hudson Center
- 8 Welcome to the Hudson Chamber Orientation,  
Noon, Chamber Office
- 9 HiBA, 9 a.m., Chamber Office
- 9 LEADS Group 2, Noon, WESTconsin Credit Union
- 14 LEADS Group 1, 7 a.m., Fresh & Natural Foods
- 14 Leadership Hudson
- 15 Retail/Restaurant Downtown Committee,  
9 a.m., The Phipps Center for the Arts
- 16 Board of Directors, 8 a.m., Chamber Office
- 16 Ambassador Committee,  
3 p.m., WESTconsin Credit Union
- 23 Annual Meeting & Awards Banquet,  
6 p.m., White Eagle Golf Club
- 28 LEADS Group 1, 7 a.m., Fresh & Natural Foods

## 2020 Annual Events

- May 3 Hudson Community Expo  
(Formerly the Spring Showcase)
- Sept 26-27 Spirit of the St. Croix Art Festival
- Oct 17 Hilltop Pumpkin Party
- Nov 20-22 Christmas Tour of Homes & Craft Sale
- Nov 27 Light Up Night
- Dec 4 Candlelight Stroll
- Dec 5 Santa and His Critters



## Tips for a Green Office:



Decorate with plants  
for a healthy environment.

## 2020 Board of Directors

**Mark McNamee** – McNamee Real Estate Team, Chair

**Kathy Ableidinger** – Cardinal Health, Past Chair

**Katie Kranz** – First State Bank and Trust, Chair Elect

**Joel Larsen** – MidWestOne Bank, Treasurer

**Becca Denn** – Holiday Inn Express Hotel & Suites

**Angel Duratti** – Angel's Pet World

**Susie Halverson** – Barker's Bar & Grill/San Pedro Café/  
Pedro's del Este

**Mark Hein** – Integrity Cleaners

**John Knutson** – Catalyst Sports Medicine

**Chris Kost** – YMCA in Hudson

**Linda La Kosky Eng** – Minuteman Press - Hudson

**Leanne Van Allen** – University of Wisconsin - River Falls

## Staff

The Chamber Newsletter is published monthly by the Hudson Area Chamber of Commerce & Tourism Bureau.

**Mary Claire Olson Potter**, *President*

**Wendy Helgersen**, *Leadership Hudson Director*

**Anne Sonnee**, *Communications Consultant*

**Emily Sumner**, *Director of Tourism & Marketing*

**Madeline Vorlicek**, *Intern, Special Projects*

**MISSION:** To provide value to and serve our members by promoting a strong local economy, advocating the interests of the business community while promoting the recreational and cultural opportunities in the Hudson area.