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CHAMBER NEWSLETTER

Providing More Value For Your Membership Investment

APRIL 2020

Message from the President Uncharted Waters Together

The reality is, we're all being tested. We are all having to dig to the deepest part of who we are to show up well. In the midst of this crisis, let us each be a calming voice, a voice that people can lean on for strength, security, reason and encouragement. To encourage people is to help them gain courage and confidence. Together we will get through this.

Now more than ever, the Hudson Chamber is here to be your voice, represent our businesses, sustain business, be a part of a robust plan for recovery.

We have added a COVID-19 Resource page to the Hudson Chamber website outlining a number of resources to help businesses and employees. If you do not find what you are looking for, please contact us and we will get that information updated. www.hudsonwi.org

Secondly, on the website there is a list of businesses that are offering curb side pickup or delivery services for food and essential businesses. Please support these businesses by ordering and picking up food for yourselves, family and business. Many businesses are offering gift cards that you can purchase now to support local businesses to be used at a later date. If you are open



Mary Claire Olson Potter
Chamber President

as an essential business, please submit an update on conducting your business during this time to info@hudsonwi.org and we will get that information up on the website.

Thank you to all who have supported and posted member businesses who are open, supporting the community. Tell us the type of social media that could add value or a make a difference for your business right now.

We are adjusting our events, programs and marketing in light of this situation and we will be ready to promote "Hudson is Open" when the government leaders allow us to do so.

The Chamber is following the CDC guidelines with staff working remotely. Please call the Chamber office or email us with your updates and let us know how we can assist you and your team.

Together we will get through this.

With appreciation,

Mary Claire

On the Inside

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HUDSON
community expo

Hudson Community Expo

The 2020 event scheduled for May 3 has been cancelled. Watch for details for the 2021 event!





catalyst
POWERED BY TCO



TWIN CITIES
ORTHOPEDICS

TRUSTED CARE HUDSON APPROVED

CATALYST SPORTS MEDICINE IS NOW **POWERED BY TCO**



Being part of a larger organization like TCO allows us to provide stability for our employees in this time of healthcare reimbursement uncertainty. We plan on continuing to provide the best care for patients, just like we have done for the past seven years. Early access to physical therapy, good communication and the emphasis on teamwork will not change."

- JOHN KNUTSON, OWNER & CEO, CATALYST SPORTS MEDICINE



Catalyst Sports Medicine has a great foundation and tradition in the Hudson area. We've respected their work for a long time, and see them as a partner with a lot of synergy. We're excited to deepen our roots in the Hudson community, and this partnership will broaden the overall scope of offerings at TCO."

- CHRIS BAILEY, VP OF THERAPY AND SPORTS MEDICINE,
TWIN CITIES ORTHOPEDICS

PROUD PARTNER OF



TCOmn.com/HudsonNews



Fun Is Good



Mike Veeck

Fun is Good The Power of Fun in Leadership

Work *can* be fun! The team from Fun is Good is passionate about helping organizations develop and sustain a positive, fun and creative culture for employees and customers alike.

What does the Fun is Good team do?

- “We **inspire** people to create and support a work culture that is enjoyable while also aggressively working to achieve department and company goals.”
- “We **encourage** individuals to find what they’re passionate about and then bring that passion to both their work environment and their personal lives.”
- “We **entertain** audiences with humorous stories and best practices to remind them to take their job/career seriously, but not themselves. . . to laugh, have fun and appreciate the positive things around them.”

With the support of the Fun is Good team, employers of all sizes can build an engaging, innovative and collaborative work culture.

The Hudson Chamber of Commerce is excited to announce a three-event series with the Fun is Good team.

- **Good Morning Hudson:**
Wednesday, June 24, 2020 at 7:30 a.m. Sponsored by the McNamee Real Estate Team. The theme of this special event is “Building Great Partnerships While Having Fun.” Fun is Good Co-Founders Mike Veeck and Fran Zeuli will deliver an entertaining session that demonstrates the power of fun, passion, creativity and kindness. By sharing experiences with the wildly successful, internationally known independent baseball club, the Saint Paul Saints, Mike and Fran have learned that achieving an engaged, fun and happy workforce is a delicate balance of taking risks, being open to change, embracing diverse people and ideas and allowing creativity and innovation to thrive!
- **A Fun St. Paul Saints Outing:**
Watch for a date to be announced
- **A ½ day Fun is Good Seminar:**
Thursday, October 8, 2020, 8 a.m. – 12:30 p.m. Entitled “Great Leadership Through Creativity and Learning From Mistakes,” this session will feature four presenters and topics:
 - Cy Amundson: Breaking the Rules – But in a Good Way
 - Fran Zeuli: Create a Work Culture Where Creativity & Collaboration Thrive!
 - Allen Fahden: Work Faster, Smarter & Love What You Do!
 - Mike Veeck: Be Extraordinary, Be Brave. Be Joyful!

Mark your calendars for these three great events. If you are interested in sponsoring the October seminar, contact Mary Claire Olson Potter at maryclaire@hudsonwi.org.





Leadership Hudson March Meeting



This month's focus was Government Day. It was a full day with tours and information about all the different services in Hudson. The morning started with Kristi Severson, Clerk of Circuit Court for St. Croix County, and then on to St. Croix County Circuit Court with Commissioner Timothy Heckman.

Sheriff Scott Knudson took the class on a tour of the jail and Jon Muller, EMS Director with Lakeview Hospital, presented an update on EMS services in the Hudson area.

Hudson Mayor Rich O'Connor provided a "State of the City" update. Then Detective Traci Hall with the Hudson Police Department reviewed the ride along; most of the class participated in this activity.

Finally Fire Chief Scott St. Martin with the Hudson Fire Department gave a tour of the fire hall and talked about the new station opening this summer.

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International Women's Day



More than 80 Chamber members joined us in celebrating International Women's Day. Recognized annually on March 8, this special day has been observed since the early 1900s, a time of great expansion and turbulence in the industrialized world that saw booming population growth and the rise of radical ideologies.

The first International Women's Day event was held in 1911 and today a global web of rich and diverse local activity connects women from all around the world.

The theme for the 2020 campaign is #EachforEqual. An equal world is an enabled world. Equality is not a women's issue, it's a business issue. Gender equality is essential for economies and communities to thrive.

Collectively, each of us can help create a gender equal world.

Thank you to Anne Finch, CEO of Logistics Health, for your keynote comments and to the panel participants: Sarah Bruch; Co-Owner, The Purple Tree; Ruth Johnston, President & CEO, Croix Gear & Machining; and Marie Schmidt, Owner, Winzer Stube German Restaurant.

Thank you to Christiansen Creative for sponsoring and to The Wired Robin for catering.



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 calling them to introduce yourself and patronize their business. The personal touch helps the Chamber continue to grow and thrive.

Bell Whistle

Adam Belisle, Owner
744 Gherty Lane
Hudson, WI 54016
651.504.5104
www.bellwhistlemedia.com

You Capture the Moment - We'll Create the Memory. Video solutions for personal or business.

Carpeting by Mike, Inc.

Typhannie Watson, CEO
405 Laser Drive
Somerset, WI 54025
715.247.3244
www.carpetingbymike.com

From hardwood to laminate flooring, our family-owned and operated flooring company is fully equipped to handle all your home remodeling needs in a timely, efficient manner at very affordable prices. Backed by more than 47 years of experience in the industry, our installers have the knowledge and expertise to do the job right the first time.

Chesterton Academy of the Saint Croix Valley

Paul Loomis, President, Board of Directors
1835 Northwestern Avenue S.
Stillwater, MN 55082
651.504.2638
www.chestertonscv.org

Chesterton Academy of the Saint Croix Valley is a classical high school teaching in the Catholic tradition and is part of the Chesterton Schools Network.

Friends of Willow River and Kinnickinnic State Parks, Inc.

John Collins, President
1034 County Road A
Hudson, WI 54016
715.386.9340
www.willowkinnifriends.org

Partner with State Parks, supporting Environmental Education, Nature Interpretation, Recreation.

Great River Office Products

Dan Schmidt, Vice President
115S. Wabasha Street
St. Paul, MN 55107
651.293.1135
www.greatriverofficeproducts.com

We make it our job to take the worry out of ordering office supplies.

Hudson Women's Club

Donna Christenson, Membership Chair
28 Eagles Nest Circle
Hudson, WI 54016
<http://www.hudsonwomensclub.com>

The Hudson Women's Club is for women who want to improve the lives of others and make a positive community impact while having fun.

Marnie Matz

606 4th Street N, #3
Hudson, WI 54016
651.216.0534

Individual Member

Thank you to these renewing members for their continued investments:

Andersen Corporation
Bauman Associates, Ltd.
Fleet Farm
Gallery 77 LLC
Hudson 12 Theatre
Northern Star Council,
Boy Scouts of America
Onsite Apparel
RJ's Meats & Groceries
SEEK Careers/Staffing, Inc.
St. Croix Animal Friends
St. Croix River Association
St. Croix Valley Foundation
Viking Electronics Inc.
Ziggy's

When members do business with members, our local economy remains healthy and strong.





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.

BRIDGE For Community Life, serving youth and adults with disabilities will be postponing this year's BOWLARAMA to a to-be-determined date in September 2020. Thank you to the Hudson Knights of Columbus and to all the families, sponsors, and businesses that have already donated for this event. If you would like to be a sponsor or participate in September please contact us through email at: info@bridgecl.org. This is an unprecedented time, and we are all trying to do our part to get through this period of uncertainty in the best way possible. We will continue to share updates on BOWLARAMA details as they come and look forward to the camaraderie that we enjoy at this very special event. Thank you all for your support and stay well!

giveBIG St. Croix Valley is coming April 28th, 2020. For 24 hours St. Croix Valley residents, and businesses can make a difference with the organizations doing a lot of the work to try and keep our communities moving forward in a time that is uncertain. We need YOU now more than ever! Please mark April 28th on your calendar. Start researching the participating non-profits as early as 4/1/2020, help them by starting your own fundraiser on social media, or in your companies. Last year giveBIG raised over \$300,000 for local nonprofits. That is BIG money that these organizations count on in good times and in tough times. Please help us spread the word by sharing the giveBIG Facebook page (<https://www.facebook.com/givescv/>). If you are a non-profit in St. Croix, Polk & Pierce counties you can join giveBIG still. Registration was extended to 4/1/2020 to give those organizations who had to cancel Spring fundraisers a chance to participate to help capture those donations. Visit www.givebigscv.org to register. Please contact Sara Haase, giveBIG Director at 1-715-377-0203 x109 or via email at sara.haase@givebigscv.org.

Hope Chiropractic is celebrating its 20th anniversary in Hudson. Get a \$20 exam and a \$20 adjustment. For more information, call 715-381-1800.

The Saint Croix Sailing School has joined the ranks of nationally certified schools, earning accreditation from U.S. Sailing, the governing body of the sport last summer. The accreditation means the school's instructors and curriculum are U.S. Sailing certified. For instructors, that means they have all taken the four-day intensive course ensuring they're trained to operate the power boats instructors use, and know the best ways to teach sailing. They're also trained in safety. The school has been around since 2009 and has grown to include more than 200 youth and adults, eight staff members and about 40 boats. For more information, contact director@saintcroixsailingschool.org.

St. Croix River Association Do you remember catching your first frog or fish? Or the wonder of watching a butterfly emerge from its chrysalis? As the weather warms, the St. Croix River Association is creating an exciting range of programs designed to bring families out to discover the St. Croix River and its watershed. Two upcoming events will kick off the Spring/Summer 2020 programming. To prepare for forthcoming wildflowers, author Phyllis Root and photographer Kelly Povo will be part of a free, live webcast on March 26. They will take listeners on a journey to Minnesota's woods, prairies, hillsides, lakes, and bogs, placing wonder within easy reach. Registered participants who are unable to join the live event can watch a replay until midnight on April 2.

For those wanting to get some fresh air as the snow melts, the annual "Celebrate YOUR Croix Challenge" runs from March 13-September 26, 2020, which is also National Public Lands Day. Designed to be accessible to all and kid-friendly, this free challenge celebrates the St. Croix National Scenic Riverway, its watershed, and the variety of wild spaces it has to offer. Participants can earn points by exploring local trails, on water, land, and by bike. In addition, they can enter to win river-themed prizes while exploring the national park in their own backyard. Check out the upcoming events, job opportunities, and exciting programming coming up across the St. Croix watershed at the St. Croix River Association website: <https://www.stcroixriverassociation.org/>

The Phipps Center for the Arts - Art Galleries

From April 10 to May 3

The Center will attempt a virtual exhibition.

- Galleries One - Three & Overlook Gallery: Annual Area High School Art Exhibition - All media
- Riverview Gallery: Area High School Art Teachers' Exhibition - All media

The Phipps Center for the Arts Updates: *Busybody*, the British mystery-comedy, scheduled for April 3 – 19 has been postponed to July 17 – August 2 on Fridays and Saturdays at 7:30 p.m. as well as Sundays at 2:30 p.m.

The performance of Mozart's Requiem on April 5 has been postponed to Sunday, March 28, 2021, at 2 p.m. at The Phipps Center.

Pat Donohue and the Prairie All Stars on April 25 has been rescheduled for Saturday, January 23 at 7:30 p.m.

Once Upon a River on April 26 has been rescheduled for Saturday, October 24 at 7:30 p.m.

The rescheduling of *Charlotte's Web* is currently under consideration.

Symphony at the Cinema on May 2 and 3 has been rescheduled for Saturday and Sunday, June 26 and 27 of next year.

The River City Chorale is seeking new members for the Board of Directors. The River City Chorale is an 11-year-old 501(c)3 non-profit organization based in Hudson with the mission of educating and enriching lives through exceptional performances of high-quality choral literature. The 200+ singers entertain audiences throughout the year in Hudson and into the Twin Cities. The working Board is dedicated to helping the organization thrive and grow. For more information, contact Karen Neset, Board President, at info@therivercitychorale.org.

Valley View Window Treatments, LLC – recently purchased Ellner's Custom Window Treatments. Valley View Window Treatments is owned and operated by brother and sister team, Darren Booth and Dena Cress. The two currently own a full-service home improvement showroom in Amery WI, Stone Creek Custom Interiors which they started in 2012. They plan on continuing the 'shop at home' experience for their future customers. They will bring the samples to your home or business and take care of the measuring, ordering and the installation. **Bridgeway Business Brokers** handled the transition of the sale.

The YMCA in Hudson will be providing childcare for "essential workers" starting on Monday, March 30. Childcare is for children in Kindergarten through 5th grade and is available from 7 a.m. to 5:30 p.m. Monday – Friday. The cost is \$40 per

day and scholarships are available if there is a financial need thanks to generous donors.

The YMCA in Hudson is focused on the safety of your children and YMCA Team Members. Staff will meet children at the entrance of the building, ask a couple health questions, take a distance thermometer reading and then allow the child into the building. During the time in the YMCA in Hudson, staff will take strict measures to keep children safe, adhering to State and CDC guidelines. The Custodial Supervisor will be in the branch at all times making sure that all touch points are cleaned and disinfected every 30 - 45 minutes for the safety of all participating.

There will be multiple activities taking place in the building. (Fitness equipment and swimming will not take place during this time.) Children will need to bring their own lunch and snacks each day.

Questions? Please reach out to Chris.Kost@ymcamn.org or register at www.ymcamn.org/choose-your-child-care. Please be aware that the website does not have up-to-date information yet. Refer to this email for dates, times etc. Scheduling is two weeks at a time and there is a limit of 50 children in the building. Registration is first come, first served.

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Ambassador Ribbon Cuttings

Jonesy's Local Bar & Grill



Welcome **Jonesy's Local Bar & Grill** to the Chamber! Jonesy's is your locally owned bar and grill that with outstanding food. They can cater grad parties, weddings, baby showers, birthdays and more.

ReforMedicine S.C.



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

Peace of Mind Early Education Center



Peace of Mind is a family focused, education-based child facility with preschool with a unique facility for their specialized early education curriculum, to ensure each child reaches their full potential.



March Calendar of Events

Watch for virtual and conference calls for committee meetings!

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/Family Fresh Market

John Knutson – Catalyst Powered by TCO

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.

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Emily Sumner, *Director of Tourism & Marketing*

Madeline Vorlicek, *Intern, Special Projects*

April Worthington, *Administrative Assistant/Office Manager*

MISSION: To provide value to and serve our members, promote a strong local economy, advocate for the interests of the business community, champion sustainability, and market the recreational and cultural opportunities in the Hudson area.

