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CHAMBER NEWSLETTER

Providing More Value For Your Membership Investment

MAY 2020

Loving Hudson

In April, the Chamber rolled out the WeHeartHudsonWi campaign. Christiansen Creative developed and is executing this campaign pro bono with the goal to promote community pride, generate awareness to shop local, and evolve the messaging to support a longer range goal of supporting tourism.

We plan to partner with businesses and Chamber members to do the following:

- Provide updates to the community using photos, videos and words from Hudson businesses and residents
- Share and promote other people's content with continued information on the Safer At Home Act
- Launch a community-wide awareness of Hudson's pride and commitment to one another
- Develop a strategy for continuing to engage businesses and community members in social distancing



In the coming weeks, watch for street banners, window and sidewalk graphics, posters, stickers and other collateral that will be used to promote the message. Join us by submitting your stories and photos and check out the Hudson Chamber Facebook page for the latest information and promotions. Please send your stories to info@hudsonwi.org

Thank you for the following businesses for their sponsorship of this campaign.

WE HEART SPONSORS

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Xcel Energy

♥ THANK YOU!

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Telemedicine Appointments

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MESSAGE FROM THE PRESIDENT

Mary Claire Olson Potter
Chamber President

Same work in a different way

As we continue with the Safer At Home orders, we all are learning how to work differently. Here at the Chamber, we continue to be your voice, represent businesses, sustain business, and be a part of a robust plan for recovery. From our COVID-19 Resources webpage to advocacy for our members and community, the Chamber is committed to helping navigate this shared journey.

The Hudson Chamber is dedicated to working with every member, providing support and making connections to valuable programs and resources. We continue to offer opportunities for you to promote your business on our website, Facebook, virtual committee meetings and events. As we did in

April, we will be offering Simply Connect as a Zoom meeting and in May we will offer a morning and a happy hour version. Watch for the upcoming May Good Morning Hudson program.

We know that things change every day as we navigate these uncharted waters. What does not change is the commitment of the Hudson Chamber to be there to support you, your business, your employees and the Hudson community.

Thank you for your continued support of the Hudson Chamber of Commerce & Tourism Bureau. We look forward to our continued work together.



Discover Hudson WI Tourism is committed to doing everything we can to help our partners and community respond to the coronavirus pandemic. While our physical presence may be limited, we are still hard at work behind the scenes inspiring future travel to Hudson.

Check out the Discover Hudson WI website www.DiscoverHudsonWI.com that was recently updated with refreshed itineraries and "Things to Do". We are striving to engage visitors with recommendations and valuable resources for user-friendly experiences as they plan travel to Hudson.

During the last few weeks, we have been encouraging the community to come together to order food and shop locally, supporting Hudson businesses and tourism entities. We have featured messages of "serene spaces" and "open air outdoor activity" to our tourism marketing channels. Although every sector of the community has been impacted by the pandemic, we are looking forward to a busier summer tourist season ahead.

National Travel & Tourism Week is May 3-9, 2020. We will participate with a virtual promotion and celebration, but other scheduled festivities for Hudson have been postponed. Now more than ever, the travel and tourism community must come together and support one another.

Watch for ongoing updates:

- www.DiscoverHudsonWI.com
- www.facebook.com/DiscoverHudsonWI
- www.instagram.com/DiscoverHudsonWI

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Fun Is Good

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.



Mike Veeck

Upcoming Events

During this challenging time, we want to continue to provide current information on COVID-19, updates from elected officials working on this issue, and other news from around the Hudson area.

Please join us for the following Zoom events in May.



We have scheduled two Legislative Updates: one with Representative Shannon Zimmerman and a second with Senator Patty Schachtner.

Tuesday, May 5, 2020 8 - 8:45 a.m.

with Representative
Shannon Zimmerman

Join Zoom Meeting:



<https://us02web.zoom.us/j/81276861213?pwd=TVNsNy95MnNkcjRwWlJlKkZhdjNtdz09>

Meeting ID: 812 7686 1213
Password: 002894

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Thursday, May 7, 2020 9 - 9:45 a.m.

with Senator
Patty Schachtner

Join Zoom Meeting:



<https://us02web.zoom.us/j/82325394624?pwd=RXRnWThqalZod3JCMLh2V2JTVTFMUT09>

Meeting ID: 823 2539 4624
Password: 031508

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**Thursday, May 14, 2020
11:30 a.m. - 12:30 p.m.**

Enjoy your lunch!

Join us as we welcome back
Chris Wright, CEO,
Minnesota United, to Hudson!



Chris has an impactful message about "What is our Why?"

- *Do you know your why?*
- *Do you know your company's why?*
- *What are your core values, your company's values and do they align with your own?*
- *Has your why changed in the last six weeks?*

We will have New Member Introductions, What's Hot in the Community and networking.

Join Zoom Meeting:



<https://us02web.zoom.us/j/82045653531?pwd=VGxrVnNVQkNiSzh4cEtNT0g0dTN0Zz09>

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

Chesterton Academy of the Saint Croix Valley

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

www.chesteronscv.org

Chesterton Academy of the St. Croix Valley is a classical high school teaching in the Catholic tradition and is part of the Chesterton Schools Network. Our classical curriculum combines a broad liberal arts education with a strong

emphasis on the development of Christian virtues and an appreciation of beauty. Through our Three Pillars Model, we form our students in Intellect, Character and Spirituality. Students at Chesterton Academy enjoy a cohesive, content-rich education with a broad exposure to many different disciplines which helps expand their interests and uncover hidden talents. Each year builds on the previous, so that by the end of senior year, our students are articulate, clear-thinking, well-rounded, and, very importantly, joyful individuals.

Et Cetera

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Et Cetera is excited to be back in downtown Hudson and is an inviting boutique of fun unique gifts and home accessories.

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Citizens State Bank
Coco's Heart Dog Rescue
Coldwell Banker Burnet - Tom Nielsen
Comforts of Home Senior Living
Creative Homes
Edina Realty, Inc. - Kathy Madore
Edina Realty, Inc. - Nanci Johnson
First State Bank and Trust
Hope Chiropractic

Hudson Business Park LLC
Hudson Community Foundation
Hudson Neighbors/Best Version Media
Hudson Rod, Gun & Archery Club
Keller Williams Premier Realty - Brad Hetland
Kwik Trip, Inc.
Leverly Financial Group
Luxury Bath Solutions LLC
Mattress By Appointment
McCabe Chiropractic & Wellness Centers SC
Red Cedar Canyon Assisted Living
Saint Patrick Parish
Salvation Army/Grace Place Shelter

San Pedro Cafe'
Simple to Succeed: Successfellows.com
Simply Staffing
St. Croix County - Community Development Department
Tire Pros & Wheel Experts
Troy Burne Golf Club
United Way St. Croix Valley
UW-Stout Professional Education Programs and Services
Valley Orthodontics
Veterans of Foreign Wars Post 10818
Wendy Peterson Ins. Agcy. Inc./ State Farm Insurance
WESTconsin Credit Union

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.

Fresh and Natural Foods is Hudson's locally owned, full-service grocery store providing the highest quality and locally produced goods. We do the research for you and hand pick products using the strictest standards in the Twin Cities. Our experienced staff is always available to answer questions and provide assistance that you won't find online or at any other store around.

Now offering curbside pickup! Call for details: 715-377-9913

Peace of Mind Day Care is open! We are open 6 a.m. – 6 p.m. and are accepting new children of essential workers during this time. Ages 6 weeks - 6 years old. For more information, contact Nikki Robbins, Owner/Founder, at Peace of Mind Daycare, 9025 Tamarack Road in Woodbury. Phone: 651-731-2608 or cell 651-216-0763. Visit the website at peaceofminddaycare.com.

ProAct, as an organization serving people with disabilities, provides essential services and continues to operate with a reduced staff with plans to be fully operational as of 7:30 a.m. on Monday, May 11. Staff is available to answer questions. ProAct continues to provide Employment Support Services to both waiver and DEED funded participants. For more information, call 715-410-4216.

Engravers Connection is available to help "essential" businesses that may need signage to let customers know that they are open. Call 715-808-8061 or via e-mail at dcb@engraversconnection.com Engravers Connection continues to provide imprinted items as well.

The St. Croix River Association will be hosting a virtual screening of the 75-minute film Right to Harm on Thursday, May 7, beginning at 6:30 p.m. As supporters of local efforts to keep hog factories out of our watershed, the St. Croix River Association encourages the small farms that practice regenerative farming practices that have existed here for generations. Through the riveting stories of five rural communities, Right to Harm exposes the devastating public

health impact factory farming has on many disadvantaged citizens throughout the United States. Registration is required for this screening. Click here to register and learn more: <https://www.stcroixriverassociation.org/event/right-to-harm-virtual-film-showing/>

The UWRF Student Emergency Fund assists students with unexpected needs during these uncertain times. Thanks to the generous support of Falcon alumni and friends, the goal of \$25,000 for the UWRF Student Emergency Fund is within reach. Every dollar helps... can you help us meet the goal – and the pressing needs of our students by giving today: <https://www.uwrf.edu/give/uwrf-student-emergency-fund.cfm>

Eckberg Lammers is proud to introduce "Wills for Workers," a FREE relief program available to healthcare providers and first responders (including paramedics, police officers, and firefighters) in the St. Croix Valley, who are on the frontline during this pandemic. These heroes are risking their health and welfare every day to help and serve others in the community. Now it is our turn to give something back and give them one less thing to worry about as they fight this disease. That is why, if you or someone you know is a healthcare provider or first responder – servicing or living in the St. Croix Valley we are offering FREE basic Estate Planning Services. For more information regarding this program or instructions on how to apply visit our website.

The Hudson Soccer Association has rescheduled its annual tournament to July from May due to the current COVID-19 situation. The new rescheduled weekend will be July 10 - 12. The HSA board is hoping to get the tournament in this year but will continue to monitor the pandemic situation.

Congratulations to Robert Korluka with Equitable Financial for being named the top DSF Financial Professional in Minnesota with Equitable. DSF is an advisor who is in the first four years of their business.

The Phipps Center for the Arts is going virtual! To reduce the risk of patrons and artists contracting COVID-19, The Phipps Galleries will be closed through June 18. Virtual presentations of the exhibits planned for May can be found on Facebook at facebook.com/ThePhippsCenter/videos/, on The Phipps YouTube channel, tiny.cc/ThePhippsCenterYouTube, and on The Phipps website, ThePhipps.org.





Leadership Hudson

On Tuesday, April 14, the Leadership Hudson class had a “virtual check-in” on the day that was to be focused on Arts & Natural Resources of Hudson. We were able to check-in with class participants and hear how everyone has adjusted to the “Safe at Home” proclamation. The cohort includes health care workers, bankers, insurance agents, real estate agents, a pastor and representatives from Xcel Energy and Valley Cartage. All shared stories of how their work and home have been affected during the pandemic.

Some participants have found ways to help because of their Leadership Hudson experience. Heather Markwardt, McNamee Real Estate Team, is volunteering as an operator for the

United Way’s 211 help and crisis hotline. Others are helping with childcare challenges, home-schooling options and team support.

While the class didn’t get to spend a full day together, it is evident the Chamber Leadership class is bringing people together in a way that is supporting the community of Hudson now, and in the future!

The 2019-2020 Leadership Hudson class has scheduled their final program day for June. We hope to be able to celebrate together in person!



May Calendar of Events ALL ZOOM MEETINGS

- 4 Finance Committee, 8:30 a.m.
- 5 Legislative Update,
Representative Zimmerman, 8 a.m.
- 5 I-94 Business Alliance Meeting, 9 a.m.
- 6 Retail/Restaurant Downtown Committee 9 a.m.
- 7 Legislative Update, Senator Schachtner, 9 a.m.
- 12 Golf Committee, 9 a.m.
- 14 Good Morning Hudson, 11:30 a.m.
- 19 Simply Connect, 8 a.m.
- 21 Board of Directors, 8 a.m.
- 21 Manufacturers Roundtable, 11 a.m.
- 21 Ambassador Committee, 3 p.m.
- 25 Memorial Day – Chamber Office Closed
- 28 Simply Connect, 5 p.m.



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/
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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.

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*
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.