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# CHAMBER NEWSLETTER

Providing More Value For Your Membership Investment

JULY 2020

## Hudson Chamber begins developing strategies for recovery

*"I worry we could face another closure."*

*"I'm fearful that customers will continue to shop online."*

*"How do I order for the future with the uncertainty."*

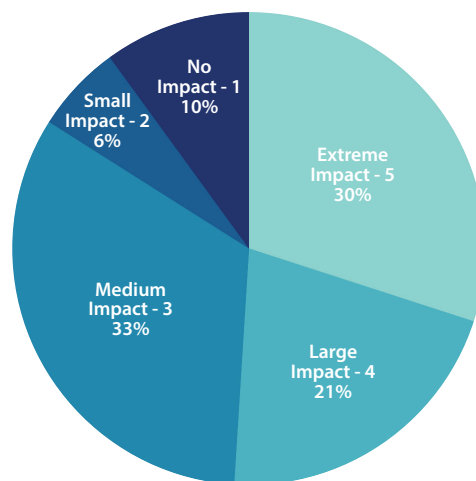
These are only a few of the comments shared by Hudson Chamber members in response to our recent survey regarding the status of their business recovery from the impact of the Coronavirus pandemic. Thank you to those who responded and shared their candid feedback. The Business Recovery Committee reviewed the results and your responses will help guide the Chamber's support of businesses moving forward.

Here are just a few of the survey results

### Top five short-term business concerns due to the impact of COVID-19:

- Safety of employees/clients
- Loss in revenue
- When to bring employees back/ difficulty getting them back
- None, business is great
- Supply chain issues

### How has COVID-19 financially impacted your business?



### What can the Chamber do to help promote the business community and drive more business to you?

- Nothing/Hard for Chamber to help/ Keep doing what you are doing
- Webinars/virtual meetings/seminars
- Continue to promote/advertise

### What can the Chamber assist your business with as you look to recovery in the next six months, 12 months and beyond?

- Advertising/promote and make people aware businesses that are open
- Education/seminars related to COVID
- Nothing; doing a good job

## On the Inside

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# Proud member of the **HUDSON COMMUNITY**

## Let us help you with all of your banking needs:


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\*Message and data rates may apply.



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## MESSAGE FROM THE PRESIDENT

Mary Claire Olson Potter  
Chamber President



## Your involvement makes a difference

As a membership-based, volunteer-driven organization, the Chamber relies on our volunteers to help advance our mission and vision. You can build business relationships as we work together to help our community prosper.

Last week, the Non-Profit Roundtable met to talk about how organizations can raise funds when large group gatherings are not allowed under the current health advisory. There was great discussion and ideas shared. One member wrote to me after the meeting stating, "This morning was awesome. I actually had a fundraising idea from it and fleshing it out now to share with the board!"

Chamber members volunteer on the following standing committees:

- **Ambassadors:** Supports member attraction and retention through new member visits and contacts to members.
- **I-94 Business Alliance:** Develop programs and events of interest to business needs and exchange information.
- **Downtown Retail/Restaurant:** Promote a healthy retail climate by providing a venue for promotions and communication among business owners to discuss and exchange ideas on issues unique to the retail/restaurant community.
- **Hudson Independent Business Association (HiBA):** Sub-committee of the Chamber that promotes shopping locally.
- **Manufacturers Roundtable:** Provides the opportunity to improve the business conditions of member companies and discuss best practices.
- **Membership:** Reviews member benefits and investment structure; strives to enhance benefits through communication and networking opportunities.
- **Non-Profit Roundtable:** Discuss ideas unique to non-profit organizations to help them grow in the community.
- **Tourism:** Increase the economic benefits of tourism to the community by marketing the Hudson area to encourage tourists to make Hudson their travel and vacation destination.



The Board is recruiting members to join the **Hudson Chamber Foundation Board**. We are looking for representatives from:

- Legal
- Banking/Financial
- Chamber Foundation Experience
- Passionate about the Hudson Community

If you are interested or have questions, please contact Past Chair Kathy Ableidinger with Cardinal Health at [Katheryn.ableidinger@cardinalhealth.com](mailto:Katheryn.ableidinger@cardinalhealth.com)

Coming this fall will be a new Service Committee with the following draft Vision and Mission:

- **Vision:** Companies succeed financially through a reputation built on excellent service
- **Mission:** Educate, train and inspire companies and their teams to provide outstanding service to their respective clients

If you are interested in joining a committee or learning more, please contact me at [maryclaire@hudsonwi.org](mailto:maryclaire@hudsonwi.org) or 715.386.8411.

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**8CHPRINT** [www.8chprint.com](http://www.8chprint.com)

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# DRIVE THRU JOB FAIR

## DON'T STOP RECRUITING!

YOU NEED TALENT AND MANY JOB SEEKERS NEED JOBS NOW!

The pandemic has changed recruiting, but the workforce system is still here to help you find the talent that you need! We're hosting a **Drive-thru Job Fair** on **July 15** as part of a statewide, unified approach to let job seekers know that there is still opportunity available in their local area!

How will the fair work and how can you participate?

- Let us know that you plan to participate by completing this **registration link**: <https://form.jotform.com/201759287549167>
- If you have available positions, you will need to provide **300 one-page recruitment flyers** for your company. Your one-page document can be printed on both sides at **8.5x11"** or a **smaller size**; however, only one page per company!

What should you include? Here are some suggestions:

- Company name, location, logo, etc.
- Available position(s)
- How to apply
- Details about company benefits and/or wages
- What makes your company special, what is the service or product you provide?
- Include your Equal Opportunity statement
- Contact information if a job seeker would like to reach out to your company (email, phone or both)



If you have questions about this event or would like to learn more about other locations, contact: **David Paulson (715) 235-8393 x103** [dpaulson@wdbcw.org](mailto:dpaulson@wdbcw.org)

The deadline for dropping off your information is: **Thursday July 9th, 2020 from 11AM-3PM**

The location for dropping off information is: **SCV Job Center @ 704-B Main St., River Falls WI.**

Please have flyers in a bag to put into tote located outside front door of the Job Center. For earlier drop-offs contact Pat Miller @ (877) 711-9390 ext. 1712 or by email [millerp@workforceresource.org](mailto:millerp@workforceresource.org)

Your one page document will be inserted into a bag

- Staff collating bags will be wearing gloves and masks
- Each car attending the drive-thru fair will be given one bag

Sponsored by:



Wisconsin Workforce Boards and job center partners are Equal Opportunity Employers and Service Providers. Auxiliary aids and services are available upon request to individuals with disabilities. If you have a disability and need assistance to access services or need information in an alternative format, including language assistance or translation, contact our EO Officer, Toni Oas at 715-235-8393 or call through Wisconsin Relay Service 711 (800-947-3529).

A proud partner of the American Job Center network



# Virtual Simply Connect



Join in the fun for our virtual Simply Connect AM/PM. Grab a cup of joe or your favorite beverage and network with other members. Be the next business to sponsor a \$25 gift card, service, item, etc. and have your logo on our member eblast and Website Event Page. We also invite you to greet attendees and boast about your business at the start of the Zoom meeting. Simply Connect is designed to be an informal networking event to help you build connections with your fellow Chamber Members!

Congratulations to Angie Brown with Telus Property Services + Solutions for winning the Lucky's Wine & More Gift Card at the June Simply Connect! Thank You to Lucky's Wine & More for sponsoring this program.

## Mark your calendar!

for the July 28 Simply Connect at 9:00 am and you will be entered to win a \$25 Gift Card from Urban Olive & Vine.

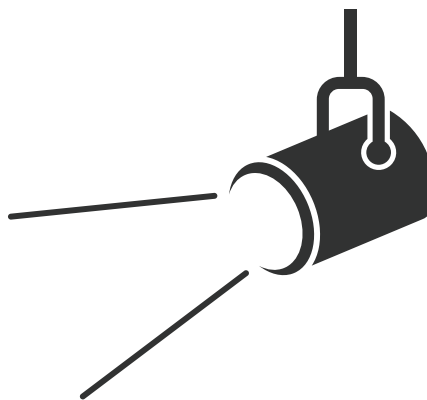


## Downtown Parking

The City of Hudson has formed a Downtown Parking Utility Commission. The Commission has met a few times and are discussing signage, parking materials, and next steps for turning on the parking system. Currently, parking is not being enforced but we encourage all business owners and employees to park in the lots and off streets, leaving the prime parking spots for shoppers and those going to restaurants. Please note the curbside only parking signs outside restaurants.

## Member Spotlight

We will soon be launching "Member Spotlight." The spotlight will feature a picture, description of the business and their membership to the Chamber. The Spotlight will be posted weekly to Facebook, LinkedIn and on our website [Chamber Corner](#). Watch for the kick-off of "Member Spotlight" where we will be rotating among newer members and longstanding members.



If you haven't connected with us on LinkedIn, be sure to do so!  
[@HudsonAreaChamberofCommerce&TourismBureau](#)



## Thank you to all the Mask Makers!

St. Croix County Health Advisory recommends wearing masks when out in public and in buildings. The Chamber has masks available for businesses thanks to a number of volunteers that have been busy making them for the past several months.

Thank you to the volunteers from:

- Bethel Lutheran Church
- Faith Community Church
- First Presbyterian Church
- Mt Zion Lutheran Church
- Saint Patrick Parish
- Trinity Lutheran Church
- St. Paul's Episcopal Church
- United Methodist Church



## Save the Date!

The Hudson Chamber will offer a fun opportunity to network with fellow Chamber members at the 23rd Annual Chamber Golf Tournament moved to a new date of **Monday, September 14 at St. Croix National Golf & Events.**

The fun will begin with registration and box lunch at 11 a.m. and a shotgun start for the scramble tournament at noon. The Golf Committee continues to plan for the event on its new date and is adding some fun activities. Sponsorships are available

at all levels including Gold (\$2,000), Silver (\$1,000) and Hole Sponsors (\$425).

Thank you to the Platinum Sponsor:



For more information, contact the Chamber at 715.386.8411 or [info@hudsonwi.org](mailto:info@hudsonwi.org).



# New Members

Please join us 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.

## ETI Wound Healing Center

Bryan Lack, Clinic Supervisor  
916 Carmichael Road  
Hudson, WI 54016  
715.495.6436

[www.etiwoundhealingcenter.com](http://www.etiwoundhealingcenter.com)

*We are a private practice that focuses on wound care. We have two physical therapists that are certified wound specialists, along with a nurse practitioner. Look forward to serving the Hudson area.*

## Home Media Innovations

William Denzer, President  
1510 Swasey Street, Suite A  
Hudson, WI 54016  
715.377.0606

[www.hmiav.com](http://www.hmiav.com)

*We sell, install and service audio, video, home theaters, security systems, surveillance systems, central vac and automated controls. We have vast experience in both residential and commercial projects. Our motto is Integrity-Pride-Perfection.*

## St. Croix Valley Habitat for Humanity

Carah Koch, Board Member  
P.O. Box 70  
Hammond, WI 54016  
715.350.8575

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

*We partner with working families, sponsors and communities to build affordable, sustainable, quality homes and to provide support services that promote successful home purchase and ownership.*

## The Bees Knees

Val Aune, Owner  
507 Second Street  
Hudson, WI 54016  
715.716.5143

*A little gift shop filled with goodness for anyone!*

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

Adoray Home Health & Hospice  
Art Doyle's Spokes & Pedals  
Celia Wirth Computer Services  
Christian Community  
Homes & Services Inc.  
Eckberg Lammers, P.C.

Engravers Connection  
First Presbyterian Church  
Hanson Creative Services, LLC  
Heppner's River City Collision  
Hope Chiropractic  
Hudson Hospital & Clinic

LoLo American  
Kitchen & Craft Bar Hudson  
Market & Johnson  
People Ready  
Pita Pit  
The SubHouse

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







# Ambassador Ribbon Cuttings

## One St. Croix Financial Group



The Hudson Chamber welcomed Richard Mathaus, Financial Services Professional with **One St. Croix Financial Group**. The firm delivers financial peace of mind by strategically focusing on retirement, income, distribution, planning and efficiency.

## Smiles in Motion, Pediatric Dentistry



Welcome to **Smiles in Motion, Pediatric Dentistry** where their board-certified dentist and team make it fun to go to the dentist! They address pediatric dental care and education in a professional and gentle manner to ease their young patients.

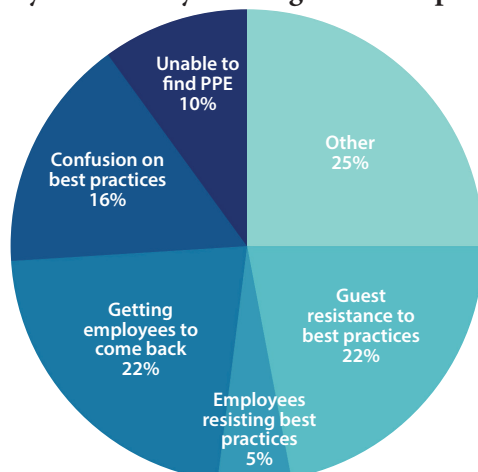
## Bell Whistle, LLC



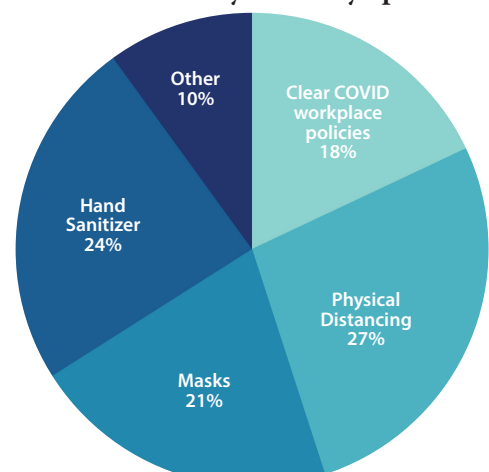
Welcome **Bell Whistle, LLC** to the Chamber! When you capture a moment, they will create the memory! They do video solutions for personal and business.

(continued from page 1)

Have you faced any challenges with reopening?



What are some of the COVID-19 best practices that you have implemented that allowed you to stay open or reopen?



Please watch for further updates on the Chamber's ongoing development of strategies in support of businesses and the community.



# 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).

**St. Croix County Health announced updated health advisory** providing recommendations for public gatherings, schools, businesses, and communities of faith to help control the spread of COVID-19. The recommendations are broken into four categories: Public Gatherings; Individuals, Families and Communities; Business, Schools, and Organizations; and Faith Communities

Creating safe conditions for these groups are crucial as restrictions are being eased nationwide.

The advisory addresses public gatherings, and recommends 10 or less people indoors, and less than 50 outdoors

According to the Centers for Disease Control and Prevention (CDC), COVID-19 is thought to spread from person to person, mainly through respiratory droplets produced when an infected person coughs, sneezes, or talks. Following the recommendations in the health advisory can help us reduce the spread of COVID-19 and keep our community safe.

St. Croix County Public Health is encouraging everyone to:

- Read the through the COVID-19 resources and updated Heath Advisory on the St. Croix County website.
- Stay home if you are sick.
- Wash your hands often.
- Avoid touching your face.
- Wear a cloth face covering in public if you are medically able.
- And, maintain a six-foot distance from people who do not live in your household.

Please do your part to help keep your family, friends, neighbors, and community safe.

**Grant money available for advertising.** There is still time to apply for the Community Commitment Grant for advertising in the Star-Observer or RiverTowns.net. Forum Communications Company has extended the \$1 million Community Commitment Grant through August 31, 2020. The grant money will match your advertising dollars so you

can double your marketing dollars. You can apply at: <https://register.forumcomm.com/grant/>. For more information, please contact [Donna at dkauffman@rivertowns.net](mailto:Donna@dkauffman@rivertowns.net).

**Thrivent Financial of Hudson** will host the 9th annual Corbin's Cup on Thursday, July 16 at Troy Burne Golf Course in Hudson. This golf tournament benefits BRIDGE For Community Life, offering programs that allow youth and adults with disabilities in the St. Croix Valley area to participate in recreational activities, receive year-round day-services, find employment and socialize with friends. The event features up to 36 teams playing 18 holes of golf, free use of range/putting green prior to start, to-go dinner after the tournament, skill games, mulligans, and exciting raffles, all at an outstanding local golf course. If you're a business owner and not a golfer, choose from a wide variety of sponsorship packages starting at \$250 that are available to showcase your company or organization's branding and support for BRIDGE!

For more information, contact BRIDGE at 715-381-8230 or event sponsor Bjorn Nesvold at 715-808-0454 or email at [bjorn.nesvold@thrivent.com](mailto:bjorn.nesvold@thrivent.com).

**Healthy Solutions** is happy to be open again and serving our community for all your CBD needs. Open 11 a.m. to 7 p.m. Tuesday - Sunday with our expanded summer product line! Mention the July Business Briefing for 20% off in-store or use code: HappyJuly on our website at [healthysolutions.biz](http://healthysolutions.biz) for our July special. Healthy Solutions is located at 512 2nd St. 715-972-1155.

**2nd Annual High Socks Golf Open** Monday, August 10th, held at Badlands Golf Course, Roberts. \$100 p/p includes breakfast, golf, gold cart, a dinner & awards! Teams of 4.

9am Biscuits & Gravey @ LOCAL  
10:30am Registration, 11am Shotgun Start - 4 Person Scramble, 5pm Award Ceremony @ LOCAL including a Prime Rib French Dip Dinner & Awards/Raffles.

All proceeds benefit The LOCAL Charity Fund.  
Contact Jonesy or Janelle for registration & payment: 715-808-0009.

**The annual St. Croix County Park Pass** may be purchased online for \$30. The patron may order and pay online [https://parks.sccwi.gov/parks/passes\\_and\\_permits/annual/](https://parks.sccwi.gov/parks/passes_and_permits/annual/) and they will mail the annual pass directly to

(continued on next page)





## Business Briefs (continued)

your address. Unlike the State parks, St. Croix County Annual passes are transferable between vehicles as they are mirror hangers! Glen Hills County Park is also open for camping. Both Glen Hills and Homestead Parklands have watercraft rentals available: canoes, kayaks, pedal boats, row boats, and paddle boards for just \$10 per hour. The annual pass includes Glen Hills County Park – Glenwood City, Homestead Parklands on Perch Lake – Hudson, and Troy Beach – Hudson.

**FREE Payroll!** Carrie Hobrough and CBIZ Payroll are offering FREE payroll/HRIS services for new clients who are Hudson Chamber members. Please contact Carrie at 651-387-9168 or [chobrough@cbiz.com](mailto:chobrough@cbiz.com) for more information. Offer valid thru August 15, 2020.

**YMCA Equity Innovation Center.** Now, more than ever, the Y wants to use our voice for what is right in our society and help to educate individuals in the areas of Equity, Diversity and Inclusion. The Y is offering the opportunity for individuals to participate in three online classes for free. These classes are “Transforming Workplace Culture,” “Implicit Bias” and “Authentic Community Engagement.” Each class is 45 minutes and is done via the Zoom platform. For more information and to register, you can go to this website: [Equity Innovation Classes](#). Share this link with family, friends, coworkers and anyone you feel who would benefit. Questions? Chris Kost, Executive Director, YMCA in Hudson at [Chris.Kost@ymcamn.org](mailto:Chris.Kost@ymcamn.org).

**2020 RiverFest Celebration** is set for July 21-25 in Hudson and will be held as virtual programming. RiverFest partner organizations will present videos that will be available for viewing during the week of RiverFest. Some favorite events will be returning in video format like Tricia and the Toonies, Storytime with the Hudson Area Public Library, Saturday’s Native American Celebration, and more.

One live event that will be returning this year is the annual River Clean-up. Families and individuals are encouraged to join the clean-up (while observing current social distancing guidelines). Another RiverFest tradition will continue with the use of the trash collected during the clean-up to “dress” Scrappy the RiverFest mascot.

RiverFest “A Party with a Purpose” is designed to inspire people of all ages to actively celebrate the St. Croix River while recognizing the need to preserve and protect the river’s health and beauty. RiverFest is made possible by the support of our event sponsor Nor-Lake and many other sponsors and partner organizations.

Learn about the River Clean-up, Scrappy and all the other RiverFest programming at [stcroixriverfest.org](http://stcroixriverfest.org) or follow us on Facebook at St Croix RiverFest.

**St. Croix Valley Business Innovation Center** Are you or your team looking for a change of workspace? Do you want to lower your rent expense? Do you want to be part of a business incubator (optional)? The St. Croix Valley Business Innovation Center is looking for someone to manage the front desk part-time in exchange for workspace. Our expectation is that you occupy the front desk 20 hours/week but only do responsibilities for 10 hours/week.

The Innovation Center is committed to helping entrepreneurs and small businesses access resources and support to take their organization to the next level. We rent office or light industrial space, memberships to our do-working area, or rent a meeting room.

If you would like to learn more about the St. Croix Valley Innovation Center check out our website <https://www.stcroixinnovation.org/> and with questions and have a tour, reach out to Interim Director, Sheri Marnell at 715-425-4288 or [Sheri.Marnell@uwrf.edu](mailto:Sheri.Marnell@uwrf.edu).

### The Phipps Center for the Arts

Please note: All exhibitions and events are subject to government directives regarding COVID-19. 715.386.2305 [ThePhipps.org](http://ThePhipps.org).

#### CLASSES

Summer Art Camp classes include a wide selection of fun, engaging video and virtual classes along with some outdoor in-person opportunities. These include Ceramic Art Kits, each with materials and instructions for two projects; several Just Add Water Art & Nature classes; a series of Critter Crafting videos created in partnership with Carpenter Nature Center; virtual dance classes, and virtual theater camps.



## Business Briefs (continued)



Enrollment is currently open. The classes run from June 29 through August 14, and fees range from \$19 to \$279, depending on the class.

### **ART & NATURE VIDEOS**

Three free, fun, activity-filled “Just Add Water” art and nature videos created by Hudson artist and educator Liz Malanaphy are available on [ThePhipps.org](https://ThePhipps.org).

Each video in the series includes at-home science and art inspired by the popular Just Add Water (JAW) summer classes offered by Malanaphy during The Phipps Summer Art Camp. Each episode features water science, art projects, field trips, and experiments, along with “a bit of silliness and some shenanigans to shake up your spring,” promises the instructor.

### **TAI CHI CLASSES**

Tai chi classes will resume on Thursdays from 9 to 10:30 a.m. on the patio of The Phipps. Classes will be offered outside using physical distancing or inside if it is raining.

Meeting the needs of both the beginning and experienced practitioner, this class offers the Yang style long form of tai chi chuan. Certified tai chi instructor Mark Tomlinson conducts the classes.

Punch-cards may be purchased for \$100 per eight classes. Classes are ongoing and may be taken at any time. Students only pay for the classes they attend. Call 715.386.2305 to register with any credit card, or go online to [ThePhipps.org](https://ThePhipps.org).

### **PLEIN AIR PAINTING**

A three-day Plein Air Painting Workshop is being offered Friday-Sunday, August 21-23. The class gathers at The Phipps Center and will move outdoors into downtown Hudson, where there are scenic landscapes and cityscapes students can choose as subjects. All experience levels are welcome. Social distance guidelines will be followed.

Instructor Sharon Stadther attended the College of Art & Design in Oakland, California; Atelier Studio in N.E. Minneapolis; and Paquet Studio in St. Paul.

For more information or to enroll, go to [ThePhipps.org](https://ThePhipps.org) or call 715/386-2305.

### **VIRTUAL ART EXHIBITS**

The Galleries at The Phipps Center for the Arts in Hudson, Wisconsin, remain closed in response to the health threats

posed by the coronavirus, but the center has created virtual shows featuring the artwork that would have been on exhibit. This includes a new video with the work of Mary Beth Magyar.

Magyar is a sculptor and community engagement artist living in Rochester, Minnesota. Her sculptures of the last few years integrate ceramics and metal in an organic, natural way. Magyar also experiments with drawing and printing techniques, enjoying the evolution of 2-D works with her sculptures.

### **CERAMIC PROJECT KITS**

As part of its Summer Art Camp offerings, The Phipps Center has created Ceramic Project Kits for students of all ages to use in the comfort of their own home and on their own time. Two kits are available, one for beginning/intermediate students and one for intermediate/advanced students, each with all the materials necessary to make at least two projects. Kits will contain clay and colorful underglazes, as well as handouts with step-by-step instructions. Everyone who signs up for a kit also will be given access to a short instructional video on specific techniques. All ages are encouraged to participate.

There are two sessions available. The enrollment deadline for the first session is Friday, July 3, with curbside pick-up of the kits on July 10, project drop-off on July 31, and final project pick-up on August 14. The enrollment deadline for the second session is Friday, July 31, with curbside pick-up on August 7, project drop-off on August 28, and final project pick-up on September 11.

The enrollment fee is \$49 per kit. To enroll, go to [ThePhipps.org](https://ThePhipps.org), dropdown Classes and Lesson, and choose Ceramics.

### **VIRTUAL MEMBERS' SPOTLIGHT**

The annual Members' Spotlight is an opportunity for all community members to share their creativity. In addition to traditional visual arts and crafts, The Phipps encourages submissions in all other creative areas, including but not limited to architecture, graphic design, clothing design, and all aspects of theater design. The center also seeks participation from musicians, poets and writers, actors, and other performing artists. The submission deadline is Friday, July 24. For information on how to participate, go to [ThePhipps.org](https://ThePhipps.org), dropdown Visual Arts, and select Calls for Artists.







## July Calendar of Events

### ALL ZOOM MEETINGS

- 3 Chamber Office Closed
- 7 I-94 Business Alliance, 9 a.m.
- 8 HiBA, 9 a.m.
- 8 Business Recovery Committee, 10 a.m.
- 8 Welcome to the Hudson Chamber Orientation, Noon
- 13 Finance Committee, 8:30 a.m.
- 14 Celebrate the Holidays, 9 a.m.
- 15 Retail/Restaurant Committee, 9 a.m.
- 16 Board of Directors, 8 a.m.
- 16 Golf Committee, 9 a.m.
- 16 Ambassador Committee, 3 p.m.
- 28 Virtual Simply Connect, 9 a.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/  
 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.

**Mary Claire Olson Potter**, *President*  
**Wendy Helgersen**, *Leadership Hudson Director*  
**Anne Sonnee**, *Communications Consultant*  
**Madeline Vorlicek**, *Communications and Events Coordinator*  
**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.**

