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AREA
CHAMBER
OF COMMERCE
& TOURISM
BUREAU



CONNECT



GROW

Serving Hudson, North Hudson, River Falls, Roberts,
Lakeland, Afton, and the St. Croix Valley Area

CHAMBER NEWSLETTER

Providing More Value For Your Membership Investment

AUGUST 2020



Participate in the fun!

The 23rd annual Hudson Chamber Golf Tournament is scheduled Monday, September 14. Although things will look different this year, the day will still be a hole in one! Register your foursome now to be sure to reserve a spot on the links.

The day will be a fun opportunity to network with Chamber members at [St. Croix National Golf & Events](#). The day will begin with check-in at your assigned time, and your grab-and-go lunch will be available starting at 11 a.m. Tee-off will begin at Noon.

Sponsorships are still available! Consider promoting your business with a Gold (\$2,000), Silver (\$1,000) or Hole Sponsorship (\$425).

For more information or to register, visit our [website](#), or contact the Chamber office at 715-386-8411 or info@hudsonwi.org.

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LET'S PAR - TEE

JOIN YOUR FELLOW CHAMBER MEMBERS FOR THE 23RD ANNUAL CHAMBER GOLF TOURNAMENT !

14 SEPTEMBER 2020

Tee-off at 12:00PM

Member Fee: \$125/Golfer

Non-Member Fee: \$135/Golfer

(Includes: Green fees, Cart, Prizes, and food)

St. Croix National Golf & Events
1603 32nd Street
Somerset, Wisconsin 54025

We will be following the latest Covid-19 guidelines.





He HATED Steve Miller... but LOVED Metallica.

*Make sure he's not going
to roll over in his grave
due to the music you play.*

Have the talk of a lifetime
and get plans in writing
to honor your loved
ones wishes, tell their story,
and reflect their passions.

**We help guide you through
the process. Call to set up
a free consultation or
go online to download
10 Pre-arranging Tips.**



OconnellFuneralHomes.com

Hudson • 715.386.3725 | Baldwin • 715.684.3434



MESSAGE FROM THE PRESIDENT

Mary Claire Olson Potter
Chamber President



Support local Hudson businesses and organizations

When we all put our business plans together for 2020, no one planned on COVID-19 and the impact that it would make beginning in March, for the last five months, and moving forward. The Chamber and our member businesses have all had to pivot on how we market, promote, and sell goods and services.

The Hudson Chamber has always promoted “Shop Local” and now, more than ever, we need to support the local businesses in the greater Hudson area. It is essential for the community that when you shop, dine out or hire a business, that you support local. Many businesses have added online shopping as an option, so please check out their websites.

Many non-profit organizations have also been impacted by restrictions that prevent gathering of large groups for fundraising events and galas, resulting in many cancellations. Please consider donating to these local organizations in the upcoming months.

Visit www.HudsonWI.org to search the member directory.

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

Volunteers Needed

We are recruiting members to join the **Hudson Chamber Foundation Board**. We are seeking representatives from:

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

If you are interested or have questions, please contact Past Chamber Board Chair Kathy Ableidinger with Cardinal Health at Kathryn.ableidinger@cardinalhealth.com.

Welcome New Teachers to Hudson

Each new school year, the Hudson Chamber welcomes new teachers and administrators from the Hudson School District, Trinity Academy and St. Patrick's School. During this time, we know school will look different for everyone and we want to be sure that we give a warm welcome to all the new employees this fall.



This program is an excellent opportunity for you to introduce your business to these new members of our community. You can participate in two different ways:

- Sponsor this program for \$125 which includes:
 - o Company logo, business name and a 25-word description about your business on a flyer in the welcome bags for each teacher
 - o Name listed in the Chamber newsletter and on the Chamber website event page
 - o Provide something for the welcome bag (45 bags)
- Welcome Bags
 - o Provide a promotional sample from your business that will be put in each bag (45 bags)
 - o Name listed in the Chamber newsletter

Call the Chamber today and let us know what you would like to do! Deadline for submitting items for the bags is Monday, August 17 and all items can be brought to the Chamber Office. Please wear your mask when dropping off items.

Having trouble updating your business listing in ChamberMaster?

Here are some [helpful tips!](#)

It's important to keep your information up to date on ChamberMaster because it feeds into our directory on our [website](#) and [Facebook](#) that brings in over 30,000 viewers monthly. Some other great options are [Hot deals](#), [Job postings](#), and how to submit an [event](#)! If you have any questions, feel free to contact the Chamber at info@hudsonwi.org.





GOOD MORNING HUDSON

Thursday, September 17th

8:00 am - 9:00 am

Virtual Zoom Event

Fun Is Good



Mike Veeck



Fran Zeuli

FEATURING:

**Fun is Good
Co-Founders
Mike Veeck
and Fran Zeuli**

Register
Now and be
entered to
win prizes!

"Building Great Partnerships While Having Fun!"

Hear from Mike and Fran 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!

SPONSORED BY:

McNAMEE
REAL ESTATE TEAM

kw INTEGRITY WI/MN
KELLERWILLIAMS. REALTY

BONUS FEATURES:

- New Member Introductions
- Networking
- What's Hot in the Community Announcements

Share your
company
websites
with
Chamber
Members!

RSVP by September 15th
Online at HudsonWI.org or call (715) 386-8411

Members - \$15 Non-Members - \$20
A Portion of the proceeds will go to Operation HELP -
Helping Families in need.

Sorry we are unable to issue refunds



Business Recovery Committee addresses survey responses

The Chamber's Business Recovery Committee continues to meet regularly, working on priorities identified by the recent survey of Chamber members regarding the status of their business recovery from the coronavirus pandemic.

Action items include:

- Continue to gather and share best practices for each business sector among various Chamber outlets.
- Work with the City's Parking Commission on options available as the parking program is implemented.
- Continue to inform businesses of outdoor space options.
- Explore ways to advertise Hudson and all the outdoor activities and experiences available to visitors.
- Promote grant and loan options available to businesses affected by COVID-19.
- Continue to update the [COVID-19 Resource Page on the Chamber website](#); check this page frequently for the latest updates.

Thank you to the following committee members for their participation and commitment to supporting the recovery of Hudson businesses. Please contact them if you have any comments or suggestions.

- Kathy Ableidinger, Cardinal Health
- Sarah Bruch, The Purple Tree
- Paul Deziel, District 3, Hudson Common Council
- Scott Jones, Royal Credit Union, Chair
- Diana Gulden, MDM Rubicon
- Carah Koch, St. Croix County Supervisor, District 5
- Chris Kost, YMCA in Hudson
- Dr. Paul McGinnis, Hudson Physicians, Retired
- John H. Potter, The Phipps Center for the Arts
- Pastor Larry Szyman, Faith Community Church

COVID-19 Small Business Loan Program

On July 14, St. Croix County in partnership with the West Central Wisconsin Regional Planning Commission and St. Croix Economic Development Corporation (EDC) launched the COVID-19 Small Business Loan Program. This new loan program was created to help businesses in the county that are experiencing unanticipated financial pressures due to the COVID-19 pandemic.

For more information, visit <https://www.sccwi.gov/958/Small-Business-Loan>.

Small Business Grant for Downtown Storefront Businesses!

The HartBeat of Main Street Grant Program will fund solutions that help small business owners respond and adapt to the COVID-19 pandemic and help to revitalize and strengthen older and historic downtown commercial districts. Grants of \$5,000 to \$15,000 will be awarded on a competitive and first-come, first-served basis. A minimum of 50 percent of grants will benefit diverse-owned businesses, as defined by the Small Business Administration as minority, woman, veteran, disabled, and/or LGBTQ-owned. Applications will be accepted until August 23, 2020 or until 500 applications have been submitted, whichever is sooner. <https://www.mainstreet.org/howwecanhelp/hartbeat>.





Simply Connect.

Thursday, August 13th 2020
5 p.m. - 7:00 p.m.

Join the Chamber
in a evening of networking and connecting.
The event
will be held outside and there will be
food and beverages
provided by Old Southern BBQ!



Make Connections!

Thank you to our
hosting sponsor:

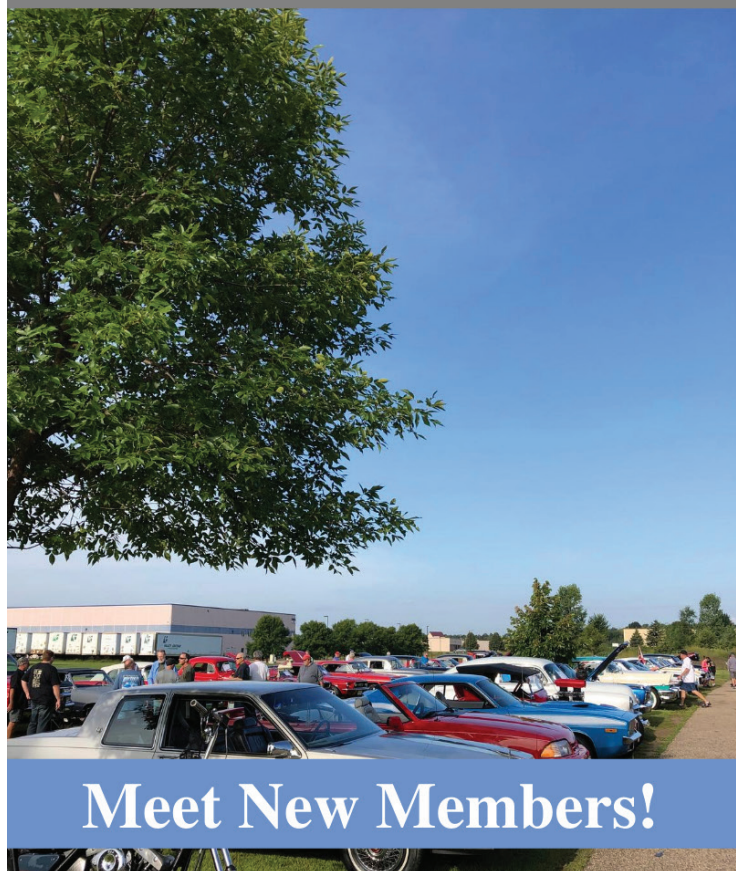


Heppner's Auto Body &
Glass

2001 Rock Street
Hudson, WI 54016

RSVP:
Call (715) 386-8411 or online at
HudsonWI.org

Wearing a mask inside the facility
is required.



Meet New Members!





Spirit of St. Croix Art Festival – Planning for 2021

The Hudson Area Chamber of Commerce & Tourism Bureau and its partner The Phipps Center for the Arts have made the difficult decision to cancel the Spirit of St. Croix Art Festival scheduled for September 26 and 27, 2020. The committee discussed a number of different options for the event, but in the end, it was a unanimous vote. The event planners did not want to organize an event that was unrecognizable and risky after hosting such a successful event that has grown and evolved over the last 11 years.

We know that this decision impacts artists, vendors, entertainment and other organizations and we regret the economic impact of this postponement.

The recent outbreak of COVID-19 cases in the St. Croix Valley area underscored the likelihood that the summer and fall will remain uncertain regarding the reach of the virus. There is also a health advisory discouraging large group gatherings of more than 50 people.

Other factors discussed included:

- Potential that consumers and artists may fear gathering in large groups.

- Reduced sponsorship amounts as businesses have been negatively impacted the last five months.
- Planning, infrastructure and advertising expenses that cannot be recovered if the event does not take place.
- Potential difficulty recruiting volunteers because of safety concerns.

The Chamber also noted its current focus and extensive role in helping the community and local businesses to recover and rebound from the economic impacts of COVID-19. We know this could take six months, a year, or more. These efforts are a priority for the Chamber's leadership and staff.

Moving forward, the committee is exploring a variety of options to support the artists and the important role that art plays in our lives.

Watch for more details soon regarding a bigger and better Spirit of the St. Croix Art Festival in 2021

Buena Vista A Stroll in the Park

On November 29, 2019, the Hudson Area Chamber of Commerce & Tourism Bureau successfully debuted Buena Vista, a tree-lighting event in Lakefront Park. The event began with a visit from Santa! The light-up continued weekends through January 5, 2020.

Help us continue to brighten Hudson during the holidays by becoming a sponsor for this year and future seasons. We are working to add more lights, decorations and activities that everyone can enjoy in the park and we need your help. Sponsored donations are allocated to purchase lighting displays



photo by Sobottka Photography

and holiday decorations for annual use, maintenance and storage. All donations go directly to the program.

2020-2021 SPONSORSHIP OPPORTUNITIES

FOUNDING CORPORATION - \$12,000

- Exclusive Lifetime Recognition
- Logo on hudsonfortheholidays.org
- Link to your corporate website

FOUNDING FAMILY - \$5,000

- Exclusive Lifetime Recognition
- Family name in print and digital media (optional)

SANTA'S TREE - \$2,000

- Logo Signage near Tree in Bandshell
- Mention in print and digital media
- Only one sponsor for Santa's Tree

EVERGREEN TREE - \$1,000

- Logo on sign next to Outdoor Tree
- Mention in print and digital media
- Only one sponsor per tree

FOOD/BEVERAGE - IN-KIND

- Logo recognition for 100+ treats
- Mention in print and digital media
- Limited opportunity

PRINT/PAPER - IN-KIND

- Recognition for paper cups/plates
- Recognition for table tents/fliers
- Mention in print and digital media

Please contact Mary Claire at maryclaire@hudsonwi.org if you have any questions and would like to participate this year. Let's light up Hudson!





Critical Conversations

Sept. 22-23, 2020 | Citizens State Bank | Hudson WI

Shift your
perspective
to navigate difficult
conversations

This 2-day course will help you:

- Prepare for high-stakes situations with proven techniques
- Use the concept of a “shared pool of meaning”
- Turn emotion into powerful dialogue
- Create safe spaces to talk about almost anything
- Be persuasive, not abrasive

This course can be taken individually or as part of the Supervisory Management Certificate Program.

Fee: \$600 per person

Check out the course offerings at:
uwec.ly/criticalconvo

Take \$50 off any Fall 2020 Supervisory Management program with promo code **CHAMBER50**

Continuing Education

University of Wisconsin
Eau Claire



Welcome Et Cetera to the Chamber!



Et Cetera is a boutique located in downtown Hudson offering fun unique gifts and home accessories!

New Members

Please join us in welcoming the newest member of the Hudson Area Chamber of Commerce & Tourism Bureau. We encourage you to welcome this new member by visiting their website, 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.

Operation HELP

Tim Puffer, Executive Director
901 4th Street, Suite 241
Hudson, WI 54016
715.389.1300

www.operationhelpst.croix.org

Helping families in difficult times.

Sponsored by Angel Duratti, Angel's Pet World.

St. Croix Baking Company

Charles Froke, Owner Pastry Chef
424 Second Street
Hudson, WI 54016
202.341.5211

www.stcroixbaking.com

Pastry shop & bakery delivering high quality pastries, breads, ice creams and desserts with the freshest local ingredients.

Sponsors: Tricia Christiansen, Christiansen Creative, Pete Foster, Barker's Bar & Grill/San Pedro Café/Pedro's del Este.

Thank you to these renewing members for their continued investments:

American Red Cross - Northwest WI Chapter
Applebee's
Chicone's Liquor Mart
Christenson Vision Care
Christiansen Creative
County Market
Dick's Bar and Grill
GEA Systems North America LLC
Hudson Food Walk
Hudson House Grand Hotel
Octagon House Museum/St. Croix County Historical Society
Olsen Thielen & Co., Ltd.
Phipps Center for the Arts, The
Pioneer Press/TwinCities.com
St. Croix Therapy
StarTech Computing, Inc.
Steward State Farm Agency
STRENGTH Fitness & Wellness, LLC
The Friends of the St. Croix County Fairgrounds
The Postmark Grille
VC Valley Companies
Walmart
Youth Action Hudson, Inc.

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

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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.

Chesterton Academy of the St. Croix Valley, a private secondary school that teaches in the Catholic tradition, has announced the school's first-ever headmaster beginning with the 2020-2021 school year. Dr. Stephen A. Hipp has extensive administrative experience in education, having served in various roles including Program Director, Chair of Faculty Affairs, and Admission Committee member. For more information, visit Chestertonscv.org.

FNC Bank (First National Community Bank) is still the same family-owned, community bank you've trusted for more than 100 years, now all dressed up with a fresh new face! Watch for their new look to start popping up everywhere in the coming weeks! And...their upgraded web address for added security for their customers is www.fnc.bank. Locations in New Richmond, Hudson, Somerset and Dresser. 715-246-6901.

Citizens State Bank (CSB) has recently made donations to 15 local non-profit organizations throughout St. Croix and Dunn Counties totaling \$40,000. CSB had the opportunity to apply for a grant of \$20,000 from the Federal Home Loan Bank of Chicago (FHLB). The FHLB supports community banks throughout the Upper Midwest by providing its client banks with various financial services. Recently, they decided to provide grant money to community banks like CSB with the encouragement that the money is then given to support local communities through the COVID-19 pandemic period. Upon receipt of the FHLB grant, the Board of Directors of CSB approved matching funds of \$20,000 to create a total fund of \$40,000 to provide to local non-profit organizations who have been adversely affected by the COVID-19 pandemic.

Citizens State Bank has been serving businesses and individuals throughout the St. Croix Valley area for over 100 years with branches in five locations including Hudson, Roberts, Woodville, Elmwood and Menomonie. The bank's goal is to provide unprecedented customer service based on its core values which are integrity, customer focus, team focus and agility. To learn more, visit www.csbn.net.

Fresh & Natural Foods announces that The Salsa Spot food truck will be in the Fresh and Natural Foods parking lot at the Plaza 94 Shopping Center, Saturday, August 8 from 10:30 a.m. - 2:30 p.m. Come for lunch and do some shopping with 10% off store-wide!

The Hampton Inn & Suites in Hudson recently unveiled its new public electric vehicle charging hub. Travelers who need to charge their electric vehicles in Hudson while stopping to eat, shop or visit the community for an extended stay are welcome to use the charging hub. The charging hub, designed by Minneapolis-based ZEF Energy, allows for as many as three electric vehicles to refuel at the same time. The station includes one direct current fast charger (DCFC), the speediest type of electric vehicle charger, and two Level II chargers, which are the most common form of public chargers.

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.

Plein Air Workshop

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. Masks and physical distancing will be required.

Instructor Sharon Stadther attended the College of Art & Design in Oakland, California; Atelier Studio in N.E. Minneapolis; and Paquet Studio in St. Paul. Her artistic philosophy is based in the strong belief of adhering to the fundamentals of design coupled with the elements of art. The old school techniques she employs in her teaching and painting serve and support this philosophy.

Art Bench

For anyone looking for a free, fun art and nature adventure close to home, the St. Croix River Valley Art Bench Trail is a perfect choice. The 10 unique art benches on the trail can be found in communities on both sides of the river from St. Croix Falls to Prescott, Wisconsin, and in parks with nearby trails, playgrounds, and local businesses to explore. For more information and a map to the benches, go to artbenchtrail.org.

Each of the art benches was created by local youth and community partners with a local artist to reflect and celebrate the natural and cultural history of that place. Activities for all ages to do while visiting the benches may be



Business Briefs (continued)

found at artbenchtrail.org/activities/, including “Tell a River Story,” “Make a Texture Rubbing,” and “Seek & Find – For the Birds.”

Darby Lunceford – new Executive Director

Welcome to Darby Lunceford who has been selected as the new executive director of The Phipps Center for the Arts. Roger Olson, co-chair of the search committee, stated, “A nationwide search was conducted, and a number of highly qualified candidates submitted applications. The search committee was faced with the daunting task of finding a replacement for John Potter. We are indeed fortunate to

welcome a new executive director with extensive national and international experience in arts marketing and management, and he also has a keen knowledge of the Saint Croix Valley.”

Lunceford was most recently the chief marketing officer of the Minnesota Opera. Prior to that he was the director of marketing and communications for the Children’s Theatre Company of Minneapolis, the director of marketing and communications for the Shakespeare Theatre Company of Washington, D.C., a senior managing consultant for Target Resource Group in Colorado.

Hudson Chamber Celebrates Business Anniversary

It is with immense gratitude and celebration that Ciranda, Inc. announces 25 years in business — and 25 years of organic ingredients. Since its founding, the company has stayed true to its mission of expanding the organic industry, while supporting sustainable agriculture practices and the livelihood of farmers around the world. In honor of the anniversary, the company recently completed *Stories of Impact*, a book which highlights international farmers and suppliers who have been positively impacted by Ciranda’s business efforts. The book is available for viewing online at www.ciranda.com/news.



organic manufacturers in the food, beverage, personal care and functional nutrition markets.

Through the heart and vision of its founders, Ciranda became employee-owned in 2017. The past year has awarded the company several additional milestones, including Non-GMO Project Verification for its 100th ingredient, and the completion of a new company headquarters with a dedicated wellness space for employee yoga and meditation. Approximately 50 employee-owners operate from

Ciranda’s headquarters in Hudson, and over 70% are women.

Ciranda introduced itself as an organic export business in 1994. Founders, Hans and Joan Friese, built strong relationships with U.S. farmers and purchased their grains, beans and seeds to export into the more established European organic market. As the U.S. organic market began to take shape in 2000 with an approaching federal regulatory program, the company reinvented itself as an importer of value-add ingredients to service North American clients.

Today, Ciranda is a leading supplier of certified organic, non-GMO and fair-trade ingredients with expertise in gluten-free flours and starches; syrups and sweeteners; cocoa and chocolate; sustainable palm oils; coconut; and lecithin. Their global connections bring ingredients grown in tropical regions to North American manufacturers. Ciranda’s customers range from small, mission-based startup brands, to the nation’s largest

In July, Ciranda entered the next phase of its journey by welcoming a new Chief Executive Officer, Jean-Philippe Tournoy, to succeed Friese as CEO. Tournoy’s fluency in international culture and language, combined with his extensive experience in global food ingredients make him a natural fit with the company’s mission and core competencies.

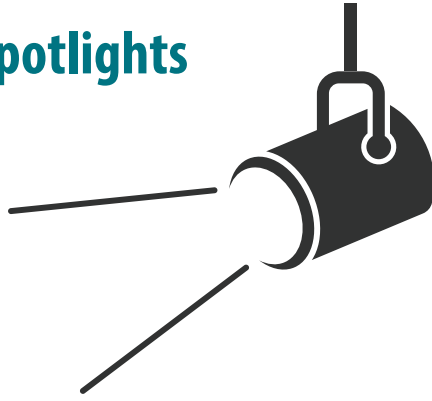
“It has been a tremendous honor to serve as the CEO of Ciranda,” said Friese, “I am humbled by the work of this great team and to see all they have accomplished together. I believe Jean-Philippe is the right person to build on this momentum as our next CEO.”

We want to recognize your business anniversary. If you are celebrating 1 year, 5 years, 10 years, 15 years, 20 years, 25 years and beyond in 2020, please contact us.



July Member Spotlights

We will be featuring a different member each week as our "Member Spotlight"! This is completely random and shared to [Chamber Corner](#), LinkedIn, Twitter and Facebook!



If you missed them, check out those that were highlighted in July:

- GEA Systems North America LLC
- Oso Clean
- YMCA Hudson



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



Aug. Calendar of Events

ALL ZOOM MEETINGS

- 4 I-94 Business Alliance Meeting, 9 a.m.
- 10 Finance Committee, 8:30 a.m.
- 11 LEADS Group 1, 7:15 a.m.
- 12 Retail/Restaurant Downtown Committee, 9 a.m.
- 12 Welcome to the Hudson Chamber Orientation, Noon
- 13 Simply Connect – Outside at Heppner's Auto Body & Glass, 5 to 7 p.m.
- 18 LEADS Group 1, 7:15 a.m.
- 20 Board of Directors, 8 a.m.
- 20 Ambassador Committee, 3 p.m.
- 25 LEADS Group 1, 7:15 a.m.

Save the date!

Good Morning Hudson - October 29 will feature Connie Foster, Interim Chancellor UW - River Falls.

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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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.

