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# CHAMBER NEWSLETTER

Providing More Value For Your Membership Investment

OCTOBER 2020

## October is Manufacturing Month

As we recognize Manufacturing Month during October, we send a special “thank you” to all the manufacturers in the Hudson area for the positive impact they are making in our community.

According to Wisconsin Manufacturers and Commerce, due to retirements and economic expansion, there will be significant opportunities for employment in the manufacturing industry, underscoring the need to ensure a talent pipeline now and in the years to come. Manufacturing jobs today are high-tech, high-skill and high-pay.

Hudson manufacturing businesses will hold an event in spring 2021 that will introduce middle and high school students to career opportunities at their companies. This special event will provide students with an inside look at several Hudson manufacturing facilities and a chance to learn more about their operations and workforce needs. If you are interested in participating in this event, please contact the Chamber.

The Hudson Common Council will proclaim the month of October as Manufacturing Month in the City of Hudson on October 5, 2020 and call on all citizens to acknowledge and recognize the important role that the city’s manufacturing companies have in growing and maintaining a vital economic base for the City of Hudson.

**THANK YOU HUDSON AREA MANUFACTURERS!**

### On the Inside

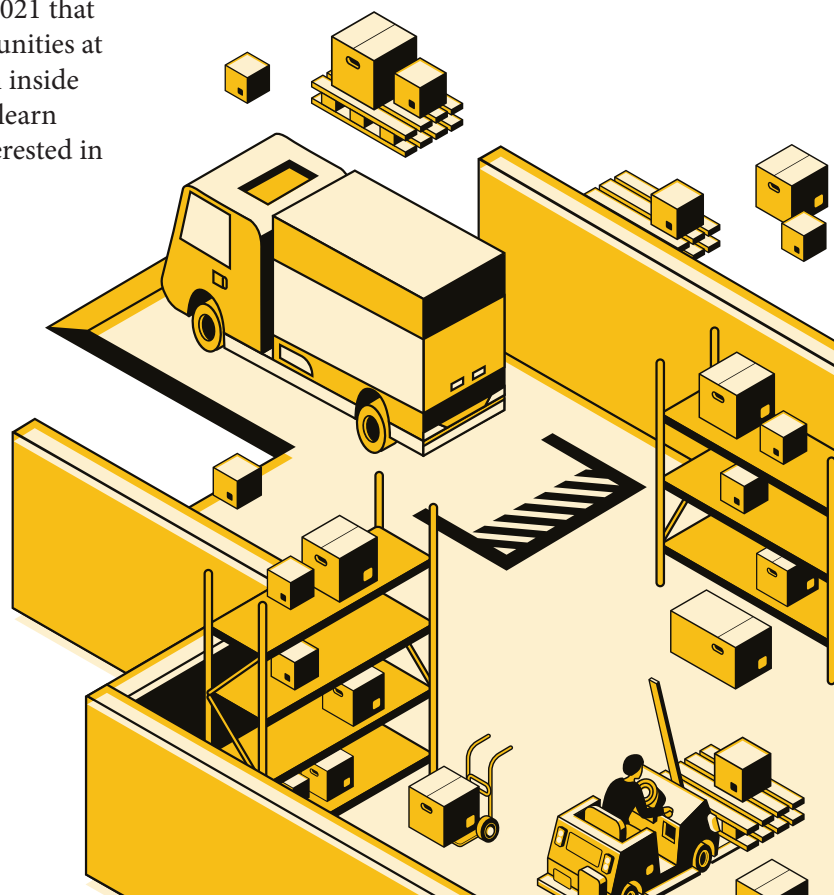
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#### SOME IMPRESSIVE STATS:

- Wisconsin has more than 9,000 manufacturers in the state
- Manufacturers employed nearly 475,000 people in 2018 – nearly 1 in 5 workers in Wisconsin
- This state’s top industry contributes \$63 billion a year in economic output
- This accounted for 19 percent of the state’s gross domestic product





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## MESSAGE FROM THE PRESIDENT



Mary Claire Olson Potter  
Chamber President

### Building Community

Chambers of Commerce have long been the face of and advocates for businesses, both large and small; but we do a lot more in the community than that.

Chambers of Commerce are always looking for ways we can help build up our communities and make them better. Inherently, a community is made up of people – people living, people working, people buying, people selling, people teaching, people learning and people retiring. We work hard every day to make Hudson a great place to live, work, visit and do business.

When the pandemic set in seven months ago, it changed how we all work and live. Some thought it would not last long and we'd be back to normal soon. Others said it would be more like a marathon than a sprint. It turns out that second group was right.

Just a week after the "Safer at Home" order was put in place, Bill Alms, with Alms Creative and a member of the Hudson Common Council, reached out to several community leaders to begin a conversation about how we as a Hudson community could, and would, respond to this pandemic. The group, known as the **54016 COVID-19 Task Force**, faced the question we were all dealing with at that uncertain time – do we as a community have the resources to help and support those most in need?

Since then, the group which represents leaders from health care, business, faith, non-profits, city, county, K-12 and post-secondary education, has met weekly and developed smaller teams to focus on communications, mental health and business recovery. The task force has created a website, Facebook page, and shared positive key messages with the community and developed safe, online opportunities to connect the elderly with others. Each week, we discuss immediate needs that we face as a result of the pandemic and this diverse group of people –



from all occupations and interests – thoughtfully share ideas to address them. One early issue was the need for masks for businesses and schools. Through the task force, the Hudson Ministerial Association was able to get the word out to our large faith community resulting in hundreds of masks being made and distributed.

After several weeks, Bill asked for a new leader for this group and I knew the important work had to continue as we work as a community to help one another. I eagerly accepted the role and am so pleased that the group continues to meet weekly, discuss issues impacting our community and find solutions from the many talented, engaged, and caring people that assemble. The group is now called the **Hudson Area Crisis Task Force** and we are always looking for additional ideas and voices. If you have an interest in joining our Zoom call, please let me know and we can add you to our list.

I would like to thank Bill Alms for his tireless leadership in bringing the group together and to all the leaders who continue to participate each week. We know our work is not yet done, but together we will come out a stronger community.

It is indeed a marathon and not a sprint.  
Stay healthy. And remember...  
Wash your hands. Wear a mask. And watch your distance.

WE CAN DO THIS.





## Hudson Christmas Tour of Homes – Planning for 2021

The Hudson Area Chamber of Commerce & Tourism Bureau has made the difficult decision to cancel the Hudson Christmas Tour of Homes & Craft Sale scheduled for November 20 - 22, 2020, due to COVID-19.

We look forward to inviting you to the tour in 2021 when we will again feature four lavishly decorated homes and the historic Octagon House. The homes that will be on the tour are all unique and specially picked to celebrate the 35th anniversary of this not-to-be-missed event.

Join us this holiday season to enjoy the charm of historic Hudson as you stroll the boutique shops, dine in award-winning restaurants, and enjoy the holiday lights in downtown and Buena Vista – A Stroll in the Park - in its second year, enjoy the holiday lights filling Lakefront Park along the St. Croix River.

**Thank you to our sponsors for funding the mailer.**



## Service Committee to launch in December

In the interest of providing additional value to Chamber member businesses and their employees within the Hudson Area Chamber of Commerce, a new Service Committee is being formed. The content during meetings and tours will target service-oriented businesses; however, the committee is open to retail, manufacturing, or any member businesses or teams who provide service to their customers and clients.

The vision and mission of the Service Committee:

**VISION:** Companies will excel by providing excellent customer service.

**MISSION:** To educate, train and inspire companies and their teams to exceed the expectations of their clients by providing outstanding service.

It is the intention of the Service Committee to:

- Meet six times per year, every other month. Three meetings will be educational, three meetings will be business tours.

- The meetings will be held on the 2nd Thursdays of the month from 10:00 a.m. – 11:30 a.m.
- For cost efficiency and COVID-19 restrictions for safety, there will be no food or beverage services at the Service Committee meetings.
- There will be NO COST to Chamber member businesses or any of their employees to attend the bi-monthly meetings.

If you have questions, comments or would like to help by being part of this dynamic new committee within the Chamber, please contact the Co-Chairs: AJ Hein of Integrity Cleaners, [ajlikewise@gmail.com](mailto:ajlikewise@gmail.com), or Mark Hein of Family Fresh Market - River Falls, [sd.3322@spartannash.com](mailto:sd.3322@spartannash.com).

You are also welcome to contact John Knutson, Chamber Board Liaison to the Service Committee, at [johnknutson@TCOmni.com](mailto:johnknutson@TCOmni.com) or Chamber President Mary Claire Olson Potter at [maryclaire@hudsonwi.org](mailto:maryclaire@hudsonwi.org).

## Hilltop Pumpkin Party – Planning for 2021

The Hilltop Pumpkin Party looks forward to seeing you at the event in October 2021.

This year, plan to participate in the Rotary's 66th Annual Costume Parade on Saturday, October 31 at 4:30 p.m. at Newton Field.



## September Good Morning Hudson



Chamber Members enjoyed a virtual morning with Fun is Good Co-Founders Mike Veeck and Fran Zeuli for a morning of learning how to build great partnerships while having fun!

### Congratulations to prize winners:

- Steve Leitch, Leitch-McSorley Insurance
- Dana Reynolds, Eckberg Lammers P.C.
- Gloria Meyer, LearningRx Hudson

**Thank you to McNamee Real Estate Team for sponsoring the September Good Morning Hudson.**

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WI/MN  
KELLERWILLIAMS.

## Congratulations to our 2019-2020 Leadership Hudson participants

Leadership Hudson is the Hudson Area Chamber of Commerce & Tourism Bureau's premier community leadership program. Leadership Hudson takes a full day each month, September to May, to bring together high-caliber current and emerging leaders from all sectors of the Hudson area to study issues impacting our community.

While nine sessions were planned, the COVID-19 pandemic affected the Leadership Hudson experience and the group did not get to meet in person for the Arts/Natural Resources Day or the final Leadership Graduation day. The cohort met once in the spring via zoom to check in and concluded the program on September 17 virtually for a final day.

Each participant focused on their own strengths, leadership style and purpose in work, prepared their own mission/brand statement and shared it with the class. While their program time was cut short – it was clear that everyone had been impacted by their Leadership Hudson experience in big and small ways.

**Many thanks to the program sponsors:** Xcel Energy, Cardinal Health, and day sponsor WESTconsin Credit Union. We also thank all the guest speakers and business organizations that hosted us.

**Special thanks to our planning committee** chair Melissa Kraemer, WESTconsin Credit Union, and her team: LeAnne Van Allen, UWRF; Courtney Doerfler, CPR Wealth Advisors, and Maria Schmitt, WESTconsin Credit Union, for their work guiding the agenda and supporting the class throughout the year.

The next cohort of Leadership Hudson will begin in the fall of 2021 to spring of 2022. Watch for details and the opportunity to participate in the community-focused, professional development program.

### CONGRATULATIONS TO THE GRADUATES OF THE 2019-2020 CLASS!

Jim Bender, Pastor, Trinity Lutheran Church  
Michael Bilden Assistant Dean for Adult Students, UWRF  
Nicole Brice, Premier Agent, SF Insurance Group  
Alex Burian, Financial Advisor, WESTconsin Credit Union  
Christine Carufel, Branch Manager, First State Bank & Trust  
Sonja Frandup, Occupational Medicine Manager, Hudson Physicians  
Mackenzie Hoikka, Aquatics Director, Hudson YMCA  
Tyler Konslien, Attorney, Mudge, Porter, Lundeen & Seguin  
Nora Lindgren, Manager - Credit & Collections, Xcel Energy  
Maria Machtemes, Personal Banking Officer and Office Manager, Citizens State Bank  
Debi Mager, Director of Mission Advancement, Christian Community Homes and Services, Inc.  
Heather Markwardt, Integrity Transactions, LLC, Keller Williams Realty Integrity WI/MN  
Brianna Munthe, Branch Team Lead, Royal Credit Union  
Aaron Parsons, Producer, Spectrum Agency/Sandeem Agency  
Kim Peters, Manager - Therapy, Sleep & Cardiac Diagnostic Testing & Wellness, HealthPartners/Hudson Hospital  
David Ritter, Financial Advisor, Discovery Financial  
Britni Ross, Night Operations Supervisor, Cardinal Health  
Matthew Schewe, Business Development Coordinator, Royal Credit Union  
Ashley Schorn, Executive Administrative Assistant, VC Valley Companies  
Carolyn Wanken, Chiropractor, Hope Chiropractic  
Chris Wood, Producing Branch Manager, Cross Country Mortgage





Please join the Hudson Chamber October 29th from 11:15 a.m. - 12:15 p.m. in a virtual Good Morning Hudson featuring Interim Chancellor Connie Foster. Connie Foster has held many roles at the University of Wisconsin – River Falls, she is excited to be back! Hear about the challenges of responding to student demand and employer needs during a pandemic, engaging with the community, and finding the new normal for local economic development. It's also a great way to meet new Chamber members and share your company info among other Chamber members!



UNIVERSITY OF WISCONSIN

**River Falls**

## FEATURING:

### CONNIE FOSTER

Interim Chancellor of the University of Wisconsin – River Falls

**"UW-River Falls – the University of the St. Croix Valley"**

Hear how UWRF is:

- Responding to student demand and employer needs
- Engaging with the local business community in new ways
- Is a key partner in local economic development/talent pipeline

## SPONSORED BY:



## BONUS FEATURES:

- New Member Introductions
- Networking – Share Company Info in the Chat!
- What's Hot in the Community Announcements



Please [Register Online](#)

or call (715) 386-8411

**COST: Members - \$10 • Non-Members - \$15**

Sorry, we are unable to issue refunds.

## St. Croix Valley Foundation Marks 25 Years

If you turned on the TV in 1995 (to one of 4 network options) you might watch "Coach," "The Nanny," or "Murphy Brown." The radio might blast Bryan Adams, Hootie and the Blowfish or Natalie Merchant. For readers, a brand-new service called AmazonBooks.com could be of interest. And the newfangled phenomenon of online webmail was taking off with Hotmail.com serving early adapters.

In the midst of this pivotal year of momentous changes to how we live, work, consume media and function as a society – a small group of visionary individuals was focused on the long-term future of the St. Croix Valley.



These community leaders knew that the Valley needed sustained support to meet its potential. It needed philanthropic investment to impact quality of life for generations to come.



In 1995 the St. Croix Valley Foundation began with pooled assets under \$400,000. As a 501(c)3 community foundation, donors could invest in the long-term health of the area, receive tax advantages, and contribute to the Foundation's ability to grant funds in the future.

Twenty-five years later, the St. Croix Valley Foundation has philanthropic assets of over \$70 million and has granted \$42 million back into local communities to enhance the quality of life for people who live, work, play, and raise families in the Valley. This mission is aided by volunteers from 10 local affiliated community foundations, including the Hudson Community Foundation.

Every donor, past and present, has contributed to the St. Croix Valley Foundation's ability to (in partnership with local United Ways ) administer the COVID-19 Response Fund for the St. Croix Valley – which is granting over \$1 million to over 100 nonprofit organizations on the front lines of serving individuals and families hit hard by this crisis.

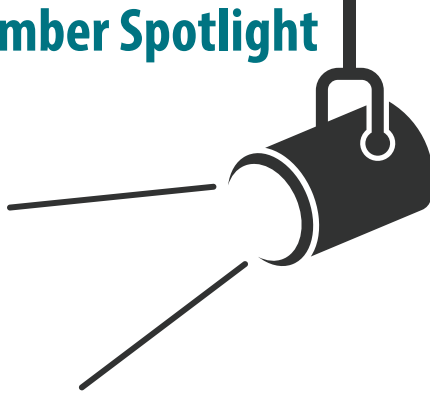
The founders of the St. Croix Valley Foundation could not have predicted coronavirus, but they did know that changing and emerging needs in the future need to be planned for in the present.

In 2020, it's hard to imagine a world without email, Amazon or the St. Croix Valley Foundation.



## September Member Spotlight

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:

- [Abigail Page Antiques Mall](#)
- [SOLO Yoga & Bxing](#)
- [ReforMedicine, SC](#)



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



## ART FESTIVAL

SPIRIT OF THE ST. CROIX

### Spirit of the St. Croix Art Festival goes virtual

Although the Spirit of the St. Croix Art Festival was cancelled this year because of COVID-19, the Hudson Area Chamber of Commerce & Tourism Bureau and The Phipps Center for the Arts are launching an online marketplace featuring the artists you would have met at this juried event with a wide variety of original artwork for sale: pottery, paintings, photography, jewelry, glass, wood and much more! Each artist will have a full profile with photos and videos of their work and creative process for you to get to know them, just like going to their tent at the show.

As we look forward to hosting an in-person event next year, we are excited to create this marketplace to support the artists and give you the opportunity to purchase one-of-a-kind art. The marketplace opened September 26. [Click here to visit the online marketplace!](#)



Thank you to our sponsors for making this event possible.

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**April Nelson**

Vice President & Loan Officer  
(715) 381-6719  
anelson@wbd.org

**LEARN MORE**



# Grow your Business in 2021!

2020 has been a challenging year. It is time to move on and start focusing on 2021! We are excited to offer you an opportunity to market directly to Chamber members to help you deepen relationships with others just like you as a business owner in Hudson. We are launching our annual Hudson Chamber Membership Directory which provided a very direct connection to all Chamber members.

Thank you in advance for your support of last years' annual Chamber Membership Directory. The directory is a part of your membership benefit and we rely on member advertising support to publish it. Directory advertising benefits include:

- High readership from your target market. Members want to do business with other members.
- Cost-effective marketing tool with 1/4-page ads starting at \$195.
- Support of the Chamber. A portion of the revenue generated comes back to the Chamber for use toward member benefits and programs.

To reserve your space, please contact MaryJo Sirek, with Adams Publishing (formerly ECM Publishers) at [maryjo.sirek@ecm-inc.com](mailto:maryjo.sirek@ecm-inc.com) or 952-846-2052.

### Increase Your Exposure in 2021

Advertise in the 2021 Membership Directory

The annual Chamber Membership Directory is the perfect complement to your in-person Chamber networking events. To reach members who may not visit your store as easily as you would like, advertise in the 2021 Membership Directory. For more information, contact MaryJo Sirek at 952-846-2052 or [maryjo.sirek@ecm-inc.com](mailto:maryjo.sirek@ecm-inc.com).

This directory includes contact information for members in these convenient formats, along with networking information, community and government listings.

Ad Rates	width x height	black	color
1/4 Page Vertical	4.5" x 10.5"	\$195	\$245
1/4 Page Horizontal	4.5" x 10.5"	\$195	\$245
1/2 Page Vertical	4.5" x 10.5"	\$390	\$490
1/2 Page Horizontal	4.5" x 10.5"	\$390	\$490
Full Page	4.5" x 10.5"	\$780	\$980
Inside Cover (Full color)	5.5" x 8.5"	N/A	\$800
Back cover (Full color)	5.5" x 8.5"	N/A	\$800

CONTACT YOUR SALES REPRESENTATIVE TODAY! **MARY JO SIREK**  
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## St. Croix County Business Survey

St Croix County is looking for feedback from businesses in the county. Use this link if you are interested in providing your feedback: <http://bit.ly/stcroixcountybusiness2020>.

## Private signs not permitted on highway rights-of-way

The St. Croix County Highway Department has received complaints of improperly placed signs within highway rights-of-way across the county. They would like to remind everyone that state law prohibits placement of private signs within highway rights-of-way in Wisconsin. This applies to signs for advertising, realty, political campaigns or any other sign not placed by the state, county or a municipality.





## Annual Golf Tournament a success

Golfers enjoyed sunny and 75-degree weather at St. Croix National Golf & Events on Monday, September 14 for a great afternoon of networking and golfing while enjoying games and activities throughout the course. Thank you to the sponsors, volunteers, prize donors and staff at St. Croix National Golf & Events for making this day possible!

### **Congratulations to golf tournament winners!**

- First Place: Bjorn Nesvold, Jim Thies, Kurt Haugen, and Tony Jenkins
- Second Place: Branden McDonald, Paul Nickerson, Brett Blair, Tim Butterfield
- Third Place: Amy Anderson, Tony Demma, Jesse Jacobson, Mark Smith
- Highest Score: Mark Kuhne, Lailah Kuhne, Kyle Hayes, Alex Burian
- Closest to the pin – Women: Chantel Luke
- Closest to the pin – Men: Branden McDonald
- Longest Drive – Women: Cassie Cook
- Longest Drive – Men: Austin Battaglia
- Longest Putt – Men: Aaron Parsons
- Longest Putt – Women: Nicole Brice
- Putting Green Contest: Tracy Tool
- Beat the Pro: Ben Ruberg

### **Thank you to the following Chamber members for their time and hard work planning and working on details for the event:**

- Karrie Abbott, Hiawatha National Bank
- Joette Barr, First State Bank & Trust
- Angie Brown, Telus Properties
- Pat Dolan, Hudson Innovation Center
- Miranda Green, BMO Harris Bank
- Carrie Hobrough – CBIZ
- Mark Kuhne, Croix River Wealth Management
- Linda LaKosky-Eng, Minuteman Press - Hudson
- Chantel Luke, Vallis Advisors, Ameriprise Financial
- Brian Moura, Lucky's Wine & More
- Amber Rykal, McDonald Insurance Agency
- Maria Schmitt, WESTconsin Credit Union
- Allison Waldusky, Edward Jones Investments

### **In addition to the Golf Committee, thank you to the following volunteers who helped with the event:**

- Allison Waldusky, Edward Jones Investments
- Amber Rykal, McDonald Insurance Agency
- Angie Brown, Telus Property Services + Solutions
- Brian Moura, Lucky's Wine & More

- Linda LaKosky Eng, Minuteman Press – Hudson
- Maria Schmitt, WESTconsin Credit Union
- Meme Fehr, Spectrum Insurance Group/ Sandeen Insurance
- Pat Dolan, Hudson Innovation Center/ Dolan Real Estate
- Pete Keskey, Minuteman Press – Hudson
- Rachel Renner, SEASON's on St. Croix
- Tara Nance, Associated Eye Care

### **Thank you to the members who donated prizes:**

- Afton Cruise Lines
- Ameriprise Financial - Vallis Advisors
- Bills Gun Shop
- Willow River Saloon - Carbone's
- Culvers
- Family Fresh Market
- Fresh & Natural Foods
- Hampton Inn & Suites by Hilton
- Hop & Barrel
- Jonesy's Local Bar & Grill
- Keys Café
- Kilkarney Golf Course
- Knoke's Chocolate & Nuts
- Lolo American Kitchen
- Lucky's Wine & More
- McDonald Insurance Agency
- Milwaukee Burger Company
- Pier 500
- Pita Pit
- Pizza Hut
- Postmark Grille
- St. Croix National Golf & Events
- Sustain Hudson
- Travel Centers of America
- Troy Burne Golf Course
- West Wind Supper Club
- Winzer Stube German Restaurant
- Xcel Energy
- Ziggy's

**We look forward to seeing you on the course in 2021!**





*Congratulations to Hampton Inn & Suites as the 2020 best hole winner! Attendees folded a fitted sheet at their hole.*

## Thank You To Our Sponsors:

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Eckberg Lammers, P.C. • Family Fresh Market  
First State Bank And Trust • Hiawatha National Bank  
Spectrum Insurance Group/Sandeem Insurance  
VC Valley Companies • WESTconsin Credit Union

## Thank You To Our Sponsors:

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Hudson Innovation Center/Dolan Real Estate  
McNamee Real Estate Team  
Pier 500  
Royal Credit Union  
StarTech Computing, Inc  
Thrivent Financial - Bjorn Nesvold  
Weathersafe Restoration, Inc  
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# *Profit to the Power of*

# **INNOVATION**

Strategic Excellence + Culture = Profit<sup>i</sup>

*Join our team of experts as we dispel five assumptions that executives make which threaten business survival, especially during challenging times.*

There are false business assumptions that have remained throughout history. So long as times were good and change was slow, these misguided beliefs didn't do much harm. However, they have never served organizations, especially not today. For leaders who are focused on growth and sustainability, these assumptions fall dangerously short of the real power behind business success.

*Discover the powerful truths behind the following misconceptions:*

- ~~1. A TACTIC IS A STRATEGY~~
- ~~2. PROFITS SIGNIFY GROWTH~~
- ~~3. INNOVATION OCCURS NATURALLY~~
- ~~4. CULTURE HAS NO IMPACT ON PROFITABILITY~~
- ~~5. COMPANIES ARE HIGH-FUNCTIONING MACHINES~~

**Choose Your Date to Attend: Oct 7, 8 or 9**

Learn about the real differentiators to business success during this valuable 50-minute webinar with information crucial to companies who are struggling to remain solvent during the recent crisis.

### Meet the Experts:



Margaret Ricci  
Team  
Performance



Ed Bogle  
Master  
Strategist



Jayne Sanders  
Purposeful  
Leadership



Ronn Lehmann  
Cultural  
Alignment



Joy Thao  
Financial  
Accountability



Linda Ruhland  
Learning  
Management

*Too many companies have fallen victim to outmoded principles and strategies that collapse under the pressures of radical change and disruption.*

There's a better way to bring your company up to speed with the best practices of business in the future. Be sure to join us for our 50-minute webinar "Profit to the Power of Innovation," which is **available free** to select business leaders who sign up early. For more information, email [ruhland@successauthorities.com](mailto:ruhland@successauthorities.com).



SuccessAuthorities with SuccessFellows provide leading-edge insights and tools to build extraordinary businesses.





# Welcome New Members



**St. Croix Valley Habitat for Humanity** helps families in Peirce and St. Croix Counties with safe, affordable housing. We are taking applications for a home in New Richmond, Rock the Block, Aging in Place and A Brush With Kindness programs in 2021. For more information, visit <https://scvhabitat.org/families-and-homeowners>



Welcome **Milwaukee Burger Company** to the Chamber! They are a fast-casual restaurant with great burgers, cheese curds, bloody's and beer! <https://milwaukeeburgercompany.com>



**Holiday Inn Express & Suites** is a new-build hotel with select service. Conveniently situated just off I-94, the location is right in the midst of major companies and exciting attractions. Welcome to the Chamber! [www.ihg.com/holidayinnexpress/hotels](http://www.ihg.com/holidayinnexpress/hotels)

## LIVING LOCAL SERIES

Our "Living Local" series now expands to Pierce and St. Croix Counties the week of Nov. 9th!

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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 website, sending them an email, or calling them to introduce yourself and patronize their business. Your personal contact helps the Chamber to continue to grow and thrive.

### Erbert & Gerbert's

Mike Switzer, Owner

2521 Hanley Road, Hudson, WI 54016

715.539.6453

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

*Erbert & Gerbert's is a sandwich shop dedicated to serving better, more flavorful sandwiches than anyone else in the universe. Erbert & Gerbert's, Bold Between the Breads.*

### Fiserv/First Data

Paul Berning, Business Consultant

3047 80th Avenue, Hudson, WI 54016

715.531.8202

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

*Merchant Services, Point of Sale and Payment Acceptance Solutions.*

### Rasmussen College

Patty Sagert, Campus Director

8565 Eagle Pt. Circle, Lake Elmo, MN 55042-8637

651.259.6600

[www.rasmussen.edu](http://www.rasmussen.edu)

*Rasmussen College has been helping students prepare for successful careers since 1900. The Lake Elmo/Woodbury campus continues this tradition by providing career-focused degrees, quality education at an affordable cost and continuous support to its students and communities. With more than 50 programs in seven major areas of study, you'll gain relevant program skills as well as the transferable skills, or soft skills, that you'll need in a career. Many of our programs are available fully online, with additional resources and support on campus. Find the right path to your future career on campus or online.*

### T-Mobile

Tony Wirz, Regional Marketing Director

1920 Crest View Drive, Hudson, WI 54016

715.808.0004

[www.t-mobile.com](http://www.t-mobile.com)

*There's never been a better time to join T-Mobile. T-Mobile and Sprint merged to build the best wireless company around for our customers. Our network is also bigger and better than ever, and we will continue to enhance our 5G Network.*

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

Abigail Page Antique Mall  
Angel's Pet World  
BackRoom Vintage  
Big Brothers Big Sisters of Northwestern Wisconsin  
Cardinal Health  
Carpenter St. Croix Valley Nature Center  
Comfort Suites Hudson  
Croix Gear & Machining  
Croix View Construction & Remodeling, Inc.  
Edward Jones Investments - Michelle Johnson  
Edward Jones Investments - Paul Simmons  
Grand Fête  
Hampton Inn & Suites by Hilton  
Hartman Homes Inc.  
Helmer Dance Studio  
Hope Chiropractic  
Hudson Boosters, Inc.  
Hudson Dental  
Hudson Flower Shop  
Hudson Ford LLC and Quick Lane  
Hudson Rotary Club  
Hudson School District  
kudos  
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MPSC, Inc.  
O'Connell Family Funeral Homes & Cremation Services, Inc.  
Ritzinger Optometric Clinic, S.C.  
Riverfront Athletic Club  
RMH Leasing, LLC  
SEASONS on St. Croix Gallery  
T Larsen Design LLC  
The Oral Surgery Center  
Willow River Company  
Woodbury Financial  
Xcel Energy  
YMCA Camp St. Croix

**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](mailto:info@HudsonWI.org).

**The Phipps Center for the Arts** reopened the Center on September 11 with revised programming through the end of 2020. To protect the health and well-being of visitors and staff and to contain the spread of COVID-19, The Phipps has implemented new safety measures, policies, and protocols. The Center's full plan can be found at [ThePhipps.Org/safety-protocols](https://ThePhipps.Org/safety-protocols). Programming will vary between in-person and virtual options, consisting of several gallery exhibitions, theatrical performances, dance, and a variety of classes and workshops.

**Royal Credit Union** donated \$16,000 to help those hard-hit by COVID-19. Royal Credit Union received a \$16,000 Targeted Impact Fund Grant from the Federal Home Loan Bank of Chicago. Funds will be used to support relief efforts for populations hardest-hit by the COVID-19 pandemic and to promote racial equity. Royal will also contribute funds to maximize the positive impact. Royal selected three nonprofits to receive the grant funds. These organizations are providing financial education, housing assistance, business assistance, and shelter at a critical time. The nonprofits also focus on serving important populations, including minority youth, women in business, and those who are homeless.

**St. Croix Valley Foundation** marks 25 years in the midst of this pivotal year of momentous changes to how we live, work, consume media and function as a society. In 1995, the St. Croix Valley Foundation began with pooled assets under \$400,000. As a 501(c)3 community foundation, donors could invest in the long-term health of the area, receive tax advantages, and contribute to the Foundation's ability to grant funds in the future. Twenty-five years later, the St. Croix Valley Foundation has philanthropic assets of over \$70 million and has granted \$42 million back into local communities to enhance the quality of life for people who live, work, play, and raise families in the Valley. This mission is aided by volunteers from 10 local affiliated community foundations, including the Hudson Community Foundation.

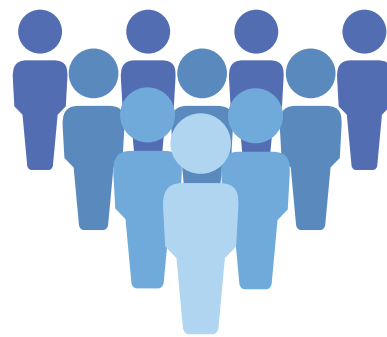
**Provisions Health** is providing on-site flu shot clinics for companies. The cost is \$40 a shot and reservations are required in advance. They are also offering COVID-19 antibody and swab testing with a 24 to 48-hour results time. For more information, contact Provisions Health St Croix / East Metro at [pmhealthservices@gmail.com](mailto:pmhealthservices@gmail.com)

**Big Brothers Big Sisters of Northwestern Wisconsin** invites you to join us in continuing to defend the potential of youth! Become a BIG or enroll your child today! During these uncertain times, we are committed to continuing to serve our community. We are actively creating and supporting matches throughout the St. Croix Valley Area. Everyone has a story, skill, or time to offer that is invaluable to the young people we serve. We have virtual mentoring opportunities available, in addition to our community and site-based programs. For more information and to get involved today, visit website [bbbsnw.org](https://bbbsnw.org) or call 715-835-0161.

**UW-River Falls** registered the second most successful fundraising year in history with donors responding to pandemic-prompted financial challenges, contributing \$2.9 million. Addressing student financial challenges prompted by COVID-19, donors contributed more than \$50,000 to a Student Emergency Fund, far surpassing the initial goal of \$25,000. Tax deductible contributions to the UWRF Foundation may be made to support the university's students, programs and projects at <https://www.uwrf.edu/give/>. If you have questions, call 715-425-4291 or email [richard.foy@uwrf.edu](mailto:richard.foy@uwrf.edu).

**7th Annual Lieutenant Governor's Conference on Small Business Development.** Wisconsin small business owners are invited to register for the Lieutenant Governor's Small Business Academy conference scheduled conference scheduled for October 6 – 7 from 8:30 a.m. – 4:00 p.m. and October 8 from 8:30 a.m. to Noon. This multi-day virtual conference focuses on providing Wisconsin entrepreneurs and startups with an opportunity to connect with financial and technical resource providers, learn the tools needed to start and grow a business, and network with their peers. To register for this event, click [here](#). Contact [info@sbeacademy.com](mailto:info@sbeacademy.com) with any questions.





## Simply Connect.

[Join us](#) Tuesday, October 13, 2020 at 9 a.m. for a morning of networking and connecting at the Simply Connect event hosted virtually on Zoom! Grab a coffee and join in the fun!

Thank you to our sponsor:



## Oct. Calendar of Events

### ALL ZOOM MEETINGS

- 1 Non-Profit Roundtable, 8:00 a.m.
- 6 LEADS GROUP 1, 7:15 a.m.
- 6 I-94 Business Alliance Meeting, 9:00 a.m.
- 7 Leadership Hudson Steering Committee, 11:00 a.m.
- 13 LEADS GROUP 1, 7:15 a.m.
- 13 Simply Connect, 9:00 a.m.
- 14 Retail/Restaurant Committee, 9:00 a.m.
- 14 Welcome to the Hudson Chamber Orientation, Noon
- 15 Board of Directors, 8:00 a.m.
- 15 Ladies Day Out, 10:00 am – 7:00 p.m.
- 15 Ambassador Committee, 3:00 p.m.
- 20 LEADS GROUP 1, 7:15 a.m.
- 20 Tourism Committee, 2:30 p.m.
- 22 Manufacturers Roundtable, 11:00 a.m.
- 27 LEADS GROUP 1, 7:15 a.m.
- 29 Good Morning Hudson, 11:15 a.m.
- 31 Halloween

## 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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**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.

