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CHAMBER NEWSLETTER

Providing More Value For Your Membership Investment

NOVEMBER 2020



MESSAGE FROM THE PRESIDENT

Mary Claire Olson Potter
Chamber President

Shop and dine locally this holiday season – and all year long!

When you have shopping to do or are looking for a great meal, plan to shop all the local shops and restaurants right here in the Hudson area. Keeping your dollars in our hometown has many advantages! Here are a few of the benefits you can reap by shopping locally:

- **A Stronger Local Economy** – Local businesses hire local workers. In addition to the staff in their shops and restaurants, they hire local architects and contractors for building and remodeling, local accountants and insurance brokers to help them run the business, and local marketing firms. All these factors together create a multiplier effect, meaning that each dollar spent locally brings more money into the local economy.

- **A Closer Community**

– Shopping at local businesses gives neighbors a chance to connect with one another. Shops and restaurants provide an experience as well as places for people to gather.

- **A Cleaner Environment** – Having stores and restaurants in your neighborhood means you can leave your car parked and do your errands on foot. Fewer cars on the road mean less traffic, less noise, and less pollution.

- **A Great Place to Live** – Local businesses make our town a better, more interesting place to live. Local eateries, bars, bookstores, food markets, pharmacies, and gift shops all combine to give a place its unique character.



If you are not sure what to buy someone, purchase **Chamber Checks** that can be used at all Chamber member businesses. You select the denomination - \$25, \$50, \$100 – and we will package the check along with a list of Chamber members in a box ready for pick up.

New this year! Retailers will have four different “Have a Hudson Holiday” stickers to add to your gifts – collect all four!

To find a list of stores and restaurants, go to www.hudsonwi.org and support Chamber members.

On the Inside

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2021 Board of Directors

The Chamber's Nominating Committee is currently accepting names for candidates to serve on the Chamber Board of Directors. Nominations may be mailed to the Chamber and addressed to the Nominating Committee.

Serving on a board of any organization should always be considered an honor, and the Chamber board is no exception. A board member is regarded as a leader in the business community, a visionary able to determine trends of the future.

Additional names of candidates for directors can be nominated by petition bearing the genuine signatures of at least ten (10) qualified members of the Chamber. Such petition shall be filed with the Nominating Committee within ten (10) days after notice has been given of the names of those nominated. The determination of the Nominating Committee as to the legality of the petition shall be final per the bylaws of the Hudson Area Chamber of Commerce & Tourism Bureau.

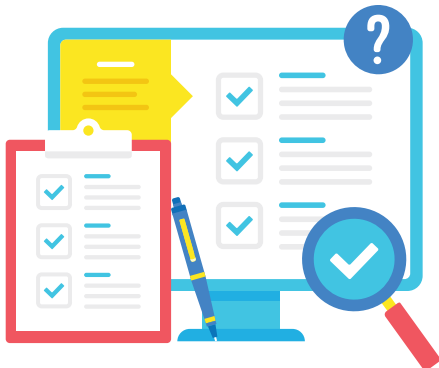
Your involvement does make a difference!

Tell us which issues matter to you. As you know, members are the driving force of the Hudson Area Chamber. The Chamber is the voice for business – we value your feedback.

Use this [LINK](#) to access the 2020 Membership Survey. Please take the time to complete the survey and submit it to the Chamber by November 16.

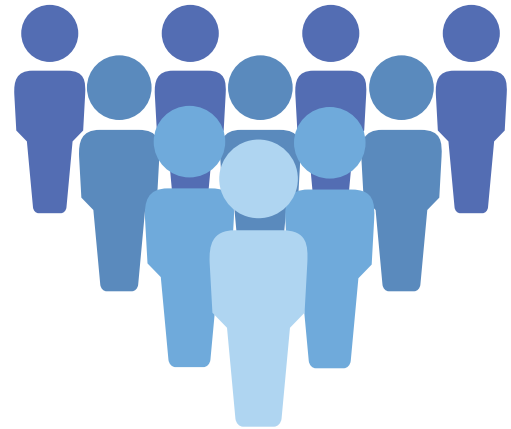
The results of this survey will be reviewed at the Board of Directors Strategic Planning Retreat in December. Your feedback is very important as the board develops goals and areas of focus for the Chamber in 2021.

Please respond to the survey. Thank you for your time and input.



Board/Committee Chair Retreat

The 2021 Board of Directors and Committee Chair Strategic Planning Retreat will be held on December 10. At this annual planning session, current and new board members and committee chairs will develop the Chamber's Plan of Action for 2021. As a result of this annual retreat, the Chamber can develop goals and objectives for each committee and determine the Chamber budget accordingly. To suggest an issue for these discussions, contact any member of the Board of Directors or Mary Claire at the Chamber at 715-386-8411.

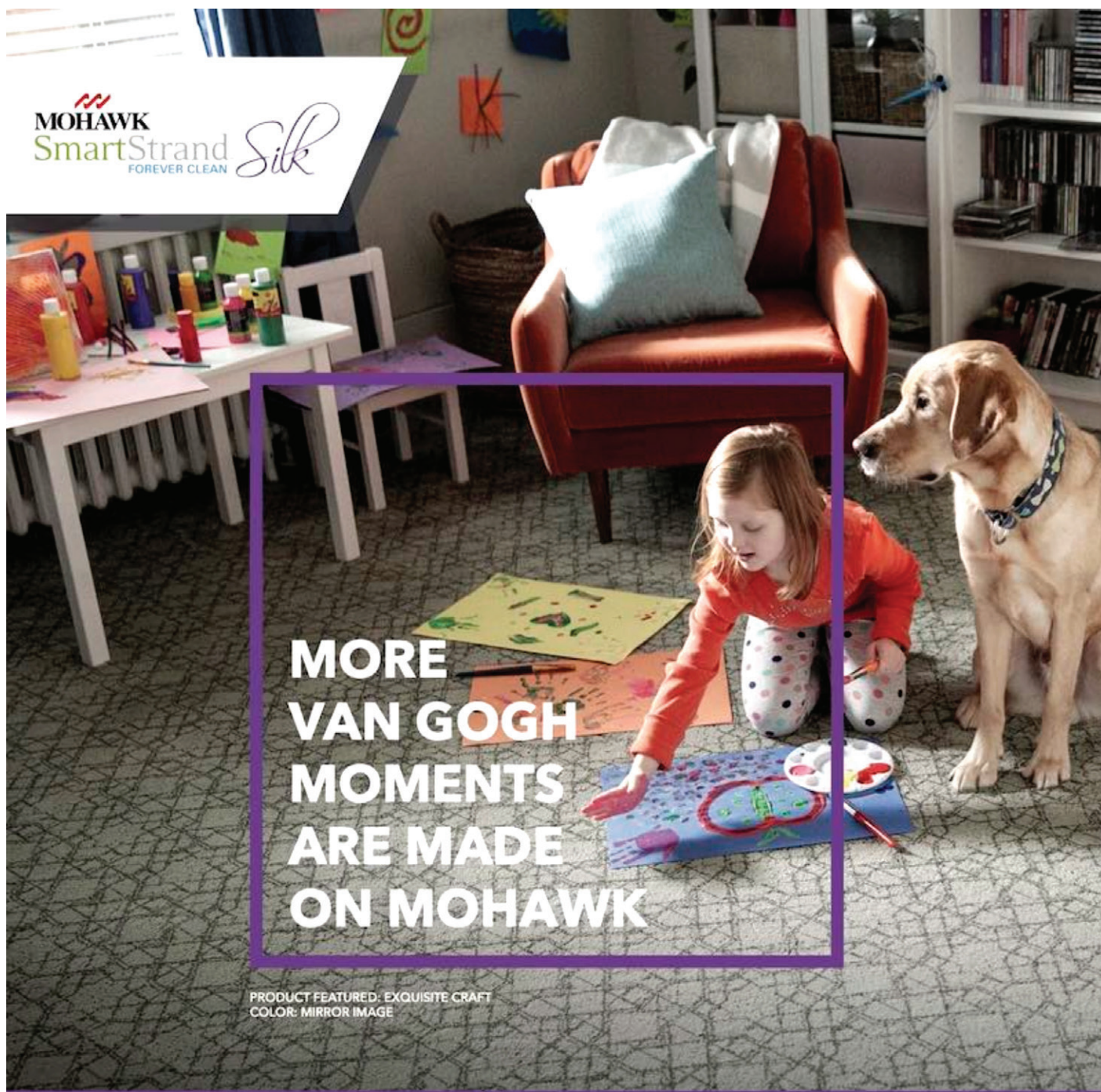


Simply Connect - Nov. 5 , 9:00 a.m.

[Join us](#) **Thursday, November 5 at 9 a.m.** for a presentation of how to take advantage of the Chamber Master Membership Database and start gaining benefits. We will go over how to better promote your business by updating company information, sharing events, posting job openings, website advertising, Chamber eblasts and more. You won't want to miss this! The PowerPoint presentation will be shared with those that attend.

2021 Annual Meeting

We look forward to hosting the 2021 Annual Meeting! This event is our opportunity to recognize Chamber members and volunteers who have helped the Chamber grow and get through the uncharted waters of 2020! It is also a time to celebrate Chamber and business accomplishments this past year. More information to follow!



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Celebrate the Holidays in Hudson!

This year we look forward to filling Hudson with lights and over-the-top decorations for our shops and award-winning restaurants. We invite you to enjoy our events this holiday season!

Window Decorating Contest

November 21 - December 12 - Businesses throughout Hudson will be decorated and voted on by the community. Whether you're decorating or voting, you will be entered to win Chamber Checks.

Find Santa

November 15 - December 15 - Starting November 15, pick up your FREE "passport" at participating businesses! Search for the photo of Santa hidden throughout our many welcoming bistros and shops. Drop off your completed passport at Onsite Apparel by December 15 at 4:00 p.m. for the chance to win prizes.

Light Up Night – Drive-Through

November 27 from 6:00 p.m. to 7:30 p.m. - Lights downtown and in Lakefront Park will be turned on for the season. Enjoy all the lights and see Santa safely from your car during a drive-through Light Up Night along Lakefront Park.



Buena Vista: A Stroll in the Park

November 27 - February 7 - Celebrate the magic of thousands of lights in Lakefront Park along the St. Croix River. We are grateful for the generous donations from area families and businesses in the community which support this second annual event.

Plaid Friday

November 27 - We encourage you to wear plaid and do your holiday shopping locally this year.

Small Business Saturday

November 28 - Shop, eat and sip locally on Small Business Saturday! Keep it local because your dollars support the community, local businesses create local jobs, invest in your community, support the environment, and keep Hudson unique.



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★ Rental Vehicle Assistance ★



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Community Corner

Hudson and the St. Croix Valley enjoy wonderful support and collaboration from many nonprofit partners that are here for our community members in times of need. Sometimes, however, when faced with a challenge, it's hard to know where to turn or where to refer individuals. This new feature in the Chamber newsletter will highlight community services to provide you with a better understanding of our community systems and resources available.

In 2019, food insecurity was the #2 need in the state, following housing support. Food support is available in several different ways in our community to meet a variety of needs from emergencies to ongoing support.

Broad Community Support

Food pantries provide three to seven days of food for a family on a monthly basis, as well as for anyone in emergent need of food. In Hudson, contact the Christian Food Cupboard at 715-338-0332. Information on other food pantries in surrounding communities can be found at <https://stcroix.extension.wisc.edu/files/2019/12/Food-Resource-Directory-St-Croix-County-November-2019.pdf>

Supplemental Nutrition Assistance Program (SNAP) was formerly known as food stamps. SNAP provides nutrition benefits to supplement the food budget for qualifying individuals and families so they can purchase healthy food and move toward self-sufficiency. Hudson's Regional SNAP Benefits Specialist is Maureen Wilson at 715-496-3121.

Mobile Food Pantries are similar to the traditional pantries and provide food for families and individuals. For more information on mobile food pantries, go to <https://www.unitedwaystcroix.org/fighting-hunger> or contact Jen Kowalsky at United Way St. Croix Valley at 715-377-0203 x110.

Food Distributions are monthly distributions of large quantities of food open to all for a small donation. For more information, visit www.foodharvestscv.org and www.rubyspantry.org.

For Children and Families

The Free and Reduced Breakfast and Lunch program provides free or reduced cost meals for students while attending school. This is available at all area schools. In the Hudson School District, contact Nickole Siegman, Assistant Director of Nutrition Services, at 715-377-3717.

Backpack Program is a supplemental service that provides food for children and families experiencing food insecurity

within the school district, including private schools. While this program traditionally only serves the families of school-age children, they have expanded during COVID-19 to serve anyone in the community in need. Contact the Hudson Backpack Program at Hudsonbackpack.com or HUDSONbackpackprogram@gmail.com.

WIC provides supplemental nutrition benefits for pregnant and breastfeeding women and children up to age five. Contact St. Croix County WIC at 715-246-8359 or Pierce County WIC at 715-273-6755.

Elderly and Disabled

The Senior Nutrition Program provides home-delivered meals for individuals who are 60 years or older and individuals with disabilities who are unable to prepare adequate meals on their own. Prior to COVID-19, the program also provided in-person meals at senior centers throughout the county. These programs are provided by St. Croix County Aging and Disability Resource Center. Contact Brandi Zeuli at 715-381-4364 or brandi.zeuli@sccwi.gov.

Community Meals

Hudson Outreach Meal for Everyone (H.O.M.E.) is a free community meal open to anyone. During COVID-19, this meal has been replaced with a free meal voucher program on the first and third Thursday of the month. Call Bethel Lutheran Church at 715-386-8821 for more information.

For more information about local food support services, call 211 St. Croix Valley at 2-1-1 or 1-877-947-2211.



Need PPE?

**Looking for hand sanitizer?
Clorox wipes? Masks?**

The Chamber worked with Uline to get these supplies for you. Please contact the Chamber today to get your supplies.



Chamber Member Directory can help grow your business in 2021

Let's face it ... 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 provides a very direct connection to all Chamber members.

Thank you for your support of last year's annual Chamber Membership Directory. We developed this valuable resource to offer you an efficient way to connect with other members and to learn about the other opportunities your membership offers you. We added four-color advertising opportunities and it has been a big hit since we started! We will continue four-color advertising this year since it has been so well received.

We had positive feedback about the directory and want to continue to make it a part of your membership benefit. We rely on member advertising support to publish the directory, so if you have not reserved your space for advertising, we encourage you to do so.

Benefits to advertising:

1. High readership from your target market. Members want to do business with other members. The directory allows them to quickly identify members in the category of services they are seeking. Enhancing your listing with an ad allows you to give a more in-depth look at what makes you an industry leader.
2. Cost-effective marketing tool. With 1/4 page ads starting at \$195 for one year of exposure, this is an affordable option to add to your marketing mix.
3. Support of the Chamber. A portion of the revenue generated comes back to the Chamber for use toward benefits and programs. In addition, this directory is presented when soliciting new members to demonstrate the robust community organizations involved in our Chamber.

To reserve your space, contact MaryJo Sirek, with Adams Publishing (formerly ECM Publishers), at maryjo.sirek@ecm-inc.com or 952-846-2052. If you have any questions, please call the Chamber office.

Thank you for making our annual directory possible!



Promote Your Business in 2021

Increase your business visibility through the many sponsorship opportunities available through the Chamber. We can arrange a customized annual sponsorship package, so you are set for the whole year. Promote your business to more than 430 members and the greater community of Hudson.

Sponsorship opportunities include:

- Annual Meeting & Awards Banquet
- Hudson Community Expo
(formally known as the Spring Showcase)
- Golf Outing
- Spirit of the St. Croix Art Festival
- Hilltop Pumpkin Party
- Good Morning Hudson
- Teacher's Luncheon
- Simply Connect AM & PM

Advertising opportunities include:

- Annual Membership Directory
- E- Newsletter
- Website
- Membership Mailing Labels

Some sponsorships levels are offered with limited availability. The Chamber agrees to offer previous sponsors the first right of acceptance.

For more information, contact Mary Claire at 715.386.8411 or maryclaire@hudsonwi.org.



Thank you to these renewing members for their continued investments:

Adams Publishing Group

B & B Electric, Inc.

Baldwin LightStream

Bill's Gun Shop & Range Hudson

Bricks Neapolitan Pizza

Carousel Pole Fitness

Coldwell Banker Burnet

Coordinated Business Systems

CPR Wealth Advisors

Cracked Barrel Winery

Croix River Wealth Management

Edina Realty, Inc.

Family Resource Center St. Croix Valley, Inc.

Holiday Inn Express & Suites

Hudson House Grand Hotel

Hudson Optical

Jono Properties LLC

Kinni-Croix Girl Scouts

Laser Magic, Inc.

Lebo Sign Works

Mason Jar Marketing

Mississippi Welders Supply

Mudge, Porter, Lundeen & Seguin, S.C.

Pier 500

Redmon Law Chartered

RSG - Refrigerated Solutions Group

St. Croix Cigar Co., LLC

Willow River State Park

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

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.

Arcane Concepts Inc.

Brady Whitney, Owner & Inventor of Codex Silenda

1301 Gateway Circle, Suite 100

Hudson, WI 54016

(507) 258-0169

www.codexsilenda.com

Arcane Concepts Inc. is the company behind the viral puzzling sensation Codex Silenda. It is a 3D wooden mechanical puzzle book that requires the user to solve and unlock each page as you progress through the story.

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Meet the New Members!

Meet the newest members to the Hudson Area Chamber of Commerce & Tourism Bureau! The Chamber is here to help your business grow and build connections with other Chamber members. To learn more about promotional opportunities, events and take advantage of all your new Chamber benefits, visit our website HudsonWI.org!



Welcome David Eap as the new owner of **Classy Nails** to the Chamber! Their salon boasts a full range of the safest, most professional nail services possible, along with a complete line of safe, healthy, and high-quality products. classynailshudson.com



Welcome **Carpeting by Mike, Inc.** to the Chamber! They have offered professional installation and complimentary estimates for 47 years! They say, "A room without a rug is like a kiss without a hug!" carpetingbymike.com



The Hudson Chamber welcomed **Little Sky's Farm!** They are a canine-founded and veteran-owned micro-farm based in Hudson. <https://www.facebook.com/Little-Skys-Farm-100784294785610/>



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.

St. Croix Valley Habitat for Humanity is developing long-range plans for a new home in New Richmond in 2021 and is now taking family applications. Families who are interested in a Habitat home in New Richmond can find an application on the organization's website at scvhabitat.org. Applications will be accepted until November 15. The nonprofit is also seeking communities in Pierce and St. Croix Counties who are interested in a "Rock the Block" program in mid-May. The program focuses on revitalizing an entire neighborhood by bringing people together to work on minor home exterior and preservation projects. For more information, contact Kristie Smith, Executive Director, at 715-350-8575 or ExecutiveDirector@scvhabitat.org.

First State Bank and Trust recently celebrated the planned relocation of their downtown Hudson bank with a groundbreaking ceremony. The new two-story, 13,200 SF building, located at the corner of Vine and Carmichael will be a full-service bank offering retail, commercial, and mortgage banking services as well as trust, investment, and insurance services. First State Bank and Trust, which is locally owned and based in the St. Croix Valley, has been serving clients for over 100 years. The organization is unique in being able to combine local decision making with a wide range of financial services not typically found at other financial institutions, including trust and investment services through its Trust department, as well as insurance services, through Valley Agencies, Inc., an affiliate. The project is designed by Hudson-based Studio EA. First State Bank and Trust has also engaged local general contractor Braden Construction and is focused on using local labor and materials when possible. To learn more about First State Bank and Trust visit www.fsbtc.com.

First State Bank and Trust recently announced the appointment of Monica Weekes and Ryan Cari to its Board of Directors. "We are excited to have Monica and Ryan join our board as we continue to grow our Banking, Trust, and Insurance Services for both existing and new clients in Western Wisconsin," said Peter Clements, CEO. "They each bring unique and valued experiences to our board and will enhance our mission to provide valuable solutions for the diverse financial needs of the community."

University of Wisconsin-River Falls Athletics is partnering with Return On Inclusion™ (ROI) as part of an ongoing effort to create a welcoming and inclusive environment for its student-athletes. The UWRF Athletics Department was honored with the NCAA and Minority Opportunities Athletic Association's 2019 Award for Diversity and Inclusion and has continued to serve as a model for universities seeking to enhance opportunities for people of diverse cultures, backgrounds, and experiences. For more information about Return On Inclusion, visit roinclusion.com. Email nathan.riel-elness@uwrf.edu with questions about UWRF's diversity and inclusion programs, practices, and policies.

Royal Credit Union announced Denise Wright as Regional Director of Branch Operations. In this role, she is responsible for leading and supporting Royal Branch Managers in the Metro communities to meet the needs of members while providing an exceptional experience. Royal has also named Michael (Mickey) Noone as Vice President-Business Lending Manager. He is responsible for establishing, leading, and executing the strategic initiative for Business Lending at Royal. Royal Credit Union is a federally insured credit union proudly serving over 200,000 members in Minnesota and Wisconsin. Visit rcu.org or call Royal Credit Union at 800-341-9911 for more information.

Voila! Media Group says it's hard to stay in business, and it can be overwhelming at times. So, they have put together their best marketing tips from 21 years in business that will help make your business successful, no matter if you are in year 1 or 21. We drop a video marketing tip each week to help you not only survive but thrive. Get tips to help your business survive and thrive: [Facebook.com/groups/SuccessfulBusinessOwnersGroup](https://www.facebook.com/groups/SuccessfulBusinessOwnersGroup).

Fleet Farm of Hudson is collecting donations for the Toys for Tots Foundation. Please drop off any new unwrapped toys at our location at 1001 Industrial Street. We are accepting toys until December 15.

The St. Croix River Association is on guard to protect the St. Croix River, treasured for its natural features, cultural significance, and exceptional fishing and boating. The St. Croix is heralded by officials in Wisconsin and Minnesota as a shining example of successful water protection with one warning: don't stop now. The St. Croix is among the nation's first rivers designated for protection under the federal Wild and Scenic Rivers Act, and today 90 percent of its wetlands in the northern areas of the Minnesota portion remain untouched. Two new reports by the St. Croix River

Association (SCRA) and the Minnesota Pollution Control Agency (MPCA) summarize water quality, the health of fish and bugs, and strategies for continued protection. For more information on the State of the St. Croix River Report, visit the [SCRA website](#). See the [MPCA website](#) for the Study of the River's Health.

The University of Wisconsin-Eau Claire announces the fourth annual GEEKcon event to be held virtually on December 5 from 10 a.m. to 4 p.m. The event will include both pre-recorded and socially distanced live segments of musical performances, gaming competitions, jewelry making, DIY lessons, and trivia every 15 minutes with the opportunity to win prizes. Geek out at home and participate in GEEKcon 2020 by joining our livestream at [uwec.ly/live](#). For more information, visit [uwecgeekcon.com](#).

A Christmas Carol opens November 6 at **The Phipps Center for the Arts**. A spirited, live on stage, one-person adaption of the Dickens' classic. "BAH HUMBBUG!" Scrooge's familiar catch phrase will ring out once again at The Phipps Center for the Arts this holiday season filling the center with much needed spirited joy. This new production of the enduring tale of transformation and redemption is an innovative and ideal version, especially during these unprecedented times. John H. Potter, who recently retired as Executive Director of The Phipps, returns to direct. "David Alberts' *A Christmas Carol: The Radio Show* has a clever premise that tells the familiar story in a fresh, new way," states Potter. It's 1948, and the Foley sound effects operator at WXMS radio station finds himself all alone in the studio on the day of the radio broadcast of *A Christmas Carol*. The cast has all been snowed in across town and can't get to the studio. Not to fear, the intrepid sound man has always craved the spotlight, and this is his time to shine. He jumps right in and performs the entirety of the classic tale, masterfully crafting each character and scene through voice and sound. Potter continues, "Our gifted actors, Charlie Shoemaker and Mike Tober, rotate performances in a tour de force 90-minute show without an intermission. They create over 30 characters while providing nearly 100 sound effects as well. They produce a moving show that is funny, heartbreaking, frightening, and ultimately joyful. If you love this ghost story of Christmas as much as I do, you'll want to see both of their unique interpretations." The production runs November 6 – December 6. Tickets start at \$25, which may be purchased online at [ThePhipps.org](#) or by calling the ticket office at 715.386.8409.

Business Anniversaries

Steiner Plumbing, Electric, & Heating, Inc.



Steiner is celebrating its 40th year in business! Paul and Sheila Steiner started the company in 1980 in the small town of Esdaile, Wisconsin.

As the business grew, they were doing a lot of work in River Falls, Hudson, and the surrounding area, so they relocated 30 years ago to River Falls. They offer plumbing, electric, and HVAC (heating, ventilation, and air conditioning) services for both residential and commercial customers and specialize in commercial construction. Congratulations!

N8230 945th Street, River Falls, WI. 715-425-5544

[www.steinerinc.net](#)

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Robin Snow Agency, Farmers Insurance

Robin Snow is excited to announce that she has been with Farmers Insurance for five years now! She loves providing a great insurance product and great service to the Saint Croix Valley community. "I love what I do and would love to help you with your insurance needs, from Business, Home, Auto, Life, and Specialty, and much more. Thank you to the community for all your support." Congratulations!

704 W Fourth Street, Suite B, New Richmond, WI 54017
715-246-0507

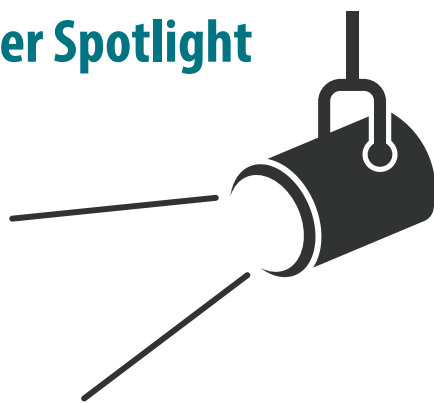
[rsnow1@farmersagent.com](#)





October 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 October:

- [Art Doyle's Spokes & Pedals](#)
- [SF Insurance Group](#)
- [Mason Jar Marketing](#)
- [Steiner Plumbing, Electric, & Heating, Inc.](#)



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

@HudsonAreaChamberofCommerce&TourismBureau



Nov. Calendar of Events

ALL ZOOM MEETINGS

- | | |
|----|--|
| 3 | Election Day |
| 3 | LEADS Group 1, 7:15 a.m. |
| 5 | Simply Connect – Chamber Master Training. 9 a.m. |
| 9 | Executive Committee, 9 a.m. |
| 10 | LEADS Group 1, 7:15 a.m. |
| 10 | I-94 Business Alliance, 9 a.m. |
| 11 | Retail/Restaurant Downtown Committee, 9 a.m. |
| 11 | Welcome to the Hudson Chamber Orientation, Noon |
| 12 | Non-Profit Roundtable, 8 a.m. |
| 13 | Hudson Chamber Foundation Board, 10 a.m. |
| 17 | Board of Directors, 8 a.m. |
| 17 | Tourism Committee, 2:30 p.m. |
| 19 | Ambassadors, 3 p.m. |
| 26 | Happy Thanksgiving |
| 27 | Office Closed – Plaid Friday |
| 28 | Small Business Saturday |



Simply Connect.

[Join us](#) **Thursday, December 3 at 4:30 p.m.** for an evening of networking and connecting at the Simply Connect PM: Holiday Happy Hour hosted virtually on Zoom! Grab a drink and bring some holiday cheer. Stick around for prize drawings!

Thank you to our sponsor:

T Mobile

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.