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

# CHAMBER NEWSLETTER

Providing More Value For Your Membership Investment

## Good Morning Hudson: This is Wellness

JANUARY 2021



**When:** Tuesday, January 19, 2021

**Time:** 8:00 - 9:30 a.m.

**Online Zoom Platform**

Join us for a morning of networking and learning how to best navigate the new year. We will be going through great ways to stay healthy in the midst of a global pandemic, how to keep your employees engaged while working remotely, and ways to incorporate healthy stretches in the morning to start your day right. There will be prizes at the end of the call, so stick around.



## On the Inside

New/Renewing Members .....pages 10-11

Business Briefs .....pages 9-10

December Calendar .....page 12

## Featuring:



Photo Credit - Amy Boyle Photography

**Kishori Koch**

Well-Being and  
Organizational  
Development, Ciranda, Inc.



**Paul McGinnis**  
MD, Family Medicine



**Edie Brennan**  
SOLO Yoga +  
Boxing

## BONUS FEATURES:

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

**Please RSVP by January 15**

Online at [HudsonWI.org](https://HudsonWI.org)  
or call (715) 386-8411

[Register Here](#)

**COST: Members - \$10 Non-Members - \$20**

**Sorry, we are unable to issue refunds**



"UW-Eau Claire programs provide our organization with a platform to learn more — conveniently and professionally. I have grown as a leader and my staff have grown as professionals because of our involvement."

**SHELLEY JANKE** | EXECUTIVE DIRECTOR  
EAU CLAIRE HUMANE ASSOCIATION

# Supervisory Management Certificate Program

**FEB. 12 & 19**  
LEARNING TO LEAD

**MAR. 12 & 19**  
ORIENTATION, TIME MANAGEMENT  
AND DELEGATION

**APR. 16 & 23**  
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Have you been recently promoted?

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**Working toward this certificate will help you:**

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- Communicate better with your team
- Encourage your team to be more productive
- Deal with conflict effectively
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**How the Certificate Works:** Complete 3 core classes plus 3 electives in 5 years.

**Learn more!**

ONLINE | INTERACTIVE | EXPERT INSTRUCTORS

Continuing Education

University of Wisconsin  
**Eau Claire**



## MESSAGE FROM THE PRESIDENT

Mary Claire Olson Potter  
Chamber President



### Bring on 2021!

We look to 2021 with great hope. There is good news about vaccines and talk about when we can gather in person again as we move further into 2021.

Thank you for your continued membership investment in the Hudson Chamber. Membership is the lifeblood of a chamber. The strength of a chamber is found in the members and their commitment to its mission and its role in the community.

There are many ways for you and your team to be involved in the Chamber. There are ongoing committees, event committees and task forces in which to participate along with attending events that are held throughout the year. Currently we are meeting via Zoom, so turn on your video and join us. Please make the most of your membership by getting involved this year.

At the Board/Committee Chair Retreat in December, the current board and committee chairs spent time reviewing the past year and the pivoting that was done to meet the needs of members and the community. They also discussed what needs to happen in 2021 as we work with businesses on a recovery plan. Included in the 2021 Plan of Action will be a new Service Committee. The board will approve the plan at the January meeting, and it will be posted on the website.

As a chamber and a community working together, we made it through 2020. Congratulations! We look forward to 2021.

PS: Did you hear about the movie being filmed in Hudson? Thank you to all the folks allowing the production company to film in their home or business. The movie crew will be back in January, when we hopefully have snow, to finish filming. Check out the River Channel for my interview with the director.



### Board of Directors Welcomes New Chair



Katie Kranz

Katie Kranz is a trust officer at First State Bank and Trust. She has been a licensed attorney since 2011, practicing primarily in trusts and estates. She grew up in Hudson and graduated from Hudson High School in 2002. After graduation, she attended Bethel University and UWRF for her undergraduate degree in political science and obtained her law degree from the University of St. Thomas School of Law. She lives in Stillwater with her husband and three children, but has never lost touch with her hometown. "Hudson is an amazing town with incredible people. The sense of community is like no other I have seen in all of the places I have lived and traveled. When there is a crisis, the community steps up to help. The businesses support one another rather than compete against each other. The schools are dedicated to their students, the local government stands by its citizens, and the police department goes above and beyond the call of duty.

I am honored to be the Hudson Chamber Chair for 2021 and am excited for everything that we hope to accomplish this year."







## Board of Directors Welcomes New Chair (continued)



**Mark McNamee**

To say the year 2020 has been a challenge for the Chamber and our members is a huge understatement. We've all had to adjust to accommodate the safety of all. Our members have done a tremendous job of pivoting to ensure they remain open, while providing outstanding services to their clients and our community, additionally the Chamber and its staff have continued to make adjustments on how to best serve our members. Just think, a

year ago we all gathered at Simply Connects, Good Morning Hudson, and our annual events. As we have all seen, many of our events were cancelled this year; however, the Chamber adjusted to have socials, Good Morning Hudson and committee meetings using Zoom. Additionally, the Chamber with Christiansen Creative created perhaps the best social media campaign we have experienced, #WeHeartHudsonWI has been an absolute hit and came at a time when we all needed

to remember the awesome community we are a part of. Mary Claire and her team have had to work extremely hard to keep us in the minds of tourists who want to experience a river town with unique shops, award winning restaurants, and wonderful places to stay.

I have had the great honor to serve as the 2020 Chamber board chair and can assure our members that your board is working hard on your behalf and will continue to do so. I also want you to know that under the leadership of Mary Claire Olson Potter we are in great hands. Mary Claire is the ultimate advocate of our members and is a participant in all city and county activities. She is dogged in her pursuit of providing exceptional representation to the members. Along with her, our chamber staff, Madeline Vorlicek and April Worthington, are second to none and have been asked to take on additional tasks and have done so while excelling. Thank you for all you do!

Lastly, I hand off the 2021 Chamber Board Chair to Katie Kranz. I am absolutely sure Katie's leadership will be just what our board needs to lead us out of the obstacles we have experienced this past year. I look forward to continuing to work with Mary Claire, Katie and fellow board members into the future!



## Hudson Hot Air Affair is Bringing Fun to 2021

Hudson Hot Air Affair announces its theme, Bringing Fun to 2021, for the annual hot air balloon rally and winter festival February 5-7 in Hudson. With many events being cancelled or postponed due to the ongoing pandemic, the Hudson Hot Air Affair committee decided not to cancel. Instead, they are making changes to the event, keeping the health and safety of the community in mind.

With a legacy of 32 years, the Hot Air Affair is a family tradition for many of its participants, sponsors and the community.

"People have had a really challenging year and we feel it's important to bring some fun to families and the Hudson community," said Michelle Webb, HHAA president.

The 2021 event will be a hybrid, including added virtual programming with balloons in the air, an evening drive-through balloon glow and candle stick event, and lots of fun. The event usually attracts about 30 to 35 balloons; however, they expect about half that many will be able to participate with pop-up launches around Hudson, weather permitting. While there won't be any public launch field access, they are adding live video coverage of the pop-up launches.

WESTconsin Credit Union is returning as the corporate sponsor and organizers are working to bring a fun, albeit different, Hudson Hot Air Affair to 2021. The committee welcomes guests to support our local businesses and enjoy unique, one-of-a-kind experiences. Please be sure to mask-up, physically distance and enjoy the Hudson Hot Air Affair responsibly.

For more information, visit [HudsonHotAirAffair.com](https://www.HudsonHotAirAffair.com) or check Facebook and Twitter. Announcements and the latest details will be posted as they become available.







photo by Fred Sobottka

## Buena Vista celebrates second year in Lakefront Park

Buena Vista, A Stroll in the park, celebrates its second year in Lakefront Park. We are grateful for the generous donations from area families and businesses in the community which support this second annual event. The lights were lit on November 27 and will remain on through February 7.

This project was possible because of the following generous donors:

### WE HEART OUR BUENA VISTA SPONSORS

#### FOUNDING FAMILY

Tom and Mary Abel

Ruthie Johnston

Thomas P. Rose

Celebrate  
the Holidays  
Committee

City of Hudson

Lucky's Wine & More

#### FOUNDING PLEDGES

Pier 500

VC Valley Companies

Xcel Energy

#### SANTA'S TREE

Gagnon, Inc.

#### EVERGREEN TREE

Angel's Pet  
World/NutriSource  
Pet Foods

Family Fresh Market

First State Bank  
and Trust

Hudson Ford LLC  
and Quick Lane

MidWestOne Bank

T-Mobile

#### OTHER DONATIONS

SavATree

Simple to Succeed

♥ THANK YOU!

## New Service Committee in 2021

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

The Vision and Mission of the Service Committee:

**VISION:** For companies to succeed through a reputation built on excellent customer service.

**MISSION:** To educate, train, and inspire companies and their employees 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 Thursday of the month from 10:00 - 11:30 a.m.
- For cost efficiency and COVID-19 restrictions for safety, initially, 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 for attendance at bi-monthly meetings.

If you would like to receive information on meetings and activities, and join us when you can, it is important that you reply to this e-mail so we can build an accurate database of interested parties.

[Please register here.](#)

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 at [ajlikewise@gmail.com](mailto:ajlikewise@gmail.com), or Mark Hein of Family Fresh Market – River Falls at [ad.3322@spartannash.com](mailto:ad.3322@spartannash.com). You are also welcome to contact John Knutson, 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)

The schedule of events and venues for meetings and potential tours is yet to be determined.



photo by Brock Eastlund Photography



photo by Brock Eastlund Photography

## Thank you, Have a Hudson Holiday Participants and Committee:

Thank you to the Celebrate the Holidays Committee for going above and beyond this year. They made sure Hudson would be decorated over-the-top through the holiday season and found ways to pivot events making them safe for the Hudson community.

The Light Up Night - Drive Through event welcomed over 500 children who got to see Santa and received a bag of candy treats.

Over 55 children went around town on the Find Santa event and winners received special prizes.

**Congratulations to the Window Decorating Contest Winners!**

### First Place:

Onsite Apparel



### 2nd Place:

Et Cetera



### Third Place:

Bricks Neapolitan Pizza



### Runner Up:

Angel's Pet World



Thank you to the Celebrate the Holidays Committee for their time and hard work planning and executing details for the events:

- **Angel Duratti**, Angel's Pet World
- **Ashley Filkins**, Angel's Pet World
- **Kati Schenz**, Onsite Apparel
- **Kay Timm**, Grand Fete
- **Marianne Buckman**, Cocobello Interiors
- **Marnie Matz**, Onsite Apparel
- **Ruth Misenko**
- **Sarah Bruch**, The Purple Tree
- **Teri Larsen**, BackRoom Vintage and T Larsen Design LLC

In addition to the Celebrate the Holidays Committee, thank you to all who were involved in making this possible:

- **Brian Zeller**, Telus Property Services + Solutions – Storage of arches and decorations
- **City of Hudson Police Department**
- **Kevin Soltis and Jonathan Barnes**, City of Hudson Public Works Department for their help with the lights in the park
- **Hudson Ambassadors** - Drive Through Event
- **Janet Quinto and Team**, Hudson Garden Club for helping with the decorations
- **Jon Cody**, Hudson Fire Department for providing the truck for Santa
- **All the volunteers who helped to direct traffic for the Light Up Night event**
- **Mark Lebo**, Lebo Signs – Decorating the Chamber office door and the welcome sign
- **Phil Matz, Ericka Johnson** for helping the committee decorate the park for Light Up Night
- **Rachel Renner**, SEASONS on St. Croix Gallery – for decorating the Chamber office windows
- **The Purple Tree Team** – Putting together 500 bags of candy for the drive through event





## 2021 Annual Meeting & Awards Banquet

We look forward to the 2021 Annual Meeting & Awards Banquet that will be held in late spring. 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 from this past year. More information will follow. If you have an idea of who you will be nominating, please fill out the form below.

[2021 Annual Meeting & Awards Banquet Nominations Form](#)

Congratulations to the 2020 Award Recipients!

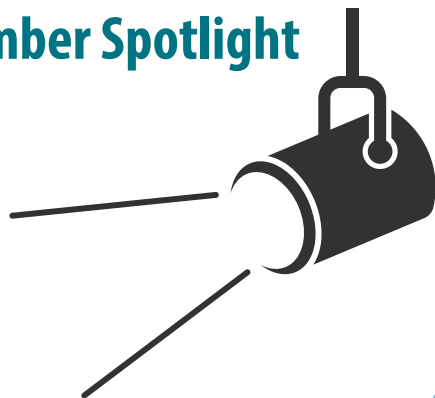
- **Community Volunteer of the Year:**  
Christmas Tour of Homes Committee
- **Chamber Member of the Year:** John Knutson,  
Catalyst Powered by TCO
- **Small Business of the Year:** Studio EA
- **Large Business of the Year:** VC Valley Companies
- **Marie Blakeman Award:** Evy Nerbonne
- **Green Leaf Awards:** City of Hudson and  
Tropical Wings

## Welcome to The Hudson Chamber Member Orientation

Join us the second Wednesday of every month for an online Zoom meeting where you will learn about the Chamber mission, member benefits, meetings and networking events, committees, sponsorships, and how to maximize the benefits of your Chamber investment. Whether you need a refresher or you're new to the Chamber, attend this virtual orientation to meet the staff and get the facts about how we can serve you and your business.

## December 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 December:

- [The Bees Knees](#)
- [Hope Chiropractic](#)
- 517 on Main – New Restaurant coming to Hudson
- [Valley Orthodontics](#)



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

## Check Out December Analytics:



- 🌐 Website: 6,000 Visitors
- 📘 Facebook: 30,000 Reach  
5,700 Engage
- 🌐 LinkedIn: 250 Followers
- 🐦 Twitter: 1,448 Followers







# 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).

**Next Generation Auto Turkey Drive 2020** Next Generation Auto would like to express a sincere thank you to all of its customers who helped make their 10th Annual Turkey Drive a huge success. A portion of the proceeds from every service and repair completed from October 12 through November 20 was used to purchase turkeys and other needed items for Baldwin's and Hudson's local food pantries. On Saturday, November 21, Next Generation Auto's employees and family members gathered to pick up the food at County Market in Hudson. Donations were then dropped off at St. Patrick Church in Hudson and the Community Food Pantry in Baldwin. With the help of customers, County Market and a generous donation from Salvation Army Grace Place, Next Generation Auto was able to continue the tradition of passing down the value of giving by donating over \$2,000 worth of food and supplies.

**Minneapolis/St. Paul/Bloomington, Minnesota and Western Wisconsin business region – Topping Best Places for Women Entrepreneurs** For the second consecutive year, the Twin Cities metro area of Minnesota-Wisconsin is the best place in the country for women entrepreneurs. The unemployment rate for women in this area was 1.8% in 2019, the lowest rate for this metric in the study. Furthermore, 84.49% of businesses in the Minneapolis area had a profit or broke even in 2017, the second-highest percentage across all metro areas we analyzed. Women-owned businesses make up a little less than 3% of all businesses with greater than 500 employees in this metro area. While relatively low, that figure is actually the eighth-highest percentage for this metric in the study.

**Fresh and Natural Foods Gift Cards** Start off the new year right with a [Fresh and Natural Foods](#) gift card for those you care about the most. Available for purchase in store or [online](#). Don't forget, curbside pickup is available! Call (715) 377-9913 for details.

**Generation Rx – Founding sponsor by Cardinal Health and The Ohio State University - College of Pharmacy** The mission of Generation Rx is to educate people of all ages about the potential dangers of misusing prescription medications. In doing so, we strive to enhance medication

safety among our youth, college students, other adults in our communities, and older adults. Prescription medications can help us live longer and healthier lives, but any medication has the potential to do harm – especially when misused.

Since 2009, the College of Pharmacy at The Ohio State University and the Cardinal Health Foundation have partnered to provide open source educational materials that anyone can use to help prevent the misuse of prescription drugs. These ready-to-use resources are designed to provide everything you need to make a presentation or offer a program in your community, school or college.

Want to learn more? Check in to [www.generationrx.org](http://www.generationrx.org) or email Heath Ehrnreiter at [Heath.ehrnreiter@cardinalhealth.com](mailto:Heath.ehrnreiter@cardinalhealth.com).

## Construction Supervisor, Madeleine Philpott, Joins St. Croix Valley Habitat For Humanity

As planning gets underway for the organization's 25th anniversary, Madeleine Philpott has been named Construction Supervisor for St. Croix Valley Habitat for Humanity.

Philpott's residential construction experience and work leading volunteers allows the organization to build teams of support from both corporate and community organizations who will join the build process on site. "One of the most rewarding parts of working with Habitat for Humanity is the chance to share construction skills with those who really want to experience the work of a home build," Philpott said. "At the same time, we know that housing insecurity touches nearly half of adults at some point in their lives. The work that's done through Habitat has such an important impact at a community-wide level."

In her role, Philpott will also be responsible for contract negotiations, subcontractor and inspector relations and materials management. Her former service as an AmeriCorps Volunteer will be especially helpful when SCVHFH adds additional support through its AmeriCorps partnership in the coming spring.

## Bass Lake Fishing Tournament: Sponsored by Fleet Farm

Fleet Farm of Hudson is a sponsor for the Bass Lake Fishing Tournament being held on January 23 from 8:00 a.m. to 2:00 p.m. Adult/Youth and WIFA Competitions are being held on Bass Lake near Somerset, Wisconsin. Bring the whole family and join in the fun.

**PeopleReady Boot Drive** PeopleReady is hosting a boot drive until January 31. Boots will be given to E.P. Rock Elementary School and boots will be distributed as needed to local area elementary school kids. All youth sizes are welcome. PeopleReady is open Monday through Friday 7:00 a.m. – 5:00 p.m., feel free to drop off any new or gently used boots during this time. Our address is 1810 Webster St., Suite 7, Hudson, WI 54016.



### COVID-19 Automated Text, Phone and Email Alerts

Due to the high volume of positive COVID-19 cases, St. Croix County Public Health has not been able to contact everyone who tested positive for COVID-19 by phone within 24 hours. Starting December 3, 2020, St. Croix County Public Health will begin sending automated text, phone, and email alerts to residents who tested positive and have not been contacted by Public Health. These automated alerts will provide information about what to do after testing positive for COVID-19.

### Royal Credit Union's Giving Never Melts Away Toy Drive raises over \$18K

Royal Credit Union (Royal) and The Salvation Army partnered again to present the Giving Never Melts Away Toy Drive in November. With the safety of our communities in mind, the annual toy drive changed from a toy drop off to an online fundraiser. New this year, Royal offered a \$10,000 match and the Royal Young Professionals group offered a \$500 match. Through the generous giving of all of those who participated, a grand total of \$18,570 was raised. This gives The Salvation Army a chance to purchase gifts for children and teenagers who otherwise wouldn't receive any and brings smiles to so many faces.

"Royal values making a difference in the communities it serves, and knows its members appreciate the opportunity to help their neighbors," says Sarah Jaeger, Community Engagement Coordinator. "We are grateful for everyone who donated and made a difference in the lives of those in their communities. This tradition is one that makes Royal and its members proud and one that will continue for years to come."

Giving Never Melts Away was created over 15 years ago to ensure that families in need do not go without gifts for their children during the holiday season. Royal's members, team members, and community members all play a crucial part in making this toy drive a success. Royal is grateful for everyone who donated and support this toy drive each year.

Visit [rcu.org](http://rcu.org) or call Royal Credit Union at (800) 341-9911 for more information.

### 112 Area Nonprofits Received Covid-19 Response Funds Totalling Over \$1 Million

What began in mid-March as cooperative crisis action planning between St. Croix Valley Foundation, United Way St. Croix Valley and United Way Washington County-East concluded with over \$1 million raised and granted to 112 nonprofits on the front lines of pandemic related need and support.

**The COVID-19 Response Fund for the St. Croix Valley** was established on March 23 and by March 30 the first round of grants, totaling nearly \$200,000, was distributed to nonprofits responding to basic needs for food, shelter, financial assistance and mental health support. Over the next 6 months, in collaboration with funding partners throughout the region, including the Hugh J. Andersen Foundation and the Fred C. and Katherine B. Andersen Foundation, \$1,098,312 was raised and granted to nonprofits serving vulnerable populations.

In a consolidated effort to help those most affected by COVID-19, the St. Croix Valley Foundation waived all administrative fees for the Response Fund. This means that, with the exception of fees charged by banks/credit card companies, 100% of donations received went to help those most affected by COVID-19 in the St. Croix Valley.

More Information on **The COVID-19 Response Fund for the St. Croix Valley** can be found at [www.scvfoundation.org/covid-19](http://www.scvfoundation.org/covid-19)

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☐ Positive ☐ Negative



## 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](mailto:maryclaire@hudsonwi.org).

[See Sponsorship Opportunities Here](#)



## Welcome 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.

### All Star Mobility, LLC

Wayne Larson  
1401 Gateway Circle  
Hudson, WI 54016  
(715) 716-5198

<http://www.allstarmobilityllc.com>

*To provide effective mobility solutions for our customers, now and in the future, through top quality products and comprehensive training.*

### From The Brows Down

Gianna Sbraccia  
2421 Hanley Road 105  
Hudson, WI 54016  
(715) 222-5510

<http://www.vagaro.com/us04/fromthebrowsdown>

*From The Brows Down specializes in esthetic services doing full body and facial waxing, lash lifts and facials.*



# Meet the New Members

Welcome new 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 to take advantage of all your new Chamber benefits, visit our website [HudsonWI.org](http://HudsonWI.org)!



**Korte Fisheries** was welcomed to the Hudson Chamber! They provide the St. Croix Valley with the freshest fish and more. [facebook.com/kortefisheriesmarket](https://facebook.com/kortefisheriesmarket)



Welcome **All Star Mobility** to the Hudson Chamber! They offer many different mobility options such as stair chairs, scooter, power lift recliners, vertical and inclined lifts, van lift and conversion, ramps and ramping systems, power wheelchairs, ceiling and patient lifts, as well as residential and commercial elevators.

<https://www.allstarmobilityllc.com/>

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

Alms Creative, LLC

Bauman Associates, Ltd.

Cecely Interiors

Ciranda, Inc.

Comfort Keepers

Equitable Advisors

FIT (RE) GROUP

General Beer - Northwest

Holloway, Rick

Oakwood Dental

ReforMedicine S.C.

Safe-Way Bus Co.-Wisc.

SavATree

Smiles in Motion, Pediatric Dentistry

Spring Creek Dental

St. Croix Valley Insurance, Inc.

Star-Observer

Steiner Plumbing, Electric & Heating Inc.

Thorcraft Custom Kitchens LLC

Trinity Academy

Weathersafe Restoration, Inc.

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





# HAPPY NEW YEAR



## Jan. Calendar of Events ALL ZOOM MEETINGS

- 1 Happy New Year!
- 5 LEADS GROUP 1, 7:15 a.m.
- 5 I-94 Business Alliance, 9 a.m.
- 12 LEADS GROUP 1, 7:15 a.m.
- 13 Business Recovery Committee, 10:00 a.m.
- 13 Welcome to The Hudson Area Chamber Orientation, Noon
- 14 Non-Profit Roundtable, 8:00 a.m.
- 14 LEADS GROUP 2, 7:15 A.M.
- 19 LEADS GROUP 1, 7:15 a.m.
- 19 Good Morning Hudson: Wellness, 8:00 a.m.
- 20 Retail Downtown Committee, 9:00 a.m.
- 21 Board of Directors, 8:00 a.m.
- 21 Manufacturers Round Table, 11:00 a.m.
- 21 Ambassador Committee, 3:00 pm
- 22 Chamber Foundation Board, 10:00 a.m.
- 26 LEADS GROUP 1, 7:15 a.m.
- 26 Tourism Committee, 2:00 p.m.



## 2021 Board of Directors

**Katie Kranz** – First State Bank and Trust, Chair  
**Mark McNamee** – McNamee Real Estate Team, Past Chair  
**Angel Duratti** – Angel's Pet World, Chair Elect  
**Joel Larsen** – MidWestOne Bank, Treasurer  
**Kathy Ableidinger** – Cardinal Health, Past Chair  
**Becca Denn** – Holiday Inn Express Hotel & Suites  
**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.



# 8CHPRINT

## Impressive Impressions

**31st Annual Envelope Sale**  
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