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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

FEBRUARY 2021

## Community Candidate Forum

### Learn more about your District Candidates!

Hudson Chamber members and the community at large are invited to join us for an evening to learn more about the Hudson Common Council Candidates. Moderated by Meg Heaton, former reporter with the Hudson Star-Observer, the forum will showcase candidates from Districts 1, 5 and 6 and will give everyone the opportunity to learn more about who will be on the ballot.

The moderator will have a set of questions prepared for the candidates' response. As time allows, we will also take questions from the audience.

**Date:** Thursday, February 18, 2021

**Time:** 6:30 p.m. - 8:00 p.m.

**Place:** Online Zoom Platform

**RSVP:** Please register your attendance by February 17, 2021 [online](https://www.hudsonchamber.com/registration)  
or by calling 715.386.8411

**Cost:** Free Admission

Please submit questions for the candidates  
by February 12, 2021 to [madeline@hudsonwi.org](mailto:madeline@hudsonwi.org)

See Candidate profiles on pages 4 and 5.



*District 1*



Randy Morrisette



Kerry Reis

*District 5*



Sarah Bruch



Tori Boomsma

*District 6*



Joyce Hall



Julie Heifner

## On the Inside

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# Proud member of the **HUDSON COMMUNITY**

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

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Mary Claire Olson Potter  
Chamber President

## MESSAGE FROM THE PRESIDENT



## New Year brings new hope, new opportunities, renewed commitment

The new year often finds us reflecting on the past and making resolutions for the coming year. We have made it through 2020 and we are hopeful as we plan for 2021. As the new year begins, your Hudson Chamber has adopted an updated Plan of Action to support you, the members.

At their January meeting, the Chamber board of directors approved the 2021 Plan of Action based on member feedback, surveys and discussion at the planning retreat, which included committee chairs.

The mission statement was reviewed and remains the same for this year: "To provide value to and serve our members, promote a strong local economy, advocate the interests of the business community, champion sustainability, and market the recreational and cultural opportunities in the Hudson area."

### The Board identified four priorities for the coming year:

- **Member Value:** Strengthen the Connection – members support one another, the community supports local, and the Chamber focuses on promotion and awareness.
- **Connections:** Develop and coordinate events and services that positively impact members and the community.
- **Promotion:** Increase the economic benefits of tourism by marketing Hudson to both local and tourism audiences as a community to explore, visit and support.
- **Recruitment and Engagement:** Develop partnerships with organizations/agencies/education systems to help employers attract and retain the skilled workers they need to compete.

We are establishing metrics for each of these priorities and will be publishing results and updates on a quarterly basis.

As the year moves forward, we will start with small events in person, being planful, increasing the size of groups when appropriate and safe. We will adjust as needed.

To review the complete 2021 Plan of Action, visit the Chamber website at [hudsonwi.org](http://hudsonwi.org).

Thank you for your continued investment in the Hudson Area Chamber of Commerce & Tourism Bureau. Together we will achieve the goals for 2021.

## Save The Date!

Thursday, March 4 at 6 p.m.



### Virtual 2021 Annual Meeting & Awards Banquet

Award Nominations and Sponsorship information to follow – watch your email!

## 2021 Board of Directors

The Hudson Area Chamber of Commerce & Tourism Bureau announced its 2021 Board of Directors.

Serving as Board Chair for the coming year is Katie Kranz from First State Bank and Trust. She is joined by the following Board members who are continuing from 2020:

- **Mark McNamee**, McNamee Real Estate Team, Past Chair
- **Angel Duratti**, Angel's Pet World, Chair Elect
- **Joel Larsen**, MidWestOne Bank, Treasurer
- **Becca Denn**, Best Western Plus
- **Kathy Ableidinger**, Cardinal Health
- **Linda La Kosky Eng**, Minuteman Press - Hudson
- **Susie Halverson**, San Pedro Café, Barkers Bar & Grill, Pedro's Del Este
- **Mark Hein**, Family Fresh and Integrity Cleaners, LLC
- **John Knutson**, Catalyst Powered by TCO
- **Chris Kost**, YMCA in Hudson
- **Leanne VanAllen**, University of Wisconsin - River Falls

The Board is excited for another great year with The Hudson Chamber! They are happy to report the Chamber of Commerce represents more than 400 business members in the region. If you haven't already, get involved in one of the standing committees, task forces or event committees!







# Meet the CANDIDATES

The following information was submitted by the candidates and has been edited for length and consistency.



*Randy Morrisette*

## District 1:

### Randy Morrisette (Incumbent)

"Randy Morrisette was born and raised in Hudson and is a long-time community leader, serving on the City Council for 15 years. He has a commonsense approach to leadership and helped guide the City through tremendous and wonderful growth. The very growth many people have moved here to call Hudson their home! It is with great pride that the city continues to attract great business, small and big. Therefore, he wants to continue to serve. He wants to continue to provide a safe and prosperous community, all without losing Hudson's small-town character. Randy wants to continue to provide exceptional services, Police, Fire and EMS; continue improvements with our infrastructures (roads, wastewater treatment, water service, park improvements); and all with keeping a conservative fiscal responsibility on our taxpayer's dollars.

Randy has held numerous leadership and membership roles with organizations including the Hudson Chamber, Rod & Gun Club, Boosters, Rotary, Judicial Conduct Advisory Board, Condemnation Board and Park Board. He says: "I want to continue to serve. I want to continue to provide a safe and prosperous community, all without losing Hudson's small-town character."

## Kerry Reis

"After a successful career in financial services with Securian Financial, Kerry has recommitted to spending her time and energy serving the community of Hudson. Her decades of experience in strategy, finance, and communications give her the knowledge and tools to help serve in local leadership.

"Kerry's family, children and grandchildren are her top personal priorities. She cares deeply about their future and the future of all children. Both her adult children call Hudson home. A lifelong resident of the St. Croix Valley, Kerry has lived in Hudson for more than a decade.

"Kerry is passionate about making the community of Hudson a great place for everyone. The people of the district and throughout Hudson deserve:

- Experienced leadership in building for the future
- A mature leader who listens and is open to new ideas
- A fresh approach to addressing finances

"Kerry has served on many community organizations including the Hudson Rotary, YMCA Community Board, Climate Lobby, Inclusion Alliance, Townhouse Association and United Way. She says: "I am a proven leader, with a track record of community service and business success."



*Kerry Reis*



*Sarah Bruch*

## District 5:

### Sarah Bruch

"Sarah Bruch is a founder and co-owner of The Purple Tree, a local business operating in historic downtown Hudson for more than 15 years. As a resident of Hudson for even longer, her entrepreneurial perspective was enhanced by a business background in corporate banking, retail, and human resource management.

"The Purple Tree, under her leadership, became one of Wisconsin's first Public Benefit Corporations.

"Bruch is active with the Hudson, Wisconsin Chamber of Commerce, Hudson Independent Business Association, Sustain Hudson and is a past board member with St. Croix Valley Habitat for Humanity and Hudson Hockey Association."





## District 5 (cont.)

### Tori Boomsma

"Tori Boomsma and her family have been residents in the Hudson area for 22 years and residents of the City of Hudson for over 10 years. She and her husband have two boys who attend Hudson High School.

"Tori is excited about the prospect of serving her community on the City Council. She spent four years on the board of the Hudson Area Lacrosse Association and is currently the Assistant Director of the Octagon House Museum.

"Hudson was her home when she was young. She moved back in 1998 because she knows this area has the values she wants to instill in her children as well.

"Her primary goal is to lead from the standpoint of bringing our community together. She will lead to keep our City's small town feel but allow it to grow and be prosperous so all of our residents can thrive. She pledges to help keep our river beautiful and clean, make sure our residents are protected, ensure our city services are properly funded and work with our county to make sure our library is fully funded."



*Tori Boomsma*

## District 6:

### Joyce Hall (Incumbent)

"In 2015, Joyce was first elected to the City Council to represent District 6 and has been reelected in 2017 and 2019. Twice she has been elected Council President by the other council members. Currently, she serves on the Finance Committee, the Public Safety Committee, the Public Utilities Commission, and the Hudson/North Hudson Cable Board. Previously, as a member of the council, she has also served on the Library Board, the Park Board, and as the liaison between the city and the Hudson School District.

"She's been married for 37 years and is a mom, grandmother, business owner, teacher, and community leader. She owns and runs a small business and has been in business for 25 years. She has worked as a research chemist at 3M and currently as a technical college instructor at WITC.

"Joyce is a member of the Hudson Daybreak Rotary where she is chair of the Sunshine Committee. She recently served WestCAP as a member of their Literacy Advisory Council and as a volunteer literacy tutor. She has also volunteered and served as a Girl Scout Leader and religious education teacher when her children were younger."



*Joyce Hall*

### Julie Heifner

"Julie Heifner and her family are 20-year residents of Hudson. Julie and her husband researched towns in Minnesota and Wisconsin, discovered Hudson, and knew this is where they wanted to live their lives, and raise their children.

"As parents, Julie and her husband wanted to live in a clean, safe community, where neighbors know and watch out for neighbors, where police are valued, funded and respected. Julie now wants to give back and serve our city."

"Julie is an active Commercial and Residential Realtor. She serves the community as an active member of the Board of Appeals and the Hudson Daybreak Rotary – volunteering her time and resources to create a better community for all residents.

"She listens to others with respect and finds common ground where all sides can stand together. She loves and deeply cares about this community, its businesses, residents, and public servants.

"Hudson is growing so rapidly. It's crucial that we manage that growth with common. I am a creative problem solver and an effective, passionate, committed advocate for those I represent. I will bring new ideas, a fresh perspective, civil dialog, and a strong, positive voice to the council table."



*Julie Heifner*



## Balloons featured at Hudson Hot Air Affair

The Hot Air Affair is set for February 5 - 7 with the theme “Bringing Fun to 2021” for the 32nd annual hot air balloon rally and winter festival in Hudson. As with past years, the balloons will be the highlight of this event, but due to COVID health concerns, this year’s event will be a hybrid. Some activities will be going virtual with live video coverage as well as video reminiscing of past favorites. The balloons remain the highlight of the event, although the balloon events will be structured differently this year.

Twenty hot air balloons will be participating in the morning launches on Saturday and Sunday, Feb. 6 and 7 at 8 a.m., weather permitting. Due to COVID-19 health concerns, there will NOT be the usual activities at EP Rock School. Instead, there will be several launch sites at various private locations around Hudson. Information on weather conditions and where to look for the colorful balloons in the sky will be available at [HudsonHotAirAffair.com](http://HudsonHotAirAffair.com) and on [Facebook](https://www.facebook.com/HudsonHotAirAffair).

Hot Air Affair is partnering with River Channel Hudson/ North Hudson Community Access Television for live coverage of the balloon launch. For those who can’t make it out to see the balloons, plans are underway to live stream the balloon launch. You can tune in on HHAA website, Facebook or River Channel’s YouTube to watch a virtual balloon ride.

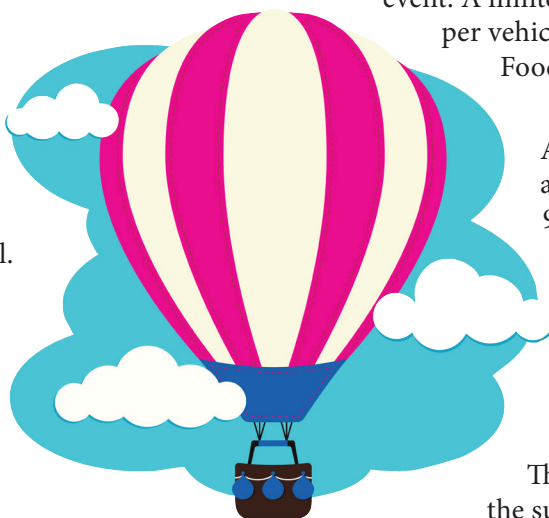


Another traditional event, the popular evening balloon glow, will have a new format. This year it will be a drive-thru event on Saturday, Feb. 6 from 5:30 to 6:30 p.m. at the St. Croix Business Park in Hudson. The public can view balloons glowing (weather permitting) and candlestick burners, with other lighted displays from the comfort of their vehicles. Due to a high demand and safety concerns, it is necessary for Hot Air Affair to limit the number of vehicles that can attend this event. A limited number of tickets will be available at \$5 per vehicle, with event profits donated to the Hudson Food Shelf.

A new in-person event is the Food Trucks and Food Drive on Saturday, Feb 6 from 9 a.m. - 8 p.m. at the former Family Fresh Market parking lot on Coulee Road. Pop in to donate non-perishable items to the Hudson Food Shelf. Then stop to buy treats at the MSP Pretzel and Two Rivers Kettle Korn food trucks.

The Hot Air Affair is made possible through the support of many local sponsors including WESTconsin Credit Union, returning as the corporate sponsor.

Details about these and other activities and Hot Air Affair video programming are available on [HudsonHotAirAffair.com](http://HudsonHotAirAffair.com) or view event listings on Facebook.



## Get Connected!

If you haven't followed the Hudson Chamber on social media, scan the QR code below to do so! We post Monthly Newsletters, Weekly Member Spotlights, Event Updates, and More!



## Year-Round Chamber Checks!

We are so excited that Hudson loves supporting local! More than \$30,000 in Chamber Checks were sold to support our local community this past year. We decided to make Chamber Checks a year-round opportunity for you to purchase for any occasion! If you receive a Chamber Check, please follow the steps outlined below on how to process the Check.

### How To Process a Chamber Check

1. The "Pay to the Order of" line should be filled in with your business name by the customer redeeming the certificate.



2. If the total value of the purchase is less than the value of the check, provide the change needed, not store credit.



3. Deposit it at your financial institution – it's that simple!

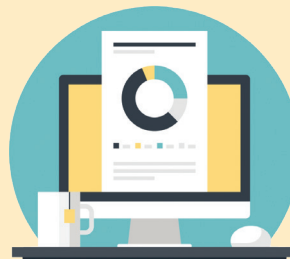


Communicate to your employees on what Chamber Checks are and how to accept them in your business and let us know if you'd like to promote them in your place of business. We're here to help Hudson thrive.



If you have any questions, please contact the Chamber at 715-386-8411.

### Check Out January Analytics:



- Website: 4,200 Visitors
- Facebook: 16,700 Reached, 4,080 Engaged
- LinkedIn: 250 Followers
- Twitter: 1,420 Followers







# Join the Conversation

DIVERSITY EQUITY & INCLUSION CONFERENCE

**Feb 17, Feb 24 & Mar 3**

**Wednesdays | 11:30a.m. - 1:00p.m. | Live Webinar**

**Registration Fee: \$75 | \$45 for SCVEA & SHRM members**



**Diversity  
Equity  
Inclusion**

Please join the conversation to understand obstacles and reduce barriers in your personal and organizational growth that relate to diversity, equity, and inclusion. Individuals, HR managers, business professionals, educators, and students will benefit from multiple real-time and recorded sessions that will promote multi-faceted thought and discussion. Nationally recognized speakers will delve into why diversity matters, unconscious bias, inclusive language, the power of inclusive leadership, and much more.

- ▀ This workshop is eligible for SHRM and HRCI credits.
- ▀ Live sessions will be recorded and available for 1 week following the conference.

Wednesday, Feb. 17 | 11:30 a.m. - 1:00 p.m.

**Why Diversity Matters and Understanding Unconscious Bias**, presented by Deborah Biddle

Gain a foundational understanding on the importance of diversity and inclusion in conjunction with the core values and behavior standards. This workshop creates a common language and gives participants an overview of diversity and inclusion using scenario analysis and discussion along with interactive knowledge checks to gauge understanding. Participants also explore unconscious bias and how it impacts business environments and work relationships, discover how their own values, culture and experiences effect interactions with colleagues, attitudes about work, and understanding of workplace values.

Wednesday, Feb. 24 | 11:30 a.m. - 1:00 p.m.

**Inclusive on Purpose**, presented by Deborah Biddle

As business professionals, we've heard how diversity, equality and inclusion benefit productivity, problem solving, free flow of ideas and the bottom line. But, how can we personally see the impact on our teams and across our organizations? In this session, we share approaches to heighten personal inclusion awareness and strategies to improve how we make connections, build belonging, and enhance relationships.

Wednesday, Mar. 3 | 11:30 a.m. - 1:00 p.m.

**Building Capacity for Greater Diversity, Equity and Inclusion**, presented by Rev. Dr. Jamie Washington

This session is designed to help participants explore how to manage workplace conflict based on identity. We will also address challenges of recruitment and retention for minoritized groups.



**WISCONSIN  
INDIANHEAD  
TECHNICAL  
COLLEGE**



**St. Croix Valley  
Employers  
Association**



**For registration & full agenda, visit:  
[bit.ly/witc\\_diversityequityinclusion](https://bit.ly/witc_diversityequityinclusion)**

## New Service Committee in 2021

To provide additional value to Chamber member businesses and their employees, the Chamber has created a new Service Committee. The content during meetings and tours will target service-oriented businesses; however, it is open to retail, manufacturing or any member businesses which 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 spotlight.
- The meetings will be held on the 2nd Thursday of the month from 10 a.m. - 11 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 for attendance at 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 at [ajlikewise@gmail.com](mailto:ajlikewise@gmail.com)
- 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 first meeting will be held on Thursday, February 11, 2021 at 10 am via Zoom. Join the conversation as we hear from Integrity Clearers and AJ's presentation on COVID Cleaning.

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.](#)

## Buena Vista: A Stroll in the Park Open Donation



Be a part of the magic that makes thousands of lights in Lakefront Park along the St. Croix River light up! Make a donation to Buena Vista: A Stroll in The Park 2021-2022. We are grateful for the generous donations in 2020 from area families and businesses in the community which supported this second annual event.

[Donate Now!](#)

Residents, visitors and guests enjoyed this second year lighting program and look forward to the 2021 event with your support.

[Buena Vista: A Stroll In The Park Brochure](#)

## January Member Spotlight

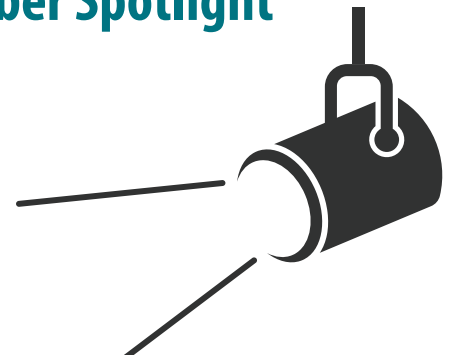
We will be featuring a different member each week as our Member Spotlight! This is completely random and shared to [Chamber Corner](#), [LinkedIn](#), [Twitter](#) and [Facebook](#)!

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

- [Edward Jones – Allison Butler](#)
- [Hudson Flower Shop](#)
- [Fresh & Natural](#)
- [Tropical Wings](#)



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





# 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.



## 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](#)

## Abundant Yoga Community

Tracey Mortensen  
1401 River Ridge Rd.  
River Falls, WI 54022  
(651) 497-6753

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

*Where connections are made, barriers are broken, and growth is supported.*

## Bayport Printing House

Stacey Rustad  
102 Central Avenue  
Bayport, MN 55003-1441  
(651) 439-3115

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

*Bayport Printing House is a commercial printing company specializing in digital and offset print capabilities, labels, large format, comprehensive finishing services and fulfillment.*

Sponsors: Tricia Christiansen, Christiansen Creative, Christine Carufel, First State Bank and Trust

## Jay Fletch Real Estate Group

Jay Fletch  
8631 Eagle Point Blvd.  
Lake Elmo, MN 55042  
(651) 502-2972

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

*Our team is a group of Real Estate professionals operating out of Edina Realty in Lake Elmo, Minnesota. Proudly serving both Minnesota and Wisconsin.*

## Hurlburt Heating and Plumbing

Greg Mericle  
N6705 WI-25  
Durand, WI 54736  
(715) 308-4092

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

*We specialize in heating, cooling & plumbing for both residential & commercial applications.*

## Fehr, Meme

Meme Fehr  
239 Station Lane N.  
Hudson, WI 54016  
(651) 343-3223

*Individual Member*







## 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)!



Welcome **Hurlburt Heating & Plumbing** to the Hudson Chamber! They specialize in heating, cooling & plumbing for both residential & commercial applications.  
<https://www.hurlburthp.com/>

**Erberts & Gerbert's** was welcomed to the Hudson Chamber! They are a sandwich shop dedicated to serving better, more flavorful sandwiches than anyone else in the universe. Erberts & Gerbert's, Bold Between the Breads. They offer a one-time FREE platter to new business openings in Hudson.  
<https://www.erbertandgerberts.com/locations/hudson-hanley-rd/>



## FROM THE BROWS DOWN

Skin and Wax



Welcome **From the Brows Down** to the Hudson Chamber! Gianna specializes in full body and facial waxing, as well as facials and lash lift services. Her goal is to help everyone look and feel beautiful after they leave her space!  
<https://www.vagaro.com/us04/fromthebrowsdown/>

**Abundant Yoga Community** was welcomed to the Hudson Chamber! Where Connections are made, barriers are broken, and growth is supported. The mission of Abundant Yoga Community is to reach people who might have limited access to commercial yoga studios due to financial or geographical constraints. Our focus is the St. Croix Valley.  
<http://www.abundantyogacommunity.org>



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

Andersen Corporation  
Audrey's Canvas Parties  
Bye, Goff & Rohde, Ltd.  
Century 21 Affiliated - Jenny Olson  
Coldwell Banker Realty - The Johnson Group  
Dylan Seurer - Wade Hanson & Associates/REMAX Results  
Emmanuel Lutheran Church and Preschool  
Hiawatha National Bank  
Home Electronic Systems  
Hope Chiropractic  
Hudson Physicians, S.C.  
Image360 Woodbury  
Jonesy's Local Bar & Grill  
Keller Williams Premier Realty - Kris Jensen Larson  
Keys Cafe & Bakery  
Mike's Standard Service  
Milwaukee Burger Company  
Minuteman Press - Hudson  
Priceless Painting Contractors LLC  
River Valley Trails  
ServiceMaster Restore  
SOLO Yoga + Boxing LLC  
St. Paul's Episcopal Church  
The 715  
Thrivent Financial - Tracy Berglund  
Urban Olive & Vine  
Village of North Hudson  
WBD Inc.  
Winzer Stube German Restaurant  
Zappa Brothers

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





# Hudson Chamber Celebrates Business Anniversaries

## Fresh & Natural Foods – Hudson: 15 Years

Kerry Larson opened Fresh & Natural Foods Hudson in February 2006 after the first store opened in Shoreview, MN in 2002. His passion for this business is evidenced by his 44 years in this industry.

Kerry developed Fresh & Natural Foods because of his desire to present the highest quality foods and products along with excellent customer service to the communities he lived and worked in. Approximately 50% of the store's customers shop with Fresh & Natural Foods because they have made the decision to clean up their diet and better their health.

*“Life is better with foods that support good health, energy, vitality and clean bodies inside and out.”*

Fresh & Natural Foods is proud to offer a vast selection of locally grown, raised and produced products, along with a wide variety of exclusively organic and natural groceries. They also have an extensive selection of natural health, wellness and body care products. Their produce, deli and meat departments are consistently being recognized for their high quality and selection.

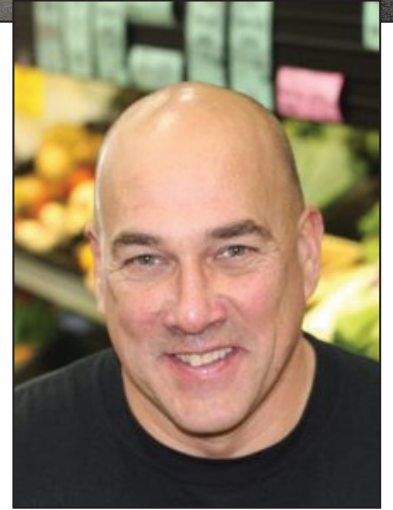
Their experienced staff keeps abreast of the latest research on health and food science in order to keep their customers informed while providing a fun and stress-free shopping experience. They have labeled all their shelves with easy to view allergen free tags to make your shopping quick and easy, along with providing the largest selection of these products in the area.

We welcome you to stop in soon. You won't be disappointed!

## 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).

**Royal Credit Union** announces that Organizational Relations and Recruiting Manager Betty Laskowski was presented the Royal Credit Union (Royal) 2020 Positive Impact Award. Laskowski, a Royal team member since 1992, met the high criteria for this award because of the exceptionally positive impact she has had on Royal team members and the communities it serves throughout the unique challenges of 2020. The Positive Impact Award is Royal's highest team member recognition, and only one award, per year, is presented if a team member is determined to meet the standards.



**BackRoom Vintage** introduces their newest vendor Melissa Mueller from Stillwater. While she is an Advanced Practice RN, her true passion resides in refinishing and repurposing furniture, which she learned at an early age watching her mother and grandmother refinish antiques. Melissa enjoys taking pieces that would otherwise be destroyed and updating them to ensure they will be passed on for generations. Her specialty is crafting tops for hutches, sideboards and dressers. “Reviving these pieces not only limits waste, but reinvigorates the tradition of heirlooms,” Melissa said. See Melissa's work at 226 Locust St, lower level.



**AmeriCorps** is seeking a Volunteer Services Coordinator. Help strengthen our communities through a year of service with Habitat AmeriCorps. The Volunteer and Homeowner Services Coordinator role will support both operations administration with volunteer management and construction services, including orientation, maintenance of database, volunteer tracking and follow-up opportunities in construction, office work, homeowner services, special events, with a focus on community impact areas, including Neighborhood Revitalization programs and will support Homeowner Services with educational opportunities.

The position reports to Executive Director and is a 10 ½ month role, which includes a paid stipend and education award opportunity. Qualified applicants must be at least 18, have a high school diploma or GED and reliable transportation. Submit resume and cover letter to [info@scvhabitat.org](mailto:info@scvhabitat.org)

**First State Bank and Trust, Bayport**, recently announced that Jason Howard, president, has been promoted to president and chief executive officer following the retirement of Peter Clements. Howard, 41, joined First State Bank and Trust in 2012 and was promoted to chief financial officer in 2013. Howard obtained his Certified Public Accountant (CPA) license in 2003. He currently serves as chairman of the board for Croixdale Senior Living Community, Bayport, is a member of the board of directors for Lakeview Health, Stillwater, and is an active participant in the Stillwater Noon Rotary Club.

**Lean on Girl Scouts** during these challenging times and beyond. For a limited time, Girl Scouts are offering free memberships (\$25 value) to girls in grades K-12 who join anytime from January 1, 2021 through February 28, 2021. From February - May 2021, girls in grades K-3 will be invited to virtual sessions led by our youth program experts. They'll explore hands-on programs that promote happiness and mental health, character development, and social interaction with other girls her age. Join us at [GirlScoutsRV.org/Join](https://GirlScoutsRV.org/Join).

**The St. Croix Valley Foundation** (SCVF) announces the recipients of its most recent competitive grant program. This fall, the St. Croix Valley Foundation awarded \$31,167 to 13 schools in Wisconsin and Minnesota through its Music Education grants program. The SCVF provides donors with the opportunity to create or add to Valley Impact Funds for causes that are closest to their hearts. The Foundation has funds addressing a variety of causes including music education, the arts, health and wellness, the environment, and animals.

**The University of Wisconsin - River Falls** has received a \$1 million challenge gift to support its new Science and Technology Innovation Center (SciTech) from UWRF alumni Jeff and Kristi Cernohous. The Cernohous' have been long-time supporters of SciTech, funding a feasibility study in 2014 which identified the significant gaps science and technology education at UW - River Falls, specifically in the classroom and lab settings. Jeff and Kristi are UWRF grads with chemistry degrees who have gone on to become successful entrepreneurs with several companies based in the River Falls area. For more information about SciTech, email [beth.schommer@uwrf.edu](mailto:beth.schommer@uwrf.edu) or call 715-425-0662.

**The Phipps Center for the Arts** *Belwin Conservancy at 50: A Love Affair with Nature*. Take a walk through Belwin's first 50 years as interpreted by artists' paintings, music, and installations, and see historic documents, photos, and maps of the region's land. Galleries @ The Phipps. January 15 - February 21

*Love Letters*: An acclaimed and renowned play, Love Letters has had multiple Broadway productions, a television adaption, and was even a Pulitzer-Prize finalist for Drama. Simple, yet powerful, the story follows two characters through a life-long love affair recounted through their letters exchanged over a lifetime. Black Box Theater. February 5 - 14

*Pinocchio: Once Upon a Pine*, presented by The Phipps Children's Theater. The world's most beloved puppet comes to life in this humorous and heartfelt adaptation of the classic. Geppetto, a lonely toymaker, longs to have a child to call his own. But he soon gets more than he bargained for when Pinocchio—a marionette carved from an enchanted log—springs to life before his eyes! Filled with memorable characters and magical adventures, Once Upon A Pine reminds audiences of the importance of love, friendship and honesty. And that's no lie! John H. Potter Theater. February 20 - March 7

Visit [ThePhipps.org](https://ThePhipps.org) for tickets or more information.

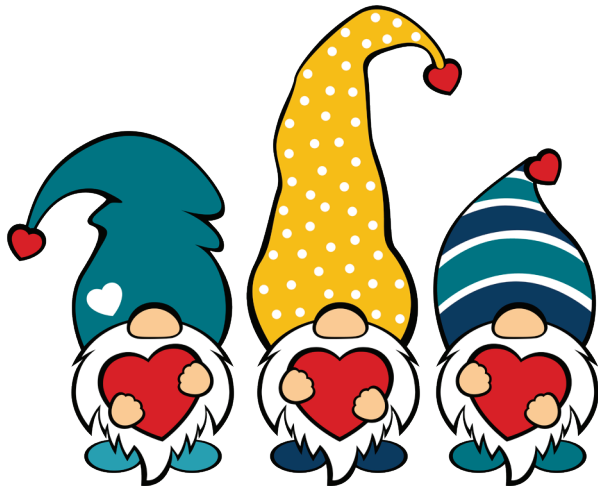
**Royal Credit Union** announces Hossam Selim as Branch Manager of the Hudson branch. Selim's new role will include maintaining highly engaged team members to ensure superior levels of service to Members while staying engaged in the Hudson community to live and promote Royal's core values. Selim has stayed active in the community through volunteer efforts for Habitat for Humanity and Feed My Starving Children. Selim also organized Beal Bank's partnership with People Reaching Out to People (PROP), a local food shelf.







# H A P P Y Valentine's Day



## Feb. Calendar of Events ALL ZOOM MEETINGS

- 2 I-94 Business Alliance/Downtown Retail Restaurant Committee, 9 a.m.
- 8 HIBA Meeting, 10 a.m.
- 9 Leads Group 1, 7:15 a.m.
- 10 Membership Committee, 9 a.m.
- 10 Business Recovery, 10 a.m.
- 10 Welcome to the Hudson Chamber Member Orientation, Noon
- 11 Service Committee, 10 a.m.
- 12 Spirit of the St. Croix Committee, 9 a.m.
- 14 Happy Valentines Day!
- 18 Board of Directors, 9 a.m.
- 18 Ambassadors, 3 p.m.
- 18 Community Forum: Meet the Candidates, 6:30 p.m.
- 23 Leads Group 1, 7:15 a.m.
- 24 Golf Committee Meeting, 9 a.m.
- 25 Non-Profit Round Table, 8 a.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.

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