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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

MARCH 2021

See you at the Annual Meeting & Awards Banquet – Virtual Celebration on Thursday, March 4

Time to network! Join the call at 6 p.m. and we will have breakout rooms to network with other Chamber members and talk with those you have not seen in a while. Bring your beverage to raise a toast - we made it through 2020!

Join the celebration as we recognize Chamber members and volunteers who went above and beyond to support the community this past year. It is also a time to celebrate Chamber and business accomplishments during 2020. We will recognize board members and present accomplishments, goals and plans for 2021.

Annual recognition of innovative and successful member businesses is presented through two Business of the Year Awards. These businesses' outstanding achievements will be acknowledged in companies with 1-20 and 20+ full-time employees.

In addition to the Business of the Year awards, we will also present the Outstanding Chamber Member Award, Outstanding Community Volunteer Award and the Marie Blakeman Award.

When you register, your name will be entered to win great door prizes!

Thank you to the sponsors who made it possible to waive the Annual Meeting & Awards Banquet – Virtual Celebration attendance fee!

Thank you to Citizens State Bank as the Platinum Sponsor for this event.

[Register Here](#)



On the Inside

New/Renewing Members pages 7-8

Business Briefs pages 10-11

March Calendar page 12





Shopping at

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JUST GOT A LOT
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jerryscountymarket.com**



2310 Crest View Dr. | Hudson, WI 54016
5418 St. Croix Trail | North Branch, MN 55056
220 S. 18th Ave. | Wausau, WI 54401
www.jerryscountymarket.com





MESSAGE FROM THE PRESIDENT

Mary Claire Olson Potter
Chamber President



Maximize Your Membership Investment Join A Chamber Committee



Build your business relationships as we work together to help our community prosper. As you are making plans for 2021, consider joining a Chamber committee. As a membership-based, volunteer-driven organization, we rely on our volunteers to help advance the Chamber's mission and vision.

STANDING COMMITTEES

- **Ambassadors:** Supports member attraction and retention through new member visits and hosting Chamber events.
Chair: Amber Rykal, McDonald Insurance
- **I-94 Business Alliance:** Develop programs and events of interest to business needs, and exchange information.
Chair: Zach McNamee, McNamee Real Estate Team
- **Chamber Leads Groups (2 groups):** Opportunity to further business interests through the exchange of business referrals, tips and information. AM Group contact: Jody Gibson, Bridge Investment Group; Noon Group contact: Amy Hauser, Leitch-McSorely Insurance Agency
- **Hudson Independent Business Association (HiBA):** A sub-committee of the Chamber that promotes shopping locally.
Chair Brian Moura, Lucky's Wine & More
- **Manufacturers Roundtable:** Provides the opportunity to improve the business conditions of member companies.
Meets quarterly. Chair: Kathy Ableidinger, Cardinal Health
- **Membership Committee:** Reviews member benefits and investment structure; strives to enhance benefits through communication and networking opportunities; coordinates Membership Campaigns and review programs.
Chair: Angel Duratti, Angel's Pet World
- **Non-Profit Roundtable:** Opportunity for non-profits to share ideas and strategies as they work to grow their organizations. Meets quarterly. Chair: Tim Puffer, Operation HELP
- **Retail and Restaurant:** Promote a healthy retail climate by providing a forum for promotions and communication among business owners to discuss and exchange ideas on issues unique to the retail/restaurant community.
Chair: Rachel Renner, SEASONS Gallery
- **Tourism Committee:** Increase the economic benefits of tourism to the community by marketing the Hudson area to encourage tourists to make Hudson their travel and vacation destination. Chair: Mark Gherty
- **NEW Committee - Community Affairs:** This committee will focus on issues that impact the business community and matters of public interest/importance. We will bring people and organizations together around issues that matter to our economic competitiveness, including workforce development, education, transportation and workforce housing. Join this committee as we determine the mission and goals for 2021. Chair: Chris Kost, YMCA in Hudson
- **NEW Service Committee:** To educate, train, and inspire companies and their teams to exceed the expectations of their clients by providing outstanding service. Meets six times per year. Co-Chairs: AJ Hein, Integrity Cleaners; Mark Hein, Family Fresh Market - River Falls; John Knutson, Board Liaison

EVENT COMMITTEES

- **Annual Meeting & Awards Banquet/Award Nominations Committee:** Annual event held in January to celebrate the accomplishments of the previous year, recognize new and outgoing board members, review the Plan of Action for the upcoming year and present awards for Business of the Year, Chamber Member of the Year, Community Volunteer and the Marie Blakeman Award. Contact: Katie Kranz, First State Bank and Trust
- **Christmas Tour of Homes Committee:** The annual November tour showcases four privately-owned homes and the historic Octagon House to more than 1,800 tour attendees; this committee identifies homes to be showcased and assists homeowners as they prepare for the event. Contact: Mary Claire Olson Potter, Chamber President

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- **Hudson Community Expo Committee:** Assist in planning the Community Expo, an annual opportunity for businesses and organizations to display and sell their products/services to attendees from the community.
Chair: Mark Hein, Family Fresh Market - River Falls
- **Golf Tournament Committee:** Assist in planning the annual June golf tournament, a networking opportunity for members and a fundraiser for the Chamber. Contact: Maria Schmitt, WESTconsin Credit Union
- **Pumpkin Party Committee:** This annual October community event is a FREE family fun outdoor event featuring wagon rides, pumpkin patch, kid's costume contest, bounce houses, petting zoo, pony rides, EMS and Fire Department vehicles; Chamber members can purchase a booth space at the event to highlight their businesses.
Contact: Zach McNamee, McNamee Real Estate Team
- **Spirit of the St. Croix Art Festival Committee:** Coordinates a fall festival in partnership with The Phipps Center for the Arts each September for more than 8,000 attendees; features a large, juried art fair, retail shops, businesses, community organizations, and restaurants as well as promotions, entertainment, and events for the entire family. Contact: Mary Claire at the Chamber

For more details on Chamber committees, visit our website.

<http://www.hudsonwi.org/pages/committees>

#FollowYourHearttoHudson Spring Break in Hudson!



March brings the season of spring breaks.
Seek new adventures right here in Hudson with a staycation!

Hudson invites locals to discover new experiences while looking through a different lens. This is the perfect spot for a weekend full of new adventures and a destination that doesn't require a lot of travel. Re-invigorate yourself with a mini-vacation in this beautiful winter valley on the St. Croix River while enjoying the variety of experiences Hudson has to offer.

Plan a day for exploring unique shops, visiting the trumpeter swans, and grabbing coffee. Experience award-winning cuisine, craft cocktails, micro-breweries and wineries. Discover local arts and cultural activities at the theatres and galleries. Get outside and visit farm animals, enjoy snow-tubing, skiing, snowshoeing, hiking, biking and more! Book a weekend at one of our many lodging locations.

Natives, locals, guests - vacation or staycation - the charm and beauty of this river town will awaken your senses and invite you to unwind!

Check out our visitor guides:

<https://discoverhudsonwi.com/visitors-guide/>





#ChooseToChallenge

International Women's Day

– March 8, 11:30 a.m.



International Woman's Day has been celebrated since 1911.

Today a global web of rich and diverse local activity connects women from all around the world.

"A challenged world is an alert world. Individually, we're responsible for our own thoughts and actions – all day, every day. We can all choose to challenge and call out gender bias and inequality. We can all choose to seek out and celebrate women's achievements. Collectively, we can all help create an inclusive world. From challenge comes change, so let's all choose to challenge." - IWD Website

Join us as we put a local twist on celebrating International Women's Day on **Monday, March 8, from 11:30 a.m. to 1:00 p.m.** Hear from our local panel of women as they share their challenges and reflections from 2020 and what they learned to prepare them for 2021. Join the conversation about what you have gone through and how that has impacted your plans for 2021.

PANEL:



Anne Finch
CEO
Logistics Health



Ruth Johnston
President & CEO
Croix Gear & Machining



Sarah Bruch
Co-Owner
The Purple Tree



Marie Schmidt
Owner
Winzer Stube German Restaurant

Date: Monday, March 8, 2021

Time: 11:30 a.m. - 1 p.m.

Place: Zoom Platform

RSVP: March 5, 2021

Cost: Members \$10 | Non-Members \$20

[Register Here](#)

BONUS FEATURES:

- New Member Introductions
- Share your company website and social media sites in Zoom chat
- Upcoming Events
- Enter to Win Prizes

A portion of the proceeds will be donated to **Turningpoint for Victims of Domestic and Sexual Violence.**

Thank you to our sponsor:

SEEK Careers/Staffing, Inc. – a woman-owned business celebrating 50 years in 2021.



• www.DiscoverHudsonWI.com

• www.HudsonWI.org

• 715.386.8411

| 5



Chamber Checks – Purchase Them Today

Check out the new year-round design for the Chamber Check packaging! Chamber Checks are the perfect gift, no matter the occasion. They were so popular over the holiday season we decided to continue them. Show some love for your local community and continue to give the gift of Chamber Checks!



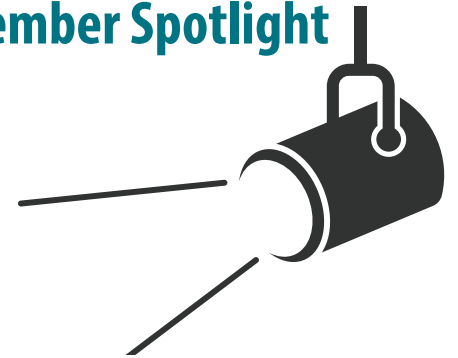
Chamber Trip: Spain and The Costa Del Sol

Dreaming of international travel? Join the informational meeting Tuesday, March 9 at 6 p.m.
[Click here for more information!](#)



February 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 February:

- [Edina Realty – Steele Brothers](#)
- [WESTconsin Credit Union](#)
- [Hudson Flower Shop](#)



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



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 410 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.

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.

517 on Main

Diana Gulden, Owner
517 2nd Street, Unit 100
Hudson, WI 54016
(715) 716-5134
517onMain.com

517 on Main, Hudson's Supper Club and Bar

Picture Factory, Inc.

Jillian Nodland, Owner/Producer
2011 O'Neil Road
Hudson, WI 54016
(612) 968-2192
picture-factory.com

Providing film, video and event production services and specialized camera support for commercials, films, TV shows, music videos, corporate communications and the web.

Sponsor: Tricia Christiansen, Christiansen Creative

Check Out February Analytics:



- Website: 4,500 Visitors
- Facebook: 7,455 Reached
1,080 Engaged
- LinkedIn: 250 Followers
- Twitter: 1,420 Followers

[See Sponsorship Opportunities Here](#)



Meet a New Member

Welcome a new member 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!

WELCOME



St. Croix Baking Company was welcomed to the Hudson Chamber! They are a pastry shop and bakery delivering high quality pastries, breads, ice creams and desserts with the freshest local ingredients.

<http://www.stcroixbaking.com>



Thank you to these renewing members for their continued investments:

Afton House Inn / St. Croix River Cruises

akb marketing llc

Associated Bank

Auth Consulting & Associates, Inc.

Bayport Marina Association, Inc.

Belle Vinez Vineyard & Winery

Beth Immanuel Messianic Synagogue

BNA Realty, LLC

Bremer Bank, N.A.

Carpeting By Mike, Inc

Casanova Liquors

Chapter2Books

City of Hudson

Creative Homes

Divine Custom Homes

Eagle Storage

Edward Jones Investments - John Steenis

Family Innovations

First National Community Bank

Fresh & Natural Foods - Hudson

Gigi's Playhouse Twin Cities

High Tech Cleaning Service

Hop & Barrel Brewing Company, LLC

Hudson Daybreak Rotary Club

Hudson Food Walk

Hudson Soccer Association

Hudson Trolley Company

Hudson Women's Club

Junior Achievement of Hudson

Keller Williams Realty Integrity WI/MN

Kwik Trip, Inc.

LearningRx Hudson

Little Sky's Farm

Living Vine Church

Lucky's Wine & More

Luxury Bath Solutions LLC

MDM Rubicon, Inc.

Next Generation Auto Inc.

Simple to Succeed

St. Croix Granite & Quartz

White Eagle Golf Club

Woodland Hill Presbyterian Homes and Services

YMCA in Hudson

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



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*Complete applications must be submitted to WBD by 7/5/21 to ensure SBA processing times can be met. Benefits are subject to adequate appropriation.





Hudson Chamber Celebrates Member Anniversary

SEEK Marks 50th Year During Employee Shortage



Carol Ann Schneider, who began SEEK Careers/Staffing 50 years ago, believes her employment agency is even more vital during the current COVID-19 pandemic as it strives to keep businesses and people working. Since starting her agency out of her home in Grafton in 1971, the company has grown to 21 branches in Wisconsin and Minnesota. The headquarters are located at 1160 Opportunity Drive in Grafton, Wisconsin.

SEEK specializes in employment placement for direct-hire, temporary-to-hire and contract opportunities in manufacturing/light industrial, skilled trades and administrative roles. Its sister company, SEEK professionals, was founded in 1998 and primarily works with white collar employees in the engineering and manufacturing industries.

<https://youtu.be/SlyFfzEy0m8>

To learn more about SEEK's history, please visit their website at SEEKCAREERS.COM and click on the 50th Anniversary tab.

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 welcomed Jon

Whitcomb to its Board of Directors. Whitcomb began working as a volunteer with SCVHFH in 2010, bringing his real estate experience to the purchase of lots in New Richmond and assisting with the organization's building of affordable homes. He joins the board as the nonprofit looks to its future in communities throughout the two counties it serves.

COVID Food Assistance Program for St. Croix County. Our local John Coughlin Food and Resource Center in association with Second Harvest Heartland will be sponsoring FREE food distributions the first Monday of March and April 2021. Each family will receive one pre-packed box which includes a variety of healthy food. This supplemental food program is available and open to ANYONE in need.

Dates: March 1 and April 5
Time: 11 a.m. – 1 p.m. (or while supplies last)
Where: Faith Community Church
 777 Carmichael Road, Hudson

Go Swim USA! announces its 2021 10-week spring session from March 22 to May 27. Enrollment ends March 6. Fees and a SEPARATE application form must be submitted for each swimmer via email or mail by March 6. Lessons take place at

either the AmericInn in New Richmond or the Holiday Inn Express in St. Croix Falls and last approximately 30 minutes per lesson. Prices include all taxes and pool fees; there is no administration charge or membership fee.

- \$230 per swimmer for group lessons (maximum of four per group)
- \$460 for private 1:1 lessons
- Adult with child classes are not available at this time

All fees and bookings must be received by March 6 to allow time for scheduling and confirmations.

<http://www.go-swim-usa.com/>

University of Wisconsin-River Falls is simultaneously implementing intensive new COVID-19 testing protocols, while also looking toward fall and how things might be different for students. COVID-19 testing became mandatory for all students and employees coming to campus this semester. Students living on campus are tested weekly, while off-campus students and employees get tested every other week.

To continue supporting community health and safety beyond campus this spring, UW-River Falls has partnered with the City of River Falls to continue their free [community COVID-19 testing site](http://www.doineedacovid19test.com/), now located at Hoffman Park. Tests are free for anyone over age 5, and pre-registration is required with same-day appointments usually available at <http://www.doineedacovid19test.com/>.

Family Resource Center St. Croix Valley announces that the 16th annual Reach for the Stars Gala is going virtual for 2021! Though they had hoped to gather together in person,

they are forging ahead with a virtual program. Visit <https://frcscv.org/reach-for-the-stars/> to secure a sponsorship and join at 4 p.m. on Sunday, April 18 to learn more about the organization, its mission and how the community can help. For questions regarding sponsorship opportunities and donations, contact Keri at keri@frcscv.org.

UW-Stout, UW-River Falls and UW-Eau Claire recently announced plans for fall. “Nothing is more important to our three universities in western Wisconsin than ensuring our students have the opportunity to succeed and thrive,” the three Universities’ Chancellors said. “We know that we all do that best through a more traditional college experience, where students, faculty and staff interact and engage in person. That is why we are...pledging that each of our institutions will plan for a traditional full college experience for the fall semester with in-person classes and rich co-curricular and extra-curricular offerings.”

The Phipps Center for the Arts has several activities scheduled in the coming months.

- **New Gallery Exhibit February 26 - April 3**

New exhibits from regional artists are coming soon featuring Susan Gangsei of Minneapolis, Nicole Havekost of Rochester, Fawzia Khan of Hopkins, Christopher Palbicki of St. Paul, and Susan Solomon of St. Paul. <https://thephipps.org/event/gallery-exhibit-february-26-april-3/>

- **Spirit Of The St. Croix Art Festival**

Applications are now being accepted for the 2021 Spirit of the St. Croix Art Festival organized by The Phipps Center for the Arts and the Hudson Area Chamber of Commerce & Tourism Bureau. This year’s event will take place Saturday and Sunday, September 25 and 26.

Apply by March 1 at <https://thephipps.org/event/call-for-artists-spirit-of-the-st-croix-art-festival/>

- **Celebrate St. Patrick’s Day with a**

- **“Build Your Own Beer Stein” Take Home Kit**

Hop & Barrel and The Phipps are teaming up to offer a “Build Your Own Beer Stein” take home kit. Each kit contains all the materials you will need to make your very own beer stein, including clay and colorful underglazes, and handouts with step-by-step instructions. Everyone who signs up for a kit will be given access to short instructional videos on specific techniques AND a four- or six-pack of beer of their choice from Hop & Barrel Brewing! Fee: \$55 per kit, including the beer.

Pre-registration required through The Phipps: <https://thephipps.org/event/beer-stein-kit/>

Eckberg Lammers announces that Anneliese McCahery has joined the firm as a new attorney in the Municipal Law group. “We are very fortunate to add Anneliese to our municipal team,” shareholder Tom Weidner stated. “Hiring Anneliese is part of our continuing growth and commitment to the communities we represent. We know she will be a valued addition to all of our municipal clients.”

RCU Foundation has named Annie Brose a board member to its board of directors. Brose will help the Foundation meet its core purpose to create a positive impact and support capital projects for the arts, education and health in communities served by Royal Credit Union. Brose has been practicing law in Wisconsin and Minnesota for 30 years. In 2006, she joined Doar, Drill & Skow in New Richmond. Brose and her husband raised three sons in the St. Croix Valley, and she has been active in the community, serving on youth sports boards and as an instructor for Junior Achievement and Art Adventure, a program bringing art from the Minneapolis Art Institute to elementary students.

St. Croix Valley Habitat for Humanity needs volunteer help to celebrate its 25th anniversary with a new home build in New Richmond! Due to COVID, the following safety procedures will be observed: volunteer limit of 10 per group, use of individual tool kits, mask requirements and distancing measures.

1. Volunteers start June 2
2. Build days are Wednesday, Thursday, Friday, Saturday
3. Schedule is 8:30 a.m. - 3:30 p.m. with a half-hour lunch break
4. Volunteers age 16 and 17 are allowed on site with a personal adult supervisor/guardian

If you can help, visit:

<https://www.surveymonkey.com/r/MJZGCWM>

Royal Credit Union announced the purchase of land in Altoona. Royal will convert its current Eau Claire North Office to a mortgage operations center and relocate retail office operations for the area to the new nearby Altoona location. In addition, Royal has purchased property at 317 North Barstow Street in Eau Claire. Retail office operations currently conducted at Royal’s Eau Claire Downtown Office on Bellinger Street will be relocated to the Barstow Street location when construction is complete.





March Calendar of Events

ALL ZOOM MEETINGS

- 1-31 HIBA Lucky Clover
- 2 I-94 Business Alliance, 9 a.m.
- 4 Annual Meeting & Awards Banquet Virtual Celebration, 6 p.m.
- 8 HIBA Meeting, 10 a.m.
- 8 Good Morning Hudson: International Women's Day, 11:30 a.m.
- 9 Leads Group, 7:15 a.m.
- 9 Executive Committee, 9 a.m.
- 9 Chamber Trip Informational Meeting, 6 p.m.
- 10 Membership Committee, 9 am
- 10 Business Recovery Committee, 10 am.
- 10 Welcome to the Hudson Chamber Member Orientation, 12 noon
- 11 Hudson Community Expo Committee, 9 a.m.
- 12 Spirit of the St. Croix Committee, 11 a.m.
- 16 Tourism Committee, 2 p.m.
- 17 Retail/Restaurant Committee, 9 a.m.
- 17 Golf Committee Meeting at 10:00 a.m.
- 17 Happy St. Patrick's Day
- 18 Board of Directors, 9 a.m.
- 18 Ambassadors, 3 p.m.
- 23 Leads Group, 7:15 a.m.
- 24 Events & Programs Committee, 9 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 Helgerson, *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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