

JOIN



AREA
CHAMBER
OF COMMERCE
& TOURISM
BUREAU



CONNECT



GROW

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

CHAMBER NEWSLETTER

Providing More Value For Your Membership Investment

APRIL 2021

Good Morning Hudson: Earth Day Celebration

Check out [10 Earth Day activities and ideas!](#)

"Earth Day is not only a day to increase awareness of environmental problems, but it's also become a popular day for many communities to gather together and clean up litter, plant trees, or simply reflect on the beauty of nature." (The Old Farmers Almanac)

Let's come together for a morning of learning and listening to some of Hudson's very own companies that are paving the way for a carbon-free future, renewable energy, as well as maintaining and expanding our beautiful forests. We will be hosting a two-part series with renewable energy in mind and look forward to hosting a deep dive into electric-powered vehicles in May.

[REGISTER HERE!](#)

Date: Tuesday, April 20, 2021

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

Place: Zoom

RSVP: by April 19, 2021

Cost: Free Admission



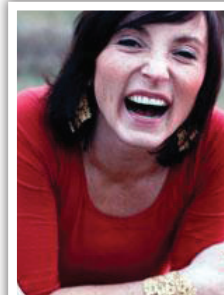
PANEL:



Andrea Jorgensen
Community Service
Manager
Xcel Energy



Ken Holman
Sustain Hudson, Inc.



Michel Tigan
Executive Director
YMCA Camp
St. Croix

BONUS FEATURES:

- Join at 8:15 a.m. for time to network
- New Member Introductions
- Share your company website & social media in the Zoom chat
- Upcoming Events
- Enter to win prizes!

On the Inside

New/Renewing Members page 8

Business Briefs pages 10-11

April Calendar page 12



TWIN CITIES
ORTHOPEDICS

TRUSTED CARE PRO APPROVED

Mallory Weggemann
Paralympic Gold Medalist

It's that simple at **TCO**



TCOmn.com



Mark your calendars! 24th Annual Chamber Golf Tournament

The Hudson Chamber offers a fun opportunity to network with fellow Chamber members at the 24th Annual Chamber Golf Tournament scheduled for **Monday, June 28, 2021**, at Troy Burne Golf Club.

The fun will begin with registration and box lunch at 10:30 a.m. and a shotgun start at 11:30 a.m. for the scramble tournament.

The Golf Committee continues to plan for the event, activities and more.

[REGISTER NOW!](#)

SPONSORSHIPS AVAILABLE!

Please consider sponsoring this popular annual event. Sponsorship levels include Gold (\$2,000), Silver (\$1,000), and Hole (\$425).

[Sign up to Sponsor](#)

If you would like to donate a **RAFFLE PRIZE** or have any additional questions, please contact the Chamber at 715.386.8411 or info@hudsonwi.org.

Service Committee April 8, 2021 10 - 11 a.m.

The new Service Committee comprised of co-chairs Mark Hein and Amanda Hein, along with Linda La Kosky, Holly Schmidt, Katie Schenz, Linda Woletz, Sam Salter are bringing a whole new type of committee to the Hudson Chamber. We are setting up a committee to promote Service. We will meet every other month, the second Thursday of that month from 10am-11am. With the Covid issue, we will have the meetings be a zoom meeting, but we are hoping to begin meeting in person later this year. The next meeting will be Thursday, April 8th at 10am. We will have a great speaker Gloria Meyer with Brain Training. A great service to the Hudson area. We will have time for questions to the group. We want this to be a fun and informative committee. We are looking for speakers, we can have more than one speaker in a month. This group will represent the entire membership. So join us if you can.

[REGISTER HERE](#)



REGISTER TODAY!

WHEN: MONDAY, JUNE 28TH, 2021

**WHERE: TROY BURNE GOLF CLUB
295 LINDSAY RD
HUDSON, WI 54016**

**MEMBER FEE:
\$155/GOLFER
NON-MEMBER FEE:
\$175/GOLFER
(INCLUDES GREEN FEES, LUNCH,
CART AND PRIZES)**

SAVE THE DATE FOR THE 24TH ANNUAL CHAMBER GOLF TOURNAMENT!

THERE WILL BE FOOD, CONTESTS, RAFFLES AND MORE!

Platinum Sponsor:





THE GIFT OF SUPPORTING LOCAL

To help our local businesses, we are continuing to promote the Chamber Checks package. From restaurants to entertainment; from office supplies/services to furniture and all of your home needs; retail stores or specialty shops... this is a perfect program to help support local Chamber member businesses!

Local business owners purchase Chamber Checks for employee recognitions and community members are purchasing them as gifts for family and friends. Checks can be purchased in amounts up to \$60 online at HudsonWI.org/Chamber-Checks. If you'd like a Chamber Check at a custom amount or larger quantity, call us at (715) 386-8411.

Chamber Checks are better than a credit card payment because there are no fees! Please gladly accept them from your customers! This is a Chamber member benefit. Keep your customers spending locally!

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 regarding the Chamber Check program call the Chamber office at (715) 386-8411



www.DiscoverHudsonWI.com

www.HudsonWI.org

715.386.8411



Annual Meeting & Awards Banquet

A Virtual Celebration of our Award Winners!

Celebrating the best of Hudson!

Community spirit, commitment and perseverance were celebrated at the 2021 Virtual Annual Meeting on March 4. The Chamber thanks members and volunteers for going above and beyond to support the community this past year.

“Over the past year, we saw just how much the community values its businesses – from take-out once a week, gift cards for loved ones, and the launch of the We Heart Hudson campaign.”
(Katie Kranz)

Read more about the Chamber's Annual Reflections and Committees [HERE](#).



Community Volunteer of the Year:

Nate Skoog, Hudson/
North Hudson Community
Access Television



Small Business of the Year:

Angel's Pet World



Marie Blakeman Award:

John H. Potter



Chamber Member of the Year:

Chad and Carol Trainer,
Urban Olive & Vine



Large Business of the Year:

Hudson Ford LLC and
Quick Lane



2020 We Heart Hudson Campaign:

Christiansen Creative





Thank you to our Sponsors!

Platinum:



Gold:



Silver:

County Market
Eckberg Lammers, P.C.

Bronze:

Angel's Pet World
Catalyst Powered by TCO
Hudson Hospital & Clinic
McNamee Real Estate Team
Twin Cities Pioneer Press
Stevens Engineers
Telus Property Services + Solutions
Xcel Energy

Thank you to Members who donated Door Prizes:

517 on Main
Afton House Inn/Current Restaurant
Angel's Pet World
Art Doyle's Spokes & Pedals
Barker's Bar & Grill
Best Western Plus
Erbert & Gerbert's
Knock's Chocolates & Nuts
La Rue Marché
Lucky's Wine & More
Pedro's Del Este
Phipps Inn Bed & Breakfast
Pier 500
San Pedro Café
SEASONS Gallery
The Purple Tree
The Subhouse
Urban Olive & Vine
Winzer Stube German Restaurant

Thank you to the following Chamber members for their time spent working on the virtual celebration:

Kathy Ableidinger,
Cardinal Health
Mark Gherty,
St. Croix Bike and Pedestrian Trails Coalition
Melissa Kraemer,
WESTconsin Credit Union
Katie Kranz,
First State Bank and Trust
Mark McNamee,
McNamee Real Estate Team
Angela Popenhagen,
Stevens Engineers, Inc.
Nicholas Vivian,
Eckberg Lammers, P.C.
Brian Zeller,
Telus Property Services + Solutions





SBA 504 Loans For Commercial Real Estate Now With Waived Fees and No Payments For 3 Months*!



*Let April work her
magic for you!*

LEARN MORE ►

★ Low 25 Year ★
Fixed Rates Around
★ 3% ★



*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.





MESSAGE FROM THE PRESIDENT

Mary Claire Olson Potter
Chamber President



Calmer Waters Ahead

We continue to move forward with great hope and courage. We have been tested this past year and have moved ahead in new and different ways to keep businesses open and growing. As we plan for 2021, the Chamber is beginning to determine the events we will host.

We are excited to announce that the following events are on the calendar. You're invited to sponsor and participate in them. We have sponsorship opportunities available to fit your marketing budget.

Spirit of the St. Croix Art Festival: September 25 - 26, 2021

Annual free art festival open to the public held along the St. Croix River in Lakefront Park. This weekend of festivities, creativity and fun offers you an opportunity to promote your business. Imagine your business promoted on signage, in the program and on posters throughout the community. Sponsorships range from \$2,500 to \$200.

Hudson Community Expo: Sunday, October 10, 2021

"Discover the Best of the Hudson Area!" The Hudson Community Expo is a free event open to the public. Children's fun, family entertainment and a day full of activities geared to showcase products and services available in the Hudson area. We are excited to partner with Coco's Heart Dog Rescue and Hudson High School in hosting the event. Sponsorships range from \$2,000 to \$275.

Hilltop Pumpkin Party: Saturday, October 16, 2021

This free fall family event is in its 10th year at the YMCA Camp St. Croix-Day Camp location with activities for all ages. We hope to have wagon rides, a pumpkin patch, games, a petting zoo, a children's costume contest and more. Sponsorships range from \$500 to \$125.

The Events and Programs Committee will continue to monitor CDC, state and local safety measures to adjust events as needed.

We look forward to supporting your business through these events and appreciate your sponsorships and involvement.

Please contact the Chamber if you have any questions or would like additional information.

How can the community provide Workforce Housing?



Join us **April 21 at 11 a.m. via Zoom** as we welcome Dane County Executive Joe Parisi and Casey Becker, Division Administrator of Housing Access & Affordability Department, to present the plan for creating 314 affordable housing units through the County's Affordable Housing Development Fund. This fund was created in 2015 and establishes a source of funding to assist in the creation of affordable housing in the county.

[REGISTER HERE](#)



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.

[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.

Kelley Gallery Art & Frame

Rebecca Bonesteel
125 Second Street South
Hudson, WI 54016
(715) 386-4112

<http://www.kelleygalleries.com>

Kelley Gallery specializes in Custom Framing, Design, and Art Restoration. Features Original Art by Local Artists: Paintings, Jewelry, Pottery, Sculpture, Blown Glass, Home Decor and more.

Old Southern BBQ Smokehouse

Deanna Dunn
2421 Hanley Road #700
Hudson, WI 54016
(715) 245-8900

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

Old Southern BBQ Smokehouse is a fast-casual restaurant, serving fresh pit smoked BBQ and sides made from scratch. Dine-in, catering, and take-out available.

W
E
L
C
O
M
E

Check Out March Analytics:



Website: 3,200 Visitors
 Facebook: 12,783 Reached
2,391 Engaged
 LinkedIn: 250 Followers
 Twitter: 1,420 Followers

Thank you to these renewing members for their continued investments:

Bridge Investment Group

Carousel Pole Fitness

Century 21 Affiliated

Chesterton Academy of the St. Croix Valley

Christiansen Creative

Friends of Willow River

and Kinnickinnic State Parks, Inc.

Gallery 77 LLC

Guinn, Vinopal & Zahradka, LLP

HealthMax Chiropractic

Hudson Neighbors/Best Version Media

Leadership Martial Arts

LearningRx Hudson

Mattress By Appointment

Midwest Health and Fitness

Momentum West

Onsite Apparel

Oso Clean

The Purple Tree

The River City Chorale

Riverfront Athletic Club

RJ's Meats & Groceries

San Pedro Cafe'

St. Croix Animal Friends

St. Croix Valley Popcorn, LLC

Sustain Hudson-RiverFest

Ultimissimo - Boutique Salon

UW-Eau Claire Continuing Education

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

Chamber Trip: Spain and The Costa Del Sol

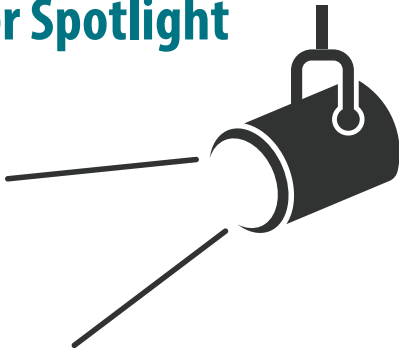
Dreaming of international travel?

See the Chamber [Website](#) for more information and the Spain trip brochure!



April 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 April:

- [Go Swim USA](#)
- [The Subhouse](#)
- [Valley Pools & Spas](#)
- [St. Croix Cigar Co., LLC](#)



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

@HudsonAreaChamberofCommerce&TourismBureau

Summer Brings Road Improvements

As the weather warms up, you will see the start of many construction projects in the community. During this time, please help to support the businesses that will be impacted by these projects. Following are some of the projects that will take place.

Highway 35 from Front Street in Hudson to North End Road in North Hudson

- Coulee Road/Buckeye Street to Vine Street will remain open, but parking will be eliminated for the duration of the work in this section.
- Signage will be posted directing where parking is available.

Vine Street to Lake Mallalieu Bridge

- Road will be officially CLOSED to through traffic.
- Official detour route: I-94 to Minnesota Highway 95 to the Stillwater Bridge.
- Local detour route for North Hudson traffic: 3rd Street to Division Street.
- Local traffic to North Hudson will be maintained except for a 3-week closure period.
- Lake Mallalieu Bridge will be open for local non-truck traffic with one lane traffic taking turns.

Lake Mallalieu to Sommers Street N

- Road will be officially CLOSED to through traffic.
- Official detour route: I-94 to Minnesota Highway 95 to Stillwater Bridge.
- Local detour route: Use South Street N, 7th Street N.
- Local traffic to Hudson will be maintained except for a 3-week closure period.
- Local traffic will be limited to one lane, taking turns between Division Street and South Street N.

Hanley Road Repaving – roundabouts at Highway 35 Interchange and East to Old Highway 35.

Additional projects include crack fill and seal coat at Vine Street, Carmichael Road, Crest View Drive, Gateway Blvd, Gateway Court, Center Drive, and Hanley Road

The overall project is scheduled from approximately May 1 to November 15, 2021. The contractor is aware of and is required to work around Hudson Booster Days, North Hudson Pepper Fest, and the Spirit of the St. Croix Art Festival. WisDOT will be managing the overall operations of the project.

To sign up for email communications, contact dchamberlain@hudsonwi.gov.





Hudson Chamber Celebrates Member Anniversary

St. Croix Valley Habitat for (SCVHFH) celebrated its 25th anniversary with a ceremonial groundbreaking in New Richmond on March 29. The organization got its start in River Falls on March 29, 1996, with a mission to help provide safe, affordable housing in Pierce and St. Croix Counties.

The groundbreaking ceremony kicked off construction season for the nonprofit that will welcome the Flores family to a home at 710 Park Avenue in New Richmond in the near future. SCVHFH worked with New Richmond officials to secure the site for the project. A volunteer kick-off is set for June 2. Support from Thrivent, Steiner Heating and Plumbing, and Andersen Windows will help the organization continue to keep construction costs affordable.



Plans are underway to round out the anniversary year with a neighborhood revitalization program in River Falls in late September. The four-day focused project will include hundreds of volunteers, the City of River Falls and River Falls Housing Authority. Further support will come from Kraus Anderson and Andersen Windows and Doors.

Volunteers and sponsors for both events are needed and more information is at scvhabitat.org or by emailing community.support@scvhabitat.org.

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.

Derrick Companies of New Richmond has been rated as one of the 2021 Top Performing U.S. Commercial and Industrial Construction Member Companies by the Associated Builders and Contractors (ABC) trade association. The "Top Performers" lists recognize ABC member contractors' achievements in safety, quality, diversity, project excellence and special designations, ranked by work hours. Derrick Companies was ranked 177th in the top 200 National Performers, 100th in the Top General Contractors, and 13th in the Top General Contractors Up to \$50 million.

Eagle Eye Farm was named the 2021 Gold Medal Farm by the Alpaca Owners Association at the National Alpaca Show on March 20, 2021. The award was based on a video that

showcased the uniqueness of Eagle Eye Farm, including the farm store, All Things Sheared. Eagle Eye Farm is a small, family farm in River Falls that raises award-winning alpacas, llamas, Valais Blacknose sheep, Kune pigs, mini-Highland cattle, and an eclectic mix of chickens. Educational farm tours are offered. For more information, visit <http://eagleeyefarm.net> or <https://www.facebook.com/eagleeyefarm.net/>.

St. Croix Valley Business Innovation Center is seeking entrepreneurs and small businesses looking to grow their business and have access to various resources and support. Services include business incubation included in rent as well as fiber optic Wi-Fi, mail service, 24/7 access, private conference room, training room access and a kitchenet. The Center also offers office, light-industrial, and co-working spaces for those that would like to take the next step. The program provides business owners with customized resources to connect, support, and grow their business.

For more information, call 715-425-4288 to schedule a tour.

Eckberg Lammers Law Firm announces that the City of Hudson has named Nicholas Vivian as City Attorney. Nick is a managing shareholder and lead attorney for the firm's municipal, banking and finance, business and real estate groups. He has a long history of working with local governments, business and financial institutions to achieve the goals of all parties. He has represented a number of communities throughout the St. Croix River Valley. Nick offices out of the firm's downtown Hudson office and lives in the area with his family.

8ch Print can support your special events, business or personal, and make sure everyone knows about them with full-color Vinyl Banners or Yard Signs. These work great for Spring Sales, Special Events to Graduations/Anniversaries and more. Contact Pam Deutsch to discuss your needs at 715-273-2113 or pam@helmerprinting.com.

Royal Credit Union has announced several management changes.

Joe Wathke has been named Accounting Manager. Wathke is responsible for leading the accounting staff and assisting the VP of Finance in maintaining procedures that result in accurate financial records, operational efficiency and financial reporting.

Anthony Cole has been named Branch Manager of the River Falls Branch. Cole's responsibilities include managing day-to-day operations of the branch for maximum efficiency while simultaneously cultivating and maintaining Member and business relations as well as overseeing team member development.

Tony Willkom has been named Small Business Lending Officer. Willkom is responsible for building relationships with new and existing business Members by identifying and serving their financial needs with appropriate products and services.

The St. Croix River Association is celebrating 110 years of history.

- At the [Spring Gathering on Thursday, May 20 at the Franconia Sculpture Park](#), author Natalie Warren (Hudson Bay Bound, UMN Press) will be the featured speaker.

- Middle and high school students are invited to register for the [2021 St. Croix Youth Summit to celebrate Earth Day \(April 22\)](#) and learn how they can make a watershed-wide difference.
- As summer approaches, learn how to stay safe while enjoying the outdoors with the free [“Lunch and Learn: Recreate Responsibly” webinar on April 21. Visit SCRA for more!](#)
- Get to know the national park in your backyard with the “Lunch and Learn” webinar series that shares important conservation messages and enriches understanding of the natural resources, cultural values, and recreational opportunities that make the Riverway special. Each free presentation runs from 12 noon - 1 p.m. On Wednesday, April 21, presenter Eugenie Bostrom from the Recreate Responsibly movement will explain the guidelines and how we can become ambassadors for outdoor fun while keeping ourselves and others safe. Register here: <https://www.stcroixriverassociation.org/event/lunch-and-learn-recreate-responsibly/>

The St. Croix Valley Foundation (SCVF) announces recipients of the Valley Arts Initiative competitive grant program. SCVF awarded \$47,500 to eight nonprofit organizations in Wisconsin and Minnesota.

This year, understanding that arts organizations need support and flexibility during these incredibly fluid and unprecedented times, SCVF funded core mission support for eight organizations: ArtReach St. Croix, Franconia Sculpture Park, Frederic Arts Board, Inc., Phipps Center for the Arts, St. Croix Valley Chamber Chorale, St. Croix Festival Theatre, StoryArk, and The Zephyr Theatre.

8CHPRINT

Impressive Impressions

Graphic Design • Digital & Offset Printing • Logos & Branding
Business Collateral • Direct Mail • Websites • Banners & Signs
Promotional Products • Screen Printing & Embroidery

www.8chprint.com

sales@8chprint.com

715-377-1797

 A division of Helmer Companies





APRIL Showers BRING MAY Flowers



April Calendar of Events ALL ZOOM MEETINGS

- 1 April Fools Day!
- 4 Easter Sunday
- 6 I-94 Business Alliance, 9 a.m.
- 8 Hudson Community Expo, 9 a.m.
- 8 Service Committee, 10 a.m.
- 9 Spirit of the St. Croix Committee, 11 a.m.
- 9 Membership Committee, 9 a.m.
- 10 Business Recovery Committee, 10 a.m.
- 12 HIBA Meeting, 10 a.m.
- 13 LEADS Group, 7:15 a.m.
- 14 Golf Committee Meeting, 11 a.m.
- 14 Welcome to the Hudson Chamber Member Orientation, Noon
- 15 Board of Directors, 9 a.m.
- 15 Ambassador, 3 p.m.
- 16 Hudson Chamber Foundation, 10 a.m.
- 21 Manufacturers Roundtable, 11 a.m.
- 22 Good Morning Hudson: Earth Day Celebration, 8:30 a.m.
- 27 LEADS Group, 7:15 a.m.
- 29 Ladies Day Out, All Day

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.

Congratulations to the Hudson Area Chamber of Commerce & Tourism Bureau Award Winners!

Large Business of the Year –
Hudson Ford LLC and Quick Lane
 Small Business of the Year – **Angel's Pet World**
 Chamber Member of the Year –
Chad and Carol Trainor, Urban Olive & Vine
 Community Volunteer of the Year - **Nate Skoog, Hudson/North Hudson Community Access Television**
 Marie Blakeman Award – **John H. Potter**

