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OF COMMERCE
& TOURISM
BUREAU



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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

MAY 2021

Dust Off Your Clubs!

The 24th Annual Hudson Chamber Golf Tournament is scheduled for **Monday, June 28**. Register your foursome now to be sure to reserve a spot on the links.

The day will be a fun opportunity to network with chamber members at **Troy Burne Golf Club**. The event will begin with registration and your grab-and-go lunch starting at 10:30 a.m. Shotgun start at 11:30 a.m.

Sponsorships are still available: **Gold (\$2,000)**, **Silver (\$1,000)** and **Hole Sponsors (\$425)**.

For more information or to [register now](#), contact the Chamber office at 715-386-8411 or info@HudsonWI.org.



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LEADERSHIP INSTITUTE'S SPEAKER SERIES

May 13, June 17, & July 15, 2021

WWW.UWSTOUT.EDU/LI



ISO 9001:2015 INTERNAL AUDITOR TRAINING

May 26 - 27, 2021

WWW.UWSTOUT.EDU/MOC/ISO



SUMMER & JUNIOR STEAM EXPERIENCE

June 14 - 17 | June 21 - 25 | ONLINE

WWW.UWSTOUT.EDU/STEAM
WWW.UWSTOUT.EDU/JRSTEAM



RED CEDAR FILM FESTIVAL

July 29 - August 1, 2021

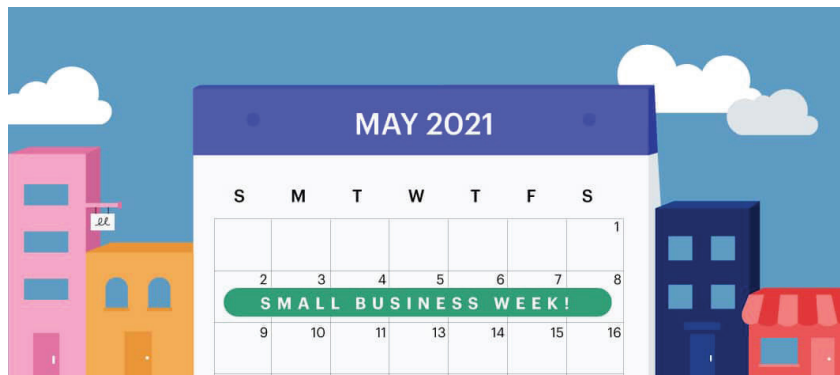
WWW.REDCEDARFILM.ORG

SUMMER PROGRAMS

UNIVERSITY OF WISCONSIN
STOUT
WISCONSIN'S POLYTECHNIC UNIVERSITY

DISCOVERYCENTER
Professional Education Programs & Services

We Heart Our Small Businesses!



Small, but mighty! Celebrate National Small Business Week locally here in Hudson. National Small Business Week recognizes the critical contributions of America's entrepreneurs and small business owners.

More than half of Americans either own or work for a small business. They create two out of every three new jobs in the U.S. each year. National Small Business Week has been celebrated for over 50 years, so we invite you to do your part and celebrate with your local community by supporting local small businesses May 2-8. We encourage you to check out our directory for the list of businesses.

<https://business.hudsonwi.org/list>

Sending a huge **THANK YOU** to our small business community!

Fleet Farm.

CHECK US OUT!

For all your lawn and garden needs.

- Hanging baskets
- Annuals & perennials
- Mulch & soil
- Lawn equipment
- Fertilizers & grass seed
- Trees & shrubs

Visit us at 1001 Industrial St., Hudson, WI



Fleet  Farm

\$10 OFF

an in-store purchase of \$50 or more

Valid March 26 - July 3, 2021

OR use code **EVGRN221** to save 10% when you buy online and pick up in store

Limit 1 offer per coupon, per visit. No photocopies or facsimiles will be accepted. Coupon must be presented at the time of purchase, in-store only. Total purchase must reach \$50 or more before state and local taxes. No adjustments to prior purchases. Returns will be credited as purchase price less the discount, and discount will be forfeited. Cannot be used in conjunction with any other offer. Not redeemable on fuel, lottery tickets, tobacco, alcohol, gift cards, tickets, permits, registrations, licenses, warranties, Carhartt®, Striker®, Yeti® or Weber® items. Other exclusions may apply. See store for details.



1 2 6 9 0

3676



Good Morning Hudson: Renewable Energy

Join us as we continue our two-part series focused on renewable energy.

Hear from our panel about electric vehicles, energy conservation and efficiency incentives as well as sustainability programs.

[REGISTER HERE](#)



Date: Tuesday, May 18th

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

Place: Zoom

RSVP: by May 12

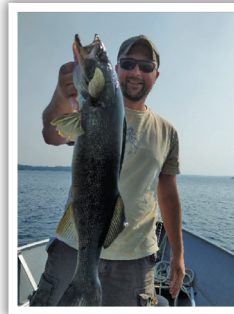
Cost: Free Admission

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!



PANEL:



Tim Bartels
Certified Energy
Manager
Xcel Energy



Larry Loverude
Community Service
Manager
Xcel Energy



Andrea Jorgensen
Community Service
Manager
Xcel Energy

Supervisory Management Certificate Program



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programs provide
our organization
with a platform to
learn conveniently
and professionally."

SHELLEY JANKE
EXECUTIVE DIRECTOR
EAU CLAIRE HUMANE ASSOCIATION

[Learn more!](#)

Continuing Education

University of Wisconsin
Eau Claire



MESSAGE FROM THE PRESIDENT

Mary Claire Olson Potter
Chamber President



Workforce Development – Workforce Housing

Affordable housing is impacting businesses' ability to attract and retain workers. One of the Chamber's four priorities for 2021 is Workforce Development: Recruitment and Engagement with the goal to develop partnerships with organizations/agencies/educational systems to help employers attract and retain the skilled workers they need to compete.

At a recent Chamber meeting, representatives from the Dane County Affordable Housing Development Fund Project presented how they started the housing fund and recently approved the funding for 314 affordable housing units in the county. "Affordable housing is a critical component to increasing opportunity for all of Dane County's residents", said Dane County Executive Joe Parisi. "Challenges to housing affordability have been compounded by the ongoing Covid-19 pandemic. By partnering together and supporting these types of projects, we can create solutions and advance efforts that make housing more accessible in our community."

The next step would be to conduct a housing study. The results of the study will assist the Hudson community in engaging with government officials, builders, lenders, and homeowners to establish programs, initiatives, and investment in our local housing.

If you are interested in participating in the conversation and working on this issue, please contact me at maryclaire@HudsonWI.org or call 715.386.8411.

Businesses are Open During Road Construction

During summer construction, downtown businesses are open for you. Although Second Street parking will not be available for a few weeks, there are several options available for customers. Please see the [Downtown Construction Parking Map](#) for more information.

Also, we have a [Our Business is Open sign](#) available for you to post at your door.

For updates on the project, please join the email communications list by contacting dchamberlain@hudsonwi.gov



National Travel & Tourism Week – May 2-8, 2021

National Travel and Tourism Week 2021 recognizes the *Power of Travel* and the industry's role in bringing back our vibrant communities, restoring the economy, rebuilding our workforce, and reconnecting America.

Prior to the COVID-19 pandemic, the travel and tourism industry were a significant contributor to the economy and supported millions of jobs in all backgrounds. With the right measures in place, we can get people moving again in a safe and healthy way, which will put people back to work.

Thank you to all Hudson area businesses who work hard to welcome visitors to our community. We will be collecting stories again this summer, so encourage your customers to post about their experiences here in the Hudson area.





SBA 504 LOANS FOR COMMERCIAL REAL ESTATE – NOW WITH **WAIVED FEES AND NO PAYMENTS FOR 3 MONTHS***!

Voila!

Low 25 Year Fixed
Rates Under
3%

*Let April
work her magic
for you!*



LEARN MORE



*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.

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 continue to grow and thrive.

4 North Beauty Collective

Tanya Noir
411 2nd St
Hudson, WI 54016
(715) 808-8484

<http://4northbeauty.com>

We are a full-service beauty salon!

ABG Holdings, LLC

Angie Brown
340 St. Croix Trail South
Lakeland, MN 55043
(651) 337-2159

<http://www.abgholdingsllc.com>

Locally owned and operated family business/company specializing in commercial real estate and property management.

Sponsor: Brian Moura,
Lucky's Wine & More

Bruce Lenzen Design Build, LLC

Bruce Lenzen
106 Buckeye St., Suite 202
Hudson, WI 54016
(715) 808-8220

<http://www.brucelenzendesignbuild.com>

Building Your Vision. What is your dream?

Cambridge Senior Living

Kelsey Deetz
2525 Ward Avenue
Hudson, WI 54016
(715) 716-0228

<http://www.cambridge.care>

Cambridge Senior Living is a BRAND NEW skilled assisted living community with options for independent and assisted living, as well as end-of-life care. Age in place with us!

Edward Jones Investments

- Katie Robbins

Katie Robbins
1810 Crest View Drive, Suite 2A
Hudson, WI 54016
(715) 377-9812

<https://www.edwardjones.com/us-en/>

At Edward Jones, we work with individuals and small businesses to define their goals and create and implement effective financial strategies to help them reach these goals.

Sponsor: Austin Battaglia,
Spectrum Insurance Group



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](#)

Check Out April Analytics:



- Website: 3,500 Visitors
- Facebook: 10,444 Reached
1,391 Engaged
- LinkedIn: 254 Followers
- Twitter: 1,420 Followers





Proud Hudson Moment:

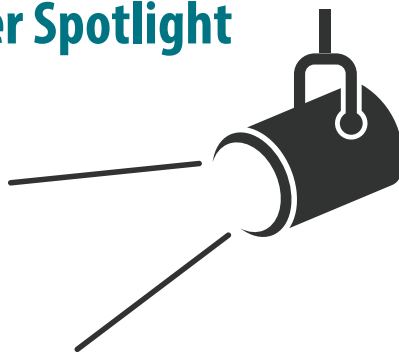
Our small town had more than a dozen restaurants, hotels, and parks win a 2020 Travelers' Choice Award on Tripadvisor! These award winners are known for consistently receiving great feedback, placing them in the top 10% of hospitality businesses around the world.

We appreciate area residents' great reviews and recommendations for incoming visitors. The Hudson community is strengthened tremendously by our local businesses, many who are fueled by tourism.



April Member Spotlight

We feature a different Chamber member each week in our *Member Spotlight*. This is completely random and shared to [Chamber Corner](#), [LinkedIn](#), [Twitter](#) and [Facebook](#)!



During the month of April, we put the spotlight on the following businesses:

- [Equitable Advisors, Robert Korluka](#)
- [B & B Electric Company, Inc.](#)
- [Carpenter Nature Center](#)



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

@HudsonAreaChamberofCommerce&TourismBureau

Thank you to these renewing members for their continued investments:

8CH Print of Hudson - Helmer Printing
 Angela Olson Law
 Associated Eye Care
 Citizens State Bank
 Coco's Heart Dog Rescue
 CocoBello Interiors
 Coldwell Banker Realty - Tom Nielsen
 Comforts of Home Senior Living
 Family Fresh Market
 Hope Chiropractic
 Hudson Business Park LLC
 Hudson Tennis Association
 Keller Williams Premier Realty - Brad Hetland
 Landmark Wealth Management Group - Bjorn Nesvold
 Northern Star Council, Boy Scouts of America
 Pedro's del Este
 Red Cedar Canyon Assisted Living
 SEEK Careers/Staffing, Inc.
 St. Croix Sailing School, Inc.
 Twin Cities Orthopedics - Hudson Therapy
 United Way St. Croix Valley
 Veterans of Foreign Wars Post 10818
 Viking Electronics Inc.
 Wendy Peterson Ins. Agcy. Inc./State Farm Insurance

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

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.

The Phipps Center for the Arts Music in May

Tickets are "pay what you want" starting at \$7.

Join us for three unique concerts as we kick off the warmer weather in May. Enjoy the fabulous scenic views from our river-facing patio transformed into a beer garden by Hop and Barrel before and after the concerts held in the John H. Potter Theater.

Saturday, May 8 – Bluegrass wonder-duo Gentlemen Dreadnought (Derek Johnson & Clint Birtzer) will kick off the concert series.

Saturday, May 15 – Dynamic vocalist Katherine Henly will captivate with an evening of music ranging from pop to musical theater to jazz.

Saturday, May 22 – Christian Moreno Cova Jazz Ensemble will groove out the evening with innovative compositions and arrangements bringing traditional Venezuelan influences into the modern jazz idiom.

Tickets at ThePhipps.org or 715.386.8409.

Yellowstone Trail Heritage Days Boasts 3 Car Shows and a Convoy

Sponsorships are still available for the annual Yellowstone Trail Heritage Days coming July 30 and 31. This year's event kicks off late Friday afternoon with the arrival of the 50+ unit Military Vehicle Preservation Association convoy and a salute to veterans convoy parade through Hudson.

Visitors and locals alike are in for a treat with three different car shows on Saturday morning. In addition to the annual vintage and classic car show at Lakefront Park, there will be a Britfest Car Show coordinated by the Minnesota MG Group and an antique show by the Twin Cities Model A Ford Club. See transportation options from Yellowstone Trail era Model As to today's electric cars.

Some of the other Saturday activities include geocaching, history speakers, Octagon House Museum mini-tours, bake sale and ice cream social, plus a Yellowstone Trail Sociability Drive and Poker Run thru St. Croix County.

Sponsorships are available through May 14. Options include Platinum at \$700, Gold at \$500, Silver at \$300 and Bronze at \$150. Benefits include inclusion in all traditional, digital and social media marketing, signage and printed promotional materials. Contact the Hudson Area Chamber of Commerce and Tourism Bureau for complete sponsorship details prior to the deadline.

CENTURY 21 Affiliated Agent Receives 2020 President's Producer Award for Commitment to Quality Service and Productivity

Daniel Kruse, broker/owner of CENTURY 21 Affiliated, is pleased to announce that in recognition of outstanding sales production and commitment to quality service, Century 21 Real Estate LLC recently honored Jenny Olson, sales associate with CENTURY 21 Affiliated, with the 2020 CENTURY 21® President's Producer Award. The annual award is bestowed upon those CENTURY 21 System sales affiliates that earn the CENTURY 21 CENTURION® award and the CENTURY 21 Quality Service Pinnacle Producer award in the same calendar year.

The CENTURION Producer award honors CENTURY 21 System sales affiliates that earn \$282,000 in sales production or 66 closed transaction sides within the calendar year.

Carousel Pole Fitness Grab your amigas and join us for a HOT, Latin inspired party featuring Karina on May 8 at 7:00 pm. We are excited to resume our seasonal workshops and we will continue to keep the health and safety of our clients and staff at the top of our mind as we celebrate this festive holiday.

Dress in colorful Mexican garb and get ready to join the fiesta.

This is a 90-minute routine but feel free to stay for the after-party.

Cost is \$10 for members and \$25 for non-members.

Register here: <https://carouselpole.com/class-schedule/>





Business Briefs *... continued from previous page.*

Family Resource Center St. Croix Valley is Recipient of \$50,000 Grant

Family Resource Center St. Croix Valley has been selected as one of eight recipients in the State of Wisconsin to receive a \$50,000 grant from the Wisconsin Department of Children and Families Grant – Birth to 5 [PDG B-5] award to support innovative programs and partnerships that address areas of equity, access, affordability, quality, and workforce as highlighted in the state's Birth to 5 Statewide Strategic Plan.

Family Resource Center St. Croix Valley President Mark Tyler commented, "This grant is a great opportunity to grow our collaborations with economic development, workforce development, and early childhood development. These are all critical to the health and vibrancy of the communities we serve. To provide programming that connects with the farm to table movement is an added bonus for the families and children. Needless to say, we are excited to get started." Family Resource Center St. Croix Valley offers no cost parent education and support to families and children prenatal to kindergarten entry in Pierce, Polk, and St. Croix counties.

First State Bank and Trust Announces Promotions

First State Bank and Trust is pleased to announce the following staff promotions: Lyz Carlson to Retail Manager Officer, Nichole Cherrier to Trust Officer, Shawn Glaser to Vice President – Bank Services Director, Stephanie Johnson to Service Manager Officer, Katie Kranz, J.D., AEP® to Vice President – Trust, Angie Laska to Vice President – Credit Risk Manager, and Peter Matzek to Vice President – Chief Financial Officer.

First State Bank and Trust Welcomes Samantha Rose

St. First State Bank and Trust (FSBT) is excited to announce the addition of Samantha Rose as the new FSBT mortgage manager. Prior to joining FSBT, Rose worked as a mortgage and commercial lender at a bank in River Falls for five years. She graduated from the University of Minnesota-Duluth with a degree in finance and lives in River Falls.

St. Croix Valley Business Innovation Center

Need to separate home from work?
We've reserved a desk, chair, and distraction free space just for you!

E-mail us today to access your free work day at:
Contact@st.croixinnovation.org or
Call us at 715-425-3066

St. Croix Valley
**BUSINESS
INNOVATION
CENTER**



ENJOY MEMBER BENEFITS FOR FREE



Fiber Optic
WiFi



Free Coffee and Tea



Network



Onsite Beverages and Food

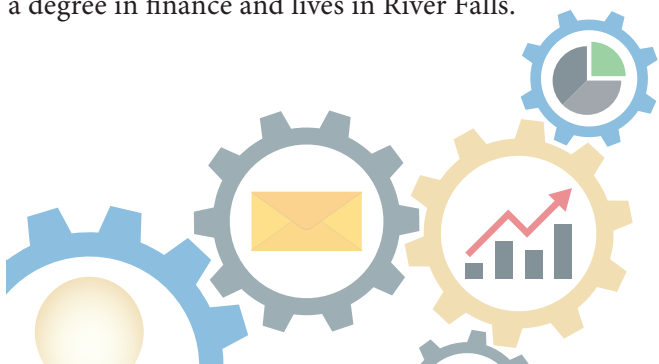


Kitchenette

ADRC of St. Croix County is Seeking a Home for the Hudson Senior Center

The Senior Nutrition Program through the Aging & Disability Resource Center (ADRC) of St. Croix County and the Hudson Senior Center are seeking potential partners to help with their mission – provide a nutritionally balanced, hot, noon meal to individuals age 60 and older and their spouses, regardless of age, and promote the physical, emotional, and economic well-being of older adults, and to encourage participation in all aspects of community life. The ADRC and Hudson Senior Center board are looking for a new home in Hudson for the Senior Center to serve as a hub for the home-delivered meal (Meals on Wheels) and transportation programs.

All over the state, there are different models of service, such as hosting dining at a restaurant or collaborating with agencies to offer intergenerational experiences. There are programs operating in churches, municipal buildings, senior living communities, daycares, schools, and restaurants, just to name a few. If your business is interested in partnering with the ADRC and Hudson Senior Center board to bring nutritious meals and a positive experience to seniors in the Hudson community, contact the ADRC to learn more about the opportunities. Those interested can contact Randi Hanson, nutrition program coordinator, at 715-381-4380 or Randi.hanson@sccwi.gov.



Put Some Swagger in Your Swag! Stay in touch with everyone and increase your brand awareness with unique promotional products! Contact Pam Deutsch today to learn more about how we have been helping businesses in your industry improve their brand marketing and grow their customer base. Phone (715) 377-1797, Email: pdeutsch@helmerprinting.com.

Ashley Kemplin-Gamm Joins Eckberg Lammers

Commercial Real Estate Group Eckberg Lammers is excited to announce the addition of Ashley Kemplin-Gamm to the firm's Commercial Real Estate Group. Prior to joining Eckberg Lammers, Ashley worked for several years in the title industry, managing and closing complex commercial real estate transactions as a commercial closer and underwriting counsel. She routinely reviewed and drafted real estate documents, negotiated title policy coverage on behalf of lenders and owners, and analyzed risk relating to coverages based upon condition of title. "We are thrilled to have Ashley join Eckberg Lammers as we continue to grow our real estate practice," shareholder Nick Vivian stated. "Ashley brings with her a well-rounded legal background that will aid in providing our clients with quality representation and results." Ashley earned her Juris Doctor degree from Mitchell Hamline Law School in 2012. She participates in many membership organizations tailored to commercial real estate, such as the Minnesota Commercial Association of Real Estate/Realtors (MNCAR) and NAIOP Commercial Real Estate Development Association.

Royal Credit Union Program Wins Wisconsin Governor's Financial Literacy Award: Program Now Available to All High Schools Statewide

Royal Credit Union received a [Wisconsin Governor's Financial Literacy Award](#) from Governor Tony Evers in a virtual ceremony on April 15. Thirteen individuals and organizations were honored for their efforts to elevate the financial literacy, capability, and financial inclusion of Wisconsin's residents.

Designed by Royal's financial education team, this real-life simulation offers high school students a glimpse of what it's like to manage a monthly budget at age 25. Using their chosen education level and career, students manage expenses such as student loans, insurance, housing, and groceries by watching short video lessons about each subject. They are randomly assigned a family status and credit score so they can see how these factors affect their purchase choices. Students make their purchase decisions and record each credit and debit on a digital income and transaction log. The goal is to get through

the month without running out of money. Pre- and posttests help measure knowledge gains and attitudinal changes.

"Our team developed Test Drive Digital in May of 2020 in order to be able to continue offering a reality fair experience to high school students during the pandemic," said Brandon Riechers, Royal Credit Union president and CEO. "The benefits of this program will extend well beyond its initial intent. The innovative design of the program and digital delivery have made this important financial education resource far more accessible and inclusive, and will provide an impactful learning opportunity for high school students for years to come."

St. Croix River Association Explore the national park in your backyard this summer with the [St. Croix River Association's](#) guided day paddles. Learn about geology, natural and cultural resources, and more in a safe, fun, and fully supported setting:

- [Float through the Kettle River Slough on Sunday, May 23](#) and learn about our work to protect the river
- See the remains of lava flows and a prehistoric ocean with us on [Monday, June 7 with our Geology of the St. Croix Paddle](#)
- Get to know the reptilian residents of the Riverway with our [Turtles of the Namekagon Paddle on Friday, July 9](#)

Registration is required and limited, sign up today.

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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

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



May Calendar of Events

ALL ZOOM MEETINGS

- 4 I-94 Business Alliance Meeting, 9:00 a.m.
- 5 Cinco De Mayo
- 5 Events & Programs Committee, 9:00 a.m.
- 10 Finance Committee, 9:00 a.m.
- 10 HIBA Meeting, 10:00 a.m.
- 11 LEADS Group, 7:15 a.m.
- 11 Executive Committee, 9:00 a.m.
- 12 Business Recovery Committee, 10:00 a.m.
- 12 Welcome to the Hudson Chamber Member Orientation, 12:00 noon
- 13 Golf Committee Meeting, 9:00 a.m.
- 14 Spirit of the St. Croix Art Festival, 11:00 a.m.
- 18 Good Morning Hudson: Renewable Energy, 8:30 a.m.
- 18 Tourism Committee, 2:00 p.m.
- 19 Manufacturers Roundtable, 11:30 a.m.
- 20 Board of Directors, 9:00 a.m.
- 21 Chamber Foundation, 10:00 a.m.
- 25 LEADS Group, 7:15 a.m.
- 26 Membership Committee, 9:00 a.m.

Staff

The Chamber Newsletter is published monthly by the Hudson Area Chamber of Commerce & Tourism Bureau.

Mary Claire Olson Potter, *President*

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**

