



CHAMBER NEWSLETTER

Providing More Value For Your Membership Investment

JUNE 2021

Chamber rebranding aligns with organization’s evolving efforts



One of the positive outcomes from the coronavirus pandemic was the stronger sense of community experienced in the Hudson business community. Over the past year and a half, the Hudson Area Chamber of Commerce & Tourism Bureau had to get creative and broaden their scope to help:

- Bring the community closer to local businesses
- Network business leaders and recruit employees
- Address immediate needs for resources and information
- Create a stronger sense of community through the *We Heart Hudson* campaign

The Chamber is the bridge that connects the Hudson community, commerce and tourism. A new logo reflects this idea: one pillar of the “H” represents the Hudson community (those who live, work or own a business in Hudson), and the other pillar represents its visitors. As a river town, Hudson’s tourism fuels a big part of the local economy.

The arch in the “H” represents the Chamber creating connection and opportunity, with a new focus on community involvement and access to resources. The shape itself pays homage to the Hudson arch landmark at Lakefront Park.

The typography focuses more on the Hudson Area Chamber, and less on the single word of Hudson. This broadens the scope as well as differentiates from other local entities with similar logos. The new brand colors reflect some traditional blue and green hues, with the addition of brighter colors seen in the *We Heart Hudson* campaign.

The rebrand of the Chamber identity was donated for the betterment of the community by Christiansen Creative, a local graphic design studio. The project included Chamber logo, all Chamber event logos, and a brand guide for the new identity system.

“Throughout 2020, there was a considerable amount of support for local and we saw the community working together more,” said Mary Claire Olson Potter, Chamber president. “The Chamber wants to support this momentum and provide more of a platform to elevate Hudson and engage more people with our local activities, businesses and even volunteer opportunities.”

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MESSAGE FROM THE PRESIDENT

Mary Claire Olson Potter
Chamber President

2021 starting strong

Renewed growth and momentum for Chamber



The Chamber board completed a successful planning session in December that positioned us well for 2021 as we moved forward from the challenges of 2020. I am pleased to report that as we have concluded the first four months of the year, we are making progress on our four 2021 priorities. Thank you to the board and all members for your involvement and support.

Membership Goal: Continue providing recognized value that results in an increase in new members and retention of existing members.

- Welcomed 15 new members
- Promoted new members in newsletter, social media post, virtual introductions with Ambassadors
- Chamber members were featured weekly in our *Member Spotlight* Facebook posts
- Formed Community Affairs Committee to advocate for members on business issues
- Created construction parking maps and We Are Open posters that were delivered to businesses, with a printable PDF available in the newsletter
- Launched the Service Committee with two meetings held to date
- Continue to promote support local, shop local campaign through the newsletter, Eblasts and social media
- New membership directories were mailed out to members

Programs and Services Goal: Develop and coordinate events, products and services that positively impact member success and meet budget goals.

- More than 100 members registered to attend the March 4 virtual **Annual Meeting & Awards Banquet** where we recognized the following award winners:
 - **Community Volunteer of the Year:** Nate Skoog, Hudson/North Hudson Community Access Television
 - **Chamber Member of the Year:** Chad & Carol Trainer, Urban Olive & Vine
 - **Small Business of the Year:** Angel's Pet World
 - **Large Business of the Year:** Hudson Ford LLC and Quick Lane
 - **Marie Blakeman Award:** John H. Potter
- More than 75 members attended virtual *Good Morning Hudson* programs that featured the following topics: This is Wellness, Meet your District Candidates, and International Women's Day.
- Planning is underway for the Golf Outing, Hudson Community Expo, Spirit of the St. Croix Art Festival and Christmas Tour of Homes.

Tourism Goal: Increase the economic benefits of tourism to the community by marketing Hudson as a community to explore, visit and support to both local and tourism audiences.

- Developed a six-month advertising plan promoting Hudson as a visitor destination
- Promoted the annual Hudson Hot Air Affair virtual events
- Developed pad map to direct visitors around the community
- Updated Historic Walking Tour guide
- Developed Stay & Play Golf Packages
- Created Dog Days of Hudson Guide and Hudson Staycations for Total Playcation's Guide
- Updated website and social media with new graphics and information resulting in more followers and views

Workforce Development Goal: Develop partnerships with organizations/agencies/educational systems to help Hudson employers attract and retain the skilled workers they need to compete.

- Held meetings with manufacturing companies to discuss workforce attraction and retention, and workforce housing.
- Continued with the Business Recovery Committee to address issues related to COVID-19

Thank you to all members for your involvement in the Chamber programs and events. With your ongoing participation, we will continue to provide value to the membership and meet our objectives.





Thank you to our Chamber Check Sponsors

Thank you to our sponsors who funded our year-round Chamber Check packaging. To purchase Chamber Checks, stop by the Hudson Chamber office or order online. We appreciate you for keeping dollars local!



[Purchase Chamber Checks](#)



Last chance to register for the Annual Chamber Golf Tournament!

Get ready to hit the links! You're invited to a fun afternoon of golfing with your fellow Chamber members at the 24th Annual Chamber Golf Tournament on **Monday, June 28** at Troy Burne Golf Club.

The festivities begin with registration and your grab-and-go lunch at 10:30 a.m. and tee off at 11:30 a.m.

Register now to enjoy food, raffles, contests and more!

[Register Now!](#)

If you own or lead a business, be sure to attend *Getting ahead of change*

Are you experiencing a rocky return to "business as usual" after COVID? Are supply chain and employment issues part of your daily challenges? You are not alone!

As you, your competitors and customers wrestle with the after-effects of a worldwide pandemic, there are things you can do right now to navigate your business toward a more profitable and sustainable future.

Join Linda Ruhland and the Success Authorities team along with a panel of business owners and leaders from the Hudson Area Chamber of Commerce.

Tuesday, June 15, 9 a.m.

Online Zoom

You'll discover:

- Why business has changed forever and how you need to prepare
- The five critical elements to gaining advantage during changing times
- The untapped resources you already have that can turn the tide in your favor

Success Authorities offers a unique approach to gaining sustainable market advantage and higher profitability.

[Register Now!](#)





Save The Dates!



Spirit of the St. Croix Art Festival

The Hudson Area Chamber of Commerce & Tourism Bureau in partnership with The Phipps Center for the Arts invites you to be inspired!

The Spirit of the St. Croix Art annual festival draws more than 9,500 visitors to experience a variety of creative talent featuring 75+ juried artists showing their best. Acoustic musicians will add to the atmosphere of fine art and fall flavors. Strolling musicians, a variety of live performers, food vendors and hands-on activities enhance the creative experience.

Date: Saturday and Sunday,
September 25 and 26, 2021

Time: Saturday 10 a.m. - 5 p.m.
Sunday 10 a.m. - 4 p.m.

Location:
Lakefront Park, Downtown Hudson



How can your business be involved?

Plan to participate in this popular event as a sponsor, in the "Art of" area, as a food vendor or a volunteer. For more information, contact the Chamber at 715-386-8411 or info@HudsonWI.org.

Hudson Community Expo

The annual Hudson Community Expo is a great marketing opportunity for Chamber members.

We're excited to welcome Hudson area residents to this refreshed event as they learn more about local businesses, explore job opportunities, enjoy free entertainment and kids' activities, and possibly win raffle prizes.

Date: Sunday, October 10, 2021

Time: 11 a.m. - 3:30 p.m.

Location: Hudson High School
1501 Vine St.
Hudson, WI 54016

Interested in having a booth: [Click here!](#)



Special thanks!

Thank you to Tim Jaynes with ISC Financial Advisors and to Uline for their donation of hand sanitizers to the Chamber to share with businesses and use at upcoming in-person events!





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*Complete applications must be submitted to WBD by 7/5/21 for best chance to take advantage of this offer. Benefits are subject to adequate appropriation.



Hudson Christmas Tour of Homes celebrates 35 years

The Christmas Tour of Homes welcomes residents and visitors from surrounding communities. Many folks have made the tour an annual holiday tradition, attending the tour for more than 30 years, gathering with family and friends to see the homes, shop and enjoy Hudson restaurants.

Join the call on **Wednesday, June 23 at 9 a.m.** to learn about this community event and how you and your business can get involved. Hear how you can promote your business and benefit from the more than 1,500 guests who will be in Hudson November 19 - 21, 2021.

Join Zoom Meeting

[Zoom Link](#)

Meeting ID: 885 6317 6072

Passcode: 349694

Find your local number: <https://us02web.zoom.us/j/kzacIcBmR>



Hudson Summer Staycation!

Looking to get away for a weekend? Plan your summer staycation right here in Hudson with our many [Visitor Guides!](#)



Chamber Trip: Spain and The Costa Del Sol



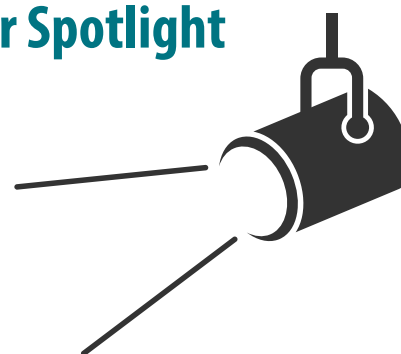
Dreaming of international travel?

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

May 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 May, we put the spotlight on the following businesses:

- [Hop & Barrel Brewing Company, LLC](#)
- [Valley Agencies](#)
- [kudos](#)



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

@HudsonAreaChamberofCommerce&TourismBureau



• www.DiscoverHudsonWI.com

• www.HudsonWI.org

• 715.386.8411



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.

Rollie Carlson

8870 Yellowstone Lane North
Maple Grove, MN 55311
612-419-9102

Individual Member

Dunn Brothers Coffee

Rick Swanson, Owner
529 Second Street
Hudson, WI 54016
715-808-0466

2521 Hanley Road #100
Hudson, WI 54016
715-531-0160

dunnbrothers.com

Locally owned by three Hudson high school graduates and their spouses. Fresh Coffee. Good Food.

Sponsor: John Knutson,
Twin Cities Orthopedics

Gilby's Street Dept.

Todd Gilbertson (Gilby), Owner
634 Glover Rd.
Hudson, WI 54016
715-425-9322

gilbysstreetdept.com

Full-service signage and wraps for personal or commercial vehicles, custom paint for motorcycles, classic cars and commercial vehicles, motorcycle service and repair.

Sievers Creative

Roger Sievers, Owner
163 Tower View Dr.
Red Wing, MN 55066
651-300-4932

sieverscreative.com

Sievers Creative offers marketing support services if you need to revamp your current strategy, or if you have yet to establish your footing in digital advertising. Our full-service marketing company works with small-to-medium businesses (SMBs), and we're a one-stop solution for all your needs. We offer all traditional marketing services as well as digital marketing services, such as web design, SEO, social media, PPC management, and a range of promotional marketing efforts.

Sponsor: Lisa Woletz, FNC

Thank you to these renewing members for their continued investments:

Anderson Heating
CD Products, Inc.
Comfort By Design, Inc.
Croix Crystal Water Treatment
Et Cetera
First State Bank and Trust
Fleet Farm
Mark Gherty
Go Swim USA!
Great River Office Products
Hudson 12 Theatre
Hudson Area Library Foundation
Hudson Rod, Gun & Archery Club
Integrity Cleaners, LLC
Leverty Financial Group
Saint Patrick Parish
Salvation Army/Grace Place Shelter
Simply Staffing
St. Croix National Golf & Events
The Resultants
TravelCenters of America
Troy Burne Golf Club
UW-Stout Professional Education Programs and Services
Valley Orthodontics
WESTconsin Credit Union
WESTconsin Realty LLC
Ziggy's

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

Meet some of our newer members

Welcome to the following 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 all your new Chamber benefits, visit our website HudsonWI.org!



Welcome **Cambridge Senior Living** to the Hudson Chamber! 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. cambridge.care



Edward Jones - Katie Robbins was welcomed to the Hudson Chamber! At Edward Jones, they work with individuals and small businesses to define their goals and create and implement effective financial strategies to help them reach these goals. edwardjones.com/katie-robbins

Welcome **4 North Beauty Collective** to the Hudson Chamber! They are a new hair salon in Hudson, bringing years of professional beauty and hair experience to their comfortable and rejuvenating space. They offer haircuts, highlights, color, waxing, hair extensions, lash extensions, lash perms and tints and eyebrow tinting. 4northbeauty.com



Jay Fletch Real Estate was welcomed to the Hudson Chamber! Their team is a group of Real Estate professionals operating out of Edina Realty in Lake Elmo, Minnesota. Proudly serving both Minnesota and Wisconsin. jayfletchrealty.com

Welcome **Old Southern BBQ** to the Hudson Chamber! 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. oldsouthernbbq.com





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.

All Star Mobility All Star Mobility is excited to announce we have partnered with VMI to offer some of the best Mobility Conversion Vans available! There are four vans to choose from: Chrysler Pacifica, Toyota Sienna, Dodge Grand Caravan and the Honda Odyssey. Other products that we carry include Bruno Star Lifts, Power Scooter, Power Wheelchairs, Portable Ramps, ADA Modular Ramping, Vertical & Inclined Platform Lifts, Residential & Commercial Elevators, Ceiling & Patient Lifts, Van Lifts & Conversions, Power Lift Recliners, Power Scooter and Power Wheelchair Lifts for vehicles, Electric Bikes and we provide service and repair on all products. Learn more at allstarmobilityllc.com/.

From The Brows Down From The Brows Down specializes in waxing, facials and lash lift services, helping you feel and look more confident in your own skin. The Hudson community can go and feel comfortable and look forward to coming back as soon as they leave. Our motto is: "Give the service you would like to receive" and we hope that shines through to every guest. Learn more at vagar.com/us04/fromthebrowsdown.

Cambridge Senior Living Cambridge Senior Living has opened its doors and is accepting admissions. Many rooms have been reserved already, and limited space remains for Independent Living, Skilled Assisted Living, and End-of-Life Care. In total, the community features 62 rooms, with the ability to accommodate up to 70 residents. Cambridge Senior Living prides itself on offering the very best care and amenities. Conveniently located just off of I94 at the Carmichael Road exit, Cambridge Senior Living is behind Culvers and Target. To learn more, call 715-716-0228 visit cambridge.care.

Proven fundraising programs **Helmer Printing** has been helping organizations improve their fundraising efforts and we want to help you, too! We offer a variety of options, ranging from raffle tickets, to calendar raffles to sports programs and more. To learn more, contact Pam Deutsch at 715-377-1797 or email pam@helmerprinting.com.

St. Croix Valley Habitat for Humanity St. Croix Valley Habitat for Humanity now accepting applications for housing. 749 Ryan Drive, Hudson, WI 54016 - PH: 715-350-8757 - EMAIL: info@scvhabitat.org - <https://scvhabitat.org>

SOLO Yoga + Bxng

Calling all high school and college female athletes! This summer try a cross training program like no other!! Each four-week session combines yoga, strength and conditioning into two weekly workouts that will focus on breath control for ultimate core activation, new movements and stretches to complement your daily workout routine to aid with increased performance and reduce injuries, and improved coordination, balance, endurance and strength. For more information, <https://solo.yoga/summer-school-sweat/>

Comfort Suites The Comfort Suites hotel of Hudson has been recognized with a prestigious Ring of Honor award from Choice Hotels International, Inc. This designation is awarded to the top 1% of hotels within the brand, with the hotel's staff demonstrating an exceptional focus on guest satisfaction and dedication to superior service. For more information or to make a reservation, visit ChoiceHotels.com.

Hudson Women's Club Garden Tour The 22nd Annual Artful Garden Tour will be Saturday, June 26 from 10 a.m. to 4 p.m. and Sunday, June 27 from noon to 4 p.m. Six outstanding gardens in the Hudson area will be open for guests to explore and enjoy at their own pace. The tour is a benefit for the downtown hanging floral baskets. Tickets will be available for \$12 at the Octagon House (1004 Third Street) on both days of the tour and also at the tour gardens. The beautiful Victorian gardens of the Octagon House and the museum garden gift shop will be open. For more information, visit northerngardener.org/events/hudson-womens-club-artful-garden-tour/.

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Royal Credit Union Royal Credit Union (Royal) EVP - Chief Digital Experience & Marketing Officer Pam Haller has been honored by members of the Wisconsin State Senate for the contributions she makes to her community through outstanding and selfless philanthropy. Haller was recognized for founding 100 Women Who Care Eau Claire, a group of Chippewa Valley women who are helping keep the mission of the region's nonprofits alive.

Three team members have been named to manager positions in the mortgage department: Jean Zimmer, Andrea Tomac, and Katie Luther.

At its 57th annual meeting on April 27, two board members were re-elected to three-year terms: Bill Blackburn and John Sackett, and Tom Huffcutt was elected chair of the board.

Eckberg Lammers Pam Whitmore has joined Eckberg Lammers as a shareholder, attorney, and Rule 114 Qualified Neutral. Pam practices extensively in Conflict Management Solutions, Alternative Dispute Resolution/Mediation, Municipal Law, and Employment Law. For more information, visit eckberglammers.com.

BRIDGE For Community Life On Thursday, July 22, 2021, Bjorn Nesvold of Landmark Wealth Management Group will host the Annual Corbin's Cup Golf Tournament for BRIDGE For Community Life on the Troy Burne Golf Course in Hudson. This year celebrates the tournament's 10-year anniversary! Funds raised by the tournament have supported important updates for BRIDGE, including upgrades to their vehicle fleet and the remodel of their building to better serve clients. BRIDGE For Community Life provides year-round life skills training, employment services, and social and recreational programs for youth and adults with disabilities. For more information, contact BRIDGE at 715-381-8230 or email at info@bridgecl.org or event sponsor Bjorn Nesvold at 715-808-0454 or by email at bjornnesvold@landmarkwealth.com.

St. Croix River Association The St. Croix River Association recently announced a new name for the organization: "Wild Rivers Conservancy of the St. Croix and Namekagon." The new name and mission flows from the changing and diverse needs of the St. Croix and Namekagon Rivers and watershed. By taking the lead to engage community members and visitors in stewardship efforts and celebrate the national treasure of this park, the Conservancy is uniquely positioned to ensure the Riverway continues to be a place of refuge for all, forever. Learn more: wildriversconservancy.org/intro.

OneStCroix Financial Group The great retirement income gap can happen in retirement when expenses unexpectedly exceed budget. Alzheimer's disease, dementia, diabetes and other chronic health conditions can result in the need for long-term care, impacting expenses. For help in developing a strategy, contact Richard Mathaus at rich.mathaus@onestcroix.com or 612-799-1359.

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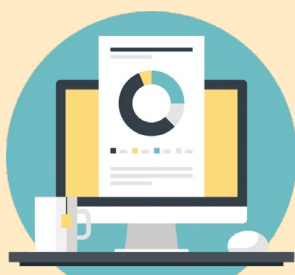


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Facebook: 10,444 Reached
1,391 Engaged

LinkedIn: 254 Followers

Twitter: 1,420 Followers



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Job Postings

Volunteer Opportunities

News Releases

Hot Deals

Attention Chamber Members! Take advantage of this **FREE** marketing opportunity with the Hudson Chamber.

You can send us unlimited job postings, volunteer opportunities, news releases and hot deals as long as you pay your membership dues. For additional information or to submit something, please email madeline@hudsonwi.org.



June Calendar of Events

ALL ZOOM MEETINGS

- 1 I-94 Business Alliance Meeting, 9 a.m.
- 2 Leadership Hudson, 2 p.m.
- 8 LEADS Group, 7:15 a.m.
- 9 Events & Programs Committee, 9 a.m.
- 9 Hudson Chamber Business Recovery, 10 a.m.
- 9 Golf Committee Meeting, 11 a.m.
- 9 Welcome to the Hudson Chamber, Noon
- 10 Service Committee, 10 a.m.
- 10 Ambassador Committee, 3 p.m.
- 14 Finance Committee, 9 a.m.
- 14 HIBA Meeting, 10 a.m.
- 15 Getting Ahead of Change Seminar, 9 a.m.
- 15 Tourism Committee, 2 p.m.
- 16 Retail/Restaurant Committee, 9 a.m.
- 17 Board of Directors, 9 a.m.
- 17 Manufacturers Roundtable, 11 a.m.
- 18 Hudson Chamber Foundation Board, 10 a.m.
- 22 LEADS Group, 7:15 a.m.
- 24 Non-Profit Roundtable, 8 a.m.
- 28 Chamber Golf Tournament, 11:30 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

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 – Twin Cities Orthopedics

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*

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**

