

CONNECTIONS NEWSLETTER

OCTOBER 2021 ISSUE

ON THE INSIDE

MANUFACTURING MANUFACTURING

October is Manufacturing Month

As we recognize Manufacturing Month during October, we send a special thank you to all the manufacturers in the Hudson area for the positive impact they are making in our community.

According to Wisconsin Manufacturers and Commerce, due to retirements and economic expansion, there will be significant opportunities for employment in Wisconsin's manufacturing industry, underscoring the need to ensure a robust talent pipeline now and in the years to come. Manufacturing jobs today are high-tech, high-skill, and high-pay.

Several Hudson manufacturers participated in a trade show event at Hudson High School on October 1 to introduce high school students to the career and job opportunities in Hudson. This event provided students with an inside view of several Hudson manufacturing facilities and a chance to learn more about their operations and workforce needs.

MESSAGE FROM THE PRESIDENT 3 EVENTS 4-7 NEW/RENEWING MEMBERS 8-9 BUSINESS BRIEFS 10

- Manufacturing is the number one contributor to Wisconsin's economy, producing \$64 billion in total output each year
- There was an average of 472,000 manufacturing employees in Wisconsin in 2020
- Manufacturing makes up 19 percent of Wisconsin's total Gross Domestic Product (GDP)
- For every \$1.00 spent in manufacturing, another \$2.79 is added to the economy
- Canada and Mexico purchase nearly half of Wisconsin's total global manufacturing exports ■



The Hudson Area Chamber of Commerce & Tourism Bureau in partnership with Coco's Heart Dog Rescue invite you the 18th Annual Hudson Community Expo. Join us on **Sunday, October 10 from 11 a.m. to 3:30 p.m. at Hudson High School**. This refreshed event will feature businesses and organizations from the Hudson area. It includes more children's activities, such as a bounce house, face painting, puppies, and more. Food vendors will join the great lineup of entertainment throughout the day. In addition, check out Coco's Heart annual craft sale. Buy raffle tickets for some great prizes!







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Mary Claire Olson Potter Chamber President



Building Community Together

Chambers of Commerce have long been the face of and advocates for businesses, both large and small.

In addition, Chambers of Commerce are always looking for ways we can help build up our communities and make them better. Inherently, a community is made of up of people - people living, people working, people buying, people selling, people teaching, people learning, and people retiring. We work hard every day to make Hudson a great place to live, work, visit, and do business.

When the pandemic set in 18 months ago, it changed how we all work and live. For some, they thought this will not last long and we'd be back to normal soon. For others, they said it would be more like a marathon than a sprint. It turns out that second group was right.

As we continue to navigate through these uncharted waters, the Hudson Chamber is here to support your business. Hudson businesses have remained resilient during the devastating economic downturn of the COVID-19 pandemic, as well as during the road construction this summer and the latest storm that impacted businesses, homes, and parks. We know it will take time for businesses to get back to normal, or back to a new normal, moving forward.

Please continue your support of local businesses, and be patient as all staff are doing the best job they can.

Leadership Hudson & New Leadership Series

We are excited to announce we are beginning to plan both our regular Leadership Hudson program, that will start September 2022, as well as a new four-part Leadership Series that will start in December . The new series will cover many of today's most relevant leadership issues. Topics will include managing a remote workforce, HR issues related to COVID, leveraging social media, reassessing business as well as personal goals and mission statements, and our final session will be some of our most popular segments from our regular Leadership Hudson program. Members can participate in the full series of four programs or select just the individual sessions that interest them. The programs are open to all members, past Leadership Hudson students, and community members. Watch for more information.







Membership, Awareness, and eXperience.

On September 21, we kicked off our inaugural Hudson Chamber MAX event. Existing Chamber members as well as prospective members were given the opportunity to network and gain more information about everything the Chamber has to offer from committee members and event leads. Businesses learned how to get involved locally, strategies to enhance their business presence, ways to increase their network, as well as what is new with the Chamber for the upcoming year.

The event also provided opportunities for new and prospective members to win an array of prizes, some of which included Minnesota Twins baseball tickets, Chamber Checks, a variety of gift baskets, and much more.

We were fortunate to welcome six new members to the Chamber through this event, for a total of 11 new members for September. We are excited for them to join the Hudson Chamber and look forward to working with them.

Thank you to the Membership Committee for continuing to create connections throughout our community by coordinating such a successful event:

- · Chair, Angel Duratti, Angel's Pet World
- Austin Battaglia, Spectrum Insurance Group
- John Knutson, Twin Cities Orthopedics Hudson Therapy
- Brian Moura, Lucky's Wine & More

Thank you to the following sponsors of the event:

- Croix Gear & Machining
- Family Fresh Market
- Lucky's Wine & More

Venue Sponsor: Twin Cities Orthopedics **Print Sponsor:** Bayport Printing House, Inc. **Design Sponsor:** Christiansen Creative

Thank you to the food and beverage sponsors:

- Carbone's Pizza
- Culver's of Hudson
- Jonesy's Local Bar & Grill
- Lucky's Wine & More

Thank you to the volunteers who helped set up:

- David Everson, Lucky's Wine & More
- Ashley Filkins, Angel's Pet World
- Erica Johnson, Angel's Pet World
- Ed Moura, Lucky's Wine & More

Thank you to all the members who donated door prizes for the event. Watch for the 2022 date and plan to attend. ■



Cucles Wine & More

Ambassadors Maria Machtemes with Citizens State Bank and Heath Ehrnreiter with Cardinal Health

Volunteer David Everson

SPIRIT OF THE ST. CROIX Art Festival

After a whirlwind year, Spirit of the St. Croix Art Festival draws more than 7,500 attendees

Together again at last! After missing a year due to COVID-19, everyone was glad to be back for the 11th annual Spirit of the St. Croix Art Festival. Lovers of the arts - including painting, woodworking, fabrics, metalworks, and more - came out to enjoy a beautiful fall weekend in Lakefront Park along the St. Croix River on Saturday and Sunday, September 25 and 26. Live music and entertainment added to the festive atmosphere where more than 7,500 attendees enjoyed 80 artists booths, vendor booth activities, live music, as well as food and beverages throughout the weekend.

The Phipps Center of the Arts continued their important partnership for this event, making it a success for the Hudson community.



Thank you to the following sponsors:

Platinum Sponsors







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Silver

- Barker's Bar & Grill
- Citizens State Bank
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- Family Fresh Market
- First State Bank and Trust
- General Beer- Northwest
- Pedro's del Este
- Pier 500
- Royal Credit Union
- San Pedro Cafe
- University of Wisconsin River Falls
- Valley Companies

Bronze

- Angel's Pet World
- Hudson Ford LLC and Quick Lane
- LearningRx Hudson
- Phipps Inn Bed & Breakfast
- SEASONS Gallery
- Wendy Peterson Ins. Agency/State Farm Insurance

Media

- Hudson Neighbors
- O'Rouke Media Group/Star Observer
- Pioneer Press/TwinCities.com

Artist Hospitality Sponsor

• Family Fresh Market

This is a community event that takes many volunteers to make it happen. Thank you to all the volunteers for your time and help.

- Preparing the Park: City of Hudson Parks Department JJ and Jeremy
- Fencing Delivery: Kevin Busse

- Park Décor: Donated by Hudson Flower Shop
- Doggie Day Care: Provided by Angel's Pet World
- Carts: Provided by Home Depot and picked up and returned by Al Duratti and Kevin Busse
- Electrical power: Set up by Steiner Plumbing, Electric & Heating Inc.
- Artists set up and take down and Park clean up: Boy Scout Troop #140
- Artwork: Juried by The Phipps Visual Arts Council

Weekend Volunteers:

- Kathy Ableidinger, Cardinal Health
- Austin Battaglia, Spectrum Insurance
- · Al Duratti, Angel's Pet World
- · Angel Duratti, Angel's Pet World
- Linda La Kosky Eng, Minuteman Press Hudson
- John and Meme Fehr
- · Ashley Filkins, Angel's Pet World
- Konnor Garrido, Edina Realty- Konnor Garrido
- Susie Halverson, Barker's Bar & Grill/San Pedro Café/ Pedro's del Este
- Hudson Ambassadors
- Gary and Richelle Jader
- Erica Johnson, Angel's Pet World
- Pete and Janeen Keskey, Minuteman Press Hudson
- Dr. Chad Kobs, Premier Chiropractic
- Chris Kost, YMCA in Hudson
- Brian Moura, Lucky's Wine & More
- North Hudson Pepperfest Royalty
- Melissa Peterson, Kinni-Croix Girl Scouts
- John H. Potter
- Rachel Renner, SEASONS Gallery



Thank you to Kevin Busse for all his help hauling fencing and carts.



Colleen Raye, Bobby Vandell & Dan Neale - Sing Me A Country Song



Spirit of the St. Croix Photos Continued



Aerial silks performer Laura Emiola.



Artist Area.



Chamber Booth Volunteer Brian Moura.



Good Morning Hudson: Health & Safety Work Together

Event Sponsor:



Community collaboration proves to be strong, as local health and safety members navigate a year of unprecedented times.



(Left to Right) Tom Borowski, Hudson Hospital; Hudson Fire Chief Scott St. Martin; Jon Muller, Lakeview EMS; North Hudson Police Chief Mark Richert; Hudson Police Chief Geoff Willems; Matt Brandt, Hudson Physicians.

On Thursday, September 30, the Chamber hosted its monthly Good Morning Hudson meeting at Weitkamp Park, with an emphasis on collaborative efforts between local safety enforcement and health executives. Chamber members had the opportunity to network as well as hear from the panel of speakers.

Each speaker had an opportunity to introduce himself to Chamber members and provide an update of important information about his organization. It was a great opportunity to recognize the hard work and dedication these individuals put in daily to keep Hudson healthy and safe.

The event proved to be a success and further exemplified the unity these organizations have throughout our community.

A special thanks to Midwest One Bank for sponsoring this event, as well as San Pedro Café and Dunn Brothers Coffee for providing refreshments.



HILLTOP PUMPKIN PARTY

The 10th annual Hilltop Pumpkin Party is a free event attended by hundreds of children and families and is a great way to get your business or organization out in the community.

Throughout the day there will be a variety of activities, including horse-drawn wagon rides, pumpkins to decorate and take home, games, a petting zoo, food trucks, a costume contest, and more.

Click here for more information

EVENT DETAILS:

DATE: Saturday, October 16, 2021 TIME: 11:00 a.m. - 2:00 p.m.

YMCA Camp St. Croix - DayCroix

345 Riverview Drive

Service Committee

The **Service Committee** announced the October 14 program will feature Teri-Gene Conlin with Big Brothers Big Sisters of Northwestern Wisconsin. In 2018, Teri-Gene was named development director for the agency and raises the necessary funds to keep one-to-one youth mentoring programs available to children facing adversity in our community. Join the conversation to build relationships with other service businesses in the community.

Register Here

Hudson Chamber Past Chairs Event

The Hudson Area Chamber of Commerce & Tourism Bureau has relied on volunteer leadership since its inception. One of the most important roles is the Chamber Board Chair.

Past chairs recently gathered at Pedro's del Este to reminisce and reflect on their tenures as volunteer leaders. ■



Left to right - Amy Bast, 2017; Meme Fehr, 2003; Susie Halverson, 2018; Dave Holt, 1977.



John Knutson, 1992 & 1993; Alan Burchill, 1995; Jim Kudrle, 1997; Katie Kranz, 2021; John H. Potter, 1989; Dean Knudson, 1996; Nick Vivan, 2016; Ken Heiser, 1983; Susie Gilbert, 1987; Trudy Popenhagen, 2006; Rollie Carlson, 2007



Welcome New Members

The Chamber is here to help your business grow and build connections with other Chamber members. To learn about promotional opportunities and events, and to take advantage of all your new Chamber benefits, visit our website http://www.HudsonWl.org

CENTRAL TELEPHONE SALES & SERVICE

Carey Castner, Sales Manager 12857 Industrial Park Blvd. Plymouth, MN 55441 (763) 550-2000 http://www.centraltelephone.com

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Central Telephone Sales & Service is a voice communications integrator with our core competencies being VoIP voice systems, low voltage network cabling, and wireless networking.

CREAM OF THE CROP ARTISTS

Genie Castro, Art Curator/Artist 1806 Willow Dr. Hudson, WI 54016 (715) 338-6766 http://creamofthecropartists.com

Our Cream of the Crop Artists Gallery is located at the Minnesota State Fair. We are available for viewing 24-7 on our website.

DROPLETS OF WELLNESS, LLC

Andrea Uebel, Owner 511 2nd St., Ste. 107 Hudson, WI 54016 (715) 220-1504 https://dropletsofwellnessllc.ecwid. com/

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NORFLEX, INC.

Mark Voss, Vice President Sales/ Marketing 720 Norflex Drive Hudson, WI 54016 (715) 386-0887 http://www.norflex.com

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Lisa Hungiville, Team Leader W 10052 County Rd. FF River Falls, WI 54022 (763) 226-0669 https://www.facebook.com/ SheepDoglAGreaterTwinCities/

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We are a family-owned fifth generation residential HVAC company located in Hudson that services the Hudson area and the very eastern part of Washington County, Minnesota. We service all HVAC equipment as well.

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MEMBERSHIP DIRECTORY/RENEWING MEMBERS • OCTOBER 2021





THANK YOU TO THESE MEMBERS FOR RENEWING THEIR MEMBERSHIPS:

Abigail Page Antique Mall
Agave Kitchen
Angel's Pet World
Bell Whistle LLC.

Croix Gear & Machining

Edward Jones Investments - Paul Simmons

Emmanuel Lutheran Church and Preschool

Engraved Connections

Erbert & Gerbert's

Hartman Homes Inc.

Hope Chiropractic

Hudson Dental

Hudson Ford LLC and Quick Lane

Hudson School District

kudos

Lakefront Framing LLC

Lommen Abdo P.A.

Mason Jar Marketing

Ritzinger Optometric Clinic, S.C.

RMH Leasing, LLC

SEASONS Gallery

St. Croix Kidds Pediatric Dentistry

Star-Observer

Studio EA

The Oral Surgery Center

Xcel Energy

WHEN MEMBERS DO BUSINESS WITH MEMBERS, OUR LOCAL ECONOMY REMAINS HEALTHY AND STRONG.



Membership Directory - Grow your Business in 2022!

Let's face it ... business is getting back on track and the Chamber is here to help you market your business to Chamber members. It is time to move on and start focusing on 2022!

As a business owner, we are excited to offer you an opportunity to market directly to Chamber members to help you deepen relationships with others just like you. We are launching our annual Hudson Membership Directory, which provides a very direct connection to all Chamber members at the Hudson Chamber of Commerce.

I want to thank you in advance for your support of the 2022 annual Chamber Membership Directory. We developed this valuable resource to offer you an efficient way to connect with other members and to learn about the other opportunities your membership offers you.

We will continue to offer four-color advertising opportunities this year since they were so well received.

We have had so much positive feedback about the directory again this year, we want to continue to make it a part of your membership benefit. We do rely on member advertising support to publish the directory, so if you have not reserved your space for advertising, I encourage you to do so this week.

The Benefits to Advertising:

- High Readership from your Target Market. Members want to do business with other members. The directory allows them to quickly identify members in the category of services they are seeking. Enhancing your listing with an ad allows you to give a more in-depth look at what makes you an industry leader.
- 2. **Cost Effective Marketing Tool.** With 1/4-page ads in four-color starting at \$195 for one year of exposure that directly reaches your target audience, this is an affordable option to add to your marketing mix.
- 3. **Support of the Chamber.** A portion of the revenue generated comes back to the Chamber for use towards benefits and programs. In addition, this directory is presented when soliciting new members to demonstrate the robust community organizations involved in our Chamber.

To reserve your space, please contact Mary Jo Sirek, with Adams Publishing Group (formerly ECM Publishers), at maryjo.sirek@ecm-inc.com or (952) 846-2052. If you have any questions, please feel free to call the Chamber office. Thank you for making our annual directory possible. ■



Guidelines: Submit 100 words or less by the 15th of the month for the next month's Chamber news.

We reserve the right to editor omit any submitted business briefs. Email submissions to info@HudsonWI.org.

Halloween at Homestead Parklands, 550 Perch Lake Road - Saturday, October 30, 3 - 6 p.m.

Come and trick or treat on the Bookwork Trail, which is a safe, 1/2 mile paved path with gentle slopes. All ages are welcome to enjoy hayrides, a costume contest, a scavenger hunt, and more. This free event does not require a park pass.

St. Croix Valley Foundation Offers Philanthropic Fund Advisors Socially Responsive Investment Option; Kick Starts with \$25 Million

The St. Croix Valley Foundation (SCVF) has launched a new socially responsive investment option for its long-term fund advisors. Seeded with \$25 million, this new investment pool utilizes factors such as a company's environmental record (E), its efforts to impact ethical social welfare (S), and policies surrounding equitable and transparent corporate governance (G). These ESG factors are considered alongside regular long-term financial assessments when making investment decisions for the pool. The SCVF communicated the ESG investment opportunity to fund advisors last spring and launched the fund in late summer.

The St. Croix Valley Foundation works with Fund Evaluation Group (FEG), which specializes in nonprofit endowments and has a dedicated team focused on ESG. Companies in the ESG portfolio seek to gain both financial and societal benefits, maximizing good and profit.

Moving forward, existing SCVF fund advisors may opt into the ESG investment pool during an annual spring "open enrollment" period. Those establishing new philanthropic funds with SCVF can discuss ESG investing as a part of the fund set-up process. For information, visit the foundation's website: http://scvfoundation.org

Sustain Hudson Promotes Environmental, Social, and Economic Health in Our Community

Sustain Hudson has been working on efforts to further enhance the vibrancy of our community. Presently, our focus includes education on recycling and composting, helping to grow our Hudson Grocery Co-op, and hosting pop-up farmers markets in downtown Hudson. Would you like more information? Please visit our website, sustainhudson.org, or visit our social media, sustainhudson. We'd love your help.

Gift Giving Season is Approaching...

It's time to start thinking about what you want to give to your customers his holiday season and personalize it with your Company Logo/Information. This year it is more important than ever to plan ahead and order early due to product supply issues, shipping delays and short staffing that everyone is experiencing. Don't be caught off guard - order early to make sure your items arrive before the holidays! We have thousands of items to choose from. Contact Pam Deutsch today for an email link so you can start shopping or give us a few ideas and we'll look for you. Please contact Pam Deutsch today. Phone (715) 273-2113, Email pam@helmerprinting.com

Royal Credit Union Merges with Peoples Choice Credit Union

Royal Credit Union (Royal) announced that its merger with Peoples Choice Credit Union in Medford, Wisconsin, is complete. Member accounts were converted August 28-29 and on August 30, 2021, the office opened as Royal Credit Union. This merger offered Royal the opportunity to bring its value proposition and community involvement to an area of Central Wisconsin that is a logical expansion because of its proximity to Royal's highly successful Colby branch. The office is located at 352 North 8th Street in Medford.

Royal Credit Union is a federally insured credit union proudly serving over 230,000 Members in Minnesota and Wisconsin. Royal is driven by a core ideology built on a strong purpose and values. You can open an account or apply for a low-rate loan at Royal Credit Union if you live or work in 26 counties in western Wisconsin or 16 counties in Minnesota. Realtors in the state of Wisconsin or Minnesota are also eligible to join the credit union. Visit rcu.org or call Royal Credit Union at 800-341-9911 for more information.



BRAND CHAMPION/BOARD OF DIRECTORS • OCTOBER 2021





CHECK OUT OUR UPDATED SEPTEMBER STATS!

WEBSITE: 7,800 USERS, UP 27% LINKEDIN: 284 FOLLOWERS

CHAMBER FACEBOOK: 25,825 REACHED
DISCOVER HUDSON FACEBOOK: 29,530 REACHED
DISCOVER HUDSON INSTAGRAM: 11,300 REACHED



Congratulations to Brian Moura with Lucky's Wine & More as the Brand Champion for September.

Brian is a stellar Chamber member who serves on the Membership Committee that just hosted the first annual Chamber MAX event, volunteered for Spirit of the St. Croix Art Festival, and readily steps up to volunteer for Chamber events. In addition to volunteering, Brian is also the Chair of the Ambassador Committee and the Chair of HiBA!

2022 Board of Directors

The Chamber's Nominating Committee is currently accepting names for candidates to fill positions on the Chamber Board of Directors. Nominations may be mailed to the Chamber and addressed to the Nominating Committee.

Serving on a board of any organization should always be considered an honor, and the Chamber Board is no exception. A board member is regarded as a leader in the business community, a visionary able to determine trends of the future.

If you are interested in serving on the board, please Katie Kranz at kkranz@fsbt.com ■

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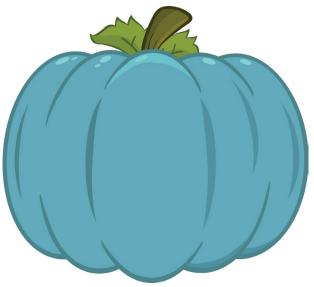
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The Hudson Chamber welcomes Lauren Battis as the administrative assistant. Lauren is a native of Hudson, and recently graduated from Minnesota State University, Mankato, with a Bachelor of Science degree in Sport Management. Previously, Lauren worked for her mom as an administrative assistant at Industrial Health Services Network (IHSN), a small business dedicated to providing DOT & NDOT drug and alcohol testing services. Lauren currently lives with her family in Hudson.

October Calendar of Events

- 1 Manufacturers Day
- 5 LEADS 1, 7:00 a.m., Zoom
- 5 I-94 Business Networking, 9:00 a.m., Citizens State Bank
- 6 Hilltop Pumpkin Party Committee, 10:00 a.m., Zoom
- 7 Show Your Heart to Hudson- Chamber Foundation Event,5:00 7:00 p.m., Belle Vinz Vineyard & Winery Pavilion
- 10 Hudson Community Expo, 11:00 a.m. 3:30 p.m., Hudson High School
- 11 Finance Committee, 9:00 a.m., Zoom
- 12 LEADS 1, 7:00 a.m., Zoom
- 12 Executive Committee, 9:00 a.m., Zoom
- 13 Retail Committee, 9:00 a.m., Zoom
- 13 Welcome to the Hudson Chamber Membership Orientation, 11:00 a.m., Zoom
- 14 Service Committee, 10:00 a.m., Zoom
- 14 Community Affairs Committee, 11:00 a.m., Zoom
- 15 Spirit of the St. Croix Art Festival Committee, 10:00 a.m.,
- 16 Hilltop Pumpkin Party, 11:00 a.m. 2:00 p.m., YMCA Camp St. Croix- Day Camp
- 19 LEADS 1, 7:00 a.m., Zoom
- 20 Membership Committee, 11:00 a.m., Zoom
- 21 Board of Directors, 9:00 a.m., Zoom
- 21 Manufactures Roundtable, 11:00 a.m., Zoom
- 21 Ambassador Committee, 3:00 p.m., Zoom
- 26 LEADS 1, 7:00 a.m., Zoom
- 27 Have a Hudson Holiday Committee, 9:00 a.m., Zoom
- 28 Non-Profit Roundtable, 8:00 a.m., Zoom

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 - Best Western Plus

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

Lauren Battis, Administrative Assistant

April Worthington, Director of Communications, Events and Marketing

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

