

Annual Meeting & Awards Banquet Moves to February 17, 2022

Join us on Thursday, February 17, 2022, for the Annual Meeting & Awards Banquet. This event is our opportunity to recognize Chamber members and volunteers for all they have done to help the Chamber grow. It is also a time to celebrate Chamber and business accomplishments this past year. We will recognize outgoing board members, welcome new board members, and present the goals for 2022.

As a Chamber, we annually recognize innovative, successful member businesses. Two Business of the Year awards will be given, recognizing outstanding achievement by companies with 1-20 employees, as well as 20+ full-time employees. In addition, we will also recognize an Outstanding Chamber Member, an Outstanding Community Volunteer, and award the Marie Blakeman Award.

In addition, we will present our newest award category, the Manufacturer's Award. This award was developed to recognize a team or organization for their outstanding accomplishments that have had a significant impact within the manufacturing industry. ■



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Promote Your Business at the Annual Meeting & Awards Banquet

Looking for new ways to reach hundreds of business leaders with your company's message? Become a sponsor for the Chamber's largest membership event of the year. Call (715) 386-8411 or email info@hudsonwi.org for sponsorship details and pricing.

The Annual Meeting/Awards Banquet offers many opportunities for sponsorship and promotion of your business. By supporting this event, area businesspeople will become familiar with your business and its products and services.

All sponsors receive visibility through both a listing in the Chamber newsletter, website, and recognition at the event.

A quick response guarantees additional exposure by highlighting your company as a sponsor in the official program for the event.

Thank you to Citizens State Bank for being the Platinum Sponsor. ■

EVENT DETAILS:

Thursday, February 17, 2022

6:00 p.m.

Location: Hybrid Event (In-person & Zoom option)

White Eagle Golf Club

316 White Eagle Trail

Hudson, WI 54016


[Register Here](#)



CITIZENS STATE BANK
RIGHT BANK. RIGHT NOW!



Supervisory Management CERTIFICATE PROGRAM

A portrait of Nikki Lightfoot, a woman with long, wavy brown hair with purple highlights, smiling. She is wearing a dark top. The background is a blurred office setting with a yellow wall.

Completing my Supervisory
Management Certificate
was an investment in my
leadership and my team.

The better I can be,
the more successful
they will be.

NIKKI LIGHTFOOT
SECURITY HEALTH PLAN

University of Wisconsin
Eau Claire

Continuing Education



Mary Claire Olson Potter
Chamber President

Thank You for Your Investment!

Membership is the lifeblood of a Chamber. Without membership investments and involvement, there is no Chamber. The strength of a Chamber is found in the members and their commitment to the mission and the role of the Chamber. Thank you for your involvement and commitment.

There are many ways for you to be involved in the Chamber. There are a number of ongoing committees, event committees and task forces in which to participate, along with attending events that are held throughout the year. Please make the most of your membership by getting involved. I would be happy to meet with you and your team to review Chamber benefits and involvement opportunities.

At the Board/Committee Chair Retreat in December, the current board and committee chairs spent the morning reviewing accomplishments, the membership survey results and setting plans for 2022. The 2022 Plan of Action will be approved at the January board meeting and will be posted on the Chamber's website.

As a chamber and a community working together, we made it through a challenging 2021. Congratulations!

We look forward to 2022 with great hope. ■

Board of Directors Welcomes New Chair and Three New Members



The Hudson Area Chamber of Commerce & Tourism Bureau is excited to welcome **Angel Duratti** as the **new board chair for 2022**.

Angel is a crucial member of not only our community, but the Chamber as well, and we are excited to work with her in the upcoming year.



The Hudson Chamber would like to thank **2021 chair Katie Kranz** for all her hard work in leading the Chamber through another unprecedented year of challenges. Katie

helped the Chamber exceed many of its goals for this year and we cannot commend her enough. We look forward to Katie's continued efforts in the new year. We will publicly thank Katie at the Annual Meeting.



Kevin M. Urbik is an attorney at Heywood, Cari & Anderson, S.C., a general practice law firm in Hudson tracing its roots back to 1945. Kevin is a graduate of

Hudson High School, and thereafter obtained his undergraduate degree from the University of Wisconsin – River Falls, and law degree from Hamline University School of Law (now Mitchell Hamline School of Law). After school, Kevin returned home to Hudson where he currently lives with his three children.



Blake Willman has been a resident of Hudson his entire life. His wife and parents are also from Hudson. Needless to say, he has strong roots in the community. Blake had numerous jobs in the community growing up, from manning the full-serve gas pumps at Mike's Standard to cleaning up metal shavings at Marine Associates before it was Croix Gear.

He recently worked at Luther Hudson Chevrolet for seven years before finding his new career as a sales manager at Weathersafe Restoration, Inc.



Deb Pittman is the General Manager of the Hampton Inn & Suites by Hilton, and has lived in Hudson for over 20 years. She is married with 3 kids, ages 8, 16 and 19. She looks forward to working with many of you and supporting the community. ■



Welcome to Hudson Sign



Hudson Hot Air Affair is February 4-6.

As part of construction work on Second Street and our rebranding project, the welcome sign off Exit 1 was given a new look this year. A big thank you to the following for all their help in reimagining the welcome sign:

- **B & B Electric, Inc.**
- **City of Hudson, Mike Mroz,**
Director of Public Works & Parks
- **CD Products, Inc.**
- **Lebo Sign Works**
- **Xcel Energy**

These members helped remove the sign for the construction project, painted it, and helped to reinstall it. They also installed and connected the electricity and decorated the sign for the holidays.

Small Business Saturday

Thank you to everyone who shopped local this year in conjunction with Small Business Saturday. Thank you to the following for helping distribute balloons around town:

- Angel Duratti and Erica Johnson, Angel's Pet World
- Kendra Wiesemeyer, The 715
- Jenny Loew, Knoke's Chocolates & Nuts
- Rachel Renner, SEASONS Gallery
- Sue Sutheimer, kudos

Thank you to the Hudson Flower Shop team for getting all the balloons ready for this event. ■

Have a Hudson Holiday

Throughout the holiday season, there were many free, family-friendly events held throughout downtown Hudson.

On November 26, **Light Up Hudson** attracted hundreds of children and their families to Lakefront Park to see Santa light up the town with a wave of his wand.



Lakefront Park lit up along the St. Croix River. Photo by Fred Sobottka

Throughout the span of November 7 – December 7, over 57 children visited participating businesses throughout town to take part in the **Find Santa** event, and winners received special prizes.



Erica Johnson with Angel's Pet World displays the 57 Find Santa Passports.



On December 3, community members enjoyed a stroll throughout downtown, illuminated by candlelight, as part of our **Candlelight Stroll** event. Participants also had the opportunity to take a horse-drawn carriage ride throughout Lakefront Park and listen to the serenades of carolers, in addition to watching the Holly Dolls from Helmer Dance Studio perform in business windows throughout the downtown area.



Candlelight Stroll picture opportunity along Locust Street.

On December 4, over 760 children had the opportunity to visit with Santa and hand-deliver their Christmas lists to him through our **Santa & His Critters** event. Families also enjoyed sled dogs, a petting zoo, ice sculpting, and many other activities. Thank you to Angel and her team for coordinating the Santa and His Critters event.



Erica Johnson, Angel Duratti, and Ashley Filkins of Angel's Pet World with Santa.



Mary Claire loved the goats!



Attendees had the opportunity to watch an ice sculpture demonstration.

Thank you to the Have a Hudson Holiday Committee for their time and hard work in planning and executing details:

- **Marianne Buckman**, Cocobello Interiors
- **Angel Duratti**, Angel's Pet World
- **Richelle Jader**
- **Teri Larsen**, Backroom Vintage & T Larsen Design LLC
- **Deanna Lindahl**, SavATree
- **Janet Quinto**, Hudson Home and Garden Club
- **Kay Timm**, Grand Fête
- **Andrea Uebel**, Droplets of Wellness, LLC

In addition to the Have a Hudson Holiday Committee, thank you to all who were involved in making this possible:

- **Brock Eastlund**, SavATree
- **City of Hudson Public Works Department** for their help with the lights in the park
- **Hudson Ambassadors**
- **Janet Quinto and Team**, Hudson Garden Club for helping with the decorations
- **North Hudson Pepper Festival Royalty**
- **Rachel Renner**, SEASONS Gallery, for decorating the Chamber office windows
- **The SavATree Team** for putting together 500 bags of candy for Light Up Hudson ■



Hudson Hot Air Affair Brings S'More Fun to 2022

The Hudson Hot Air Affair balloon rally and winter festival will be held February 4 -6, 2022. This year's theme is "Smores and More, Balloons Galore." While keeping the health and safety of the community in mind, the Hudson Hot Air Affair Committee is continuing to monitor the COVID-19 pandemic and will adjust the event to comply with the CDC, state, and local recommendations.

Now in its 33rd year, the Hudson Hot Air Affair continues to be a fun, family-friendly tradition for many of its participants, sponsors, and the community.

This event is the premier winter ballooning event and winter festival in the Midwest. Thousands of visitors make their way to the St. Croix Valley every year, along with balloonists from states such as Wisconsin, Minnesota, North and South Dakota, Iowa, Illinois, and Nebraska. Over 30 colorful hot air balloons are expected to come to Hudson for mass ascensions and other ballooning events throughout the weekend.

WESTconsin Credit Union is returning as the corporate sponsor. The committee welcomes guests to support our local businesses and enjoy unique, one-of-a-kind experiences. Please be sure to mask-up, physically distance and enjoy the Hudson Hot Air Affair responsibly.

For more information, visit www.HudsonHotAirAffair.com or check Facebook and Twitter. Announcements and the latest details will be posted as they become available.

Video for Business Seminar: Bill Alms from Alms Creative, LLC - January 25, 2022



Alms Creative
Video Production Agency

Join us for a video presentation from Bill Alms as he helps demystify video production and offers tips and tricks that you can immediately implement in your business or nonprofit.

We hear from so many sources that video is especially important to your marketing; yet professional video production has traditionally been out of reach for many due to soaring costs. Through the advent of social media along with cameras conveniently incorporated into phones, it has never been easier to produce video content for your business, small or large.

2022 marks the 25th year that Bill has been in video production. Before starting his video production business, he was a video producer at the third largest nationally distributed home shopping company in the US. Through this experience, he gained extensive knowledge of buyer habits, viewer psychology and ultimately became a keen professional using techniques to motivate customers to pick up the phone and order products.

EVENT DETAILS:

Tuesday, January 25

8:30 - 9:30 a.m., Hybrid Event (In-person & Zoom option)

Citizens State Bank, 375 Stageline Road

[Register Here](#) ■

Welcome to the Hudson Chamber Member Orientation

Join us the second Wednesday of every month for an online Zoom meeting where you will learn about the Chamber mission, member benefits, meetings and networking events, committees, sponsorships, and how to maximize the benefits of your Chamber investment. Whether you need a refresher or you're new to the Chamber, attend this virtual orientation to meet the staff and get the facts about how we can serve you and your business.

EVENT DETAILS:

Wednesday, January 12

11:00 a.m. - 12 noon

Zoom ■

2022 Calendar of Events at a Glance

Year Round	Yellowstone Auto Route
June - August.....	Concerts in Lakefront Park
February 4 - 6	Hudson Hot Air Affair
April 22.....	Earth Day Celebrations
May 1.....	Hudson Community Expo*
May 26	Rotary's Taste of Hudson
June 30 - July 4	Hudson Booster Days
July 3.....	Fireworks at Lakefront Park
July 19 - 23.....	RiverFest
August 13.....	Yellowstone Trail Heritage Day
	Britfest
	Twin Cities Model A Ford events
August 19 - 21.....	North Hudson Pepper Festival
September 15	Hudson Chamber MAX*
September 24 & 25.....	Spirit of the St. Croix Art Festival*
October 7	Manufacturers Day
October 15.....	Hilltop Pumpkin Party *
October 31.....	Rotary Halloween Parade
November 5 - December 6	Find Santa*
November 18 - 20	Hudson Christmas Tour of Homes*
November 25	Light up Hudson*
November 5 - January 31.....	Have a Hudson Holiday*
December 2	Candlelight Stroll*
December 3	Santa & His Critters*

*Chamber events will follow CDC guidelines



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.HudsonWI.org>

BRUESKE'S BREAD

David Brueske, Owner
632 Knollwood Drive
Hudson, WI 54016
(715) 338-5246
<https://brueskesbread.com/>

Bakers of artisan (long-fermentation and sourdough) breads and bread associated products.

Sponsor: Angel Duratti, Angel's Pet World

BYWATER BUSINESS SOLUTIONS LLC

Christopher Ferguson
1307 Riverside Drive N
North Hudson, WI 54016
(763) 244-1090
<http://bywater.co>

We are a business's source for anything with a logo on it, including promotional items, apparel, and commercial print.

CULLIGAN WATER

April Norby, Commercial Drinking Water Consultant
1435 Crest View Blvd.
Stillwater, MN 55082
(651) 439-2636

Culligan Water, Stillwater, wants to give you the best quality water for you and yours. We even make ice!

Sponsor: Jillian Newes-Opatz, Jono Properties LLC ■



THANK YOU TO THESE MEMBERS FOR RENEWING THEIR MEMBERSHIPS:

Abundant Yoga Community
Audrey Martin Art
Ban Tara Companies
Bardill Dental Associates, S.C.
Bauman Associates, Ltd.
Bayport Printing House
Bethel Lutheran Church
Bricks Neapolitan Pizza
BRIDGE for Community Life
Cardinal Health
Chapter2Books
Ciranda, Inc.
Coldwell Banker Realty - The Johnson Group
Heywood, Cari & Anderson, S.C.
Holloway, Rick
Hudson Hot Air Affair, Inc.
Hudson Tennis Association
Jay Fletch Real Estate Group
Junior Achievement of Hudson
LearningRx Hudson
Luther Hudson Chevrolet-GMC
McNamee Real Estate Team
MidWestOne Bank
River Valley Catering
St. Croix Baking Company
St. Croix Business Park Corporation
St. Croix Granite & Quartz
St. Croix Valley Insurance, Inc.
Smiles in Motion, Pediatric Dentistry
Spring Creek Dental
T-Mobile
The SubHouse
Trinity Academy
Ultimissimo - Boutique Salon

Congratulations to Brock Eastlund with SavATree as the Brand Champion for December

In the season of lights, we recognize Brock Eastlund with SavATree as our December Chamber Brand Champion. Brock designed Buena Vista: A Stroll in the Park with over 250,000 lights that illuminate Lakefront Park this year.

Brock joined SavATree in 2016 and has become a regional expert on holiday décor services. His passion for lighting up communities shines through with the work he continues to do even after the lights are



installed. Brock ensures that the lights stay lit no matter what the issues are and does this all on his own time. Speaking of his personal time, Brock is an avid Nordic skier, cyclist, and traveler who also advocates for the environment, renewable energies, pollution control, green spaces, and more.

Thank you, Brock, for all you do for the Hudson Chamber and the community. If you're wondering about the qualities of a Brand Champion, they include:

- Passionate and Supportive
- Knowledgeable and Communicative
- Invested in Success
- Interested in Building Loyalty

If you know of a great Chamber Brand Champion, let us know so we can recognize them and award them \$25 in Chamber Checks! ■

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



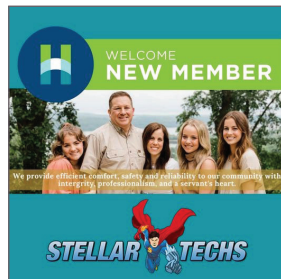
Welcome New Member, [Ashley Stohl - Realtor - Coldwell Banker Realty](#)! Ashley is a local agent with Coldwell Banker Realty who is an expert in this area. She brings a wealth of knowledge on local communities, current market conditions, and the home buying and selling process. She strives to provide exceptional service and a real estate experience that exceeds your expectations. Learn more at <http://www.ashleystohlrealtor.com/>



Welcome New Member, [Hudson Area Backpack Program](#)! This program is designed to help provide food to children with food insecurities. Being hungry has an enormous impact on a student's ability to learn, which is why they provide healthy snacks for each school in the district. Backpacks are filled with child-friendly food items for breakfast, lunch and dinner. Learn more at <https://www.hudsonbackpack.com/>



Welcome to the Chamber, [The Salsa Spot](#)! Word on the street is they serve the best authentic Mexican cuisine on wheels! They also provide catering & more options to choose from! Check them out on Facebook here <https://www.facebook.com/thesalsaspot>



Welcome to New Member, [Stellar Techs Home Services](#)! Owner and founder, Joseph, has over 40 years of experience in plumbing, heating, and air conditioning—but his commitment to service is in his blood! They are a family owned 5th generation residential HVAC company located in Hudson, WI. They serve the Hudson and very eastern part of Washington County, MN and service all HVAC equipment as well. Learn more at <https://www.stellartechshomeservices.com/>



Welcome to the Chamber, [Cream of the Crop Artists](#)! Cream of the Crop Artists is a gallery in the West End Market at the Minnesota State Fair. They are artists and creators making artworks inspired by their very own journeys. They are available for viewing 24-7 on their website here: <https://creamofthecropartists.com/>



Happy to welcome New Member, [SDIA Western WI](#)! Founded in 2010, Sheep Dog Impact Assistance (SDIA) is a national non-profit organization founded and headquartered in Rogers, Arkansas. They exist to engage, assist and empower our nation's "Sheep Dogs" (military veterans, law enforcement, fire & rescue, and EMS personnel) to reengage in living an active and meaningful life. Learn more at <https://www.facebook.com/SheepDogIAWesternWisconsin>



Welcome, New Member, Norflex, Inc. Norflex is a custom film manufacturer that specializes in high-quality stretch and shrink film for industrial applications. Established in 1992, owner and industry pioneer Arne Anderson and the Norflex team work together to engineer high-quality polyethylene films. Learn more today <http://norflex.com/>



Welcome New Member, [Hudson Grocery Cooperative](#)! When you join the Hudson Grocery Cooperative, you are purchasing an ownership share in the future business. Also, as a founding owner, you will be able to influence the direction the co-op takes in the future by asking questions, making suggestions, serving on committees or the Board of Directors, and spreading the word about this project. View the Hudson Grocery Cooperative brochure to learn more about the co-op and how you can become an owner at <https://hudsongrocery.coop/>



Welcome, New Member, [Droplets Of Wellness, LLC](#)! Andrea is a wife, mom, and business owner at Droplets of Wellness, LLC in downtown Hudson. Her mission is to help individuals and families enjoy the process of living a low toxin life, using Seed to Seal guaranteed products. Learn more at <https://dropletsofwellnessllc.ecwid.com/>



Say hello to New Members, Dryer Vent Wizard of St. Croix Valley! Dryer vents are all they do. Their skilled and experienced technicians provide thorough dryer vent cleaning to combat lint accumulation and hazardous clogs. In addition to their comprehensive cleaning, they offer a selection of other dryer vent services to increase safety and efficiency in your laundry area. Learn more at <https://www.stcroixdryervent.com/>



Welcome to the Chamber, [Julie Heifner Lakes Area Realty WI & MN - St. Croix Valley](#)! Julie is a Realtor with Lakes Area Realty, bringing people and properties together in the St. Croix Valley. Contact Julie today for your real estate needs: <http://JulieHeifnerRealEstate.com/>



Welcome to our New Member, [Central Telephone Sales and Service](#)! Since 1979, they have provided Minneapolis, St. Paul, and the Metro area with the latest in telecommunications technologies. They offer more than just cutting-edge technology. As a voice communications integrator, Central Telephone Sales and Service's core competencies are in VoIP voice systems, low voltage network cabling, and wireless networking. But they pride themselves most on their fast, reliable service. Learn more at <https://www.centraltelephone.com/>



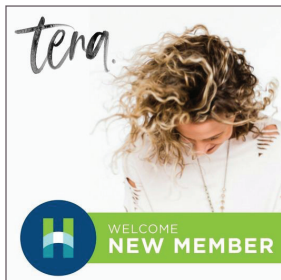
Welcome New Member, [Cardinal Glass Industries](#). They have grown to more than 7,000 employees located at 37 manufacturing locations around the United States. At Cardinal, they try to maintain a clear vision: design and fabricate the most advanced residential glass products in the industry. Learn more about Cardinal and their careers at <https://www.cardinalcorp.com/>



Welcome New Member, [Konnor Garrido Edina Realty](#). Konnor is a realtor who enjoys helping his clients by providing accurate and reliable information in a timely manner. Honesty, education, marketing expertise, and loyalty are the core values of his business. He works hard to bring clarity to the confusing aspects of the home buying/selling process by providing accurate market information in a fun and easy-going way. Learn more at <https://www.edinarealty.com/konnor-garrido-realtor>



Welcome New Member, [Phillips-Medisize Careers!](#) Phillips-Medisize is a global leader in outsource design, development & technology-driven manufacturing. Phillips-Medisize is headquartered in Hudson, WI and employs over 5,400 people in 21 locations throughout the United States, Europe, Mexico & China. Learn more about their company and their careers at <https://www.phillipsmedisize.com/>



Give a warm welcome to New Member, Shine Essentials! Tena is a business owner on a mission to teach entrepreneurial women how to biohack their health & wealth so they can show up contagiously confident. Learn more at <http://tenapettis.com/>



We're happy to welcome New Member, [Hudson Valley Dental](#), to the Chamber! Hudson Valley Dental proudly serves the Hudson community and is on a mission in CREATING BEAUTIFUL SMILES. They are dedicated to providing you with the highest quality dental care and pride themselves on being leaders in dental technology and patient communication. Check them out at <https://hudsonvalleydentalgroup.com/>



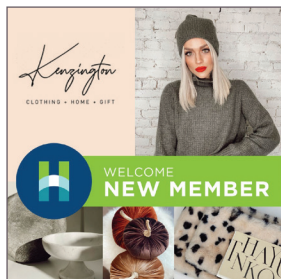
Welcome New Member, [Northstar Early Learning Center](#)! Northstar Early Learning Center is a premier childcare center in Hudson for families that value a rich educational experience at an affordable price. Their vision is to be an outstanding children's learning center with an exceptional educational experience. And their goal is to spark a child's interest in learning, thereby helping them to become life-long learners and tomorrow's leaders. Learn more at <http://www.northstarelc.com>



Welcome to New Member, [Innovative Electric LLC](#). They have local, experienced, and reliable licensed electricians for all your electrical needs. Innovative Electric LLC service a wide range of customers including industrial, commercial, and residential properties. Check them out here <https://www.innovativeelectricwi.com/>



Welcome New Member, [Free Clinic of Pierce and St. Croix Counties](#). Since 2007, they have been providing free primary health care to low-income, uninsured residents of Pierce and St. Croix Counties in western Wisconsin. They have been able to do this only because of their almost 200 volunteers, as well as support from numerous foundations, local organizations, churches, and generous individuals. Learn more at <https://freeclinicpiercestcroix.org/>



Welcome New Member, [Kenzington](#)! Kenzington is a luxury lifestyle boutique specializing in building a wardrobe and living space for clientele that speaks to their individual style. Shop their store at 509 Second Street or follow them on Facebook [Kenzington](#).



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.

OSHA Delays Effective Dates for Vaccine & Testing Mandate Following Reinstatement of the ETS

Wisconsin Manufacturers and Commerce (WMC) recently announced that the Sixth Circuit Court of Appeals lifted the stay of OSHA's emergency temporary standard (ETS) mandating COVID-19 vaccines and testing requirements for employers with 100 or more people. Employers must continue to comply with the requirements outlined in the ETS. To allow businesses more time to comply, OSHA has delayed the enforcement dates. Employers will have until January 10, 2022, to comply with the requirements. Additionally, weekly testing requirements for unvaccinated employees will be delayed until February 9, 2022. See the link below for a guideline on this topic published by WMC.

[WMC-COVID-Vaccine-Mandate_2021.pdf](#)

Making the Case for Place featuring: Dr. Katherine Loflin

Conversations of the Valley, the long-running, popular speaker series hosted by the St. Croix Valley Foundation, brings a new slate of expert thought leaders to the online presentations. The theme for this season's online series is PLACEMAKING – how intentionally fostering an attachment to place can impact a town's economic growth, help to attract and retain residents, and build thriving communities.

There are no fees for this season's online program. The first presentation takes place January 12, 2022.

WHEN: Wednesday, January 12, 2022, 12 noon – 1:00 p.m.

TOPIC: *Making the Case for Place* FEATURING: Dr. Katherine Loflin, "The City Doctor," TEDx presenter, and lead consultant for the Knight Foundation's *Soul of the Community* project. Dr. Loflin will establish what PLACEMAKING can mean for a community. She will discuss its importance, and how attachment to place can relate to economic growth and opportunity.

Presentation attendees will learn what community members, city leaders and others can do, community-by community, to promote a stronger sense of PLACE among residents, business leaders and community organizations. Community members are encouraged to register for any or all presentations in the series. There is no fee for the online presentations, but registration is required. Registration is now open for the January 12 presentation at [Conversations of the Valley | SCVFoundation](#)

Thinking About a New Look for the New Year?

From major corporations to the business down the street, we've helped companies of all sizes convey who they are. Logo design, position statements and collateral development can all be achieved using our palette of services. Please contact Pam Deutsch to discuss your needs by phone at 715.273.2113 or via email pam@helmerprinting.com.

FNC BANK'S NEW CHIEF OPERATING OFFICER

FNC Bank is excited to announce the promotion of Sheri Soderquist to Chief Operating Officer. As FNC Bank's first COO, Sheri will be responsible for overseeing daily branch operations including front-line staffing, facilities management, and bank security. She will use her skillset to develop and implement strategies for delivering a superior customer journey through efficient processes, enhanced security measures, adoption of a service culture, and expansion of account relationships.

Sheri has been with FNC Bank since 2012 and possesses a wealth of experience and knowledge vital in this new position. Her financial services career expands across consumer, commercial and mortgage areas giving her a firm understanding of financial products paired with exceptional business development and relationship management skills. As a Graduate School of Banking graduate, Sheri embodies an additional skillset to evaluate and execute operating plans, talent goals and other corporate growth objectives.

On a personal level, Sheri is a known leader in the communities FNC Bank serves. She is an active member of the New Richmond Chamber, having served on the chamber board since 2017 and as a chamber ambassador since 2012. Sheri also holds treasurer roles for the Town of Richmond in St. Croix County since 2011 and on the board of directors at New Richmond Heritage Center since 2016.

In her most recent role of Vice President Commercial Lender at FNC Bank, Sheri will continue to serve her business customers until the bank has onboarded another commercial lender to assume those relationships. Her office will remain at the New Richmond branch; however, she will be frequenting the Somerset, Hudson, and Dresser locations to better serve customers throughout western Wisconsin. ■

Chamber Celebrates Business Anniversaries



St. Croix KIDS Pediatric Dentistry Celebrates 10 Years in Business

St. Croix KIDS Pediatric Dentistry has proudly been serving the families of Western Wisconsin and the Twin Cities metro since 2012. This year they celebrate their 10th anniversary in Hudson. St. Croix KIDS Pediatric Dentistry offers safe and gentle dental care in a kid-friendly environment. Not only does the waiting area include a canoe, but also a kid friendly office space with a custom



**CHECK OUT OUR UPDATED
DECEMBER STATS!**

**WEBSITE: 7.2 K USERS
LINKEDIN: 290 FOLLOWERS**

**CHAMBER FACEBOOK: REACHED 8,561
DISCOVER HUDSON FACEBOOK: ALMOST 16,112
DISCOVER HUDSON INSTAGRAM: 4,462 FOLLOWERS**

floor mirroring a river running through the office. As pediatric dentists, they focus on preventive care to help each child develop a healthy smile that can last a lifetime. Their doctors and team provide individualized care appropriate to your child's age and maturity level to start them off with the right dental care that will give them a lifetime of confidence and healthy habits. Their doctors offer expertise in infant nursing issues related to lip and tongue tie, myofunctional therapy, laser dentistry and in-house general anesthesia.

St. Croix Kidds is conveniently located at 400 2nd Street, Suite 250, Hudson. To learn more about St. Croix Kidds, visit their website: dentalkidds.com.

Helmer Dance Studio Celebrates 40 Years in Business

Starting from the basement of founder and co-owner Carol Helmer's Beldenville home in 1981, Helmer Dance Studio is proud to celebrate 40 years in business. "We're so proud of where we started, how far we've come and what the future holds for the studio. Our success lies with the foundation we've built," states Helmer.

Family is truly the foundation at Helmer Dance Studio. The studio operates under the co-ownership of Carol Helmer – whose

primary teacher was her mother – and her daughter, Laura Decheine. Laura continues to teach fulltime along side her staff of six instructors (and a team of independent choreographers), which now includes her daughter, Carolyn.

"Our dancers, their families and the relationships and life lessons formed within our studio walls are our greatest accomplishment. We wouldn't be where we are without them, notes Laura.

"It's such a great feeling to see our past students walk through the doors with their children. It means we affected them – they learned something they want their children to learn, and that's pretty awesome."

Enrollment remains open for select classes for the 2021-22 season. For a full class line-up and other information, visit [Helmer Dance Studio Hudson Dance School](http://HelmerDanceStudioHudsonDanceSchool), call 715.377.9862, or email info@helmerdance.com. ■



Interactive Online | March 22 & 29

Exceptional Workplace Communication Skills

"This gave me the boost of confidence I needed. I've implemented what I've learned to better communicate with my staff and have used it as a training tool for my team. It's already making a difference!"

MELISSA STERLING | INSURANCE ASSOCIATES | CHIPPEWA FALLS, WI

Register Today!

Continuing Education

University of Wisconsin
Eau Claire



January Calendar of Events

- 4 Hudson Business Connections (formerly I-94 Business Alliance) Meeting, 9:00 a.m., Citizens State Bank
- 4 Midwest Economic Forecast Brunch & Learn, 10:30 a.m., Citizens State Bank
- 12 Retail Downtown Committee, 9:00 a.m., Zoom
- 12 Welcome to the Hudson Chamber, 11:00 a.m., Zoom
- 13 LEADS 2, Noon, Zoom
- 13 Community Affairs, 11:00 am., Zoom
- 14 Have A Hudson Holiday, 9:00 am., Zoom
- 14 Hudson Foundation, 10:00 am., Zoom
- 20 Board of Directors, 9:00 a.m., Zoom
- 20 Ambassador Meeting, 3:00 p.m., Zoom
- 25 Marketing Seminar with Bill Alms, 8:30 a.m., Citizens State Bank, In-person and hybrid
- 26 Hudson Community Expo, 1:30 pm, Zoom
- 27 Non-Profit Roundtable, 8:00 a.m., Zoom
- 27 Manufacturers Roundtable, 11:00 a.m., Zoom



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2022 Board of Directors

- Angel Duratti** – Angel's Pet World, Chair
- Katie Kranz** – First State Bank and Trust, Past Chair
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- Linda La Kosky Eng** – Minuteman Press – Hudson
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- Deb Pittman** – Hampton Inn & Suites by Hilton
- Kevin Urbik** – Heywood, Cari & Anderson, S.C.
- Blake Willman** – Weathersafe Restoration, Inc.

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**

