

## Good Morning Hudson: International Women's Day - March 8 #BreakTheBias



**Kelli Cadwell**  
*Simply Staffing*



**Karen Evenson**  
*Katherine Michael Associates*



**Kerri Harting**  
*Eagle Eye Farm*



**Leanne Van Allen**  
*University of Wisconsin  
- River Falls*

Join us as we put a local twist on celebrating International Women's Day. You will be inspired by a panel discussion featuring successful local women leaders **Kelli Cadwell**, Owner/President, Simply Staffing; **Karen Evenson**, Consultant/Coach, Katherine Michael Associates; and **Kerri Harting**, CEO, Eagle Eye Farm. The panel will be moderated by **Leanne Van Allen**, Director of Graduate and Adult Programs, College of Business and Economics, University of Wisconsin- River Falls.

### EVENT DETAILS:

**DATE:** Tuesday, March 8, 2022

**TIME:** 8:30 - 10:00 a.m.

**RSVP:** March 4, 2022

**LOCATION:** Zoom

**COST:** Members \$10/Non-Members \$20

[Register Here](#)

### Bonus Features:

- New Member Introductions
- Share your company website and social media sites in Zoom Chat
- Upcoming Events
- Enter to Win Prizes

\*A portion of the proceeds will be donated to Turningpoint for Victims of Domestic and Sexual Violence.

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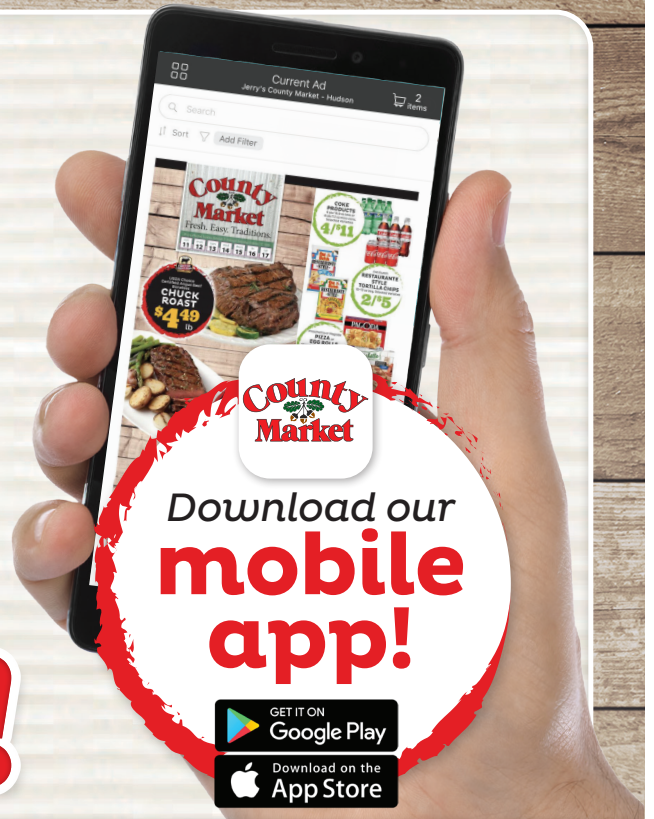


**BUSINESS  
BRIEFS**

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**jerryscountymarket.com**







Mary Claire Olson Potter  
*Chamber President*

## Maximize Your Membership Investment Join a Chamber Committee

Build your business relationships as we work together to help our community prosper. As you are making plans for 2022, consider joining a Chamber committee. As a membership-based, volunteer-driven organization, we rely on our volunteers to help advance the Chamber's mission and vision.

### STANDING COMMITTEES

- **Ambassadors:** Supports member attraction and retention through new member visits and hosting at Chamber events. Chair: Brian Moura, Lucky's Wine & More
- **Chamber Leads Groups (2 groups):** Opportunity to further business interests through the exchange of business referrals, tips and information. AM Group contact: Linda La Kosky Eng, Minuteman Press – Hudson; Noon Group contact: Amy Hauser, Leitch-McSorely Insurance Agency
- **Community Affairs:** Focuses on issues that impact the business community and matters of public interest/importance. It also brings people and organizations together around issues that matter to our economic competitiveness, including workforce development, education, transportation, and workforce housing. Chair: Chris Kost, YMCA in Hudson
- **Hudson Business Connections (Formerly the I-94 Business Alliance):** Provide an opportunity for members to interact, network to promote their business or organization and help plan the Hilltop Pumpkin Party – a popular community event. Chair: Zach McNamee, McNamee Real Estate Team
- **Hudson Independent Business Association Powered by the Hudson Chamber (HiBA):** A sub-committee of the Chamber that promotes supporting local. Chair Brian Moura, Lucky's Wine & More
- **Manufacturers Roundtable:** Provides a forum for specific topics, along with exchanging information between member businesses concerning regulatory and operational issues and trends. Celebrate Manufacturers Month with tours and trade fair shows showcasing the job and career opportunities in the manufacturing industry. Meets quarterly. Chair: Kathy Ableidinger, Cardinal Health
- **Membership Committee:** Reviews member benefits and investment structure; strives to enhance benefits through communication and networking opportunities; coordinates the annual Chamber MAX event. Chair: Angel Duratti, Angel's Pet World
- **Non-Profit Roundtable:** Opportunity for non-profits to share ideas and strategies as they work to grow their organizations. Meets quarterly. Chair: Tim Puffer, Operation HELP
- **Retail/Restaurant Committee:** Promote a healthy retail climate by providing a venue for promotions and communication among business owners to discuss and exchange ideas on issues unique to the retail/restaurant community. Chair: Rachel Renner, SEASONS Gallery
- **Service Committee:** To educate, train, and inspire companies and their teams to exceed the expectations of their clients by providing outstanding service. Meets six times per year. Co-Chairs: AJ Hein, Integrity Cleaners; Mark Hein, Family Fresh Market - River Falls; John Knutson, Board Liaison
- **Tourism Committee:** Increase the economic benefits of tourism to the community by marketing the Hudson area to encourage tourists to make Hudson their travel and vacation destination. Chair: Mark Gherty

### EVENT COMMITTEES

- **Annual Meeting & Awards Banquet/Award Nominations Committee:** Annual event held in January to celebrate the accomplishments of the previous year, recognize new and outgoing board members, review the Plan of Action for the upcoming year and present awards for Business of the Year, Chamber Member of the Year, Community Volunteer, Manufacturer of the Year and the Marie Blakeman Award. Contact: Angel Duratti, Angel's Pet World (2023)
- **Christmas Tour of Homes Committee:** The annual November tour showcases four privately-owned homes and the historic Octagon House to more than 1,800 tour attendees; this committee identifies homes to be showcased and assists homeowners as they prepare for the event. Contact: Mary Claire Olson Potter, Chamber President
- **Hudson Community Expo Committee:** Assist in planning the Community Expo, an annual opportunity for businesses and organizations to display and sell their products/services to attendees from the community. Chair: Mark Hein, Family Fresh Market - River Falls
- **Golf Tournament Committee:** Assist in planning the annual June golf tournament, a networking opportunity for members and a fundraiser for the Chamber. Contact: Maria Schmitt, WESTconsin Credit Union

(Continued on next page)



MARCH 2022 •

## MESSAGE FROM THE PRESIDENT/ SPRING BREAK IN HUDSON/ANNUAL MEETING

(Message from the president continued)

- **Hilltop Pumpkin Party Committee:** This annual October community event is a FREE family fun outdoor event featuring wagon rides, pumpkin patch, kid's costume contest, bounce houses, petting zoo, pony rides, EMS and Fire Department vehicles; Chamber members can purchase a booth space at the event to highlight their businesses. Contact: Zach McNamee, McNamee Real Estate Team
- **Spirit of the St. Croix Art Festival Committee:** Coordinates a fall festival in partnership with The Phipps Center for the Arts each September for more than 8,000 attendees; features a large, juried art fair, retail shops, businesses, community organizations, and restaurants as well as promotions, entertainment, and events for the entire family. Contact: Mary Claire Olson Potter, Chamber President

### #FollowYourHearttoHudson Spring Break in Hudson!

March brings the season of spring breaks. Seek new adventures right here in Hudson with a staycation!

Hudson invites locals to discover new experiences while looking through a different lens. This is the perfect spot for a weekend full of new adventures and a destination that doesn't require a lot of travel. Re-invigorate yourself with a mini-vacation in this beautiful winter valley on the St. Croix River while enjoying the variety of experiences Hudson has to offer.

Plan a day for exploring unique shops, visiting the trumpeter swans, and grabbing coffee. Experience award-winning cuisine, craft cocktails, micro-breweries and wineries. Discover local arts and cultural activities at the theatres and galleries. Get outside and visit farm animals, enjoy snow-tubing, skiing, snowshoeing, hiking, biking and more! Book a weekend at one of our many lodging locations.

Natives, locals, guests - vacation or staycation - the charm and beauty of this river town will awaken your senses and invite you to unwind.

Check out our visitor guide [here](#).

### Meeting & Awards Banquet



#### Celebrating our Award Winners!

On February 17, the Hudson Area Chamber of Commerce & Tourism Bureau was elated to welcome back Chamber members and volunteers to our hybrid Annual Meeting & Awards Banquet celebration. A sense of pride and camaraderie filled the evening as we were all brought together once again to celebrate the best of Hudson.

Thank you, Chamber members and volunteers, for continuing to go above and beyond to persevere through another year of unprecedented challenges while supporting the community.

"Looking back over this past year, our businesses continued to come together to overcome incredible hurdles. We are proud of our efforts to enhance community awareness of Hudson Chamber businesses through our social media promotions and Chamber Check promotions to keep dollars local."

- Katie Kranz, 2021 Chair, Board of Directors

This year we were pleased to announce the addition of a new award category, the Manufacturer of the Year Award. This award was given based upon sustainability practices, the contribution to the vitality of the business community, and community outreach.





### Congratulations to the following award winners:

#### Community Volunteer of the Year

Paul McGinnis, MD, FAAFP



#### Manufacturer of the Year Award

Croix Gear & Machining

*Photo submitted by the Star Observer*



#### Chamber Member of the Year

Erica Johnson, Angel's Pet World

Ashley Filkins, Angel's Pet World

*Photo submitted by the Star Observer*



#### Marie Blakeman Award

Gary Zappa, Zappa Brothers

*Photo submitted by the Star Observer*



#### Small Business of the Year Award

Christiansen Creative

*Photo submitted by the Star Observer*



### Congratulations to the following winners of the raffle prize baskets:

- Hudson Chamber Prize Basket: Andy Edholm, Croix Gear & Machining
- Royal Credit Union Prize Basket: Janeen Keskey, Minuteman Press- Hudson

### Thank you to our Platinum Sponsor:



### Thank you to our Gold Sponsors:



#### Large Business of the Year Award

Barker's Bar & Grill, San Pedro Café, Pedro's del Este

*Photo submitted by the Star Observer*





**Thank you to our Silver Sponsors:**

- ABG Holdings, LLC
- Bremer Bank, N.A.
- County Market
- Derrick Companies
- Eckberg Lammers, P.C.
- Pier 500
- Valley Companies

**Thank you to our Bronze Sponsors:**

- Angel's Pet World
- Angela Olson Law
- Baldwin LightStream
- McNamee Real Estate Team
- Stevens Engineers, Inc.

**Thank you to our Table Arrangement Sponsor:**

- Hudson Flower Shop

**Thank you to our Candy/Dessert Sponsor:**

- Knoke's Chocolates & Nuts

**A big thank you to White Eagle Golf Course for hosting this event.**

**Thank you to the following for helping us with set up, tear down, registration, and greeting:**

- Leanne Van Allen, University of Wisconsin – River Falls
- Maria Machtemes, Citizens State Bank
- Miranda Green, Citizens State Bank
- Rachel Renner, SEASONS Gallery
- Tiffany Dux, Family Fresh Market

**Thank you to the following for assisting with the technology of the event:**

- Chris Kost, YMCA in Hudson
- Jeff Munter, City of Hudson/The River Channel
- Kathy Ableidinger, Cardinal Health, served as host for those on Zoom
- Nate Skoog, City of Hudson/The River Channel

**Thank you to the following for their contributions:**

- Bayport Printing House for printing the invitations
- Christiansen Creative: Designed the invite, program, Reflections on 2021 Annual Update and helped create the PowerPoint
- Dot & Daisy: Created and set up the Balloon Arch
- Melissa Kraemer, WESTconsin Credit Union for taking photos, creating the video, and helping with the PowerPoint
- Minuteman Press – Hudson for printing the signage, program and Reflections on 2021 Annual Update
- Royal Credit Union for donating a gift basket for the raffle

**Leadership Hudson – Speaker Series – “How to Respond to the Great Resignation”**



Join us for Leadership Hudson – Speaker Series! This event is the second of a four-part series, featuring accomplished leaders in the Hudson area. This series gives you a preview of what you can experience as a part of the Leadership Hudson program, which will begin in September 2022.

The program will feature Ben Bomar, the President of Lithyus Group. He will speak about the “Great Resignation” trend and educate listeners about what is happening and why it’s happening. More importantly, Ben will provide specific recommendations on how proactive leaders can improve their teams and businesses as they respond to the Great Resignation.

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. Tell your friends and colleagues to join us for this sample of our Leadership Hudson program.

**EVENT DETAILS:**

**DATE:** Wednesday, March 2, 2022

**TIME:** 11:30 a.m. – 1:00 p.m..

**RSVP:** March 4, 2022

**LOCATION:** Zoom

**COST:** \$10

[Register Here](#)

**HiBA Powered by the Hudson Chamber's Lucky Clover Contest**

Join us in supporting local businesses throughout the month of March by participating in our Lucky Clover Contest! As you shop, dine, and live locally in Hudson, bring your card to participating businesses. With a \$10 minimum purchase, you will get a sticker placed on that business name. Lucky Clover Cards with 10 stickers or more will be entered to win gift cards from your favorite shops & restaurants in Hudson. Cards with 20 stickers are eligible for the Grand Prize Drawing! Completed cards must be dropped off at a participating business by March 31. Drawing for prizes will take place on April 6.



Click [here](#) for a list of participating businesses.



## Hudson Community Expo

# HUDSON COMMUNITY EXPO

The annual Hudson Community Expo has been refreshed and we are excited to have your business participate! This event will be an opportunity for you to have a booth to promote your business or organization.

This event consists of a variety of children's activities, including a bounce house, face painting, puppies and more. We also will have an array of food vendors, as well as a great lineup of entertainment throughout the day. Let us know if you have a mascot to join the Mascot Dance Off! Interested in having a booth? [Click here](#)

### EVENT DETAILS:

**DATE:** Sunday, May 1, 2022

**TIME:** 11:00 a.m. - 3:30 p.m.

**RSVP:** March 4, 2022

**LOCATION:** Hudson High School  
1501 Vine Street

## Mark your Calendars!

Hudson Area Chamber

# GOLF TOURNAMENT

### 25th Annual Chamber Golf Tournament

Dust off your clubs and come network with fellow Chamber members at the 25th Annual Chamber Golf Tournament scheduled for Monday, June 27, 2022 at White Eagle Golf Course. Sign up today to sponsor this popular event.

[Click here](#)

# LEADERSHIP HUDSON

## Leadership Hudson 2022

Leadership Hudson is recruiting!

Leadership Hudson is the Hudson Area Chamber of Commerce & Tourism Bureau's premier leadership program. Leadership Hudson takes a full day each month, September 2022 to May 2023, to bring together high-caliber current and emerging leaders from all sectors of the Hudson area to study issues impacting our community.

For more information, please contact Wendy Helgersen, Leadership Hudson Director, at [Wendy@HudsonWI.org](mailto:Wendy@HudsonWI.org).

## Promote Your Business in 2022 - Check out the Opportunities

Increase your business visibility through the many sponsorship opportunities available through the Chamber. We can create a sponsorship package, so you are set for the entire year. Promote your business to more than 425 members and the greater community of Hudson.

[Click Here](#) to review the 2022 Sponsorship Opportunities. For more information, contact Chamber President Mary Claire Olson Potter at (715) 386-8411 or [MaryClaire@HudsonWI.org](mailto:MaryClaire@HudsonWI.org)



## Purchase Your Chamber Checks Today!

Wrapped in our year-round design packaging, Chamber Checks make the perfect gift, no matter the occasion! Show your love and support for your local community by choosing to give the gift of Chamber Checks!

## Ribbon Cuttings

The Hudson Chamber is excited to welcome back Ribbon Cutting ceremonies! Whether you are a new member, have moved your business to a new location, or are celebrating a business anniversary, we would love to help celebrate the occasion with a Ribbon Cutting ceremony. These events are scheduled 3-4 weeks in advance. To set up a ceremony for your business, please reach out to Lauren at [Lauren@HudsonWI.org](mailto:Lauren@HudsonWI.org) or call (715) 386-8411.





## 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>

### HUDSON FARMERS MARKET ON CARMICHAEL

Nicole Bradford-Albert, Market Owner  
777 Carmichael Rd.  
Hudson, WI 54016  
(612) 599-9570

<https://www.facebook.com/hudsonfarmersmarketoncarmichael>

Buy Fresh, Buy Local! Our Farmers Market does not disappoint, with nearly 30 diverse, local vendors and a food truck! Come check us out every Saturday, May - October.

### JA COUNTER, AN ALERA GROUP COMPANY

Linda Skoglund, Managing Partner  
1477 So. Knowles Ave., #200  
New Richmond, WI 54017  
(715) 246-3811

<http://www.jacounter.com>

J.A. Counter & Associates Inc - specializing in insurance and investments for over 35 years.

### NATIONAL COALITION FOR MEN, TWIN CITIES CHAPTER

Will Hageman, President  
1037 Ohio St.  
St. Paul, MN 55118-1227  
(651) 457-2871

<http://tc.ncfm.org>

National Coalition For Men is a nonprofit educational organization that raises awareness of issues that affect men. This chapter focuses on the Twin Cities and adjacent areas of Minnesota & Wisconsin.

### ONYX FITNESS, LLC DBA HOTWORX

Bryan Bodrog, Owner  
2240 Badger Dr.  
Hudson, WI 54016  
(715) 407-4767

<https://www.hotworx.net/studio/hudson>

A 24/hour infrared fitness studio. More workout in less time!

Sponsor: Maria Machtemes, Citizens State Bank

### TUFFY'S PET FOODS/ NUTRISOURCE

Jennifer Weickert, Sales Representative  
145 1st Ave North  
Perham, MN 56573  
(218) 234-1475

<https://nutrsourcepetfoods.com/>

NutriSource Pet Foods is locally made in Perham, Minnesota and is a three-generation family-owned business manufacturing dry dog and cat food, treats and soon cans!

Sponsor: Angel Duratti, Angel's Pet World

#### Membership Directory Updates:

We would like to highlight a few updates in the 2022 Membership [Directory](#). We invite you to look at your listing in the directory, and email any updates to [info@HudsonWI.org](mailto:info@HudsonWI.org).

#### Page 38

Brian Moura is now the main contact for Lucky's Wine & More for the Brakke Drive location.

Brian Moura  
(715) 377-9730  
606 B Brakke Drive  
Hudson, WI 54016  
[Luckyswineandmore.com](http://Luckyswineandmore.com)  
*Liquor Stores*

#### Page 45

Joe Coyle is now the main contact for StarTech Computing, Inc.

Joe Coyle  
(651) 385-0607  
Fax: (651) 385-0507  
2501 Hanley Road, Suite. B  
Hudson, WI 54016  
[startech@startech-comp.com](mailto:startech@startech-comp.com)  
[www.startech-comp.com](http://www.startech-comp.com)  
*Computer: Consulting/Networking/Services*

Steward State Farm Agency no longer has a fax number. Additionally, their email and website have been updated:  
[frank@frankstewardhudson.com](mailto:frank@frankstewardhudson.com)  
[www.frankstewardhudson.com](http://www.frankstewardhudson.com)

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The 715 has a new email address:  
[kendra@the715hudson.com](mailto:kendra@the715hudson.com)



### THANK YOU TO THESE RENEWING MEMBERS FOR THEIR CONTINUED INVESTMENTS:

Afton House Inn / St. Croix River Cruises

akb marketing llc

All Star Mobility, LLC

Associated Bank

Associated Eye Care

Auth Consulting & Associates, Inc.

Beth Immanuel Messianic Synagogue

Carpeting By Mike, Inc

Casanova Liquors

City of Hudson

Comfort Keepers

Comfort Suites Hudson

FIT (RE) GROUP

Hudson Food Walk

Hudson Trolley Company

Hudson Women's Club

Keller Williams Realty Integrity WI/MN

Kwik Trip, Inc.

Living Vine Church

Luxury Bath Solutions LLC

Next Generation Auto Inc.

Pathways Family Chiropractic, S.C.

Redmon Law Chartered

St. Croix County - Community Development Department

Steele Brothers Real Estate - Edina Realty, Inc.

TravelCenters of America

University of Wisconsin-River Falls

White Eagle Golf Club

Woodland Hill Presbyterian Homes and Services

YMCA in Hudson

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



Welcome to John Knutson, as our first new member to join in 2022! John has owned and managed RPG/RESCO and more recently Catalyst Sports Medicine. In 2020, John and business partner JW Matheson sold the Catalyst business to Twin Cities Orthopedics. John worked in a decreasing role with the new organization until April 1st of 2021 when he retired. Now he is joining the Chamber in the category of “Retired Individuals”.

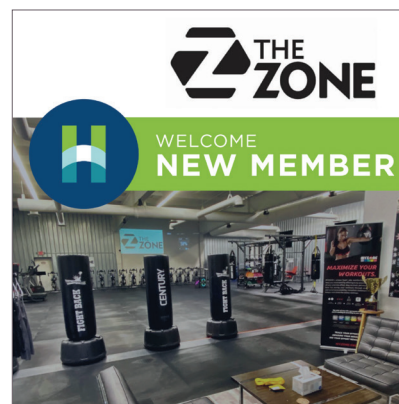
A long-time Hudsonite, John has been involved in many organizations including the Chamber Board, Rotary, Big Brothers Big Sisters, Junior Achievement, Hot Air Affair, Knights of Columbus, the Hudson Community Foundation, United Way and several more! He continues to serve on the Chamber Membership Committee and wants to stay in touch with the Hudson business community. Thanks for joining our Chamber, John!



Welcome to the Chamber, [Wolfy's Butcher Shop & Deli, LLC](http://www.wolfysbutchershop.com)! Wolfy's Butcher Shop & Deli provides deli and butcher shop services to Hudson and surrounding areas. They focus on providing locally raised, sustainable foods with an emphasis on healthy eating options for you and your family. Learn more about them here: [www.wolfysbutchershop.com](http://www.wolfysbutchershop.com)



Welcome New Member, Bywater Business Solutions LLC! They provide businesses with resources for anything with a logo on it, including promotional items, apparel, and commercial print. They first focus on what their clients are trying to achieve and not the product they are looking to buy. Learn more about them here: <http://www.bywater.co/>



Give a warm welcome to New Member, [The Zone](http://thezonefit.com/)! In The Zone, everyBODY has a place in the game, and every roadblock has a solution. Get a personalized training experience in a group setting using a unique technology that helps discover YOUR Zone - that sweet spot where you'll get maximum results in a ridiculously supportive group setting. Learn more here: <http://thezonefit.com/>



## Congratulations to Melissa Kraemer, with WESTconsin Credit Union, on being named Brand Champion for February.

Congrats to our February Chamber Brand Champion: Melissa Kraemer of WESTconsin Credit Union! Melissa has been a long time Chamber volunteer as an Ambassador and the last three years as Chair of the Leadership Hudson Steering Committee. Melissa is also an outstanding photographer who takes pictures at Chamber events and captures the people and events in an amazing format. At the Hudson Chamber Annual meeting this February, first time back for this event since 2020, Melissa created a video for us to showcase of previous events and activities that we have missed the past two years.

We appreciate Melissa capturing the members and programs that keep the Chamber moving forward! 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!



**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](mailto:info@HudsonWI.org).**

## 517 Bar & Restaurant in Hudson Reopened Its Doors on February 17

Come see the changes that were made, including menu changes, remodeling, and 517 has changed from a supper club. That's only a few of the changes that were made. New hours are Wednesday-Saturday, 4 p.m. until close, and Sunday, 11 a.m.-7 p.m. Check out their Facebook page for drink and food specials! For questions, feel free to call the new general manager, Amanda, at (615) 222-8619.

## Chesterton Academy Open House, Tuesday, March 1 at 6:30 pm

Students at Chesterton Academy enjoy a cohesive, integrated classical education centered on Jesus Christ. Our school develops complete thinkers who learn to draw on faith and reason for the purpose of building a joy-filled culture of life.

You have the opportunity to tour our space and meet with members of the Chesterton faculty and admissions team. [Admissions — Chesterton Academy of the St Croix Valley \(\[chestertonscv.org\]\(http://chestertonscv.org\)\)](#)

Unable to attend our open house? We invite you to schedule a private family tour and curriculum overview. Please click here [Contact — Chesterton Academy of the St Croix Valley \(\[chestertonscv.org\]\(http://chestertonscv.org\)\)](#) to submit your information and we will contact you to schedule a time that is convenient for you. We are excited to meet you and show you the opportunities that await your student at Chesterton Academy of the St. Croix Valley.

## The St. Croix Valley Foundation (SCVF), in Partnership with its Ten Affiliates, Announces the Vibrant Communities Spring Grant Program Addressing Behavioral Health Needs

The grant program will fund both intervention for individuals experiencing mental illness and efforts that prevent mental illness and encourage resiliency. Approximately \$110,000 will be awarded to nonprofit organizations serving the communities of the SCVF's ten affiliates. Grant applications are due by Monday, March 14, 2022.

"Throughout our region, many are feeling the combined effects of isolation, economic hardship, and difficulty seeing an unknown future" noted SCVF President Heather Logelin. "The SCVF and our Affiliates are honored to support the important work of area nonprofits addressing the mental health needs of our communities."

Funds for this collaborative effort were made available through SCVF's endowment campaign, which provides unrestricted dollars to respond to current and emerging community needs. The Vibrant Communities endowed fund will remain current and flexible – forever.

For additional information about the Vibrant Communities grant program eligibility, guidelines, and to begin the online application process, please visit [Grants | SCVFoundation](#). The St. Croix Valley Foundation is a 501(c)(3) nonprofit organization fully accredited by the Community Foundations National Standards Board and the Charities Review Council. SCVF's mission is to enhance the quality of life in the St. Croix Valley; its ten affiliated community foundations encourage local philanthropy in response to local needs.

## St. Croix Valley Habitat Celebrates 25th Anniversary with March 26 Gala Set for Tattersall Distillery in River Falls

St. Croix Valley Habitat for Humanity (SCVHFH) is celebrating 25

years helping people with safe, affordable housing in Pierce and St. Croix Counties on March 26. The organization's gala, Steel Toes & Stilettos, brings together community members, Habitat families, volunteers, sponsors, board, and staff to learn about plans for furthering its mission and reflect on the work the group has been part of during its first 25 years. "The pandemic kept us from celebrating our actual anniversary in 2021," said SCVHFH Board President Joel Skinner. "With market challenges making affordable housing even further out of reach, we look forward to opportunities that will increase capacity and do more for our neighbors who know that a home is the beginning of generational-wealth building. This celebration recognizes that communities coming together really do make a difference to the people who live and work together each day."

Steel Toes & Stilettos will take place Saturday, March 26 at 5 p.m. at Tattersall Distilling in River Falls. The gala features a cocktail hour, silent auction, wine and spirits pull, photo booth, and a special program highlighting goals for the organization's future, along with a delicious dinner and Dessert Dash. Presenting Sponsor Creative Homes is kicking off the silent auction with an opportunity for guests to bid on a Brewers vs. Twins game package. The package includes 20 special section tickets for the July 12 night game at Target Field in Minneapolis. Tickets for the event are \$50 per person, tables of 6 are \$275 each, and are on sale online at <https://scvhhabitat.org/25th-anniversary-gala>. Businesses interested in donating silent auction items should contact Kristie Smith at (715) 350-8585, ext.1.

## The River City Chorale Seeks Gala Sponsors

The River City Chorale is holding its gala concert on Friday, May 13. This is the chorale's major annual fundraising event and is being held in-person for the first time in two years. If you or your business is interested in sponsoring this event, we welcome your support. There are four sponsorship levels ranging from \$250 to \$2,500 that include varied levels of exposure to our audience members. In addition, we are looking for donations of live auction items for the evening. These can be experiences or services that have a retail value of a range of \$250 to \$2,500. Our gala attendees are residents of Western Wisconsin who are passionate about advancing the arts within Hudson and the surrounding communities. For more information, please contact Karen Neset at [info@therivercitychorale](mailto:info@therivercitychorale).

## Creative Homes Joins St. Croix Valley Habitat for Humanity in Affordable Housing Partnership

St. Croix Valley Habitat for Humanity (SCVHFH) is pleased to announce a new partnership with Creative Homes that supports the purchase of lots for affordable housing. Creative Homes is an award-winning home builder with three decades of home construction in Western Wisconsin and Minnesota. "Housing prices continue to rise across the country and at the same time industry reports show inventory is down 23% over 2020," said Creative Homes President Nick Hackworthy. "But a tighter market should never prohibit people from accessing safe and affordable housing. A partnership with St. Croix Valley Habitat for Humanity reflects our core value of giving back to hard-working people here in Pierce and St. Croix Counties and is embedded in our company culture and the work that we do."

SCVHFH will initially purchase four lots in New Richmond as part of the partnership. "We are proud to partner with the Hackworthy family and Creative Homes as we look to the future and our long-term building opportunities," said SCVHFH Board President Joel Skinner.

Additional funding for land purchases is provided by grants from the Hugh J. Andersen Foundation and the Fred C. and Katherine B. Andersen Foundation.





**CHECK OUT OUR UPDATED  
FEBRUARY STATS!**

**WEBSITE: 4.7K USERS  
LINKEDIN: 306 FOLLOWERS  
CHAMBER FACEBOOK:  
REACH: 9,103, LIKES: 4,409**

**DISCOVER HUDSON FACEBOOK: REACH: 32,410, LIKES: 16,769  
DISCOVER HUDSON INSTAGRAM:  
REACH: 8,163, FOLLOWERS: 4,582**

In its tenure, SCVHFH has partnered with more than 71 families in Pierce and St. Croix Counties to help achieve the goal of home ownership. Visit [scvhabitat.org](http://scvhabitat.org) for homeowner and volunteer information and to support the mission to help families create successful futures. Contact Kristie Smith, executive director, (715) 350-8575 or [ExecutiveDirector@scvhabitat.org](mailto:ExecutiveDirector@scvhabitat.org).

## Helmer Printing Has a Variety of Ways to Help You Talk to Existing or New Customers

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## First State Bank and Trust Announces Promotions

First State Bank and Trust is excited to announce the following staff promotions: Beth Aza to business development officer, Michelle Bredahl to executive vice president – chief operating officer, Erin Crowder to senior vice president – compliance and risk management officer, Chris Dressel to senior vice president – chief brand officer, Peter Matzek to senior vice president – chief financial officer, John Richards to senior vice president – information technology officer, and Nick Witthoft to senior business analyst officer.

"I am proud of our accomplishments as a team over the last few years and am excited to congratulate these individuals on their well-deserved promotions. Each has and continues to exhibit strong leadership skills, demonstrating our core values, as we execute our strategic plans with our mission to serve the diverse financial needs of the St. Croix Valley community," said Jason Howard, President/CEO. "Beyond their hard work and support of First State Bank and Trust's strategic plans, these promotions reflect our continued growth as a community bank, as well as professional development and career advancement opportunities for staff across our organization."

First State Bank and Trust, founded in 1914, offers full-service banking, trust, mortgage, and insurance services at four branches in the St. Croix Valley, including Bayport, Oak Park Heights and Stillwater, Minnesota, and Hudson, Wisconsin. The bank also offers limited service at two senior living facilities in the area. The Trust Department is one of the largest community bank trust departments in the Midwest, with assets exceeding \$4 billion. Equal Housing Lender / Member FDIC.

## FNC Bank Awarded Family Friendly Workplace Certification

FNC Bank was recently certified as a Family Friendly Workplace. Family Friendly Workplaces (FFW) is a non-profit organization partnering with businesses in St. Croix, Pierce, and Polk counties to promote family friendly policies and practices.

The Family Friendly Workplace Certification® recognizes workplaces with practices that directly support employee families as well as provide funding to family supporting programs. As part of the certification process, FFW conducted a thorough review of FNC Bank's human resources policies and practices, awarding points for policies and practices which support families. FNC Bank received the highest Gold Level Family Friendly Workplace Certification for their dedication to employees and their families.

"FNC Bank is committed to supporting our employees, their families, and the communities we are so proud to serve," said Scott Soderberg, CEO of FNC Bank. "Becoming a certified Family Friendly Workplace is directly in line with our values and practices, and we hope this encourages others in our communities to think about how they might work to help support families as well."

As part of their commitment to supporting Family Friendly nonprofits, FNC Bank recently donated funds to Five Loaves Food Shelf in New Richmond through the FFW nonprofit conduit.

"FNC Bank's certification is a natural fit, and we hope their leadership will encourage others to become certified," said Neil Kline, Chief Evangelist for FFW.

## FNC Bank Powers Branches With 100% Renewable Energy

Effective February 2022, FNC Bank has moved to renewable energy sources to power each of its four branch buildings.

The bank partnered with New Richmond Utilities (serving its New Richmond branch), and Xcel Energy (serving its Hudson, Somerset, and Dresser branches) to shift to 100% renewable energy sources. This approach meets sustainability goals using dedicated wind, solar and biogas resources, and achieves the bank's goal of fully powering all FNC Bank buildings with 100% renewable energy.

"FNC Bank is very proud to take full advantage of energy programs through the local utility companies to power our branches with 100% renewable energy. We feel that choosing this path is not only our responsibility in furthering the larger goal of energy sustainability, it also fits squarely with our 100+ year tradition of being community-minded in everything we do. These energy partnerships enable all of our buildings to be powered 100% by renewable energy."

## Valley Agencies Hires Nick Schneider

Valley Agencies is pleased to announce the addition of Nick Schneider, ARM, to the team.

Schneider brings to Valley Agencies and First State Bank and Trust over 15 years of industry experience, having worked for a Fortune 500 (commercial insurance) company and independently as a state licensed broker, helping families with life and health insurance. He carries the designation Associate of Risk Management (ARM). Schneider is a former teacher, coach, and camp director with a master's degree in education from University St. Thomas and a Bachelor of Science from the University of Minnesota.

Valley Agencies has been serving the business and personal insurance needs of the St. Croix Valley and surrounding communities since 1914. With two locations in Stillwater and Hudson, we are here to help you achieve more. Valley Agencies is an affiliate of First State Bank and Trust.

## The Top 4 Ways to Effectively Work With Your Tax Preparer

There has been a lot of drama in the tax planning world over the last couple of years, which has made for a stressful period for accountants.

Tim Jaynes, of ISC Financial Advisors, has compiled a set of best practices when working with a Tax Preparer. These strategies are useful for anyone, and can benefit the relationship you have with your accountant. These tactics weren't formed just from Tim's own experiences; he honed them through helping others coordinate their tax work.

For an in-depth look at these best practices, [click here](#)



## March Calendar of Events

- 1-31 HiBA Powered by the Hudson Chamber Lucky Clover Contest
- 1 LEADS 1. 7:00 a.m., Zoom
- 1 Hudson Business Connections (formerly I-94 Business Alliance), 9:00 a.m., Citizens State Bank
- 2 Leadership Series, 11:30 a.m., Zoom
- 3 Events and Programs Committee, 9:00 a.m., Zoom
- 3 Manufacturers Roundtable Meeting, 11:00 a.m., Zoom
- 4 Spirit of the St. Croix Art Festival Planning Meeting, 11:00 a.m., Zoom
- 8 LEADS 1. 7:00 a.m., Zoom
- 8 Good Morning Hudson - International Women's Day, 8:30 a.m., Zoom
- 8 Hudson Community Expo Planning Meeting, 11:30 a.m., Zoom
- 9 Retail/Restaurant Committee, 9:00 a.m., Zoom
- 9 Welcome to the Hudson Chamber Orientation meeting, 11:00 a.m., Zoom
- 9 Ribbon Cutting - Wolfy's Butcher Shop & Deli, LLC, 3:00 p.m., 210 Locust St.
- 10 Hudson Community Affairs Committee, 11:00 a.m., Zoom
- 10 LEADS 2, Noon, Zoom
- 14 Finance Committee Meeting, 8:30 a.m., Zoom
- 15 LEADS 1. 7:00 a.m., Zoom
- 16 Tourism Committee Meeting, 1:30 p.m., Zoom
- 17 Happy St. Patrick's Day!
- 17 Board of Directors, 9:00 a.m., Zoom
- 17 Ambassador Committee, 3:00 p.m., Zoom
- 21 Golf Committee Meeting, 9:00 a.m., Zoom
- 22 LEADS 1. 7:00 a.m., Zoom
- 23 Britfest, Yellowstone Trail Meeting, 11:00 a.m., Zoom
- 24 LEADS 1, Noon
- 24 Ribbon Cutting - Cream of The Crop Artists, 1:00 p.m., First State Bank and Trust
- 25 Ribbon Cutting - Onyx Fitness, LLC dba HOTWORX, 1:00 p.m., 2240 Badger Dr.
- 29 LEADS 1. 7:00 a.m., Zoom

## 2022 Board of Directors

- Angel Duratti** - Angel's Pet World, Chair
- Katie Kranz** - First State Bank and Trust, Past Chair
- Leanne Van Allen** - University of Wisconsin - River Falls, Chair Elect
- Joel Larsen** - MidWestOne Bank, Treasurer
- Kathy Ableidinger** - Cardinal Health
- Mark Hein** - Integrity Cleaners/Family Fresh Market
- Chris Kost** - YMCA in Hudson
- Linda La Kosky Eng** - Minuteman Press - Hudson
- Mark McNamee** - McNamee Real Estate Team
- 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 - **Barker's Bar & Grill, San Pedro Café, Pedro's del Este**

Small Business of the Year - **Christiansen Creative**

Chamber Member of the Year -  
**Erica Johnson, Angel's Pet World**  
**Ashley Filkins, Angel's Pet World**

Community Volunteer of the Year - **Paul McGinnis, MD, FAAFP**

Manufacturer of the Year Award - **Croix Gear & Machining**

Marie Blakeman Award - **Gary Zappa, Zappa Brothers**

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