

REFLECTIONS ON 2021 ANNUAL UPDATE

It is with great pride that we offer you this report outlining the Chamber's perseverance through 2021.

Looking back this past year, our businesses continued to come together as we face these unprecedented times. We are proud of our efforts to enhance our community's awareness of businesses throughout Hudson through our social media and Chamber Check promotions. The Hudson Area Chamber of Commerce & Tourism Bureau is dedicated to supporting your business's success and helping you thrive in our community.

In addition, the Chamber worked diligently to provide more value for your membership by implementing the 2021 Plan of Action set by the Chamber Board of Directors as detailed below.

Our mission is 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.

MEMBERSHIP VALUE

Goal: Recruit 55 new members and maintain a membership retention rate above 88% and continue to provide value to the membership

ACCOMPLISHMENTS

- Welcomed 56 new members and achieved 89% retention rate, resulting in a 2021 year-end membership of 423
- Implemented 2021 Strengthen the Connection, which was a message for every Chamber member to support one another and know that the Hudson Chamber will focus on promotion and awareness
- Committee developed and executed the first annual Hudson Chamber MAX event for prospective and current members to network and learn more about what the Chamber has to offer, which resulted in six new members
- Worked with the City of Hudson on the Highway 35 construction project to ensure access to businesses and parking options
- Created the Community Affairs Committee, whose mission is to mobilize the community to influence public policies that create economic and business success
- Launched the Service Committee for members in the service industry, and hosted six programs via Zoom
- Continued to support local businesses through the monthly newsletter and promotions on social media

- Encouraged keeping dollars local through our Chamber Check program, which resulted in over \$44,640 back to the community
- Hudson Independent Business Association (HiBA) changed its name to HiBA powered by Hudson Chamber of Commerce in support of locally owned businesses
- I-94 Business Alliance changed its name to Hudson Business Connections, open to all members to participate
- Launched the Brand Champion program to recognize members who are passionate and supportive; knowledgeable and communicative; invested in success and interested in building loyalty

PROGRAMS & SERVICES CONNECTIONS

Goal: Develop and coordinate events, products, and services that positively impact member successes and meet budget goals

ACCOMPLISHMENTS

- Continued to navigate hosting events during a pandemic through a mix of in person or participating via Zoom
- Spring Showcase was re-branded to Hudson Community Expo, and moved to October with over 600 attendees
- The Hudson Christmas Tour of Homes celebrated its 35-year anniversary, which welcomed back over 1,200 tourists after missing a year due to COVID

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- Hosted a variety of Good Morning Hudson programs and seminars regarding Wellness, Earth Day, Getting Ahead of Change, and Health & Safety Work Together
- Hilltop Pumpkin Party brought over 450 children and families to this community favorite event

WORKFORCE DEVELOPMENT RECRUITMENT & ENGAGEMENT

Goal: Develop partnerships with organizations, agencies, and educational systems to help employers attract and retain the skilled workers they need to compete

ACCOMPLISHMENTS

- Held a Manufacturers Day at the Hudson High School with manufacturers and higher education partners to promote job and career opportunities
- Worked with the City of Hudson to have a Manufacturers Month Proclamation
- Launched the Chamber Foundation at our Show Your Heart to Hudson event in October to raise funds to advance education and workforce initiatives within Hudson and the surrounding area
- With the help of Christiansen Creative, designed and developed thank you gifts for those who donate to the foundation

TOURISM PROMOTION

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

ACCOMPLISHMENTS

- Increased social media presence as we were able to promote Hudson
- Photo shoot and article with Travel Wisconsin to promote fall colors and events
- The welcome sign was put back up, painted, and electricity was installed
- A new map was installed in the Lakefront kiosk

- Ad placements in Minnesota Monthly, Travel Wisconsin Co-Op Marketing
- Promoted and worked with Hot Air Affair, RiverFest, and Yellowstone Trail event committees
- Spirit of the St. Croix Art Festival welcomed 80 artists and 8,000 attendees
- Celebrate the Holidays was rebranded as Have a Hudson Holiday
- Held Santa & His Critters in Lakefront Park for the first time in seven years, which welcomed over 780 children
- Candlelight Stroll expanded to Locust Street, which was closed for the event
- Light Up Hudson brought over 700 attendees to Lakefront Park
- Held the third annual *Buena Vista* - A Stroll in the Park with over 250,000 lights and an 18-ft tree all decorated in Lakefront Park
- In addition, Christiansen Creative took on the Hudson Chamber as their pro bono client for the year to help launch a new website, rebrand the Chamber and all Chamber events, promotional materials, and signage. In July, the new brand was revealed at our first in-person outdoor event in over a year. Each attendee received a gift box with branded gifts

These achievements would not have been possible without the continued support of our membership. Thank you for your time and investment in the Hudson Chamber.

We look forward to our continued work together in 2022.



THANK YOU to the following volunteers who have served on the board and committees this past year. We appreciate your involvement and commitment to the Chamber.

2021 CHAMBER BOARD OF DIRECTORS

Chair: Katie Kranz,
First State Bank and Trust

Kathy Ableidinger, Cardinal Health

Becca Denn, Best Western Plus

Angel Duratti, Angel's Pet World

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

Mark Hein, Integrity Cleaners, LLC
& Family Fresh Market

John Knutson,
Twin Cities Orthopedics - Hudson Therapy

Chris Kost, YMCA in Hudson

Linda La Kosky Eng,
Minuteman Press - Hudson

Joel Larsen, MidWestOne Bank

Mark McNamee, McNamee Real Estate Team

Leanne Van Allen,
University of Wisconsin - River Falls



AMBASSADOR COMMITTEE

Chair: Brian Moura, Lucky's Wine & More
 Allison Butler,
 Edward Jones Investments – Allison Butler
 Christine Carufel, First State Bank and Trust
 Tiffany Dux, Family Fresh Market
 Heath Ehrnreiter, Cardinal Health
 Konnor Garrido,
 Edina Realty – Konnor Garrido
 David Hauser, Royal Credit Union
 Alex Helmer, SF Insurance Group
 Kris Jensen Larson, Keller Williams
 Premier Realty – Kris Jensen Larson
 Melissa Kraemer, WESTconsin Credit Union
 Linda La Kosky Eng,
 Minuteman Press – Hudson
 Maria Machtemes, Citizens State Bank
 Bjorn Nesvold, Landmark Wealth
 Management Group – Bjorn Nesvold
 Brad Palmersheim, Woodbury Financial
 Ruth Petermann,
 Hudson Neighbors Magazine
 Luke Steele, Steele Brothers Real Estate –
 Edina Realty, Inc.

BUSINESS RECOVERY COMMITTEE

Chair: Scott Jones, Royal Credit Union
 Kathy Ableidinger, Cardinal Health
 Sarah Bruch, The Purple Tree
 Paul Deziel, City of Hudson
 Diana Gulden, 517 on Main
 Carah Koch, St. Croix County
 Chris Kost, YMCA in Hudson
 Darby Lunceford,
 The Phipps Center for the Arts
 Dr. Paul McGinnis
 Larry Szyman, Faith Community Church

COMMUNITY AFFAIRS COMMITTEE

Chair: Chris Kost, YMCA in Hudson
 Brad Beckman, ADRC St. Croix County
 Bill Krueger, Croix Gear & Machining
 Katie Misukanis, Rasmussen University
 Marina Onken,
 University of Wisconsin – River Falls
 David Ritter,
 Discovery Financial Centers, Inc.
 Chris Wiesemeyer, The 715

EVENTS & PROGRAMS COMMITTEE

Chair: Susie Halverson, Barker's Bar & Grill,
 San Pedro Café, Pedro's del Este
 Angel Duratti, Angel's Pet World
 Mark Hein, Integrity Cleaners, LLC
 & Family Fresh Market
 Chris Kost, YMCA in Hudson
 Melissa Kraemer, WESTconsin Credit Union

Katie Kranz, First State Bank and Trust
 Nicholas Vivian, Eckberg Lammers, P.C.

FOUNDATION

Chair: Kathy Ableidinger, Cardinal Health
 Rollie Carlson
 Christine Carufel, First State Bank and Trust
 Meme Fehr
 John Steenis, Edward Jones Investments

GOLF COMMITTEE

Chair: Maria Schmitt,
 WESTconsin Credit Union
 Karrie Abbott, Hiawatha National Bank
 Joette Barr, First State Bank and Trust
 Angie Brown, ABG Holdings, LLC
 Allison Butler,
 Edward Jones Investments – Allison Butler
 Patrick Dolan, Hudson Innovation Center
 Konnor Garrido,
 Edina Realty – Konnor Garrido
 Linda La Kosky Eng,
 Minuteman Press – Hudson
 Maria Machtemes, Citizens State Bank
 Brian Moura, Lucky's Wine & More

HAVE A HUDSON HOLIDAY COMMITTEE

Marianne Buckman, Cocobello Interiors
 Angel Duratti, Angel's Pet World
 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

HUDSON CHRISTMAS TOUR OF HOMES COMMITTEE

Laura Butler
 Genie Castro, Cream of the Crop Artists
 Linda James, Kelley Gallery Art & Frame
 Teri Larsen, T Larsen Design LLC &
 Backroom Vintage
 Audrey Martin, Audrey Martin Art
 Kathy Miller
 Jullian Neues – Opatz, Jono Properties
 Kate Perchacek
 Rachel Renner, SEASONS Gallery
 Cecely Spohn, Cecely Interiors

HILLTOP PUMPKIN PARTY

Chair: Zach McNamee,
 McNamee Real Estate Team
 Tiffany Dux, Family Fresh Market
 Chris Kost, YMCA in Hudson
 Linda La Kosky Eng,
 Minuteman Press – Hudson

Gloria Meyer, LearningRx Hudson
 Tara Nance, Associated Eye Care
 Ashley Stohl, Coldwell Banker Realty

HUDSON BUSINESS CONNECTIONS (formerly known as the I-94 Business Alliance):

Chair: Zach McNamee,
 McNamee Real Estate Team
 Diane Bosworth, Engraved Connections
 Carey Castner,
 Central Telephone Sales & Service
 Dave Dillon, Home Media Innovations
 Pam Deutsch,
 8CH Print of Hudson – Helmer Printing
 Angel Duratti, Angel's Pet World
 Tava Ellingson, Citizens State Bank
 Jodi Gibson, Bridge Investment Group
 Isaac Grover, Aileron IT
 Chris Kost, YMCA in Hudson
 Linda La Kosky Eng,
 Minuteman Press – Hudson
 Maria Machtemes, Citizens State Bank
 Gloria Meyer, LearningRx Hudson
 Tracey Mortensen,
 Abundant Yoga Community
 Derek Nelson, CD Products, Inc.
 Dr. Michele Nemerow,
 Pathways Family Chiropractic, S.C.
 Bjorn Nesvold, Landmark Wealth
 Management Group – Bjorn Nesvold
 Jen Page, Pita Pit
 Katie Robbins,
 Edward Jones Investments – Katie Robbins
 Renee Shimon, Willow River Company
 Kristie Smith,
 St. Croix Valley Habitat for Humanity
 Mike Switzer, Erbert & Gerbert's
 Andrea Uebel, Droplets of Wellness, LLC
 Leanne Van Allen,
 University of Wisconsin – River Falls

LEADERSHIP HUDSON STEERING COMMITTEE
Chair: Melissa Kraemer,
 WESTconsin Credit Union
 Lida Bannink, Eckberg Lammers
 James Bender, Trinity Lutheran Church
 Christine Carufel, First State Bank and Trust
 Maria Machtemes, Citizens State Bank
 Jill McNamee, McNamee Real Estate Team
 Kim Peters, Hudson Hospital & Clinic
 Maria Schmitt, WESTconsin Credit Union
 Leanne Van Allen,
 University of Wisconsin – River Falls

Continued to Next Page →

MANUFACTURERS ROUNDTABLE

Chair: Kathy Ableidinger, Cardinal Health
Deb Birkel,
RSG - Refrigerated Solutions Group
Marcus Cary,
Wiseway Transportation Services
Jeff Dietz, MPSC, Inc.
Heather Ditzler,
Phillips - Medisize, a Molex Company
Julie Foss, Nolato Contour
Jeff Haney, Cardinal Glass
James Hanke, Market & Johnson
Ruth Johnston, Croix Gear & Machining
Mike Kazmerski, Image360 Woodbury
Erik Kordt,
GEA Systems North America, LLC
Bill Krueger, Croix Gear & Machining
Randy LaFaive, Market & Johnson
Paul Martin, Viking Electronics Inc.
Angela Popenhagen,
Stevens Engineers, Inc.
Lori Premeau,
RSG - Refrigerated Solutions Group
William Rubin, St. Croix Economic
Development Corporation
Phil Russo, Cardinal Glass
Jacob Skramstad, Cardinal Glass
Russell Steele, Nolato Contour
Aaron Sundeen, Derrick Companies
Mark Voss, Norflex, Inc.

MEMBERSHIP COMMITTEE

Chair: Angel Duratti, Angel's Pet World
Brian Moura, Lucky's Wine & More
John Knutson,
Twin Cities Orthopedics - Hudson Therapy
Maria Machtemes, Citizens State Bank

NON-PROFIT ROUNDTABLE

Chair: Tim Puffer, Operation HELP
Leila Albert, Octagon House Museum/
St. Croix County Historical Society
John Andrews, Northern Star Council,
Boy Scouts of America
Meredith Arcand, Youth Action Hudson, Inc.
Amber Bettinger,
Adoray Home Health & Hospice
Tricia Christiansen,
Hudson Area Library Foundation
Fred Dietze,
Kiwanis Club of Greater Hudson
Judy Freund, Tropical Wings
Chris Libbey, Friends of the St. Croix
County Fairgrounds
Buck Malick, Sustain Hudson - RiverFest

Angela Moulton,
Salvation Army/Grace Place Shelter
Evy Nerbonne, Hudson Hot Air Affair, Inc.
Agnes Ring, Family Resource Center
St. Croix Valley, Inc.
Amy Schneider, St. Croix Therapy
Alena Taylor, Turningpoint for Victims
of Domestic and Sexual Violence
Jennifer Vieth,
Carpenter St. Croix Valley Nature Center
Theresa Gibson, Friends of Willow River
and Kinnickinnic State Parks, Inc.
Tracey Mortensen,
Abundant Yoga Community
Carolyn Fuchs, Abundant Yoga Community
Nancy Toll, Hudson Home and Garden Club
Julie Ducklow,
Free Clinic of Pierce & St. Croix Counties
Joe Rouleau, Hudson Grocery Cooperative
Lisa Hungville,
Sheep Dog IA - Greater Twin Cities
Candice Collins,
Hudson Area Backpack Program

RETAIL & RESTAURANT COMMITTEE

Chair: Rachel Renner, SEASONS Gallery
Val Aune, La Rue Marché, The Bees Knees
Tori Boomsma, Octagon House Museum/
St. Croix County Historical Society
Sarah Bruch, The Purple Tree
Lori Christophersen,
Rivergirl Gifts Powered by Onsite Apparel
Angel Duratti, Angel's Pet World
Shellie Erck, Hudson Flower Shop
Susie Halverson, Barker's Bar & Grill,
San Pedro Café, Pedro's del Este
Jenni Gaffer, Casanova Liquors
Leslie Gilbert, Ultimissimo - Boutique Salon
Diana Gulden, 517 on Main
Kabao Her, 21 Nails
Linda James, Kelley Gallery Art & Frame
Linda La Kosky Eng,
Minuteman Press - Hudson
Teri Larsen, BackRoom Vintage,
T. Larsen Design, LLC
Kelly Lavers, et cetera
Jenny Loew, Knoke's Chocolates & Nuts
Angel MacMenamin, SEASONS Gallery
Celina Mattice, Bricks Neapolitan Pizza
Brian Moura, Lucky's Wine & More
Tanya Nelson, 4 North Beauty Collective
Evy Nerbonne, Hudson Hot Air Affair, Inc.
Anna Owens, Abigail Page Antique Mall
Bree Schieck, Barker's Bar & Grill

Marie Schmidt,
Winzer Stube German Restaurant
Megan Schuette,
Thorcraft Custom Kitchens, LLC
Julie Stanley, et cetera
Susan Sutheimer, kudos
Rick Swanson, Dunn Brothers Coffee
Kay Timm, Grand Fête
Chad & Carol Trainor, Urban Olive & Vine
Andrea Uebel, Droplets of Wellness, LLC
Jane Wegand, Grand Fête
Kendra Wiesemeyer, The 715

SERVICE COMMITTEE

Chair: Mark Hein, Integrity Cleaners, LLC
& Family Fresh Market
Amanda Hein, Integrity Cleaners, LLC
John Knutson,
Twin Cities Orthopedics - Hudson Therapy
Linda La Kosky Eng,
Minuteman Press - Hudson
Sam Salter, Northwood Technical College
Holly Schmidt, Associated Bank
Lauren Simenson, Hudson Flower Shop

TOURISM COMMITTEE

Chair: Mark Gherty
Adam Belisle, Bell Whistle, LLC.
Mary Ellen & Rich Cox,
Phipps Inn Bed & Breakfast
Becca Denn, Best Western Plus
Dan Jarvis,
Afton House Inn/St. Croix River Cruises
Darby Lunceford,
The Phipps Center for the Arts
Buck Malick, Sustain Hudson-RiverFest
Rosemary Mansfield, St. Croix Valley
Regional Tourism Alliance (SCVRTA)
Randy Morrissette II, City of Hudson
Evy Nerbonne, Hudson Hot Air Affair, Inc.
Julie Peterson, St. Croix County -
Community Development Department
Deb Pittman,
Hampton Inn & Suites by Hilton
Ron Theis, Holiday Inn Express & Suites