

# SIMPLY CONNECT

## In-person event alert!

Join us for our first 2022 Simply Connect event hosted by First State Bank and Trust. This casual, in-person social is a great way to connect with others in our local business community. If you are new to the Chamber or would like to learn how to maximize your membership, join us at 4:00 p.m. for the Welcome to the Hudson Chamber Orientation. Additionally, help us celebrate First State Bank and Trust's new location with a Ribbon Cutting at 5:00 p.m. Appetizers provided with beverages donated by Lucky's Wine & More will be available.

### EVENT DETAILS:

**DATE:** Thursday, April 28

**4:00 p.m.:** Welcome to the Hudson  
Chamber Orientation

**5:00 p.m.:** Ribbon Cutting

**TIME:** 4:30 – 7:00 p.m.

**LOCATION:** First State Bank and Trust

680 Annabelle Way

Hudson, WI 54016

[Click here to register.](#)

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## Flexible. Focused. Fearless.

### Keep Moving Forward

The Hudson Chamber continues to connect our community and members wherever they are and we're adapting all the time to add value. After the past few years one thing is clear, we must be flexible to better serve our community, our business members, and our visitors. With that in mind, the Chamber is excited to announce we are moving to the corner of Second and Wisconsin Street! This location offers our organization:

- Better visibility for tourists coming into town
- Long-term cost savings on rent, utilities, etc.
- An abundance of parking for visitors
- Flexible space usage for offices and meetings

Of course, this was not an easy decision to make, as there are decades of memories tied to the current location. Join us as we usher in a new era of the Hudson Chamber when we officially move. More to come!



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**Mary Claire Olson Potter**  
*Chamber President*

## First Quarter Results Reflect Renewed Growth and Momentum

When the Chamber board approved the 2022 Plan of Action, we committed to providing quarterly updates to the membership on the progress of the plan. I am pleased to report that as we concluded our first quarter, we are making progress on all four of our 2022 priorities. Thank you to the board and all members for your continued involvement and support.

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

### Q1 Results:

- Welcomed 14 new members
- Membership Committee continues to meet to develop strategies and plan the annual Chamber MAX event set for September 13
- Updated the 2022 [Membership Brochure](#) and [Sponsorship Opportunities](#)
- Advocate for members – Community Affairs presented Meet the Hudson Candidates Zoom meeting in February with written responses to the questions posted on the Chamber website along with responses from those running for the St. Croix County Board; Informed members about the proposed City of Hudson transportation utility and/or wheel tax that was later put on hold by the city
- Service Committee presented a seminar on customer service with Mike Switzer from Erbert & Gerbert's
- Ambassador Committee welcomed six new members with ribbon cuttings
- Hudson Business Connections (formerly I-94 Business Alliance) has met in person with over 45 members joining this first quarter
- HiBA Powered by the Hudson Chamber Lucky Clover Contest has 38 businesses participating in the March event to encourage shop, dine, and live locally
- Non-Profit Roundtable held its quarterly meeting to provide an opportunity to share ideas and help the organizations move forward from the challenges of the past two years
- Continue to recognize members through the Brand Champion program and the new Legacy Member program

**Programs and Services Goal:** Develop and coordinate events that address the needs and interests of members while meeting Chamber financial objectives.

### Q1 Results:

- More than 130 members attended the Annual Meeting & Awards Banquet in person or via Zoom where we recognized the following award winners:
  - **Community Volunteer of the Year:** Paul McGinnis, MD, FAAFP
  - **Chamber Member of the Year:** Erica Johnson & Ashley Filkins, Angel's Pet World
  - **Small Business of the Year:** Christiansen Creative
  - **Large Business of the Year:** Barker's Bar & Grill, San Pedro Café, Pedro's del Este
  - **Manufacturer of the Year Award:** Croix Gear & Machining
  - **Marie Blakeman Award:** Gary Zappa, Zappa Brothers
- Programs and Events Committee met to plan for the year for in-person meetings
- Presented seminars on the *Midwest Economic Forecast* and *Video for Business*
- *Good Morning Hudson* program celebrated International Women's Day

(Continued on next page)

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(Message from the president continued)

- Leadership Hudson Series featured *How to Respond to the Great Resignation*.

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

**Q1 Results:**

- Developed an advertising plan promoting Hudson as a visitor destination
- Promoted annual *Hot Air Affair* event held in early February
- Developed consistent messaging on social media under the tag *Follow Your Heart to Hudson* promoting spring break activities by spending the week and weekend in Hudson, unique tours, plethora of parks, great food, shops, and so much more
- Continued to update and enhance the website with the phase two changes
- Sent out 45 visitor information packets
- Community members and Chamber staff member Mary Claire attended the Governor's Conference of Tourism to learn about the latest trends in tourism, partnering with other organizations to promote Hudson and the region

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

**Q1 Results:**

- Manufactures Roundtable met with speakers from St. Croix County Public Health and are discussing tours with high school students in the spring or fall
- Continued to promote job openings for members on the Chamber's website
- Hudson Chamber Foundation Board met with Hudson Schools to discuss how the foundation can support the efforts of preparing students for the workforce

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

## Good Morning Hudson - International Women's Day

On March 8, members joined us in celebrating International Women's Day. Recognized annually, this day has been observed since the early 1900s, and commemorates the cultural, political, and socioeconomic achievements of women.

Thank you to our panel participants **Kelli Cadwell**, owner/president, Simply Staffing; **Karen Evenson**, consultant/coach, Katherine Michael Associates; and **Kerri Harting**, CEO, Eagle Eye Farm. A special thank you to our moderator, **Leanne Van Allen**, Director of Graduate and Adult programs, College of Business and Economics, University of Wisconsin-River Falls.

## Committee Updates

**Ambassador Committee** - Ambassadors continue to participate in ribbon cuttings, retention calls, and reach out to welcome new members.

**Community Affairs** - Hosted the forum for candidates running for Hudson mayor and Common Council. Written responses to the questions are posted on the Chamber's website along with the responses to questions from supervisor candidates for the St. Croix County Board.

**Hudson Business Connections** - Over 45 members have attended monthly meetings since January. The presenter for April is Isaac Grover with Aileron IT. Each attendee provides an update on their organization.

**Manufactures Roundtable** - Committee is looking forward to the first tour in over two years. It will be held at MPSC in May. Continue to discuss strategies for students to learn the job and career opportunities here in the Hudson area.

**Membership Committee** - Planning the Chamber MAX event that will be held on September 13 - plan to attend! Developing strategies to grow the membership to provide more opportunities for members to connect and grow their business.

**Non-Profit Roundtable** - Quarterly meetings are held to support non-profits as they move forward to raise funds and bring back volunteers to support their efforts.

**Retail/Restaurant Committee** - Planning for the Shop Small, Fun for All event on April 28 with local promotions and events in shops and restaurants throughout the day.

**Service Committee** - Continue with quarterly meetings focused on how to provide customer service to keep guests coming back and working on tours for upcoming meetings.

**Tourism Committee** - Working on upcoming events to drive visitors and locals to the summer events that showcase all Hudson has to offer.

Committees are open to all members, so check out how to get involved on the Chamber website at [HudsonWI.org](https://HudsonWI.org).



## Global Volunteer Month – Thank You to All Chamber Volunteers

**Together, we are a force that transforms the world.**

In his 1989 inaugural address, former President George H.W. Bush shared his vision of “a thousand points of light” – individuals and organizations across the nation helping others through service. Through this vision, he founded Points of Light, the world’s largest organization dedicated to volunteer service, with a mission to encourage millions of people to act and change the world.

Throughout the month of April, we celebrate Global Volunteer Month. We recognize the power of people who tackle society’s greatest challenges, and build stronger, more vibrant communities through volunteerism and everyday actions. Learn how you can get involved in the Chamber by checking out Committee Opportunities and find all the non-profit organizations that impact the Hudson area community in the [Member Directory](#).

## Leadership Series - April 12

Join us for the third Leadership Series event featuring, *Refreshing Your Personal or Organizational Brand Using Social Media*. We will hear from a great panel of speakers including Tricia Christiansen with Christiansen Creative, Kerri Harting with Eagle Eye Farm and Isaac Grover with Aileron IT. Watch for the invite to sign up to attend.

### EVENT DETAILS:

**DATE:** Tuesday, April 12

**TIME:** 11:30 a.m.

**LOCATION:** Zoom

## Service Committee – April 14

**Communication, Culture and Connections**

The Service Committee will meet in person at Citizens State Bank on Thursday, April 14 at 10:00 am. Build your connections and hear from Steve Hanson with Hanson Creative Services, LLC. Join Steve for an honest and eye-opening discussion about customer service; how we define it, why it is important, what we can do to achieve it, and what it takes to sustain it.

[Click here](#) to register for this event!

### EVENT DETAILS:

**DATE:** Thursday, April 14

**TIME:** 10:00 – 11:00 a.m.

**LOCATION:** Citizens State Bank, 375 Stageline Road



## Earth Day Celebrations – April 22 #InvestInOurPlanet

Every year on April 22, Earth Day marks the anniversary of the pivotal date in which the modern environmental movement was born in 1970.

In the decades leading up to the first Earth Day, mainstream America remained largely oblivious to environmental concerns and how a polluted environment threatens human health. The publication of Rachel Carson’s New York Times bestseller *Silent Spring* in 1962 laid the foundation for emerging environmental consciousness as it raised public awareness and concern for living organisms, the environment and the inextricable links between pollution and public health. 52 years later, we commemorate all who have brought awareness and change to our planet.

Looking to help keep our local community environmentally friendly? Join us for Clean Up Day on April 22 as we work together to keep Hudson a welcoming environment by removing trash to keep our community safe and clean! Call the Chamber at (715) 386-8411 to sign up to help to clean up Hudson.

## HUDSON COMMUNITY EXPO

Save the date for the Hudson Community Expo! Visit over 50 exhibitors along with more than 40 crafters at the Coco’s Heart Dog Rescue Craft Sale. There will be entertainment throughout the day, children’s activities, food trucks, giveaways, and a raffle with 7 fun-filled packages. For more information, [click here](#)

### EVENT DETAILS:

**DATE:** Sunday, May 1

**TIME:** 11:00 a.m. – 3:30 p.m.

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





## Hudson Area Chamber **GOLF** TOURNAMENT

### Participate in the 2022 Chamber Golf Tournament

Join us in networking with fellow Chamber members at the 25th Annual Chamber Golf Tournament scheduled for Monday, June 27 at White Eagle Golf Course. This event is sure to be a tee-rific time filled with food, drinks, contests, raffles, and so much more!

Sign up today to receive Early Bird Pricing! [Click here](#)

#### Sponsorships Available!

Please consider sponsoring this popular annual event. Sponsorship levels include Platinum (\$3,000), Gold (\$2,000), Silver (\$1,000), and Hole (\$425).

If you would like to donate a **raffle prize**, or have any questions, please contact the Chamber at (715) 386-8411 or [lauren@HudsonWI.org](mailto:lauren@HudsonWI.org).

## **SPIRIT OF THE ST. CROIX** Art Festival

Join us September 24 & 25 for a weekend immersed in creativity as you take in original artwork from over 80 juried artists, hands-on demonstrations, and a variety of live music in Lakefront Park. Sample a variety of fall flavors with local foods, beers, and wines. Interested in sponsoring this event? Sign up today! [Click here](#)

### Mark Your Calendars! Hudson Business Connections Committee - First Tuesday of the Month 9:00 am; Citizens State Bank

Looking to make more connections throughout the community? Join the Hudson Business Connections Committee. These monthly, in-person meetings are a great way to connect with other individuals throughout the business community. Meetings include:

- A 10-minute presentation from a Chamber member. Sign up to present one!
- Introduce yourself and your business as well as give an update on your business.
- Additional time for networking

For more information, email [info@HudsonWI.org](mailto:info@HudsonWI.org).

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**ONLINE | April 21 & 28**

# **Beyond Change Management**

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## 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>

### EMBER AND BEAN ROASTING CO

Jessica Pressley, Founder/Head Roaster  
401 2nd St., Ste. LL-B  
Hudson, WI 54016  
(651) 587-0766  
<http://www.emberandbeanroasting.com>

Small batch specialty coffee roaster serving inspired espresso-based drinks, unique pour overs, tea, and locally baked goods.

### GROWTH MANAGEMENT SOLUTIONS, LLC

Paul Berning, President  
1091 Sutherland Ave., Ste. 108  
River Falls, WI 54022  
(715) 531-8202  
<http://www.mygmstech.com>

Technology is ever evolving. At Growth Management Solutions, we leverage technology to aid your company drive more revenue, make revenue more profitable, and increase productivity.

### KWIK TRIP, INC.

Eli Spielman, Manager  
740 6th St. N.  
Hudson, WI 54016  
(715) 381-9550  
<https://www.kwiktrip.com/>

Kwik Trip, Inc. is one of the largest independently held convenience store chains in the U.S. and employs over 9,500 co-workers in more than 400 convenience stores in Wisconsin, Minnesota, and Iowa.

### LINDAHL EVENT SERVICES, LLC DBA ALL OCCASIONS DJ SERVICE

Isaac Lindahl, Owner  
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**Sponsor: Deanna Lindahl, SavATree**

### LUCKY GUYS DISTILLERY

Guy Whitehead, Owner  
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Hudson, WI 54016  
(715) 245-8168  
[www.luckyguysdistillery.com](http://www.luckyguysdistillery.com)

Our spirits are crafted by hand with local Wisconsin family farm grain. Lucky you!

**Sponsor: Angel Duratti, Angel's Pet World**

### THE MASSEY LUXURY APARTMENTS

Cody Clark, Site Manager  
1850 Mayer Road Office  
Hudson, WI 54016  
(715) 808-0371  
<https://www.masseyapartments.com/>

Massey Luxury Apartments offers studio, 1, and 2 bedroom units with a variety of amenities, including a great outdoor space.

**Sponsor: Angel Duratti, Angel's Pet World**



Sending a warm welcome to our New Members, Culligan! Culligan Water has been a part of the St. Croix Valley community for over 60 years, serving many communities in and around Washington, Chisago, Dakota, St. Croix, and Pierce counties. They are problem water experts and offer a range of solutions from High-Efficiency Water Softeners to Reverse-Osmosis Drinking Water Systems. Learn more about them today at [www.culliganwater.com/locations/culligan-of-stillwater](http://www.culliganwater.com/locations/culligan-of-stillwater)



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

**21 Nails**  
**4 North Beauty Collective**  
**517 on Main**  
**ABG Holdings, LLC**  
**Belle Vinez Vineyard & Winery**  
**Bremer Bank, N.A.**  
**Christiansen Creative**  
**Family Fresh Market**  
**FNC Bank**  
**Guinn, Vinopal & Zahradka, LLP**  
**HealthMax Chiropractic**  
**Hop & Barrel Brewing Company, LLC**  
**Hudson Daybreak Rotary Club**  
**Hudson Hockey Association**  
**Hudson Rotary Club**  
**Hudson Soccer Association**  
**Keller Williams Realty Integrity WI/MN -  
Mary Yacoub-Raad**  
**Lucky's Wine & More**  
**Momentum West**  
**Rivergirl Gifts**  
**RJ's Meats & Groceries**  
**San Pedro Cafe'**  
**St. Croix Animal Friends**  
**Sustain Hudson - RiverFest**  
**The River City Chorale**  
**Veterans of Foreign Wars Post 10818**

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





Welcome to the Chamber, Brueske's Bread! Brueske's Bread is a husband and wife team specializing in long-fermentation (sourdough), back-to-tradition breads and associated products. David and Julia's goal is to offer customers authentic, flavorful, healthy breads and baked goods like the ones they enjoyed every day in Germany. Their Bavarian Pretzels and Sweet Bavarian Mustard are a special treat. Brueske's Bread offers weekly pickup

and delivery options for Hudson and the surrounding area and sells select products at local farmers markets, art festivals and special events like the Hudson Hot Air Affair. Visit [Brueske's Bread at https://brueskesbread.com/](https://brueskesbread.com/)

### Ribbon Cuttings



**LearningRx Hudson** located at 732 Exchange Dr., Ste. 200, Hudson. Looking to train your brain? Call (715) 808-8448 for more information.



**Droplets of Wellness, LLC** located at 511 2nd St., Ste. 108, Hudson. Droplets strives to serve you by making the switch to a holistic lifestyle easy and affordable! For more information, call (715) 220-1504.



**Wolfy's Butcher Shop & Deli, LLC** located at 226 Locust St., Hudson. Specializes in providing locally sourced, sustainable products to bridge the gap between you and the farmers who grow and raise your food. Call today to place your order at (715) 808-8085.



**Cream of The Crop Artists** is a gallery in the West End Market at the Minnesota State Fair. To meet the artists and explore their products, visit <https://creamofthecropartists.com/>.



**Onyx Fitness, LLC dba HOTWORX**, located at 2240 Badger Dr., Hudson. A 24-hour infrared fitness studio. More workout in less time! For more information, call (715) 407-4767.

### Congratulations to Deb Andrews with the City of Hudson on being named the Brand Champion for March.

Deb is the executive assistant for the Public Works and Parks Departments. Deb is the "go-to person" for all events that happen in the city and in the city parks. She helps residents and organizations get all the details worked out and paperwork completed to ensure events will go smoothly. Deb goes above and beyond, ensuring that everything is in place and ready to go. She works with Mike, Kevin, JJ, and the entire team to be sure they know what needs to happen and when. We love her positive attitude and attention to detail, as well as her kindness and her patience to answer any question, no matter how many times we ask. Thank you, Deb!

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).**

## The Phipps Center for the Arts

### *Busybody*

Nosy Mrs. Piper discovers a dead body one night while cleaning an office, but then it disappears! While the detectives are baffled, she somehow deduces both the identity of the corpse and the murderer in this mystery-comedy.

Fridays, March 25, April 1 & April 8 at 7:30 p.m.

Saturdays, March 26, April 2 & April 9 at 7:30 p.m.

Sundays, March 27, April 3 & April 10 at 2 p.m.

John H. Potter Theater

Tickets start at \$20

### **The Phipps Dance Company**

The 16th annual Phipps Dance Company production has something for everyone. Featuring choreography by some of the region's best dance artists and educators, this exciting blend of dance styles will take you on a delightful journey full of boundless energy and heartfelt emotion.

Choreographers include Director Christina Leines and Associate Director Stephanie Campbell, as well as featured guest artists Penelope Freeh, Helen Hatch, Jeremiah Lewis-Walker, and Sophia Pimsler.

Special guest performance by The Phipps Junior Dance Company. Directed and choreographed by Greta Lewis and Megan Bauer.

Fridays, April 1 and 8 at 7:30 p.m.

Saturdays, April 2 and 9 at 7:30 p.m.

Sundays, April 3 and 10 at 2:00 p.m.

Black Box Theater

Tickets start at \$13

### **Annie Mack**

Annie Mack is a soulful singer and unflinching songwriter who writes from the gut and demands your attention – performing her own unique blend of blues, country, rock, and soul. This past February the Star Tribune listed Anni Mack as one of the “10 current Black Minnesota musicians you need to know.”

Saturday, April 23 at 7:30 p.m.

John H. Potter Theater

Tickets start at \$20

(715) 386-8409

[ThePhipps.org](http://ThePhipps.org)

## Stop in to Fresh & Natural Foods to Pick Up Your Beeler's Easter Ham

Let us help you prepare by picking up one of our made from scratch deli salads. Don't forget your loved ones with special diets - we have the greatest selection of gluten-free, dairy-free, and vegan options around.

Shop local with us April 1-2, 15-16, and 29-30 and take 10% off your entire purchase. Feed your family well this Easter by shopping with Fresh & Natural Foods. Clean feels good!

## Old Southern Steakhouse in Hudson is Hiring

We are looking for great people to be part of our smokehouse team – ready to give each guest great service and legendary BBQ. It's that simple.

We have positions in prep, front of house, dishwashing, and catering. No experience is needed – we are willing to train the right people. Competitive hourly rate plus cash tips daily. Stop in and talk to a manager. (715) 245-8900

## A New Recruiting Tool for You!

Helmer Printing wants to help local businesses that are struggling to hire find quality candidates. We have a new opportunity for you. You can recruit and hire new employees by featuring your open positions on the Now Hiring shared insert that will be inserted into our hugely successful Living Local direct mail packet, which is mailed to over 58,000 homes every quarter. Think about reaching over 58,000 potential candidates' mailboxes for as little as \$749. Please contact Pam Deutsch for all the details: (715) 273-2113, [pam@helmerprinting.com](mailto:pam@helmerprinting.com).

## Hudson Daybreak Rotary Grant Application Extended to May 1

Hudson Daybreak Rotary is currently accepting grant applications from 501(C)(3) organizations. Hudson Daybreak Rotary Club is committed to supporting local projects and programs that focus on youth and/or improve our community. The Daybreak Rotary Club historically accepts grant requests 2 times per year. The deadlines to submit your grant requests are April 1 and October 1. This spring, the club has extended the spring grant application to May 1 to allow for more nonprofit applications. Learn more at <https://www.hudsondaybreakrotary.org/page/grant-request-applications>

## Ciranda's Corporate Giving and Community Involvement committee is proud to announce a \$1,000 scholarship will be awarded this spring to a Hudson High School graduating senior pursuing a degree in Sustainable Management, Conservation & Environmental Planning, Environmental Science, or Horticulture

The student will be selected using an application process taking into account a personal statement highlighting their interest in sustainability and goals for the next year, five years, and beyond, along with their high school transcript, awards received, extracurricular activities, and employment history. The scholarship is planned to become an annual giving tradition with an option to expand in the coming years to other area schools and universities. Ciranda looks forward to giving back to the community in this new and exciting way by supporting students to help make a positive impact on the environment through their continued education.

The Ciranda scholarship submissions will be directed to Christine Petersen [c.petersen@ciranda.com](mailto:c.petersen@ciranda.com)





CHECK OUT OUR UPDATED  
MARCH STATS!

WEBSITE: 4.7K USERS  
LINKEDIN: 314 FOLLOWERS  
CHAMBER FACEBOOK:  
REACH: 18,389, LIKES: 4,421

DISCOVER HUDSON FACEBOOK: REACH: 24,848, LIKES: 16,766  
DISCOVER HUDSON INSTAGRAM:  
REACH: 8,985, FOLLOWERS: 4,600

## St. Croix Valley Foundation Announces Over \$54,000 in Arts Grants

The St. Croix Valley Foundation (SCVF) has awarded \$54,076 to 13 nonprofit organizations in Wisconsin and Minnesota through its *Valley Arts Initiative* competitive grant program. Funded projects range from an outdoor operatic music festival on the St. Croix River, to a sculpture installation at Belwin Conservancy – from a grand piano for Zephyr Theatre, to a writing program for incarcerated women at Washington County Jail.

Since 2002, the St. Croix Valley Foundation *Valley Arts Initiative* has granted over \$515,000 to fund high-quality arts experiences – supporting artists and nonprofits, engaging the community, and fostering a rich and diverse arts ecosystem in the St. Croix Valley.

The St. Croix Valley Foundation provides donors with the opportunity to create or add to *Field of Interest Funds* for causes closest to their hearts. In addition to the arts, the St. Croix Valley Foundation has funds addressing music education, health and wellness, the environment, and animals. Through *Field of Interest Funds* and competitive grant programs, the St. Croix Valley Foundation places grant dollars in the most capable hands at the right time, in perpetuity. For more information about grant programs, please contact Angie Pilgrim at [apilgrim@scvffoundation.org](mailto:apilgrim@scvffoundation.org) or (715) 386-9490.

## CENTURY 21 Affiliated Agent Receives 2021 President's Producer Award for Commitment to Quality Service and Productivity

Dan Kruse, broker/owner of CENTURY 21 Affiliated, is pleased to announce that in recognition of their outstanding sales production and commitment to quality service, Century 21 Real Estate LLC recently honored Jenny Olson, sales associate with CENTURY 21 Affiliated, with the 2021 CENTURY 21® President's Producer Award. The annual award is bestowed upon those CENTURY 21 System sales affiliates that earn the CENTURY 21 CENTURION® award and the CENTURY 21 Quality Service Pinnacle Producer award in the same calendar year.

The CENTURION Producer award honors CENTURY 21 System sales affiliates that earn \$288,000 in sales production or 65 closed transaction sides within the calendar year.

To earn the CENTURY 21 Quality Service Pinnacle Producer Award, a C21® sales affiliate must receive completed customer surveys for at least 80 percent of their transactions surveyed from January 1 - December 31, with an average survey score of at least 95 percent or better for two consecutive years.

"The power of the CENTURY 21 brand rests on the shoulders of the relentless sales professionals like Jenny Olson who always elevate and give 121% to their clients throughout the entire client relationship," said Michael Miedler, president and CEO, Century 21 Real Estate.

## Hudson Flower Shop Receives Best of BloomNation Award

Once you place an order through Hudson Flower Shop's website and it completes the design and delivers the order, BloomNation, its web provider, automatically solicits feedback through the flower shop's review site. Hudson Flower Shop was honored with the Best of BloomNation Award because it currently has nearly 900 online reviews and maintains a 4.8+ satisfaction status, which is amongst the highest in the nation. This is the flower shop's fourth year in a row to receive this award.

Owner Shelli Erck states, "We work hard to provide the very best customer service here at Hudson Flower Shop, which includes quality design, value of product, and exceeding expectations. Our motto is that we want to be your first choice for flowers in the St Croix Valley."

## Lida Bannink Elected to Serve on United Way St. Croix Valley Board of Directors

Eckberg Lammers, P.C. is delighted to announce attorney Lida Bannink's election to the United Way St. Croix Valley's Board of Directors. The United Way St. Croix Valley is a non-profit organization serving communities in Western Wisconsin whose mission is to uplift people by building relationships, connecting resources, and uniting the St. Croix Valley communities.

"I am honored to have been chosen to join the board of directors. My personal measure of "success" is how much of a positive impact I can make on the lives and businesses of others. My philosophy lines up directly with the United Way of St. Croix Valley's mission and I am excited to get started," states Bannink. She is a shareholder and lead Labor & Employment attorney at Eckberg Lammers. Her practice provides special emphasis on counseling employers, both businesses and municipalities, on how to manage the complex web of laws and regulations to support their entities' human resource needs.

## The Hudson Area Backpack Program

The Hudson Area Backpack program seeks to assist students, families, and all individuals experiencing food insecurity by providing food and basic items for daily living. Students, families, and individuals can access food through any or all of our programs. Any individual living in St. Croix County is eligible to participate in any or all of our programs.

The program also seeks to increase access to healthy food for students, families and any individuals living in St. Croix County who are experiencing food insecurity; continually address the diverse food insecurity needs of each individual and provide convenient food access; and raise awareness in our community about food insecurity affecting those who may be struggling economically. For more information, [click here](#).

## What is tax planning and why is it important?

Tax planning is one of the most valuable pieces of a complete financial plan; however, it is often overlooked.

Tim Jaynes, of ISC Financial Advisors, has compiled an outline of questions and answers aimed at helping you identify potential financial planning opportunities, both now and in the future, to help keep your lifetime tax liability as low as possible. Understanding your tax situation equips you and your financial advisors to have more valuable conversations, which, in turn, helps you see how important the process of tax planning is in your overall financial picture.

For an in-depth look at this practice, [click here](#).





## April Calendar of Events

- 1 April Fool's Day!
- 1 Tour of Homes Committee Meeting, 9:00 a.m., Zoom
- 5 Hudson Business Connections, 9:00 a.m., Citizens State Bank, 375 Stageline Rd.
- 5 Hudson Community Expo Vendor Workshop, 10:00 a.m., Citizens State Bank, 375 Stageline Rd.
- 6 Ribbon Cutting - Kenzington, Noon, 509 2nd St.
- 8 Spirit of the St. Croix Art Festival Committee Meeting - Social Media Plan, 11:00 a.m., Zoom
- 11 Finance Committee Meeting, 8:30 a.m., Zoom
- 12 Retail/Restaurant Committee Meeting, 9:00 a.m., Zoom
- 12 Ribbon Cutting - NutriSource, 10:30 a.m., Angel's Pet World
- 12 Leadership Speaker Series, 11:30 am, Zoom,
- 13 Welcome to the Hudson Chamber Membership Orientation, 11:00 a.m., Zoom
- 14 Service Committee Meeting, 10:00 a.m., Citizens State Bank, 375 Stageline Road
- 14 Hudson Community Affairs Meeting, 11:00 a.m., Zoom
- 14 Ribbon Cutting - Fit (RE) Group, 1:00 p.m., 1615 Maxwell Dr., Ste. B
- 18 Golf Committee Meeting, 9:00 a.m., Zoom
- 20 Britfest, Yellowstone Trail, Twin Cities Model A Ford Event planning call, 11:00 a.m., Zoom
- 20 Tourism Committee Meeting, 1:30 p.m., Zoom
- 21 Board of Directors Meeting, 9:00 am., First State Bank and Trust, Zoom
- 21 Ribbon Cutting - 517 on Main, 3:00 p.m., 517 2nd St.
- 21 Ambassador Committee Meeting, 3:30 p.m., 517 2nd St.
- 22 Earth Day Celebrations
- 27 Membership Committee Meeting, 11:00 a.m., Zoom
- 28 Non-Profit Roundtable Meeting, 8:00 a.m., Zoom
- 28 Welcome New Members, 4:00 p.m., First State Bank and Trust, 680 Annabelle Way
- 28 Simply Connect, 4:30 - 7:00 pm, First State Bank and Trust, 5:00 p.m., Ribbon Cutting
- 28 Shop Small, Fun for All - check out special promotions around town

## 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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