

# THE VOICE FOR BUSINESS IN THE HUDSON AREA



**Join. Connect. Grow.**



## MISSION STATEMENT

To provide value to and serve our members by promoting a strong local economy, advocating the interests of the business community while promoting the recreational and cultural opportunities in the Hudson area.

### Chamber Staff

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### Board of Directors 2019

**Kathy Ableidinger**, Chair  
Cardinal Health

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

**Mark McNamee**, Chair Elect  
McNamee Real Estate Team

**Joel Larsen**, Treasurer  
MidWestOne Bank

**Amy Bast**  
akb marketing, LLC

**Chris Kost**  
YMCA in Hudson

**Becca Denn**  
Best Western Plus

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

**Katie Kranz**  
Eckberg Lammers P.C.

**John Knutson**  
Catalyst Sports Medicine

**Mark Hein**  
Family Fresh Market

*Welcome to the*

# HUDSON AREA CHAMBER OF COMMERCE & TOURISM BUREAU!

Hudson is growing and we are excited to have your business grow with us. You will feel the momentum and the energy is contagious. The Hudson Area Chamber of Commerce & Tourism Bureau is dedicated to supporting your business success and helping you thrive in our community.

As the unified voice for businesses in the Hudson area, the Hudson Chamber is your advocate, supporter and promoter in the community. We sponsor a variety of activities and events to provide networking, education and visibility for your business. The chamber promotes a collaborative relationship among both member businesses and city and county officials to encourage a supportive business environment.

Your investment in the Hudson Area Chamber of Commerce & Tourism Bureau is an investment in your business. Your success is our success. We look forward to partnering with you!



*Kathy Ableidinger*

**Kathy Ableidinger**  
Chair, Board of Directors



*Mary Claire Olson Potter*

**Mary Claire Olson Potter**  
President

## 2019 PRIORITIES

We have established metrics for each of these priorities and share results and updates on a quarterly basis.

### Membership

Goal is to continue providing recognized value that results in an increase in new members and retention of existing members.

### Programs and Services

Goal is to develop and coordinate events that address the needs and interests of members while meeting Chamber financial objectives.

### Tourism

Goal is to increase economic benefits of tourism by marketing the Hudson area, encouraging tourists to make Hudson their vacation destination.

### Workforce Development

Goal is to develop partnerships with organizations/agencies/educational systems to help Hudson employers attract and retain the skilled workers they need to compete.



## *Making the Most of* **YOUR INVESTMENT: GET INVOLVED!**

Maximize your membership investment by becoming actively involved in our programs, activities and committees. The Chamber offers myriad opportunities to get involved, become acquainted with other members and increase the visibility of your business.

A membership-based, volunteer-driven organization like the Hudson Area Chamber thrives with the energy and involvement of everyone. The more you are involved, the more the Chamber can do, and the momentum is contagious.

### **COMMITTEE OPPORTUNITIES**

A detailed description of Chamber committees is included on our website at [www.hudsonwi.org/pages/committees](http://www.hudsonwi.org/pages/committees).

#### **Standing Committees**

- Ambassadors
- I-94 Business Alliance
- Leads Groups
- Downtown Retail/Restaurant
- Downtown Retail Advertising Opportunities (Ad-Op) Group
- Hudson Independent Business Association (HiBA)
- Leadership Hudson Steering Committee
- Manufacturers' Roundtable
- Membership
- Tourism

#### **Event Committees**

- Annual Meeting & Awards Banquet/Award Nominations
- Celebrate the Holidays
- Christmas Tour of Homes
- Golf Tournament
- Pumpkin Party
- Spirit of the St. Croix Art Festival
- Spring Showcase Business Expo Event

#### **Task Forces**

- Communications
- Parking
- Programs and Events

### **MEMBER TESTIMONIAL**

"As with anything in life, you get out of it, what you put into it. The Chamber is no different. Becoming a member was our first step. Participating in events and activities the second, and then becoming involved with the Board of Directors and on various committees is what has propelled Catalyst Sports Medicine to become a leader in the community in our business sectors. The networking opportunities and business relationships afforded to us through our involvement in the Chamber have been invaluable to our growth and business success. We appreciate everything the Hudson Area Chamber of Commerce & Tourism Bureau does to promote local and regional relationships to help improve business!"

**John Knutson**  
CEO, Catalyst Sports Medicine







## *Promoting Tourism and the* **LOCAL ECONOMY**

JEFF BUCKLEW PHOTOGRAPHY

Eat. Shop. Play. Stay. The Hudson Area Chamber of Commerce & Tourism Bureau is proud to promote the Hudson area as a tourist destination for a variety of recreation. Options abound and include indoor and outdoor activities, fine dining and family-friendly restaurants, quaint downtown shopping, boutiques, regional performing and visual arts, local breweries, wineries and crafted cocktail lounges.

The “Discover Hudson” theme is used in a variety of advertisements and promotions. We are a valued community resource, responding to countless inquiries about local activities, amenities, businesses, transportation, and attractions. Through the Chamber office, the staff also distributes dining, lodging, and shopping guides, tourism information, county, city, and regional maps, relocation packets, destination and informational brochures, and special event details that continue to encourage an increase in visitors and tourism to our area each year.

The office includes information about Hudson and the surrounding area. Brochures and other informational materials provided by partnering destination marketing organizations are also available for easy trip-planning around the region and the state.

The tourism website, [DiscoverHudsonWI.com](http://DiscoverHudsonWI.com), provides consumers with easy access to 24/7 information about attractions and special interest activities unique to Hudson and the St. Croix Valley area.

The Chamber & Tourism Bureau is a partner to the St. Croix Valley Regional Tourism Alliance, a non-profit collaboration of more than 100 area businesses, chambers and tourism organizations, and non-profit alliances in Wisconsin and Minnesota dedicated to promoting the St. Croix Valley. Each year, the Alliance publishes a comprehensive tourism magazine that highlights regional cities, resources, events and attractions.

Through our membership in the Wisconsin Hotel & Lodging Association gives us a greater reach to attract overnight visitors. In addition, we participate in the Wisconsin Convention and Visitor's Bureau which keeps us updated on legislative issues and state directives. Both of these organizations provide us the opportunity to network statewide for the newest tourism industry trends.

Finally, our regional partnership with four area Chambers and Tourism Bureaus – Hudson, Menomonie, Chippewa Falls and Eau Claire – provides staffing and destination marketing materials at the Tourism Information Centers in the Menomonie rest area off of I-94.

### **HUDSON TOURISM**

**[DiscoverHudsonWI.com](http://DiscoverHudsonWI.com)**

 **Instagram:**

[@DiscoverHudsonWI](https://www.instagram.com/DiscoverHudsonWI)  
[#DiscoverHudsonWI](https://www.instagram.com/DiscoverHudsonWI)

 **Twitter:**

[@HudsonWITourism](https://twitter.com/HudsonWITourism)

 **Facebook:**

[facebook.com/DiscoverHudsonWI](https://facebook.com/DiscoverHudsonWI)



### **MEMBER TESTIMONIAL**

“Membership in the Hudson Area Chamber of Commerce has provided me with great opportunities to network, learn and serve in the Hudson community. Serving on the Ambassador Committee has been a great way to connect with local businesses and build relationships with others. The Leadership Hudson program gave me the opportunity to learn about many of the key organizations and resources in the area. The Hudson Chamber will expand your network and help you grow personally and professionally.”

**Melissa M. Kraemer**

Senior Business Loan Officer, WESTconsin Credit Union

# *Check out our* **ANNUAL EVENTS**



## **Annual Meeting & Awards Banquet** **January 24, 2019**

Held each January, the Chamber's annual membership meeting celebrates extraordinary community members, businesses and organizations. We also present the Chamber's plan of action for the year.



## **Spring Showcase/ Community Expo** **March 10, 2019**

The Chamber showcases the "Best of Hudson" in this community event. Your business can purchase a booth to display and sell your product/ services and meet local residents.



## **Golf Tournament** **June 25, 2019**

The premier annual golf tournament in the Hudson area is a networking opportunity for members and a fundraiser for the Chamber.



## **Spirit of the St. Croix Art Festival** **September 28 & 29, 2019**

This fall festival attracts more than 9,500 attendees and features a large juried art fair, retail shops, businesses, community organizations, and restaurants as well as promotions, entertainment and events for the entire family.



## **Hilltop Pumpkin Party** **October 19, 2019**

This FREE fun event features activities the whole family can enjoy from decorating pumpkins, to wagon rides, costume contest for children and much more. Businesses can sponsor a booth space to showcase their company.



## **Christmas Tour of Homes** **November 22 - 24, 2019**

The annual tour showcases four privately owned homes and the historic Octagon House. Local retail stores and designers showcase their products in unforgettable holiday settings.

# MEMBER BENEFITS

Membership in the Hudson Area Chamber of Commerce & Tourism Bureau is a great investment in the growth of your business. There are many opportunities to increase your business' visibility and further your marketing efforts.



## NETWORKING & EDUCATIONAL OPPORTUNITIES

### Chamber 101

Chamber 101 is a comprehensive membership orientation. In this session, you will learn about the Chamber mission, member benefits, meetings and networking events, committees, and how to maximize the benefits of your Chamber investment. Attend this orientation to meet the staff and get the facts about how we can serve you and your business.

### Chamber Leads Groups

These groups provide an opportunity to further business interests through the exchange of business referrals, tips and information. Only one member per business or professional category is allowed. There is a fee to participate.

### St. Croix Valley Young Professionals

This group of diverse and eager professionals age 40 years or younger is dedicated to growing business in the St. Croix Valley by networking with other professionals. Join to network with other young professionals, advance your career, develop your leadership capabilities, and give back to the St Croix Valley — all while having a great time.

### Leadership Development

Leadership Hudson is the Hudson Area Chamber of Commerce & Tourism Bureau's premier community leadership program. This biennial program takes place a full day each month from September to June and brings together emerging leaders from all sectors of the Hudson area. Leadership Hudson is dedicated to providing a comprehensive learning experience that cultivates community leadership while participants explore key community issues and avenues of involvement. The next class starts September 2019.

### Good Morning Hudson

Join other Chamber members to learn "what's hot" in the local business community. Program features include new member introductions, a business card/networking exchange and a guest speaker.

### Simply Social AM/PM

Before or after-hours networking events designed to introduce you to member businesses. Hosted at various member locations and there is no fee to attend. Member sponsors support these meetings.



## MEMBERS-ONLY SERVICES

These services are offered to Hudson Area Chamber of Commerce & Tourism Bureau members exclusively.

- Business referrals
- Chamber Check Gift Certificates
- Ambassador Visits
- Hudson Independent Business Association
- Member Mailing Labels



## CHAMBER PARTNERSHIPS

The Chamber staff is not only working to expand your business reach through our organization, but also through many other community, regional and national organizations. Here are a few of the organizations where you are represented at with your membership:

- American Chamber of Commerce Executives
- Minnesota Chamber of Commerce Executives
- Momentum West
- St. Croix County Economic Development Corporation
- St. Croix Valley Regional Tourism Alliance
- Wisconsin Department of Tourism
- Wisconsin Chamber of Commerce Executives
- Wisconsin Hotel & Lodging Association
- Wisconsin Manufacturers & Commerce





## MARKETING OPPORTUNITIES

### Event Calendar

Enter your own business' events in our web-based calendar of events as well as check out other upcoming events for networking opportunities.

### Hot Deals

Offer an online Hot Deal via our website to promote a sale, special promotion, or discount that automatically posts to our social media accounts. Deals can be set for the general public or only offered as a Member-to-Member deal. You can also pass these Member-to-Member deals on to your workforce as an employee benefit.

### Job Postings

Submit your job posting to our online website page and we will also post it to our social media accounts.

### Chamber Newsletter Articles

Brag a little! Submit information for our online news page. News will also be included in the monthly newsletter as a Business Brief. There is no charge. The newsletter is emailed monthly and is also accessible through the Chamber website.

### Email Blast

Members who renew within 30 days of their renewal invoice due date qualify for a one-time FREE member-to-member email blast.

### Membership Directory

Your business can be included both online and in print in our members-only business directory. You can expand your reach by purchasing additional category listings or an ad. The online directory is available to the public and includes your logo, images, video, hours of operation, link to your website and five specific web pages, business description and keyword search terms. The printed directory is distributed to your peer Chamber members and key community business leaders as well as new residents who stop in the Chamber office.

### Relocation Packet

Reach potential customers through this relocation kit that features information about housing, businesses, schools and attractions in the Hudson area. This packet is mailed to individuals and families from all over the United States who may relocate to the Hudson area – a great way to tap this market at the very beginning of their relocation process! No fee to participate and only available to Chamber members.

### Rack Cards

The Chamber office will display your advertising flyers and business cards in our lobby.

### Ribbon Cuttings

The Chamber celebrates grand openings, re-openings, remodels, and new ownership with ribbon-cutting events. Celebrations are held during normal business hours and are a great way to network with Chamber staff and representatives from the Chamber's Ambassador Committee. We'll bring the ribbon and BIG scissors and publish the photo of your celebration in a variety of local media and Chamber promotional avenues as well.

### Sponsorships

Chamber members can increase their visibility through sponsorships of various monthly or annual business/social events.

### Website Advertising

Market your business on the Chamber's websites. You will find a host of marketing opportunities ranging from high traffic/high exposure to market-specific targeted web pages.

### Member Information Center

Through our online Chamber database, you can update your directory listing, submit job postings, news and events, register for events, volunteer for committees, and add company representatives.



## CONTACT US

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[HudsonWI.org](http://HudsonWI.org)  
[DiscoverHudsonWI.com](http://DiscoverHudsonWI.com)



## MEMBER TESTIMONIALS

"Croix Gear's membership in the Hudson Area Chamber of Commerce has allowed us to increase our connections with other manufacturers in the community. We can all work together on common issues such as workforce attraction and retention. The success of our business is positively impacted by the Chamber's efforts to promote the Hudson community as a great place to work and build careers."

**Ruthie Johnston**  
President, Croix Gear & Machining

"The Hudson Chamber of Commerce works tirelessly to promote the interest of our local business community, and to create and preserve the conditions that allow businesses to thrive. There are great opportunities to network and volunteer at events that have enriched my career and business organization. I appreciate being able to network and learn while giving back to the business community — and it's fun!"

**Linda La Kosky Eng**  
Customer Service & Sales,  
Minuteman Press – Hudson

The Hudson Chamber has been building a better business community since 1953. Hudson Chamber members are from the communities of Hudson, North Hudson, River Falls, Somerset, New Richmond, Lakeland, Afton, Stillwater, and Woodbury, as well as the Twin Cities metro area. The Chamber is a non-profit, tax paying corporation (501 (c) 6).

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