

JOIN



AREA
CHAMBER
OF COMMERCE
& TOURISM
BUREAU



CONNECT



GROW

COMMERCE CONNECTION

APRIL 2019



GOOD MORNING HUDSON

Tuesday, April 9, 2019

7:30 am – 9:00 am

Catered by San Pedro Café

The Phipps Center for the Arts
109 Locust Street, Hudson WI

Fun Is Good



FEATURING:

MIKE VEECK

- Co-Owner, St. Paul Saints
- Founder, Fun is Good, an Employee Engagement Consulting Firm
- Author, Speaker, Entrepreneur

"Fun Is Good; Creating Joy & Passion in your Workplace & Career"

"There is a desperate need for fun in today's workplace!" So espouses Mike Veeck and the Fun is Good team. Are your employees merely satisfied, or are they engaged? Learn the difference and how highly engaged employees can make the difference for your business.

Enter your
name in the
drawing to win
St. Paul Saints tickets,
Fun is Good books
and more!

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715.716.5119 agent@getinsuredbyAmanda.com

Hosted by The Phipps Center for the Arts

BONUS FEATURES:

- New Member Introductions
- Networking – bring plenty of business cards!
- What's Hot in the Community Announcements

This is a GREAT
OPPORTUNITY for
both EDUCATION
and NETWORKING!

Please RSVP by April 5, 2019
online at HudsonWI.org or call (715) 386-8411

COST: Members - \$14 • Non-Members - \$18

Sorry, we are unable to issue refunds.

CALL 715-386-8411

www.hudsonwi.org www.discoverhudsonwi.com



MESSAGE FROM THE PRESIDENT

FIRST QUARTER RESULTS REFLECT RENEWED GROWTH AND MOMENTUM



MARY CLAIRE OLSON POTTER

When I joined the Chamber as your President last fall, I was excited to settle in and see what the new year would bring. The Chamber Board completed a successful planning session in December that positioned us well for 2019.

I am pleased to report that as we concluded our first quarter, we are making great progress on our four 2019 priorities. Thanks to the Board and all members for your 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 12 new members
- Developed a Communications Task Force led by Amy Bast, akb marketing llc, that is reviewing all methods of communication including the newsletter, event invites, prospect packets and the website
- Represented member views on the new parking fee collection system being implemented by the City of Hudson
- 2019 Membership Directories were delivered to Chamber members by the Ambassadors
- Ambassadors continue to participate in Ribbon Cuttings and member retention visits

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 220 members attended the January 24 **Annual Meeting & Awards Banquet** where we recognized the following award winners:
 - **Community Volunteer of the Year:** Lori Rayome
 - **Chamber Member of the Year:** Amber Rykal
 - **Small Business of the Year:** La Rue Marche
 - **Large Business of the Year:** YMCA in Hudson
 - **The Marie Blakeman Award:** Denny Darnold (posthumously)
- **Chamber 101:** 18 prospective and new members attended during Q1
- Re-vamped **Good Morning Hudson** to include a featured speaker, business card exchange,

What's Hot in the Community, and new member introductions; more than 70 members attended the February and March programs hearing from Ted Johnson, Chief Strategy Officer for the Minnesota Timberwolves and Lynx, regarding the "Evolving business of the Minnesota Timberwolves," and Chris Wright, CEO for Minnesota United, regarding presenting "Our Why – To promote soccer, the world's game, and through it inspire and unite our community"

- **Leadership Hudson:** Formed a Steering Committee lead by Melissa Kraemer of WESTconsin Credit Union to help with the planning of the 2019-2020 nine-month program
- **Simply Social:** More than 50 members/guests attended the March event held at Jono Proprieties
- **Spring Showcase:** Beat the blizzard with more than 500 community members attending and visiting with almost 50 Chamber member businesses and enjoying free entertainment
- **Golf Tournament:** The planning committee has started working on the event scheduled for Tuesday, June 25 at Troy Burne Golf Club
- **Spirit of the St. Croix Art Festival:** Plans are underway for this event to be held September 28 - 29 in Lakefront Park
- **A Programs and Events Committee** will be reviewing all programs/events; led by Susie Halverson, Barker's Bar & Grill/San Pedro Café/Pedro's del Este

Tourism Goal: Increase economic benefits of tourism by marketing the Hudson area, encouraging tourists to make Hudson their vacation destination.

Q1 Results:

- Developed an advertising plan promoting Hudson as a visitor destination
- Promoted the annual Hudson Hot Air Affair event held in early February
- Added new staff member Emily Sumner, Director of Tourism & Marketing, who attended the Annual Governor's Conference of Tourism to learn about the latest trends in tourism partnering with other organizations to promote Hudson and the region
- Plans are underway for the annual Hudson Christmas Tour of Homes with two homes confirmed
- Exploring the website, social media and other means of communication to update and expand these resources

Continued next page...





PRESIDENT'S MESSAGE CONTINUED

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

Q1 Results:

- Held several meetings with manufacturing companies to discuss workforce attraction and retention, workforce housing and transportation needs
- Manufacturers' Roundtable group toured Croix Gear & Machining

- Met with Hudson School District to discuss introducing manufacturing to students through tours, professionals in the classrooms, and other initiatives including Manufacturers' Day on October 4, 2019.

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

TOURISM MARKETING EFFORTS TO EMBRACE NEW STRATEGIES

How does Hudson better attract tourists?

That was the focus of the recent WIGCOT (Wisconsin Governor's Conference on Tourism). This annual conference brings together tourism leaders, industry professionals and destination marketing organizations from across the state to learn how to best promote Wisconsin's many great tourist destinations.

Emily Sumner, Director of Tourism and Marketing for the Hudson Area Chamber of Commerce & Tourism Bureau, attended the conference and took away some valuable resources and ideas for future tourism marketing efforts including:

- Strategizing rural arts as a joint promotion effort with tourism; this has been a successful initiative in Eau Claire and other areas
- Visually marketing with strong and intentional photography
- Branding your town through what your locals see
- Importance of social media and digital platforms along with speed and performance
- Social media influencers
- Building a creative economy through tourism

Wisconsin Governor Tony Evers attended the conference's closing activities, rallying our industry in support of Wisconsin's greatest tourism offerings.

Keep an eye on Discover Hudson, WI... we have some big ideas popping!

www.DiscoverHudsonWI.com

Emily Sumner
Director of Tourism and Marketing
Hudson Area Chamber of Commerce and Tourism Bureau



Instagram
@DiscoverHudsonWI



Facebook
DiscoverHudsonWI



Twitter
@HudsonWITourism

HEAD OF WISCONSIN MANUFACTURERS & COMMERCE SPEAKING IN HUDSON ON MAY 22

Kurt Bauer, President/CEO of Wisconsin Manufacturers & Commerce (WMC), will be visiting Hudson on Wednesday, May 22 to meet with area manufacturers and business owners. He will be speaking about Wisconsin's business climate and economic challenges.

Founded in 1911, WMC is the combined Wisconsin Chamber of Commerce, Wisconsin Manufacturers' Association and the Wisconsin Safety Council. WMC represents 3,800 employers of all sizes and from every sector of the economy.

Prior to joining WMC, Bauer spent 18 years working for financial industry trade groups, including serving as CEO for both the Wisconsin and Arizona Bankers Associations.

Watch for registration information.

DATE: Wednesday, May 22

TIME: 12 noon

LOCATION: UWRF – Hudson Center, 2501 Hanley Road





SAVE THE DATE! CHAMBER GOLF TOURNAMENT SCHEDULED FOR TUESDAY, JUNE 25

Spring is in the air and golfers are dusting off their clubs to return to the courses! The Hudson Chamber will offer a fun opportunity to network with fellow Chamber members at the 22nd annual Chamber Golf Tournament scheduled for **Tuesday, June 25 at Troy Burne Golf Club.**

The festivities will begin with registration and box lunch at 11 a.m. and a shotgun start to the golf at 12 noon. After a fun day on the links, golfers will enjoy a social hour starting at 5 p.m. and a dinner and program at 6 p.m.

The Golf Committee is working on the event's many details. Sponsorships are available at all levels including Platinum (\$3,000), Gold (\$2,000), Silver (\$1,000) and Hole Sponsors (\$400 + \$25 value prize).

For more information, contact the Chamber office at 715-386-8411 or info@hudsonwi.org.



CITY TO IMPLEMENT NEW PARKING FEE COLLECTION UNITS DOWNTOWN

Downtown parking can sometimes be challenging for business owners and customers alike. The City of Hudson is striving to improve the parking fee collection process with the installation of new automated collection units beginning in May.

As an advocate for business, the Hudson Chamber of Commerce & Tourism Bureau partnered with the City of Hudson to conduct a parking study during 2016 and 2017. This study results informed the Parking Task Force which presented its recommendations to the Hudson City Council; the Council approved the recommendations at their March 25 meeting.

Here are the highlights:

- New parking fee collection units will replace the current meters. These new units will allow people to pay with a cell phone app, credit card or coins.
- The cost of parking will remain at \$.50 per hour.
- Hours of enforcement will change from 8 a.m. to 4:30 p.m. Monday – Friday to 10 a.m. to 8 p.m. Monday – Saturday.
- Free 15-minute parking spaces will remain available throughout downtown to allow customers to make quick stops into stores and restaurants.
- Parking permits will still be available for purchase; fees are not changing.
- Visitors can park for a maximum of three hours

in one spot.

- Holiday parking will continue; free parking will continue to be available from the Wednesday prior to Thanksgiving until January 2 each year.
- A parking citation fee is not changing and will remain at \$7.

To assist with this new process, the City is hiring two full-time parking coordinators to enforce parking regulations, maintain the parking fee collection units and educate residents and visitors on parking options. To provide time for residents and visitors to become acquainted with the new system, as well as some changes to parking lots and time limits, there will be a grace period during which "warnings" will be issued instead of citations.

The City is also creating an online system to receive feedback and respond to questions. In addition to the public's feedback, the City and the Parking Task Force will review the changes noted above, accept feedback, and analyze it later in 2019 better understand the impact on the movement/turn-over in parking spots. The goal is to make it easier for everyone to find parking downtown.

[Click here to view more details of the downtown parking changes.](#)





MAKING THE MOST OF YOUR HUDSON AREA CHAMBER ONLINE MEMBER PROFILE PAGE

Most consumers today start “shopping” by searching online. Whether it’s looking to buy the newest shoes by a favorite designer or wanting to check out a hot, new local restaurant, consumers will begin online.

Your Chamber membership includes your profile on our website’s online Business Directory that is accessible to the public. Your member profile is linked to your business website with links connecting to your and social media platforms. This online searchable directory provides your business with yet another online presence 24/7 - 365 days a year. **When is the last time you logged in and updated your listing?** Is it as complete as it could be? Contact the Chamber if we can assist you with your login credentials to continue enhancing your membership value.

The Chamber website receives thousands of hits every month from consumers searching for more information about local area businesses and attractions. These consumers are searching our directory, reading your business descriptions, and viewing your photos and video. The ability to click through to your website and social media directly from the Chamber Directory makes this online

profile piece an important part of your community presence.

How do you get started? Go to the Chamber’s website www.hudsonwi.org and click on “Member Center” and then “Member Login.” Key information to add or update:

- Company/Business representatives
- Company logo
- Social media links
- Business hours
- Driving directions to business
- Five bullet links to specific pages on your website
- Description of your business
- Search keywords
- Photo Gallery (up to five photos)
- Video (linked from YouTube)
- Map pin information

Learn more about easily navigating the Member Center after you’ve logged in by viewing this short video: <http://www.screencast.com/t/8HHFR9un8>

If you have questions or need help logging in please call us at (715) 386-8411.

TIME TO GET “SOCIAL”

Social media continues to be an important communications tool for all businesses. The Hudson Chamber of Commerce & Tourism and its members are no exception.

Chamber members can support one another and the Chamber overall by connecting on social media. Please follow, like, share and post Chamber social media content, and the Chamber will do likewise for your business. Together, we can create some “buzz” in the world of social media!

Chamber social media channels:

- Facebook <https://www.facebook.com/HudsonAreaChamber>
- Twitter <https://twitter.com/hudsonwichamber>
- LinkedIn <https://www.linkedin.com/company/hudson-area-chamber-of-commerce-&-tourism-bureau>

Tourism social media channels:

- Facebook <https://www.facebook.com/DiscoverHudsonWI>
- Twitter <https://twitter.com/HudsonWITourism>
- Instagram <https://www.instagram.com/discoverhudsonwi/>





THANKS TO THE SPRING SHOWCASE PARTICIPANTS AND VOLUNTEERS

Despite the wintry weather, the 17th annual Spring Showcase went on as scheduled on Sunday, March 10. Thanks to everyone who contributed to this event by serving as a sponsor, having a booth, providing raffle prizes, selling raffle tickets or volunteering to help in myriad ways. It truly takes a village to put on an event like this!

Congratulations to Mark Hein, Family Fresh Market, for pre-selling the most raffle tickets. And congratulations to the five raffle prize package winners:

- Movie Night Package: valued at \$636 – won by Patrick Cusick
- Spring Spruce Up: valued at \$410 – won by Kelly Burke
- Rain Garden Package: valued at \$365 – won by Lori Campbell
- Foodie Package: valued at \$585 – won by Mickel Sylvara
- Family Fun Package: valued at \$323 -- won by Beckett Grice

Special thanks to the Planning Committee and the many participating groups and organizations:

Planning Committee:

- Christine Barnes, Farrell's eXtreme Bodyshaping
- Shelly Destasio, Christian Community Homes & Services
- Mark Hein, Family Fresh Market
- Penny Hietala, Associated Bank
- Carrie Hobrough, CBIZ
- Sarah Jaeger, Royal Credit Union
- Linda LaKosky-Eng, Minuteman Press -Hudson
- Jill McNamee, McNamee Real Estate Team



Entertainment:

- 3M Visiting Wizards
- Phipps Jr. Dance Company

- Hudson Martial Arts
- Hudson High School Orchestra musicians
- Carpenter St. Croix Valley Nature Center
- Mascot Dance-Off contestants:
 - Sneakers from the Hudson YMCA – the winner!
 - Colby from Family Fresh Market
 - Savin' Sammy from Royal Credit Union
 - Miss Molar from Riverview Dental Clinic
 - Sir Cumference from Mathnasium of Hudson
 - Freddy the Falcon from University of Wisconsin – River Falls
 - Wes T. Consin from WESTconsin Credit Union

Kids' Activities:

- Cookie Decorating with County Market
- Paint the Piggy Bank with Associated Bank
- Critter Corral with Carpenter St. Croix Valley Nature Center
- Hudson Fire Department Explorers



Much appreciation goes to our Event Sponsors:

Platinum Sponsor: Family Fresh Market



Gold Sponsors:

Eagle Storage
Edina Realty, Inc.
Francescato State Farm Agency
Royal Credit Union

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SPRING SHOWCASE CONTINUED

Silver Sponsors:

Associated Bank
Catalyst Sports Medicine
County Market
Eckberg Lammers, P.C.
Hampton Inn & Suites by Hilton
Steiner Plumbing, Electric, Heating, Inc.
WESTconsin Credit Union

Volunteers make this event happen. In addition to those mentioned above, special thanks to:

- Angel Duratti, Angel's Pet World
- Pam Ehrnreiter, The Phipps Center for the Arts
- Lori Papineau, Pier 500
- Chad Papineau



Find more event photos on our [Facebook Page](#).

MEMBER BUSINESS BRIEFS

Guidelines: Business Briefs should be submitted by the 15th of the month for the next month's Chamber news. Please keep articles to 100 words or less. We reserve the right to edit or omit any submitted business briefs. Email submissions to info@hudsonwi.org.

Boomers & Seniors – What You Should Know When Planning Your Next Move

Tuesday, April 16 from 6 to 7:30 p.m.

375 Stageline Road above Citizens Bank

Instructors: John & Becky Durham of the Durham Executive Group

Class Description: Not much is more important at this stage of life than planning your next move. Transitioning can be very confusing and complex. Focusing on important financial considerations, available housing options, new construction, and important services to assist you transition to your next home. We will discuss options on how to transition you into your next home without first having to sell your current home.

Office Space Available

Beautiful, freshly renovated open concept office space for lease in Hudson. 1350 sq feet available mid- April. Great location at 86 Coulee Road, plenty of free parking and river views! Contact Dr. Michele or Dr. Danielle at Pathways Family Chiropractic 715-386-2424 or info@pathwayschiropractic.com for more information or to schedule a showing.

First State Bank and Trust Announces Promotions and New Hire

First State Bank and Trust announces the following staff promotions: Jason Howard, CPA, to Executive Vice President/Chief Operating Officer/Chief Financial Officer; Alex Zeien, CTFA, to Vice President/Trust Officer; and Angie Laska to Officer as Senior Credit Analyst/Portfolio Lender.

Growing its mortgage loan volume First State Bank and Trust is pleased to announce that Jon Weaver has joined the bank's Mortgage team as Vice

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BUSINESS BRIEFS CONTINUED

President of Mortgage Lending. Weaver has over 20 years of experience serving clients in the St. Croix Valley and prides himself on providing the highest level of customer service through every phase of the loan process.

Founded in 1914, First State Bank and Trust is a strong, independent, community bank with a full-service Trust Department, Insurance Agency (i.e. Valley Agencies), and a Non-Deposit Investment Affiliate (Hanzlik Financial) to help clients throughout their financial lifecycle. Visit www.fsbtc.com for more information.

Hudson Physicians welcomes new physician

Christina Boryezka, MD, is seeing patients at Hudson Physicians' main clinic in Hudson. She shares: "Doctors saved my mother's life when I was 5. Ever since then I have wanted to be a doctor myself."

Dr. Boryezka believes that education is the foundation for better health outcomes and states, "I try and educate my patients and explain their disease process to them. I believe people are more likely to adhere to a treatment plan when they understand why I am recommending certain tests and procedures." For more information or to schedule an appointment with Christina Boryezka, MD, visit hudsonphysicians.com/providers.

Join Big Brothers Big Sisters for the best night of the year, Bowl for Kids' Sake!

This Bowl for Kid's Sake raises nearly a third of our annual budget... making a BIG impact on the number of children we're able to serve each year. The 2019 theme is The SUPERHERO SQUAD! Dust off your capes, get your team together, and show us your best hero! Mark your calendars and get a team together to participate in Bowl for Kids Sake 2019! Keep checking our website, we'll update with more details when frequently! www.bbbsnw.org/bfks

Fresh & Natural Foods offers natural, organic,

and locally-produced goods

Fresh and Natural Foods is Hudson's locally-owned, full-service grocery store providing the highest quality natural, organic, and locally-produced goods. We do the research for you and hand pick products using the strictest standards in the Twin Cities. Our experienced staff is always available to answer your questions and provide assistance that you won't find online or at any other store around. Join us April 13th and 27th in the Plaza 94 shopping center to save 10% off your entire purchase! Don't forget to pick up your all natural, antibiotic-free Beeler's ham for Easter dinner! Shop local and make Fresh & Natural Foods your one stop store today!

Chapter2Books now offers digital downloads

Did you know Chapter2books offers EBooks and audio downloads too? Choose from 100,000s of titles at competitive prices. Can be used on all tech platforms, iphone, ipad, kindle, nooks, android phones etc. Simply search for your title on our website at www.chapter2books.com to keep all your book business local. Thank you!

CARPe Diem: To Seize the Carp- April 10

The St. Croix River Association (SCRA) is pleased to host Andrew Reeves, author of 'Overrun: Dispatches from the Asian Carp Crisis' for a reading and conversation at Hop & Barrel Brewing in Hudson, WI, as he takes us on a behind-the-scenes look and firsthand journey into the heart of the Asian carp crisis in North America. This free event will also feature Ron Meador, a veteran journalist for Earth Journal, MinnPost, who will moderate the discussion with Andrew after his presentation. The door opens at 5 PM with the program starting at 6 PM. This is a free event but registration is strongly encouraged, as space is limited. Books will be available to purchase. Food is not available onsite, but may be brought in or delivered. <https://www.stcroixriverassociation.org/event/overrun-dispatches-from-the-asian-carp-crisis/>



THANK YOU TO AN OUTGOING BOARD MEMBER

Special thanks to Brian Elwood, Xcel Energy, for his years of service on the Hudson Area Chamber of Commerce & Tourism Bureau Board of Directors. From left to right, Mark McNamee, McNamee Real Estate Team and Board Chair-Elect; Brian Elwood, Xcel Energy; Kathy Ableidinger, Cardinal Health and Board Chair; and Joel Larsen, MidWestOne Bank and Board Treasurer.





WELCOME NEW MEMBERS

Please join us in welcoming the NEWest members of the Hudson Area Chamber of Commerce & Tourism Bureau! We encourage you to welcome these new members by visiting their website, sending them an email or stopping by to introduce yourself and patronize their businesses. The personal touch will help our chamber continue to grow and thrive.

Mattress By Appointment

Mike Brueske
606 Brakke Drive Suite D
Hudson, WI 54016
(715) 386-6662
<http://mattressbyappointment.com>

Locally owned/operated Mattress By Appointment® has the very best deals on top quality mattresses in the industry. We keep our overhead low to be able to sell for less than 1/2 of retail prices.

Classy Nails

Thao Pham
419 Second Street
Hudson, WI 54016
(715) 386-8608
<https://www.facebook.com/andygiap77/>

Our salon boasts a full range of the safest, most professional nail service possible, along with a complete line of safe, healthy and high quality products.

Carousel Pole Fitness

Kimberly Webb
1920 Crestview Drive #8
Hudson, WI 54016
(952) 220-2366
<http://Carouselpole.com>

Women's fitness studio and pole dance offering classes and party packages.



THANK YOU TO OUR RENEWING MEMBERS FOR THEIR CONTINUED INVESTMENT!

Coco's Heart Dog Rescue
Fresh & Natural Foods - Hudson
Helmer Companies
Hudson Community Foundation
Northern Star Council, Boy Scouts of America
Onsite Apparel
RJ's Meats & Groceries
SEEK Careers/Staffing, Inc.
St. Croix Valley Foundation
Thrivent Financial - Bjorn Nesvold
Veterans of Foreign Wars Post 10818
Wendy Peterson Ins. Agcy. Inc./State Farm Insurance
Winzer Stube German Restaurant

When members do business with members, our local economy remains healthy and strong.





AMBASSADOR VISITS AND RIBBON CUTTINGS

Jono Properties LLC



Priceless Painting Contractors



Interim Health Care of Western Wisconsin



Grace + Grit



LEANNE VAN ALLEN JOINS CHAMBER BOARD



The Hudson Area Chamber of Commerce & Tourism Bureau Board of Directors is pleased to welcome new director Leanne Van Allen. Leanne is representing the University of Wisconsin – River Falls and replaces her UWRF colleague Michael Fronmueller.

Leanne serves as the Director of Graduate Programs in the College of Business and Economics at UWRF where she has been since 2012. She formerly held numerous sales leadership roles at Ranstad Inhouse Services (formerly Spherion). Leanne earned both her Bachelor's degree and MBA from UWRF.





We are excited to announce this year we are offering a travel opportunity to Greece November 9 - 17, 2019. Pricing starts at \$3,199 for land & air: nine days, eight nights, including hotels, meals, day trips and airfare from Minneapolis. For more information call (715) 386-8411.



GREECE - A LAND OF GODS AND HEROES

NOVEMBER 9-17, 2019

FROM **\$3,199** AIR & LAND

9 DAYS, 7 NIGHTS INCLUDING HOTELS, MEALS, DAY TRIPS, AND
AIRFARE FROM MINNEAPOLIS, MN



The Peloponnese is home to an extraordinary collection of archeological sites as well as stunning mountainous scenery and charming villages where a traditional way of life has remained unchanged for centuries. On this splendid cultural journey, trace 5,000 years of Greek history while exploring the country's archeological treasures. Walk in the footsteps of Socrates on the Acropolis and examine artifacts of Athens' Golden Age at the outstanding Acropolis Museum, sail through the scenic Corinth canal, and enjoy the insights of the local guest speaker on the contemporary Greek economic and social scene.

For more details and reservations contact:
Hudson Area Chamber of Commerce & Tourism Bureau
E-mail: info@hudsonwi.org • Telephone: (715) 386-8411

Reservations can also be made on our online booking engine
www.aventuraworld.com/booking. The group booking code is: B002428





COMMITTEE AND VOLUNTEER OPPORTUNITIES

Maximize your membership investment by 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. Build your business relationships as we work together to help our community prosper.

STANDING COMMITTEES

- **Ambassadors:** Supports member attraction and retention through new member visits and hosting at Chamber events. Chair: Amber Rykal, McDonald Insurance

- **I-94 Business Alliance:** Develop programs and events of interest to business needs and exchange information. Chair: Zach McNamee, McNamee Real Estate Team

- **Chamber Leads Groups (2 groups):** Opportunity to further business interests through the exchange of business referrals, tips and information. AM Group contact: Jesse Beckstrom, Bridge for Community Life, Inc.; Noon Group contact: Amy Hauser, Leitch-McSorely Insurance Agency

- **Downtown Retail:** 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: Angel Duratti, Angel's Pet World

- **Downtown Retail Advertising Opportunities (Ad-Op) Group:** A year-round co-op advertising and promotions program that combines advertising dollars for radio, print (magazine, newspaper, etc.) and other media avenues. Chair: Kathy Newman, Et cetera

- **Hudson Independent Business Association (HiBA):** A sub-committee of the Chamber that to promotes shopping locally. Chair: Angel Duratti, Angel's Pet World

- **Manufacturer's Roundtable:** Provides the opportunity to improve the business conditions of member companies. Chair: Kathy Ableidinger, Cardinal Health

- **Membership:** Reviews member benefits and investment structure; strives to enhance benefits through communication and networking opportunities; coordinates Membership Campaigns and review programs. Contact: Mary Claire Olson Potter, Chamber President

- **Tourism:** 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. Contact: Emily Sumner, Chamber Director of Tourism & Marketing

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 and the Marie Blakeman Award. Contact: Kathy Ableidinger, Cardinal Health

- **Christmas Tour of Homes Committee:** The annual November tour showcases four privately-owned homes and the historic Octagon House to more than 1,500 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

- **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

- **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:** Coordinates a fall festival each September for more than 9,000 attendees that 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: Emily Sumner, Chamber Director of Tourism & Marketing

- **Spring Showcase:** Assist in planning the Spring Showcase, an annual opportunity for businesses and organizations to display and sell their products/services to attendees from the community. Contact: Mary Claire Olson Potter, Chamber President

TASK FORCES

- **Parking Task Force:** This group studies the intermediate and long-term parking needs of the City and provides feedback to the City Council with recommendations to solve parking problems. Contact: Mary Claire Olson Potter, Chamber President

For more details on Chamber committees, visit our website: <http://www.hudsonwi.org/pages/committees>





APRIL CALENDAR OF EVENTS

- 2 LEADS Group 1, 7 a.m., Fresh & Natural Foods
- 2 I-94 Business Alliance, 9 a.m., UWRF Hudson Center
- 3 Programs Committee, 9 a.m., Chamber Office
- 3 Manufacturers Roundtable, 11:30 a.m., Nor-Lake Inc.
- 8 Finance Committee, 8:30 a.m., Chamber Office
- 9 Good Morning Hudson, 11:30 a.m., The Phipps Center for the Arts
- 9 LEADS GROUP 1, 7 a.m., Fresh & Natural Foods
- 10 Retail Downtown, 9 a.m., The Phipps Center for the Arts
- 10 Chamber 101, Noon, Chamber Office
- 11 HIBA, 9 a.m., Chamber Office
- 11 LEADS Group 2, Noon, WESTconsin Credit Union
- 15 Executive Committee of the Board, 8 a.m., Chamber Office
- 16 LEADS GROUP 1, 7 a.m., Fresh & Natural Foods
- 17 Golf Committee, 8:30 a.m., Chamber Office
- 17 Leadership Hudson Steering Committee, 10 a.m., WESTconsin Credit Union
- 18 Board of Directors, 8 a.m., Chamber Office
- 18 Christmas Tour of Homes Committee, 9 a.m., Chamber Office
- 18 Ambassadors, 3 p.m., visits followed by meeting at WESTconsin Credit Union
- 19 Communications Task Force, 9 a.m., Chamber Office
- 23 LEADS GROUP 1, 7 a.m., Fresh & Natural Foods
- 25 Ad-Op Committee, 9 a.m., Chamber office
- 25 Leadership Hudson Alumni Group, Noon
- 25 LEADS Group 2, Noon, WESTconsin Credit Union
- 30 LEADS GROUP 1, 7 a.m., Fresh & Natural Foods

2019 Board of Directors

Kathy Ableidinger - Cardinal Health, Chair
Susie Halverson - Barker's Bar & Grill/San Pedro Café/ Pedro's del Este, Past Chair
Mark McNamee - McNamee Real Estate Team, Chair Elect
Joel Larsen - MidWestOne Bank, Treasurer
Amy Bast - akb marketing
Becca Denn - Holiday Inn Express Hotel & Suites
Leanne Van Allen - University of Wisconsin - River Falls
Mark Hein - Family Fresh Market
John Knutson - Catalyst Sports Medicine
Katie Kranz - Eckberg Lammers P.C.
Chris Kost - YMCA in Hudson

Staff

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Mary Claire Olson Potter, President
Vanessa LaFleur, Membership and Programs Assistant
Anne Sonnee, Special Projects Coordinator
Emily Sumner, Director of Tourism & Marketing

MISSION: 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.

