

JOIN



CONNECT



GROW

COMMERCE CONNECTION

AUGUST 2019



Wednesday, August 21, 2019  
11:30 am – 1:00 pm

Catered by River Valley Catering

Hudson High School – Forum  
1501 Vine Street • Hudson, WI



## FEATURING:

### NEW TEACHERS' LUNCHEON

Each new school year we invite the new teachers and administrators from the Hudson School District, Trinity Academy and St. Patrick's School to a Chamber luncheon. Join us this year as we welcome this year's new teachers and receive updates about our area schools.

Each teacher will receive a "welcome bag" from our Chamber members, and we would like to include a promotional sample from YOUR business in that bag.

Call the Chamber for more information on the welcome bag and sponsorship opportunities (715) 386-8411.

The **NEW TEACHERS' LUNCHEON** is an excellent opportunity for you to introduce your business to these new members of our community. Why not consider being one of the sponsors for this event? Sponsorship cost is \$175 and includes lunch and recognition at the event.

### BONUS FEATURES:

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

This is a **GREAT OPPORTUNITY** for **NETWORKING** with other **LOCAL BUSINESSES!**

Please **RSVP by August 15, 2019**  
online at [HudsonWI.org](http://HudsonWI.org) or call (715) 386-8411

**COST: Members - \$18 • Non-Members - \$22**

Sorry, we are unable to issue refunds.

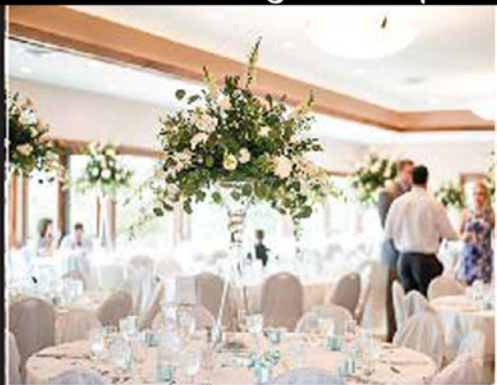


# THANK YOU TO OUR NEWSLETTER SPONSOR



Grand Event Banquet & Reception Center with Cocktail Patio &  
Outdoor Ceremony Site

*"A stunning venue, perfect for any sized corporate or private event."*



295 Lindsay Rd.  
Hudson, WI 54016

## BOOKING NOW

[www.troyburne.com](http://www.troyburne.com)  
715.381.9800

*Just 25 minutes from the Twin Cities in picturesque Hudson, WI*

Don't forget to book your tee time on our award  
winning, Tom Lehman Signature Golf Course!

**- Call For Special Seasonal Rates -**  
715-381-9800







# MESSAGE FROM THE PRESIDENT

## SECOND QUARTER RESULTS REFLECT CONTINUED GROWTH AND MOMENTUM



MARY CLAIRE OLSON POTTER

When the Chamber Board approved the 2019 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 the second quarter, we are making great progress on our four 2019 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.

Q2 Results:

- Welcomed 12 new members
- Developed a new membership brochure highlighting Chamber Priorities, Committees, Events, and Member Benefits.
- Developed Membership Advisory Committee to oversee membership recruitment, retention, and review new program proposals.
- 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.

Q2 Results:

- **Good Morning Hudson** speaker Mike Veeck attracted more than 100 attendees – a standing room only crowd! The June program hosted Local Government Leaders discussing local issues.
- **Simply Social:** 60 members attended the May event held at Fresh & Natural Foods - Hudson.
- **Leadership Hudson:** Working with the Steering Committee to help plan the 2019 - 2020 nine-month program and recruiting students for the September class

- **Golf Outing:** It was a picture-perfect summer day on June 25 for the 133 golfers who enjoyed the Troy Burne Golf Course. Prizes were awarded to the top three teams and everyone went home with a new Hudson Chamber golf umbrella.
- **Spirit of the St. Croix Art Festival:** More than 90 artists will be participating in the September 28 & 29 event in Lakefront Park along with live entertainment and food/beverage vendors.

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

Q2 Results:

- Continuing to implement the advertising plan promoting Hudson as a visitor destination.
- Plans are underway for the annual Hudson Christmas Tour of Homes with four homes confirmed.
- Created a new publication, Discover Hudson Lodging, Dining, Shopping, Art and Adventure Guide, which includes a map of the area to be used by hotel properties, restaurants, and shops and in tourism information packets.
- Exploring the website, social media and other means of communication to update and expand these resources.

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

Q2 Results:

- Toured Nor-Lake with the Manufacturers' Roundtable.
- Interim Dean of UW-River Falls College of Business & Economics, Dr. Marina Onken, presented at the June Manufacturers' Roundtable meeting on the "Future of Work Thinking" which lead to an interesting roundtable about how we think about future workers.
- Continued with planning meetings with manufacturers and the Hudson School District for Manufacturers' Day on October 4, 2019.

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





## TRAVEL & TOURISM IN OUR COMMUNITY: REACHING FURTHER THAN YOU MAY THINK!

Hudson, Wisconsin Tourism creates a halo effect by generating a positive impression of the area, which boosts economic development in other

sectors of the community beyond and outside of only tourism-based businesses. Travelers who have visited the state in the past few years rate Wisconsin much higher in attributes such as a good place to live, start a business, attend college, or buy a retirement home, according to Longwoods International, a market research consultant company.

Tourism plays a significant role in the economy of Wisconsin, generating billions of dollars in tax revenue and directly impacting hundreds of thousands of jobs. In Hudson, we see this "halo

effect" radiate through our local employment, big-box breeds, public opportunities, city management and more, including the growing partnerships between our destination marketing alliances within the area. The diversity of businesses seeking growth opportunities in Hudson is exciting!

Pride in tourism is at an all-time high. Each year, more visitors are taking their hard-earned dollars and choosing Hudson as the destination to spend and enjoy their precious time off. They are traveling to Hudson with families, friends and even with their pets! Tourists find that a visit to Hudson creates lifelong memories. In turn, Hudson enjoys the benefits of a strong economy and a superior quality of life for its residents.

**#DiscoverHudsonWI**



**SEPTEMBER  
28-29, 2019**

Sat 10-5pm  
Sun 10-4pm

Hudson, WI  
715.386.8411

Artist: Carla Brown

Juried Artists • Demonstrations • Hands-On Activities • Live Music • Street Performers • Local Beer & Wine • Food & Fall Flavors

**ART FESTIVAL**

SPIRIT OF THE ST. CROIX

AN INTERACTIVE CREATIVE EXPERIENCE

HUDSON AREA CHAMBER OF COMMERCE & TOURISM BUREAU

THE PHIPPS CENTER FOR THE ARTS

 SpiritOfTheSt.CroixArtFestival

DiscoverHudsonWI.com





## HUDSON CHAMBER PAST CHAIRS EVENT: SEPTEMBER 18, 2019, 4PM

We are excited to bring back all Past Board Chairs of the Hudson Chamber Board to Pedro del Este's to celebrate all their work and efforts in building the Hudson Chamber. We will hear about hot topics during their tenure in leadership and give a brief update on the Chamber's current status.

## CHRISTMAS TOUR OF HOMES: NOVEMBER 22-24, 2019

The Christmas Tour of Homes is celebrating 34 years of providing creative decorating ideas! How can YOUR business "plug in"?

Four homes will be featured on the tour this year. This is a great opportunity to work with the homeowners and offer your goods and services to help them prepare for 1,500 tour-goers in November.

For more information, please contact Mary Claire at [maryclaire@hudsonwi.org](mailto:maryclaire@hudsonwi.org).

### Christmas Craft Sale and Market Place!

Nobody celebrates Christmas like Hudson and we begin with the Christmas Tour of Homes and Craft Sale on November 23. We know tour guests are hunting for unique gifts as they kick-off their holiday shopping. We invite creative folks to sell their one-of-a-kind products. The Christmas Tour Craft Sale offers a great opportunity for small business owners as well in the vendor marketplace.

Only a few remaining booth spaces are available. [Download](#) a vendor application and give your holiday sales a boost!

## MARK YOUR CALENDAR

Summer in Hudson is filled with fun for the whole family. As we are enjoying these waning days of summer, we are planning for the upcoming months and invite you to join us.

- **Thursday, September 5:** Simply Social 8 a.m.; Network with Chamber members and promote your business.
- **Saturday and Sunday, September 28 & 29:** Spirit of St. Croix Art Festival; Lakefront Park; enjoy more than 90 artists, live entertainment, food and beverage vendors.
- **Thursday, October 3:** Good Morning Hudson 7:30 a.m.
- **November 22 - 24:** Christmas Tour of Homes
- **November 29, 7 p.m.:** Light Up the Night, Downtown
- **December 4:** Holiday Simply Social 5 to 7 p.m.
- **December 6, 6 - 9 p.m.:** Candlelight Stroll
- **December 7, Noon - 4 p.m.:** Santa and his Critters

## Business Financing That Puts Your Needs First!

- Low, fixed rate SBA 504 loans for owner occupied commercial real estate or equipment purchases
- 10, 20 or 25 year loan options
- Low down payment
- Your business is likely eligible!

**3.98%**  
20 Year  
Fixed Rate

TO LEARN MORE

VISIT [WWW.WBD.ORG/CHAMBER-AND-504](http://WWW.WBD.ORG/CHAMBER-AND-504)







# Leadership Hudson

## NOW OPEN FOR ENROLLMENT

Looking for a new development opportunity? Leadership Hudson Program now accepting applications.

Leadership Hudson is the Hudson Area Chamber of Commerce & Tourism Bureau's premier community leadership program, bringing together current and emerging leaders from all sectors of the Hudson area. This is a unique opportunity for participants to think about the critical issues facing Hudson while also developing leadership skills.

### Leadership Hudson participants will:

- Experience behind the scenes tours to business, arts & culture, health care, education and government agencies.
- Build and enhance your leadership skills through Personal Leadership Development including Strength Finders, Developing and Living Your Brand and Building Upon your Strengths.
- Develop new business connections from a cross-section of the community.
- Hear and interact with high-level Hudson business, community and government leaders.

### Time Commitment and Attendance

The program meets the second Tuesday of the month from September 2019 to May 2020. Meeting days are full days, starting at 8 a.m. and typically finish by 4 p.m. Full participation

of the scheduled program days is essential to the Leadership Hudson experience. Class members are expected to arrive on time and remain with the class for the entire session.

### Employer Support

Because of the time commitment, it is vital that Leadership Hudson participants have the support of their supervisor and employer. Applicants are encouraged to discuss the application process, program cost and time commitment with their employer prior to applying.

### Schedule and Cost

We will accept applications through August 15, 2019; applicants will be notified about the status of their application by August 15, 2019. Tuition for the nine-month Leadership Hudson program for 2019-2020 is \$995 (\$1,295 for NON-Chamber members).

### Questions?

For more details, please visit the [Leadership Hudson page](#) on the Chamber website. The website also includes an online application. Please contact Wendy Helgeson at [wendy@hudsonwi.org](mailto:wendy@hudsonwi.org) or 612-501-0377 with questions.

### Thank you to our Sponsors:



## MEMBER RIBBON CUTTINGS & AMBASSADOR VISITS



Hudson Flower Shop



## MEMBER RIBBON CUTTINGS & AMBASSADOR VISITS

Ciranda, Inc.



Hanson Creative Design



**BRING \$100,000, GET \$1,000!**

**1.36% APY**  
Royal Credit Union Money Market Rate  
earns over \$665 more!

At 1.36% APY, \$100,000 would earn OVER \$665 MORE in interest during 12 months compared to 0.69% APY.

**0.69% APY**  
Regional Average Money Market Rate<sup>2</sup>

**GET \$1,000 PLUS A GREAT RATE!**

Bring \$100,000 or more to open a new Money Market account and get a \$500 reward. Keep the balance at or above \$100,000 for 12 months and get another \$500 reward. Balances of \$100,000 or more earn 1.36% APY<sup>1</sup>, with no maintenance fee.

**Hurry – offer ends August 31, 2019**

 **ROYAL CREDIT UNION**

 [rcu.org/100K](http://rcu.org/100K)  **1-800-341-9911**

1. APY = Annual Percentage Yield. APY is determined by the account balance and is shown based on an account balance of \$100,000 and are subject to change at any time. Fees can reduce the balance on the account. Offer valid on new Money Market accounts opened June 1 through August 31, 2019 with an initial minimum deposit of \$100,000 in new money. Initial deposit cannot be made from funds contained in an existing RoyalCU account or withdrawn, redeposited or transferred from a Royal account during this promotional period. Membership and account opening upon qualification. The first \$500 Reward will be deposited into the tax reported for account holder's Primary Base Savings Account upon qualification. The final \$500 Reward will be deposited into the tax reported for account holder's Primary Base Savings Account if the Money Market account has contained a balance of at least \$100,000 and remained open for 12 consecutive months from the account opening date. RoyalCU reserves the right to withhold the final \$500 Reward if the qualifications are not met based on RoyalCU's sole discretion during the 12 month time period. Limit of one account per Member may be included in promotion. Member cannot have had a previously opened or closed Money Market account with RoyalCU in the last 30 days. Rewards are subject to federal and state tax requirements. RoyalCU reserves the right to terminate this promotion at any time. Refer to our Disclosures and Service Fees for more information.

2. Regional average was supplied by S&P Global Market Intelligence on 5/15/2019. Interest example was for informational purposes only and was determined using a standard APY calculation.

Insured by NCUA

## SIMPLY SOCIAL PM

Thank you to the staff at Ziggy's for making our summer Simply Social event fun with great food and entertainment!

Save the date for the next Simply Social on September 5 at 8 a.m. hosted by Associated Bank.



CALL 715-386-8411

[www.hudsonwi.org](http://www.hudsonwi.org)

[www.discoverhudsonwi.com](http://www.discoverhudsonwi.com)







## THANK YOU TO OUR RENEWING MEMBERS FOR THEIR CONTINUED INVESTMENT!

Bell Bank Mortgage  
Big Brothers Big Sisters of Northwestern Wisconsin  
CD Products, Inc.  
Costco Wholesale  
Croix View Construction & Remodeling, Inc.  
Culver's of Hudson  
Derrick Companies  
Digital Garage  
Dr. Chu Acupuncture Clinic  
Eckberg Lammers, P.C.  
Edward Jones Investments - Allison Waldusky  
Edward Jones Investments - Dan Timmerman  
Elliot Architects, LLC  
Et cetera  
Gavic Construction Corporation  
Kiwanis Club of Greater Hudson  
Mallory's Restaurant and Rooftop Bar  
Mathnasium of Hudson  
McCabe Chiropractic & Wellness Centers SC  
McDonald Insurance Agency

Nelson & Lindquist S.C.  
Nicolet Law Office S.C.  
Nolato Contour  
Nor-Lake, Inc.  
Phipps Inn Bed & Breakfast  
Pioneer Press/Twincities.com  
St. Croix Business Park Corporation  
Stevens Engineers, Inc.  
The Friends of the St. Croix County Fairgrounds  
Turningpoint for Victims of Domestic and Sexual Violence  
Valley Agencies  
Valley Pools & Spas  
Vierregge Construction  
Willow River Carbone's  
Wiseway Transportation Services

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

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## 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.

### **The Mill Exercise Studio**

Vanessa Thompson  
709 Rodeo Drive, Suite 112  
Hudson, WI 54016  
[www.themillexercisestudio.com](http://www.themillexercisestudio.com)

*At The Mill, we are focused on building you! Through specifically designed fitness classes conducted in a community-based environment, our priority is to support you in achieving your personal fitness*

### **Discovery Financial Centers, Inc**

David Ritter  
2217 Vine St, Suite 205  
Hudson, WI 54016  
(800) 645-4473  
[www.discoveryfinancial.com](http://www.discoveryfinancial.com)

*I'm a wealth advisor and creator of the "Mindful Money Method" which takes the 48 services my staff and I offer and puts them into one easy process, making the most of our time together and your investments.*

### **Bridgeway Business Brokers**

LouAnne Loewen  
720 First Street, #2N  
Hudson, WI 54016  
(612) 360-1462  
[bridgewaybb.com](http://bridgewaybb.com)

*Our small team is made up of big time experience in the business and commercial real estate arenas. Our mission is about building a bridge between sellers and buyers any way possible.*

### **Phillips-Medisize, a Molex Company**

Heather Ditzler  
1201 Beaudry Blvd  
Hudson, WI 54016  
(877) 508-0252  
<http://www.phillipsmedisize.com>

*Phillips-Medisize, a Molex company creates innovative medical device solutions that improve people's lives.*







# 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](mailto:info@hudsonwi.org).

It's a wonderful day in the neighborhood-YOUR neighborhood! As you may have noticed, **Plantables** crews are working on improving the garden on the corner of 7th and St. Croix streets in Hudson. The Plantables' #plantkindness project will enhance the current rain garden with native plants, combining the stormwater filter benefit with plants to feed pollinators! The planting of native plants and seed bombs will take place in the Fall. Plants will be tagged for educational purposes, and Plantables will maintain the #plantkindness garden so that it remains a beautiful and beneficial space for the community and neighborhood. We thank you all for your support of the #plantkindness project of and our business. For more information on the Plantables experience please visit our website at [www.plantables.net](http://www.plantables.net) or visit our warehouse and store in the alley behind 407 Second Street in downtown Hudson. #beethechange

The **University of Wisconsin-River Falls College of Business and Economics** is offering three new Master of Business Administration (MBA) tracks beginning in the 2019-20 academic year. The specialized tracks in innovation, leadership and agribusiness allow graduate students to customize their MBA program based on specific career goals. Like the traditional MBA, the program is tailored for working students with evening classes at the UW-River Falls Hudson Center, located just off I-94 in Hudson. To learn more or to enroll in the program, visit <https://www.uwrf.edu/CBE/MBA/MBA-Tracks.cfm> or contact Leanne Van Allen at 715-425-469 or [leanne.vanallen@uwrf.edu](mailto:leanne.vanallen@uwrf.edu).

Did you know? **Chapter2Books** has online shopping. Simply go to our website at [www.chapter2books.com](http://www.chapter2books.com). You can also get audio book downloads from us. A great way to support your local bookstore. Libro.fm does not require a monthly membership and their downloads work on all devices. More details at our website. Support your local bookstore! Thank you. Chapter 2 Books, 226 Locust

Street, Hudson, WI 54016, 715-220-8818. @chapter2books

**Lommen Abdo** has elected new Board Members. Jason Engkjer, Bryan Feldhaus and Brent Johnson have each been elected to a two-year term on Lommen Abdo's board. Mike Glover, Kathleen Loucks and Barry O'Neil continue their two-year terms and Marc Johannsen is serving his second year as President.

**Fleet Farm** is taking part in Clear the Shelter program along with Hills (the makers of Science Diet). Donate a bag or can of Science Diet dog or cat food and we'll deliver it to St. Croix Animal Friends. Stop in at 101 Industrial Street with your donation for our bin located at the front of the store. Donations are being accepted through August 31. Remember to sign a "Bone" for our donation wall. For more information, call the store at (715) 386-3281.

The **Francescato State Farm Agency** is hosting a Blood Drive for the American Red Cross on Wednesday, August 7, 2019 from 10 a.m. – 4 p.m. The American Red Cross bus will be parked at 206 2nd Street, Suite A during the event to collect donations. Please call 1-800-733-2767 or visit [RedCrossBlood.org](http://RedCrossBlood.org) and enter "Francescato" to schedule or appointment or feel free to walk in. Not enough people donate blood. Only you can fill the #MissingTypes.

**Heppner's Auto Body Collision Repair Experts** invites you to join them for the 4th Annual Car Show on August 17 from 9 a.m. to 1p.m. (Rain date is October 5). All makes and models are welcome! This event is free to enter and attend. Dash plaques to the first 50 registrants. Door prizes and free food! Join us at 2001 Rock Street in Hudson. Please contact Amy at [amy.anderson@heppnersautobody.com](mailto:amy.anderson@heppnersautobody.com) for more information.

Leadership, personal growth, self-confidence/ self-awareness, networking skills, public speaking, maximizing your potential. You can spend thousands of dollars and countless hours trying to develop these skills, or join **Toastmasters**. Come check it out at a free, no-obligation informational meeting. Monday, August 19th, 12-1 p.m., Hudson Public Library. Contact Ruth Petermann with questions: [RPetermann@bestversionmedia.com](mailto:RPetermann@bestversionmedia.com) or 651-210-9713





## AUGUST CALENDAR OF EVENTS

- 1 HIBA Social Media Seminar, 9 a.m., Pier 500
- 2 Hilltop Pumpkin Party Committee, 10 a.m., St. Croix Therapy
- 5 Membership Committee, 8 a.m., Chamber Office
- 6 LEADS Group 1, 7 a.m., Fresh & Natural Foods
- 6 I-94 Business Alliance, 9 a.m., UWRF Hudson Center
- 7 The Mill Exercise Studio ribbon cutting, 9 a.m.
- 8 HIBA, 9 a.m., Chamber Office
- 8 LEADS Group 2, Noon, WESTconsin Credit Union
- 9 Spirit of the St. Croix Art Festival Committee, 9 a.m., Chamber Office
- 12 Finance Committee, 8:30 a.m., Chamber Office
- 13 LEADS GROUP 1, 7 a.m., Fresh & Natural Foods
- 13 VC Valley Companies ribbon cutting, 3:45 p.m.
- 14 Retail Downtown, 9 a.m., The Phipps Center for the Arts
- 14 Chamber 101, Noon, Chamber Office
- 15 Board of Directors, 8 a.m., Chamber Office
- 15 Ambassador Committee, Noon
- 16-18 North Hudson Pepper Festival, Pepper Fest Park
- 16 Communications Task Force, 9 a.m., Chamber Office
- 16 Angela Olson Law ribbon cutting, 3:30pm
- 19 Executive Board, 8 a.m., Chamber Office
- 20 LEADS GROUP 1, 7 a.m., Fresh & Natural Foods
- 21 GMH New Teachers Luncheon, 11:30, Hudson High School
- 22 Ad-Op Committee, 9 a.m., Chamber Office
- 22 LEADS Group 2, Noon, WESTconsin Credit Union
- 27 LEADS GROUP 1, 7 a.m., Fresh & Natural Foods
- 29 Tourism Committee, 8 a.m., Chamber Office

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## 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

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## Staff

The Chamber Newsletter is published monthly by the Hudson Area Chamber of Commerce & Tourism Bureau.

Mary Claire Olson Potter, President  
Vanessa LaFleur, Membership and Programs Assistant  
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.**

