

JOIN



AREA
CHAMBER
OF COMMERCE
& TOURISM
BUREAU



CONNECT



GROW

COMMERCE CONNECTION

FEBRUARY 2019



GOOD MORNING HUDSON

Tuesday, February 12, 2019
11:45 am – 1:15 pm
(Includes Lunch)

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



*Good
Morning
Hudson*



FEATURING:

TED JOHNSON

Chief Strategy Officer
Minnesota Timberwolves & Lynx



**"The Evolving Business of
the Minnesota Timberwolves"**

Enter your name
in the drawing to win
FREE TICKETS
to the February 25th
game against the
Sacramento Kings!

SPONSORED BY:



Catering by San Pedro Café
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 **NETWORKING**
with other **LOCAL
BUSINESSES!**

Please RSVP by February 7, 2019

online at HudsonWI.org or call (715) 386.8411

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

Sorry, we are unable to issue refunds.

CALL 715-386-8411

www.hudsonwi.org www.discoverhudsonwi.com



THANK YOU TO OUR NEWSLETTER SPONSOR

WE PUT OUR ENERGY INTO DELIVERING MORE THAN ENERGY AROUND HERE.



The energy we deliver comes from lots of places, and goes to lots of places too. But this community isn't just a place to us. We live here, we work here, and we make it our business to make the towns and counties we serve in Wisconsin better places to do both of those things. So we invest in our communities, and strive to give back to the places we're proud to call home. Visit xcelenergy.com to learn more.

ALWAYS delivering.



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MESSAGE FROM THE PRESIDENT



MARY CLAIRE OLSON POTTER

New year brings new opportunities, renewed commitment

The new year often finds us reflecting on the past and making resolutions for the coming 12 months. As 2019 gets underway, your Hudson Chamber has adopted an updated plan of action to support our members.

At their December meeting, the Chamber Board articulated the 2019 plan and updated our Mission Statement.

The Chamber's Mission Statement was last updated several years ago. The Board wanted to refresh the mission statement to ensure it clearly identified members as the primary stakeholder, articulated the Chamber's purpose while excluding tactical details, and highlight tourism as an essential aspect of our mutual success.

The new Mission Statement reads:

"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."

The Board also identified four priorities for the coming year:

- **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.

We are establishing metrics for each of these priorities and will be publishing results and updates on a quarterly basis.

To review the complete 2019 Plan of Action, visit the Chamber website at <http://www.hudsonwi.org/pages/about-us>.

**Leadership
Hudson**

NOW OPEN FOR ENROLLMENT

Leadership Hudson is a leadership development program sponsored by the Hudson Area Chamber of Commerce & Tourism Bureau and has graduated 90+ participants since 2005. This program offers professionals the opportunity to develop themselves professionally and personally, as well as gain insight how to better utilize their talents and strengths to become leaders within their companies as well as within their communities.

Leadership Hudson is a biennial program that runs nine-months focussing on sharpening leadership skills, professional development, and broadens knowledge of the Hudson Area community. Each program day meets the third Tuesday each month from September to June with a full day of hands-on instruction, tours and leadership development.

All are welcome to participate. **Applications for the 2019/2020 session are being accepted.**

Schedule includes:

- September – Leadership Overview & Retreat
- October – Business & Industry Day
- November – Community Life Day
- December – Education Day
- January – Health & Human Services Day
- February – Government Day
- March – Arts & Culture Day
- April – Environmental Day
- May – Reflection Day
- June – Graduation

Applications available - www.hudsonwi.org/pages/leadership-hudson

Limited to 20 students, Cost to members is \$995. (\$1,295 nonmembers). Includes: Professional Leadership Coaching, book & online assessment, tours, meals, snacks. For more info call the Hudson Area Chamber of Commerce & Tourism Bureau at 715.386.8411.

Thank you Program Sponsors:





AWARD WINNERS 2018

Celebrating the best of Hudson!

Community spirit and a commitment to our neighbors was celebrated at the Hudson Area Chamber of Commerce 2019 Annual Meeting and Awards Banquet on January 24 at Kilkarney Hills Golf Course. Thank you to the staff at Kilkarney Hills for making this a great event. The Chamber recognized the outstanding accomplishments of several extraordinary members and individuals. Thank you to everyone who helped make 2018 a great success!

Congratulations to the following award winners!

Community Volunteer of the Year:
Lori Rayome, WESTconsin Credit Union

Chamber Member of the Year:
Amber Rykal, McDonald Insurance Agency

Small Business of the Year:
La Rue Marche

Large Business of the Year:
St. Croix Valley YMCA

The Marie Blakeman Award recognizes individuals who have demonstrated lifelong community leadership. **The recipient of this year's Marie Blakeman Award: Denny Darnold**



LORI RAYOME, WESTCONSIN CREDIT UNION



AMBER RYKAL, MCDONALD INSURANCE AGENCY



LA RUE MARCHE



FAMILY & FRIENDS OF DENNY DARNOLD



YMCA IN HUDSON





THANK YOU SPONSORS

THE HUDSON AREA CHAMBER OF
COMMERCE & TOURISM BUREAU

2019 ANNUAL MEETING & AWARDS BANQUET

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TABLE ARRANGEMENT SPONSOR



Caramels: Knoke's Chocolates & Nuts
Invitation and Program Design and Printing: Image House





2019 BOARD OF DIRECTORS, PRIORITIES ANNOUNCED AT ANNUAL MEETING

The Hudson Area Chamber of Commerce announced its 2019 Board of Directors at its annual meeting on January 24.

Serving as Board Chair for the coming year is **Kathy Ableidinger** from Cardinal Health. She is joined by the following Board members who are continuing from 2018:

- **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

- **Michael Fronmueller** – University of Wisconsin - River Falls
- **John Knutson** – Catalyst Sports Medicine
- **Katie Kranz** – Eckberg Lammers P.C.

New to the Board in 2019 are:

- **Mark Hein** – Family Fresh Market
- **Chris Kost** – YMCA in Hudson

At the annual meeting, Chamber President Mary Claire Potter Olson also thanked outgoing Board members who have completed their terms:

- **Margaret Christensen** – ProAct, Inc.
- **Brian Elwood** – Xcel Energy

WORKFORCE DEVELOPMENT REMAINS KEY ISSUE FOR LOCAL EMPLOYERS

Hudson area manufacturers continue to experience a workforce shortage in the current economy. At the January 16 meeting of the Hudson Chamber's Manufacturers Roundtable, conversation focused on solutions to attracting and retaining employees.

The Roundtable's working group has been exploring ideas with Hudson School leaders including Dr. Nick Ouellette, Superintendent, Sandra Kovatch, Director of Teaching & Learning, and Leslie Bleskachek, Career Coordinator. "We are talking about the importance of jobs in manufacturing and how to engage students to consider jobs in this area," said Mary Claire Olson Potter, Chamber President.

The working group presented several workforce development strategies under consideration:

- **CEO in the Classroom:** Business executives could engage with 8th grade classrooms and talk with students about future career choices and how decisions during high school may open up opportunities.
- **High School Career Expo:** This is an interactive, student-focused event where high school sophomore students are introduced to trade and educational paths in the regions' high demand industries.
- **Hot Jobs Cool Companies:** This high-energy video spotlights career opportunities in manufacturing. An interactive story map on the Hudson Chamber website would allow potential employees to explore jobs and employment.
- **Chamber Spring Showcase Business Expo – March 10:** The Chamber booth will highlight employment opportunities in the Hudson area.
- **Community Connections:** The working group plans to expand its outreach to New Richmond High School, Wisconsin Indianhead Technical College and the University of Wisconsin – River Falls and other potential partners.

Long-term activities include hosting "Manufacturers Day" on October 4 when Hudson students will be invited to tour and learn more about local manufacturing companies.

Thank you to Croix Gear Machining for hosting the January tour and to Catalyst Sports Medicine for hosting the lunch meeting.

All Chamber members are welcome to participate in the ongoing work on workforce development strategies. For more information, contact Chamber President Mary Claire Olson Potter at maryclaire@hudsonwi.org or Chamber Board Chair Kathy Ableidinger at kathryn.ableidinger@cardinalhealth.com.

Watch for the date of the March meeting date.





SPRING SHOWCASE -MEMBERS ONLY REGISTRATION ENDS FEBRUARY 21

After the recent cold snap, we are all looking forward to Spring! Jumpstart your spring at the 17th Annual Spring Showcase on March 10!

Join more than 80 local businesses as they showcase the best of Hudson area businesses. The Spring Showcase Business Expo offers the opportunity for your business to connect with the public under one roof while building awareness of your products and services.

Attendees will also enjoy samples, food, prizes, entertainment and activities for all ages. Admission is FREE!

Booth fees are \$275 for Chamber members. Members-only registration ends February 21; after this date, available booth spaces will be opened to the non-member waiting list. Download the [registration form](#) or [register online](#).

Space is limited and early registration is encouraged to ensure participation. Booth electricity is available for an additional \$50. Wi-Fi is also available.



Platinum Sponsor



Gold Sponsor

Eagle Storage
Edina Realty – Hudson
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Royal Credit Union

Silver Sponsor

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

EVENT DETAILS

DATE	Sunday, March 10, 2019
TIME	11 a.m. - 3:30 p.m.
LOCATION	Hudson Sports & Civic Center- Drewiske Areana 1820 Hanley Road Hudson, WI 54016
DETAILS	\$275 for members. \$350 for Non-members
REGISTER	(715) 386-8411 Registration Form Online Registration

Spring Showcase sponsorships are still available. Your marketing investment has a broad reach when teamed with the Chamber. Please call (715) 386-8411 for more information.





THANK YOU TO OUR RENEWING MEMBERS FOR THEIR CONTINUED INVESTMENT!

Andersen Corporation
Ayres Associates
Bardill Dental Associates, S.C.
Bayport Marina Association, Inc.
Bernick's Pepsi Cola/Bernick's Full Line Vending
Beth Immanuel Sabbath Fellowship
Bethel Lutheran Church
Bremer Bank, N.A.
BRIDGE for Community Life
Buffalo Wild Wings
Catalyst Sports Medicine
Century 21 Affiliated - Jenny Olson
Chapter2Books
CliftonLarsonAllen, LLP
Coldwell Banker Burnet - Wayne Johnson
Comfort Keepers
Creative Homes
Eagle Storage
Edina Realty, Inc. - Shari Otstot
Family Innovations
Family Resource Center St. Croix Valley, Inc.
Farrell's eXtreme Bodyshaping - Hudson
Hiawatha National Bank
High Tech Cleaning Service
Holloway, Rick
Hop & Barrel Brewing Company, LLC
Hudson Daybreak Rotary Club
Hudson Hockey Association
Hudson Hot Air Affair, Inc.
Hudson Physicians, S.C.
Hudson Soccer Association
Hudson, City of

Keller Williams Premier Realty - Kris Jensen Larson
Kilkarney Hills Golf Course
Kinni-Croix Girl Scouts
LearningRx Hudson
Luxury Bath Solutions LLC
Mike's Standard Service
Minuteman Press - Hudson
Priceless Painting Contractors LLC
River Valley Catering
Sletten & Brettin Orthodontics
St. Croix Sailing School, Inc.
St. Paul's Episcopal Church
The 715
Thrivent Financial - Tracy Berglund
TravelCenters of America
Trinity Academy
Uline
Ultimissimo - Boutique Salon
Urban Olive & Vine
UW-Eau Claire Continuing Education
Viking Coca-Cola Bottling Company
Village of North Hudson
Vintage Vogue Cottage
White Eagle Golf Club
Wisconsin Business Development Finance Corp.
Woodland Hill Presbyterian Homes and Services
YMCA in Hudson
Zappa Brothers

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

CHAMBER 101 - MEMBER BENEFITS REFRESHER, FEBRUARY 13

Investigate the benefits of your Chamber Membership! Always the 2nd Wednesday of each month.

- Member Deals – Discounts offered by fellow business members.
- Job Postings – Post your open positions on our website and Facebook news feeds.
- "HOT DEALS" – Offer discounts to the general public on the Business Directory page of the Chamber website
- Business Briefs – Members may submit a business brief by the 15th of the month, 100 words or less to be included in the upcoming monthly newsletter, and it's FREE!
- Annual Member to Member E-Blast: This membership renewal incentive cannot be purchased! It is offered to members who renew within their 30 day invoice renewal period.
- Anyone belonging to a Chamber Member business is welcome to receive the electronic monthly newsletter at NO cost.

Chamber 101 – Wednesday, February 13, Noon - 1pm

Chamber Office (502 2nd Street) Bring your own lunch. FREE

Register online at <http://members.hudsonwi.org/events/details/chamber-101-membership-orientation-14027>





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.

Lommen Abdo admits three new shareholders

"Jesse Beier, Cameron Kelly and Lauren Nuffort were admitted as Lommen Abdo shareholders because they have a client-first mentality, are excellent advocates for their clients plus they are great contributors both to the profession and our larger communities," said Margie Bodas, vice president of practice management. "They are multi-talented individuals with a great passion for the practice of law and for serving people. We are pleased to add them as shareholders and as future leaders of the firm." The three became shareholders of Lommen Abdo, P.A. effective January 1, 2019. Jesse and Cameron practice primarily in the area of estate planning, while Lauren Nuffort is a litigator. <https://www.lommen.com>

Community Sailing Night

The St. Croix Sailing School is hosting Community Sailing Night on Tuesday, February 5 from 5:30 – 9 p.m. at Hop & Barrel (310 2nd Street). Learn how you can be involved in your local sailing community. Food provided by Barker's Bar & Grill. Tickets are \$10 and will be available at the door with all proceeds going to SCSS including a \$1 donation from every pint sold. Live music will also be at the event.

Something BIG is coming to Hudson

Something BIG is coming to Hudson on April 30, 2019! giveBIG St. Croix Valley, is an online fundraiser that enables non-profits doing great things in the St. Croix Valley a platform to reach new and existing donors in just 24 hours of giving. If you are a non-profit looking for a new way to expand your reach, and market your mission, giveBIG is for you! We are also looking for partner companies that would like to sponsor the amazing work done in this 24 hours of giving! Visit www.givebigscv.org to learn more or contact Sara Haase, Director of giveBIG to learn more about how you can be part of giveBIG this April 30! 715-377-0203 x109 or sara.haase@unitedwaystcroix.org.

NEW MEMBER RIBBON CUTTINGS

Irish Byways LLC - Tour to Ireland



Image House





WELCOME NEW MEMBER

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.

Kinni-Croix Girl Scouts

Kelly Dorr
400 Robert Street S.
St. Paul, MN 55107
(800) 845-0787
<http://www.girlscoutsrv.org/>

In Girl Scouts, girls discover the fun, friendship, and power of girls together. Girls of all abilities in kindergarten through 12th grade are welcome. Adult volunteers are welcome, too.

Free Clinic of Pierce and St. Croix County

Julie Ducklow
1687 E. Division Street
River Falls, WI 54022
(715) 307-3948
<http://freeclinicpiercestcroix.org>

Our mission is to provide primary health care and preventive health education for the residents of Pierce and St. Croix Counties who have no health care alternative.

North Peak Chiropractic, LLC

Tyler Steward
721 Girard St
Hudson, WI 54016
(715) 456-5548

At North Peak Chiropractic, we specialize in spinal correction without the use of twisting, cracking, or popping of the spine.

Sponsor: Carrie Snyder, Royal Credit Union

Priceless Painting Contractors LLC

Nathan Anderson
1210 14th Ave
Baldwin, WI 54002
(651) 503-1011
<http://www.pricelesspaintingcontractors.com>

Start to finish, we do the job right. At Priceless Painting Contractors LLC, your satisfaction is our main priority. Since our business started, quality has been our focus. By working with the best products and materials in the industry and employing the most experienced and meticulous painters, we are able to deliver solid and long lasting solutions for everyone.

Sponsor: Cindy Jahnke, Sandeen Insurance

Edward Jones Investments - John Steenis

John Steenis
325 Vine Street
Hudson, WI 54016
(715) 386-7337

Edward Jones is dedicated to working together to develop specific strategies for clients to help them achieve their goals for retirement, education, income protection, and general investing.

February Calendar of Events

- 1-3 30th annual Hudson Hot Air Affair
- 5 Chamber I-94 Business Alliance, 9 a.m., UWRF Hudson Center
- 6 Greater St. Croix Valley Legislative Day, Madison
- 6 Spring Showcase Committee, 2 p.m., Chamber office
- 12 Good Morning Hudson: The Evolving Business of the Minnesota Timberwolves, 11:30 a.m., The Phipps Center for the Arts
- 13 Retail Downtown Committee, 9 a.m., The Phipps Center for the Arts
- 13 Chamber 101, Noon, Chamber Office
- 14 Hudson Independent Business Association, 9 a.m., Chamber Office
- 16 Discover Wisconsin airs "Hudson-Discover Your Story", Fox Sports North Channel
- 20 Spring Showcase Committee, 2 p.m., Chamber office
- 21 Board of Directors, 8 am, Chamber Office
- 21 Ambassador Committee, 3 p.m., visits followed by meeting at WESTconsin Credit Union
- 21 Multi Chamber Business After Hours, Historic John P. Furber Farm, 7310 Lamar Ave S. Cottage Grove
- 28 Ad-Op Committee, 9 a.m., Chamber office

Save the Date: Simply Social PM, March 7, 5 p.m. - 7 p.m., 511 2nd Street, Dania Hall





We are excited to announce this year we are offering a travel opportunity to Greece November 9 - 17, 2019. Pricing starts at \$3,099 for land & air: nine days, eight nights, including hotels, meals, day trips and airfare from Minneapolis. **Please join us for an information session on March 27 at 5 p.m. to learn more about this year's trip and to answer any questions.** R.S.V.P. by March 25 if you can attend the March 27 information session - Info@hudsonwi.org or call (715) 386-8411. [Download the Trip Flyer.](#)



GREECE - A LAND OF GODS AND HEROES

NOVEMBER 9-17, 2019

FROM **\$3,099** AIR & LAND

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



**Early-Bird
Special!**
\$3,199, \$3,099
and **FREE Delphi Tour** if reserved
by March 29, 2019.
**Hurry, at this price
the trip will sell
out quickly.**

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





Make the Move



Slim Down with RiverTown

Join our community challenge to lose weight, commit to a healthier lifestyle, and win a \$1,000 Grand Prize with your team.

RiverTown MULTIMEDIA

Vibrant Health
FAMILY CLINICS

Register now at
slimdownwithRiverTown.com
or at the Weigh-in Event

The Weigh-In Event
February 7, 2019
from 4:00-7:00 p.m. at the Hudson House Grand Hotel

Grand Prize winners will be the teams that lose the highest percentage of body weight in 13 weeks.

\$6,750 in Prizes

- \$1,000** Grand Prize for each team of 4 category winner
- \$500** Grand Prize for each team of 2 category winner

The first 100 registered contestants get a gift bag at the weigh-in event!

Slim Down with RiverTown sponsors:

- WESTERN WISCONSIN HEALTH
- FARRELL'S
- Harold Chiropractic Massage & Acupuncture

SLIMDOWNWITHRIVERTOWN.COM

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
Anne Sonnee, Special Projects Coordinator

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.





MULTI-CHAMBER BUSINESS NETWORKING



Multi-Chamber Business After Hours Networking Event

Thursday, February 21, 2019

5:00 pm—7:00 pm

The Historic John P. Furber Farm

7310 Lamar Ave. S. Cottage Grove, MN 55016

- Networking
- Entertainment
- Food, Prizes & More
- No Cost, just bring your business cards!

Join us for this exciting Multi-Chamber Business After Hours Networking Event at the Historic John P. Furber Farm, a beautiful farmhouse that you will want to experience for yourself.

Brought to you by:

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CHAMBER OF COMMERCE *Area*
Cottage Grove, Newport, St. Paul Park

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