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COMMERCE CONNECTION

JUNE 2019

JUNE 25 IS COMING SOON! ANNUAL CHAMBER GOLF TOURNAMENT

Dust off the clubs! You're invited to a fun afternoon of networking and golfing with fellow Chamber members at the 22nd annual Chamber Golf Tournament scheduled Tuesday, June 25 at Troy Burne Golf Club.

The festivities 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. Non-golfers are welcome to attend lunch and dinner.

More information:

<http://bit.ly/2019HudsonChamberGolf>

Thank you to our sponsors to date:

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MESSAGE FROM THE PRESIDENT

HUDSON'S NUMBER ONE BUSINESS CHALLENGE: WORKFORCE



MARY CLAIRE OLSON POTTER

Hudson Chamber members represent a variety of businesses, from small retail and restaurants to large manufacturing and health care organizations. But almost all businesses share one common challenge: workforce recruitment and retention.

At a Chamber Business Briefing on May 22, we heard from Kurt Bauer, President/CEO of Wisconsin Manufacturers & Commerce (WMC), who spoke about Wisconsin's business climate and economic challenges. During a roundtable discussion with Hudson Chamber members, Bauer noted that business leaders understand that the tight labor market and workplace skills gaps will impact future economic growth unless these issues are addressed in an aggressive manner and soon.

So how do we address these challenges? Through his work at WMC, Bauer stated there are several approaches to the workforce shortage issue:

- **Retention:** We need to keep the workers we have in Wisconsin.
- **Attraction:** We need to recruit workers to move to and work in Wisconsin.
- **Immigration:** We must work at the Federal level to address this important sector of our workforce.

Here at the Hudson Area Chamber of Commerce, our Board identified Workforce Development as one of our top four Chamber priorities in 2019. Related issues include workforce housing and transportation. We are working toward our goal to develop partnerships with organizations/agencies/educational systems to help employers attract and retain the skilled workers they

need to compete. Details on our first quarter accomplishments were included in our April newsletter.

I encourage you to join the conversation and help address this issue. Working together, we can help the business community grow and thrive.





Tuesday, June 11, 2019
7:30 am – 9:00 am

Catered by San Pedro Café

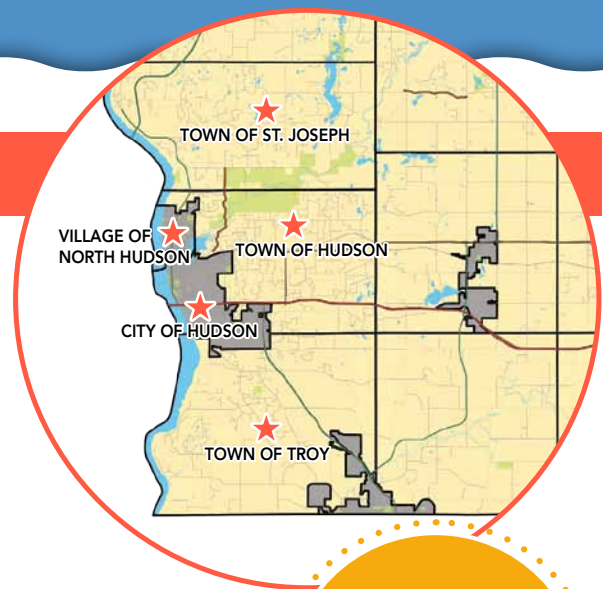
The Phipps Center for the Arts
109 Locust Street, Hudson WI



TOPIC:

LOCAL GOVERNMENT LEADERS: OPPORTUNITIES AND ISSUES

- ★ City of Hudson – Mayor Rich O’Conner
- ★ Town of Hudson – Chairman Don Jordon
- ★ Town of St. Joseph – Chair Theresa Johnson
- ★ Village of North Hudson – President Stan Wekkin
- ★ Town of Troy – Chair Dan Pearson



Enter your
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drawing to win
great prizes!

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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 June 7, 2019
online at HudsonWI.org or call (715) 386-8411

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

Sorry, we are unable to issue refunds.





MEMORIAL DAY KICKS OFF BUSY SEASON FOR HUDSON TOURISM PROMOTION

Historically, Memorial Day is recognized as the "soft-opening" of the summer season in communities across the country. The anticipation of school letting out and work schedules flexing for family vacations and relaxing weekend retreats lies in wait with the warming weather.

Hudson's energy can be compelling to passersby, with buzzing bistros and al fresco dining smells and sounds spilling out onto the sidewalks and influencing the atmosphere. Shop doors splay open, welcoming guests to "pop-in" and experience local fare. Songs and music complete the scene, beckoning from nearby bars and coffee cafes. The river is calm and serene against the valley's new green growth, encouraging a bike ride or a leisurely walk along its banks.

Hudson residents may not always take advantage of the opportunity to enjoy, discover and experience all of the natural and man-made resources within our community. We may not always appreciate our unique niches, forgetting to stop and really reflect, support and encourage Hudson's many assets.

Hudson is an anomaly of tourism and residential gems; we want visitors and residents alike to continue discovering all we have to offer. We encourage you to find places that influence culture throughout our community. Stop in to show your support by frequenting and contributing to the diverse shopping, dining, activity, lodging, and entertainment experiences Hudson provides. Summer is in the air and Hudson is blooming with many exciting pursuits to indulge your season of adventure. Find us.

#DiscoverHudsonWI

PLANS UNDERWAY FOR ANNUAL SPIRIT OF THE ST. CROIX ART FESTIVAL



Artists and art lovers alike: mark your calendars!

The 11th annual Spirit of St. Croix Art Festival will take place Saturday, September 28 from 10 a.m. to 5 p.m. and Sunday, September 29 from 10 a.m. to 4 p.m. in Lakefront Park.

This event is an annual Hudson favorite with so much to do. Visit more than 85 artists in the Artist Village, enjoy live entertainment in the Bandshell, see demonstrations and performers throughout the park, and savor great food and beverages.

With more than 9,500 attendees over the two days, this is a great opportunity to promote your business as an event sponsor. Sponsorships are available at all levels: \$2,500, \$1,000, \$400 and \$200. You can also consider participating in the festival by sponsoring a booth to showcase your business in "The Art Of..." area.

For more information, go the Hudson Chamber website or contact Mary Claire at maryclaire@hudsonwi.org.

See you in the Park!

Special thanks to Margaret Christensen, ProAct, Inc., for her years of service on the Hudson Area Chamber of Commerce & Tourism Bureau Board of Directors. Margaret was presented with a plaque for her leadership on the Board.

From left to right, Mark McNamee, McNamee Real Estate Team and Board Chair-Elect; Margaret Christensen, ProAct, Inc.; Kathy Ableidinger, Cardinal Health and Board Chair; and Joel Larsen, MidWestOne Bank and Board Treasurer.





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 1, 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 or 612-501-0377 with questions.

Thank you to our Sponsors:



We are pleased to welcome back Melissa Wilson for this year's class to lead the two leadership development days. She is Director of Career Services at UWRF, carries an etiquette consultant certification, a Myers Briggs Type Indicator certified and is a certified Global Career Development Facilitator.





MEMBER RIBBON CUTTINGS & AMBASSADOR VISITS

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2019





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.

Christian Community Home is asking businesses to donate bottles of wine, silent auction/raffle items and gift cards for their 10th Annual Sunset & Starlight River Cruise. This signature fundraising event for the Christian Community Campus Foundation will be held July 24. This is an excellent opportunity for local businesses to associate themselves with a worthwhile cause. In 2018, more than 250 community members attended. Please contact Debi Mager at debi.mager@cchhudson.org or at 715.386.4536. Together, we can make a difference in the lives of our elder population. Thank you for your consideration.

Troy Burne Golf Club is a Tom Lehman Signature Golf Course. Ranked #69 by Golf Digest in 2017, 2018, 2019 and 2020 – they are also an award-winning event venue featured in Luxury Travel Guide and Discover Wisconsin and awarded three years in a row by Wedding Wire for excellent service. Book your meeting or event, corporate or charitable golf outing, gala, birthday party, or wedding at the club. The venue offers everything needed for a successful event with nearly floor to ceiling windows, outdoor patio spaces, in-house catering, and seating up to 300 people. Call 715.381.9800 or visit www.troyburne.com.

Fresh and Natural Foods is Hudson's locally-owned, full-service grocery store providing the highest quality natural, organic, and locally-produced goods. They do the research for you and hand pick products using the strictest standards. The experienced staff is always available to answer questions and provide assistance not found online or at any other store around. Stop in June 8 and 22 in the Plaza 94 shopping center to save 10% percent off an entire purchase. And, Fresh and Natural will be open on July 4 from 8 a.m. to 7 p.m. for last-minute picnic and BBQ must haves!

Comfort Suites - Hudson has won the 2019 Gold Hospitality Award from Choice Hotels International, Inc. Managed by Great Lakes Management Group, LLC (glmghotels.com), Comfort Suites - Hudson has received a designation that goes only to the top 10 percent of hotels within the brand, representing a tremendous accomplishment.

As one of the top tier properties operating under the Comfort Suites flag, the hotel's staff has demonstrated an exceptional focus on guest satisfaction and dedication to superior service.

Image House announces the summer events and parade season is here. They provide a variety of screen printing, embroidery, dye sublimation, heat transfer - they do it all! Contact them for information on promotional products, custom t-shirts, hoodies, hats and more. Locally owned and operated with three locations to better service our customers. Reach out to Deanna Nelson at Image House, 715-377-1797. dnelson@imagehouse.biz, www.imagehouse.biz

The Friends of the St. Croix County Fairgrounds invite you to the St. Croix Valley PRCA Rodeo on June 14 & 15 at the St. Croix County Fairgrounds featuring the professional RAM Rodeo. Family fun includes Muttin Bustin', young wrangler stick rodeo and nickel scrambles as well as Fantasy Corral. Gates open both nights at 4:30 p.m. Official after-rodeo party at the Pump House. Discount tickets available at Angel's Pet World and Hudson Family Fresh Market. More information and online discount tickets: www.gorodeo.org

Human resource (HR) professionals play a key role influencing the decisions that move your organization forward. Their work impacts every level, every department, and every employee. They're the critical piece. Is your staff equipped to manage the full range, depth, and complexity of HR issues? Do you have HR competencies to build and maintain your operation's competitive edge? This year, move your critical HR piece into place with learning opportunities from **UW-Stout Leadership Development Institute (LDI)**. Two opportunities to grow: SHRM Essentials: July 15-16, 2019, On-Campus, 2-Day Workshop and SHRM-CP/SCP Certification Prep: Sept 3-Nov 22, 2019, Online, 12-Week Course. www.uwstout.edu/ldi

Effective May 1, 2019, **Sandeem Agency, Inc.** was acquired by Spectrum Insurance Group, one of the largest independent insurance agencies in northern and central Wisconsin; Hudson will join with offices Chippewa Falls, Eau Claire, Fond Du Lac, Green Bay, LaCrosse, Medford, Milwaukee, Oshkosh, Stevens Point, Tomah, Wausau, Weston and Wisconsin Rapids. Today the insurance business is more complex, sophisticated and detailed than ever before, and the Sandeem/Spectrum team mirrors the challenges of the day. Our team in Hudson will remain the same: Meme,





John, Cindy, Heidi, Terri, Aaron and Dee will continue serving clients in their areas of expertise. Darrel Zaleski, owner of Spectrum Insurance is excited to be a part of the Hudson community. We are proud of what we do... the trust we have earned with you. President Meme Sandeen Fehr says: "A sincere thank you to each and every one of you for putting your trust in our family business the last 65 years and bringing us to where we are today."

The **University of Wisconsin-River Falls Small Business Development Center** received the Wisconsin 2019 Small Business Development Center of Excellence and Innovation Award from the U.S. Small Business Administration (SBA) for significantly improving the center's role in the state's small business economic impact. Since 2016, Director Danielle Campeau, Associate Director Katherine Fossler and Julie Fronmueller, coordinator of external relations and business development, built critical strategic economic development partnerships and more than doubled their client base. In 2018, the center consulted with 126 clients leading to 22 new businesses, 48 new jobs and \$3.5 million in capital investment. Campeau, UWRF SBDC director since 2016, also serves as director for the St. Croix Valley Business Innovation Center (SCVBIC) which opened in 2018 after an eight-year regional collaboration. SCVBIC, which houses the SBDC and a business incubator program, offers co-working space, office space, conference rooms and other services.

UW- Eau Claire Continuing Education invites you to the Growing Up Transgender workshop on June 12 from 8:30 a.m. to 4:30 p.m. at the St. Croix Valley Business Innovation Center. The "T" in LGBTQ+ can be a source of confusion. If you are someone who seeks to understand this oft-misunderstood community, we invite you to attend our course. We will define, explore, and provide ample space for questions. In this interactive approach to often confusing concepts, we will explore: the difference between sex and gender, from both a biological and cultural standpoint; the transgender legal landscape; the experiences and challenges of transgender youth; and the role of professionals in caring/advocating for the Transgender community. Register at www.uwec.ly/growingup and choose June 12 from the dropdown selector.

Go Swim USA is a private swim school that prides itself on providing the best, most personal swimming lesson experience. They offer lessons in St. Croix Falls, New Richmond or even your own private pool! Go Swim USA features top quality lessons taught year-round for all ages, abilities and confidence levels. "Nervous beginners" are their specialty! For more information, visit their website at www.go-swim-usa.com.

Hampton Inn & Suites by Hilton is pleased to announce Deb Pittman has been promoted to General Manager and Emily Hafermann Wasshausen to Sales Manager. Hampton features 83 rooms, Pool & Hot Tub, meeting rooms for 40 people and 12, free WiFi in each guest room and free hot breakfast! Learn more at their www.Hampton.com.

CHAMBER 101 MEMBERSHIP ORIENTATION - JUNE 12

Who should attend a Chamber 101?

- Business owners thinking about joining the Chamber
- New employees of a current Member business
- Veteran Members wanting to reacquaint themselves with the Chamber of Commerce & Tourism Bureau

Learn how to make the most of your Chamber membership. We cover promotional opportunities, programs, events, committees and a multitude of ways that the Chamber can help you to connect and succeed! Chamber 101 is free and held monthly, the second Wednesday of each month.

Join us June 12, 2019 from Noon- 1 p.m. at the Chamber office (502 2nd Street). There is no charge to attend. We'll save you a seat, please RSVP online or call or (715) 386-8411.

EVENT DETAILS

DATE	June 12, 2019
TIME	Noon-1 pm
LOCATION	Chamber Office 502 2nd Street
FEE	No Charge
REGISTER	Online: www.HudsonWi.org





THANK YOU TO OUR RENEWING MEMBERS FOR THEIR CONTINUED INVESTMENT!

Angela Olson Law
Celia Wirth Computer Services
Gherty, Mark
Hudson Bagel & Coffee Co.
Hudson Optical
Leading Edge Contracting, LLC
Momentum West

Pita Pit
San Pedro Cafe'
United Way St. Croix Valley
Vintage Vogue Cottage

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

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.

Buddy's Bakery

Adam Williamson
131 Carmichael Rd, Suite 105
Hudson, WI 54016
(715) 808-0132
www.mybuddysbakery.com

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Sponsor: Ruth Petermann, Hudson Neighbors Magazine

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Hudson Area Library Foundation

Tricia Christiansen
700 1st Street
Hudson, WI 54016
(715) 220-1756
hudsonarealibraryfoundation.org

The Hudson Area Library Foundation is focused on helping the Library achieve its vision to be the community destination for learning, creating, sharing, and problem-solving.

UW-Stout Professional Education Programs and Services

Tonia Johnson
221 10th Avenue East, Suite 140
Menomonie, WI 54751
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LOCAL BUSINESSES JOIN FORCES WITH SUSTAIN HUDSON FOR A HOPEFUL FUTURE

Recently a downtown business owner shared this quote from Margaret Mead as she was summarizing Sustain Hudson's business movement: "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."

During the past several months, roughly 30 independently owned downtown businesses have been working on an initiative designed to increase sustainability in business operations. Thoughtfully working together to make simple, yet impactful, decisions that enhance our already lovely community, they have initiated cooperative efforts to address a few sustainable actions with plans for the commitment to grow and evolve.

Immediate steps include:

- Working with the City of Hudson to add recycling containers throughout downtown
- Increasing bicycle parking
- Supporting gardens designed to attract pollinators or vegetable gardens to be shared;
- Promoting a "skip-a-bag" or "skip-a-paper product" campaign, with businesses donating 10 cents to two local non-profits with each skipped item

Additionally, this organization has secured a grant to enhance sustainability in the downtown area. The group is in the process of determining how to best utilize these funds. As the movement has gained momentum, several businesses have noted that one of the unexpected benefits is the increased sense of community when businesses (who are often friendly competitors) work together for the betterment of our city.

Watch for window clings that identify the community businesses that are participating in this sustainability effort. If you would you like more information or wish to join this effort, contact Sarah Bruch at info@thepurpletree.org.



DOING OUR PART FOR THE HUDSON ENVIRONMENT

What can you do to help maintain and improve the Hudson environment? Chamber member Sustain Hudson is taking action to challenge local institutions and community members to adopt and implement sustainable policies and practices that promote economic vitality, environmental integrity and community-wide wellbeing.

Sustain Hudson offers these tips:

- Be a pooper scooper and pick up after pets.
- Keep soil in your yard and out of our waterways.
- Keep leaves and grass clippings out of gutters and waterways.
- Kick your chemical dependency and consider non-toxic alternatives.
- Conserve water and harvest rainwater around your business and home.
- Don't overfeed your lawn with fertilizers and chemicals.
- Practice careful car care by properly disposing of harmful fluids.
- Use a proper container for trash and recyclables.
- Be a watershed watchdog and report potential problems.
- Support local efforts to improve water quality.

Visit www.sustainhudson.org to learn more or to subscribe to their communications.





JUNE CALENDAR OF EVENTS

- 3 Membership Committee, 8 a.m., Chamber Office
- 4 LEADS Group 1, 7 a.m., Fresh & Natural Foods
- 4 I-94 Business Alliance, 9 a.m., UWRF Hudson Center
- 6 Golf Committee, 8:30 a.m., Chamber Office
- 7 Spirit of the St. Croix Art Festival Committee, 9 a.m., Chamber Office
- 10 Finance Committee, 8:30 a.m., Chamber Office
- 11 LEADS GROUP 1, 7 a.m., Fresh & Natural Foods
- 11 Good Morning Hudson, 7:30 a.m., The Phipps Center for the Arts
- 12 Retail Downtown, 9 a.m., The Phipps Center for the Arts
- 12 Chamber 101, Noon, Chamber Office
- 13 HIBA, 9 a.m., Chamber Office
- 13 LEADS Group 2, Noon, WESTconsin Credit Union
- 17 Executive Board, 8 a.m., Chamber Office
- 18 LEADS GROUP 1, 7 a.m., Fresh & Natural Foods
- 18 Manufacturers Roundtable, 7:30 a.m., UWRF Hudson Center
- 19 Golf Committee, 8:30 a.m., Chamber Office
- 20 Board of Directors, 8 a.m., Chamber Office
- 20 Ambassador Committee, Noon, Dick's Bar & Grill
- 21 Communications Task Force, 9 a.m., Chamber Office
- 25 Chamber Golf Tournament, 11 a.m., Troy Burne Golf Club
- 27 Ad-Op Committee, 9 a.m., Chamber Office
- 27 LEADS Group 2, Noon, WESTconsin Credit Union

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

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.

