



# GOOD MORNING HUDSON

## Good Morning Hudson – Welcome New Teachers Luncheon

Join us on Friday, August 18 at 11:30 a.m. at Hudson High School as we welcome new teachers and administrators from the Hudson School District, Trinity Academy, and St. Patrick School to a Chamber welcome luncheon. We will welcome the new staff and receive updates about our area schools. This program is an excellent opportunity for you to introduce your business to these new members of our community. Additionally, lunch will be provided by River Valley Catering.

You can participate in two different ways:

• **Sponsor this program for \$175, which includes:**

- o Name listed in the newsletter and on the website event page.
- o Provide something for the welcome bag. (45 bags)
- o A brief description of your company/organization included in the welcome bags.
- o One ticket for lunch. If a representative from your company will be utilizing your ticket for lunch, please let us know as soon as possible by emailing [info@hudsonwi.org](mailto:info@hudsonwi.org) or calling (715) 386-8411.
- o Deadline to sponsor is **Tuesday, August 8th.**

• **Welcome Bags**

- o Provide a promotional sample from your business that will be put in each bag. (45 bags)
- o Name listed in the newsletter.

Deadline for submitting items for the bags is **Friday, August 11.**  
All items can be brought to the Chamber office at **219 2nd Street.**

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#### EVENT DETAILS:

**Date:** Friday, August 18, 2023

**Time:** 11:30 a.m. – 1:00 p.m.

**Cost:** Members \$22 | Non-Members \$27

**Location:** Hudson High School, 1501 Vine Street

[Click here to register.](#) ■



## CONNECTIONS & COFFEE

Join us for our monthly membership meeting in September as we continue to network and build relationships with other members of the business community! Presenting at this meeting will be Kailey Nourse with St. Croix Valley Habitat for Humanity.

- Bring plenty of business cards for a business card exchange
- **\*Please park in the locations that are not marked for bank parking**

#### EVENT DETAILS:

**Date:** Tuesday, September 5, 2023

**Time:** 9:00 – 10:00 a.m.

**Location:** Citizens State Bank,  
375 Stageline Rd.

[Click here to register.](#) ■



# Upskill Your Healthcare Employees

Grow your employees and Experience. Success.

- Health Information Technology
- Medical Assistant
- Medical Office Professional
- Medication Assistant
- Nursing Assistant
- Nursing Associate Degree
- Occupational Therapy Assistant
- Pharmacy Technician
- Phlebotomy

## Liz Pizzi

Associate Dean of Workforce and Community Development  
651.270.8044 | [liz.pizzi@NorthwoodTech.edu](mailto:liz.pizzi@NorthwoodTech.edu)



[NorthwoodTech.edu/continuing-education-and-training](https://NorthwoodTech.edu/continuing-education-and-training)

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Mary Claire Olson Potter  
Chamber President

## Building Community Together

Chambers of Commerce have long been the face of and advocates for businesses, both large and small.

In addition, Chambers of Commerce are always looking for ways we can help build up our communities and make them better. Inherently, a community is made up of people: people living, people working, people buying, people selling, people teaching, people learning, and people retiring. We work hard every day to make Hudson a great place to live, work, visit, and do business.

The Chamber, in collaboration with Christiansen Creative and the Octagon House Museum, installed 24 banners along the pathway in Lakefront Park highlighting the history of Hudson and how Hudson became the community it is today. Banners include information about the history of native people in Hudson, the economy, the city's name, and much more. The next phase of the project will be an audio tour.

The Hudson Chamber is here to support your business. Hudson businesses and organizations have remained resilient during the past few years as well as during road construction this summer and the latest storm that impacted businesses, homes, and parks. ■

## Sustainability Corner



**FAIRTRADE**  
INTERNATIONAL

When purchasing goods ranging from coffee to food to clothing, it is important to pay attention to labels. Choosing Fairtrade certified products when possible supports companies dedicated to sustainable production and paying laborers a fair wage.

Additionally, environmental protection is ingrained within Fairtrade. To sell Fairtrade products, farmers have to improve soil and water quality, manage pests, avoid using harmful chemicals, manage waste, reduce their greenhouse gas emissions, and protect biodiversity. Fairtrade is a choice for nature, and a way of farming that safeguards both humans and the environment.

The next time you are out shopping, think about supporting Fairtrade. For more information on Fairtrade, [click here](#). ■

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## Save the Dates!



Join us for a night of fun while you strengthen your connection to our community at the third annual **Hudson Chamber MAX** event. Chamber MAX is a free, invite-only event for local businesses to learn more about Chamber Membership, Awareness, and eXperience.

Come and explore everything the Chamber has to offer such as:

- How to get involved locally
- Enhance your business presence
- Increase your network
- Discover professional opportunities
- Find out what's new for 2024

Bring a non-member to the event and your name will be entered to win prizes. If that business signs up to join the Chamber that night, your name will be entered for additional prizes.

### EVENT DETAILS:

Date: Thursday, September 14

Time: 4:00 - 6:00 p.m.

Location: Striker Brands, LLC  
651 Commerce Dr., Hudson

Food and drinks provided.

Formal invite to follow soon. ■

## SPIRIT OF THE ST. CROIX Art Festival

Join us for an interactive art experience at the Spirit of the St. Croix Art Festival and prepare to be inspired! The Hudson Area Chamber of Commerce & Tourism Bureau, in partnership with The Phipps Center for the Arts, invites you to channel your creative spirit!

Visitors will experience a variety of creative talent, including the original artwork of over 80 juried artists, hands-on demonstrations, musical entertainment, and creative activities while sampling a variety of fall flavors.

### How can your business be involved?

Plan to participate in this popular event as a sponsor, in the "Art of" area, as a food vendor, or a volunteer. To serve as a vendor in the "Art of" area, fill out the application by [clicking here](#). For more information or if you are interested in serving as a volunteer for this event, contact the Chamber at (715) 386-8411, or [info@hudsonwi.org](mailto:info@hudsonwi.org).

### EVENT DETAILS:

Date: Saturday and Sunday,  
September 23 & 24, 2023

Time: Saturday 10:00 a.m. - 5:00 p.m.  
Sunday 10:00 a.m. - 4:00 p.m.

Location: Lakefront Park, Downtown Hudson ■

## HUDSON CHRISTMAS

### Tour of Homes

Now in its 37th year, the *Hudson Christmas Tour of Homes* continues to feature lavishly decorated homes. Celebrate the holidays with a fantastic tour of four spectacularly decorated homes and the Octagon House Museum.

To learn more about this community event and how you and your business can get involved, contact the Chamber at (715) 386-8411, or [info@hudsonwi.org](mailto:info@hudsonwi.org).

### EVENT DETAILS:

Date: Friday, Saturday & Sunday  
November 17, 18, & 19

Time: Friday Evening Dazzle Tour, 6:00 p.m. - 9:00 p.m.  
Saturday Traditional Tour, 10:00 a.m. - 5:00 p.m.  
Sunday Traditional Tour, Noon - 4:00 p.m.

Location: Various Homes Around Hudson ■

## Have a Hudson Holiday

Have a Hudson Holiday represents a wonderful collaboration that includes the Hudson Area Chamber of Commerce & Tourism Bureau, the City of Hudson, retail businesses, service businesses, restaurants, and many generous sponsors. This collaboration helps create a magical holiday season for Hudson residents and visitors to enjoy. We have an array of sponsorship opportunities still available! Your support will help promote a wonderful holiday spirit in Hudson. For more information and to sponsor, [click here](#). ■



**Capecchi & Company** - located in Hudson. The go-to real estate team for any home buyer or seller. For more information, [click here](#) or call (612) 804-9259.



The Hudson Chamber Ambassadors recently paid a visit to **a'la Mode Salonspas** for their July member retention visit to meet with owner Boni LaVelle to learn more about all of the services their salon has to offer. Ambassadors gained insight into how Boni came into ownership of the salon, and the growth in services they have provided over their tenure. a'la Mode Salonspas is celebrating their 25th anniversary this year, so be sure to stop in and congratulate them on this outstanding accomplishment! For more information, [click here](#) or call (715) 386-8440.



**The Remedy** - located at 707 Rodeo Circle, Ste. 114, Hudson. An outpatient, mental wellness facility with a mission to provide patients the best available treatment options for medication/treatment resistant depression, anxiety, trauma and PTSD. For more information, [click here](#) or call (952) 431-5330.



The Ambassadors also visited **Bennett's Chop & Railhouse - Hudson** for their July meeting. Bennett's Chop & Railhouse - Hudson is a locally owned restaurant dedicated to serving delicious American-style dishes made with the freshest ingredients. Ambassadors met with manager Cory Bonte who shared the newest phenomenon at Bennett's - their martini punch card! When you complete the entire list of their 34 specialty martinis, you will receive a FREE martini of your choice and a martini glass! Be sure to swing by Bennett's to pick up your punch card to join in on this fun challenge! For more information, [click here](#) or call (715) 501-2467. ■



**Waterproof.com LLC** - located at 626 Brakke Dr., Hudson. A manufacturer and national distributor of basement waterproofing products. For more information, [click here](#) or call (651) 644-2000. ■



In May we held our Explore Your Hudson event, encouraging locals and tourists alike to explore the local community. A portion of the proceeds made from that event were donated to **Operation HELP** to help residents throughout St. Croix County facing financial difficulty. Tim Puffer, Executive Director of Operation HELP and Chair of the Non-Profit Roundtable Committee was recently presented with a check containing the proceeds from this event by Past Chair Angel Duratti and Chamber President Mary Claire Olson Potter. For more information on Operation HELP, [click here](#) or call (715) 386-1300. ■



**Guidelines: Submit 100 words or less by the 15th of the month for the next month's Chamber news. We reserve the right to editor omit any submitted business briefs. Email submissions to [info@HudsonWI.org](mailto:info@HudsonWI.org).**

## Lens on St. Croix Valley Photo Contest

Throughout its pages, St. Croix Valley Magazine showcases our communities in a multitude of ways, and one of our favorite methods is through our annual photo contest—Lens on St. Croix Valley. Photographers of all abilities are encouraged to share their images through which they've captured fresh and artistic angles of our beloved communities. Previously, we've encouraged readers to offer their submissions during the month of August. This year, the photo contest will be open during July and August.

After the contest closes, photos are carefully reviewed and voted on by members of our editorial and art departments. (Runners-up and honorable mentions are selected as the number and quality of photos allow.) Subject matter, photo quality and reflection of the community are all taken under review. To submit photos and view a list of contest rules, [click here](#).

## St. Croix County Yellowstone Trail Heritage Day Coming August 12

Follow the fancy cars to Hudson for the Yellowstone Trail Heritage Day on Saturday, August 12. It's a St. Croix County-wide celebration of the historic highway that passed through Hudson. The Yellowstone Trail was the first transcontinental automobile highway through the northern tier of states in the early 1900s, running from Puget Sound in Washington State to Plymouth Rock in Massachusetts.

The August 12 event will offer three different car shows, a 1920's dance demonstration, history displays and tours as well as other fun activities in Hudson and other St. Croix County communities along the Trail. Car shows will feature British cars, Model A's, Model T's and unique classic and vintage vehicles. Community history displays will be open at the libraries in Hudson, Roberts, Hammond, Baldwin and Woodville. A Yellowstone Trail Sociability Drive and Poker Run gives everyone the chance to win \$100 for the best poker hand.

A welcome bag will be given to each of the car show participants and local businesses are invited to provide 150 flyers, coupons or other marketing materials for inclusion in the bags. The deadline for dropping off welcome bag materials is noon on August 7 at the Chamber office. For further information, contact Evy Nerbonne at 715-222-5375 or Jacki Bradham at 715-386-3826.

## Black Rooster Bistro

5 course tasting dinner benefiting Coco's Heart Dog Rescue is scheduled for Sunday, August 13th at 5pm. Reservations are required. This event was a sell out when we did it in January. Enjoy 5 courses of food expertly paired with 5 different wines. \$85/person with a \$50/person nonrefundable deposit due at time of reservation. Sign up on our [website](#) or call 715-808-0560. Black Rooster Bistro will be open for dinner guest only that evening. During the dinner Coco's Heart will also be selling raffle tickets for prizes. Come support this amazing non-profit and enjoy an amazing dinner at the same time!

## Carpenter St. Croix Valley Nature Center Art Festival

Enjoy fine arts, music, food and beverages, and beautiful scenery at the Carpenter Art Festival! This event is held on Saturday, August 19th from 10:00am - 5:00pm and features over 40 local vendors. Browse paintings, pottery, jewelry, wood crafts, fiber arts, and more! Proceeds from this event go to supporting environmental education and habitat conservation at Carpenter Nature Center. Admission is free, and the event will be held rain or shine at the rustic north end of the CNC WI Campus - 300 East Cove, Road, Hudson. For more information, visit [www.carpenternaturecenter.org](http://www.carpenternaturecenter.org).

## Play Date at Weitkamp Park

Join the Hudson Hospital Foundation for a free Play Date Saturday, September 9th, 10 am to noon at Weitkamp Park in Hudson. Enjoy the park's universal playground, built to promote integrated play for all children, including those with special needs. We'll have games, healthy snacks and a drawing for a fun gift package. Contact Debi Mager at [Deborah.C.Mager@HudsonHospital.Org](mailto:Deborah.C.Mager@HudsonHospital.Org) for more information.

## Help Us Keep Our Resource Center Stock with Client Supplies

Summer's a busy time. It's been especially busy for Operation HELP's Resource Center where local families get help with basic necessities. The inventory of many items is running low. Diapers, toiletries, soap, deodorants, toothpaste and brushes, and feminine hygiene products are always in demand. Toilet paper and socks and underwear for all ages and genders are also needed. When times are tight, we rely on generous in-kind donations collected by local clubs, churches, businesses, workplaces, and other groups. If you and your group would like to help, check out <http://bit.ly/OpHELPCCharityDriveTips>.



CHECK OUT OUR UPDATED JULY STATS!

WEBSITE: 12K VISITORS  
LINKEDIN: 454 FOLLOWERS  
CHAMBER FACEBOOK: REACH: 6,223, LIKES: 5,328

DISCOVER HUDSON FACEBOOK: REACH: 17,800, LIKES: 16,933  
DISCOVER HUDSON INSTAGRAM: REACH: 5,282, FOLLOWERS: 5,033

## Hot Air Affair Fundraiser in September

The Hudson Hot Air Affair will be the recipient of a Bloody Mary Walk fundraiser on Saturday, September 16. Miss Mary's Mixes and Tonka Vodka are Walk event presenters that feature 8 downtown Hudson bars/restaurants offering their best Bloody Mary creations.

Tickets are now available on Eventbrite for \$40 each with buyers choosing a 4-location flight either Saturday morning or Saturday afternoon.

Participants in the North Walk are Mallory's Restaurant and Rooftop Bar, Smilin' Moose Lodge, Post-American Eatery and Black Rooster Bistro. The South Walk includes Bennett's Chop & Rail House, Dick's Bar & Grill, Agave Kitchen and Ziggy's Live Music, Bar & Restaurant.

## River Valley Trails Awarded AARP WI Grant

River Valley Charities was recently awarded AARP Wisconsin's "Small Dollar, Big Impact" grant. AARP Wisconsin is awarding grants each month throughout 2023 to projects across the state that are designed to improve communities and make them better places for everyone to live, work and play as they age. Judges selected this project after reviewing dozens of proposals submitted from all over the state.

The \$1,000 grant will help fund the cost of purchasing an AED to make bicycling trips safer for those of all ages. "We are pleased that River Valley Trails, Inc. found AARP's Rural Livability Report valuable in planning their project and that we are able to participate to make this much needed service to combat social isolation, even safer," said Darrin Wasniewski, Associate State Director of Community Outreach for AARP Wisconsin. The Small Dollar, Big Impact grant program is open to some nonprofits and government entities. For more information on the program, visit [www.aarp.org/WIsdbi](http://www.aarp.org/WIsdbi)

## Wisconsin ATV/UTV Survey

The Wisconsin ATV/UTV Association (WATVA) is currently gathering survey data to inform a study on the economic impact of the sport in Wisconsin. The information gathered from this survey will be analyzed by a professional economist, and the final report will be published for free and shared with all of their industry partners. This information helps support the need for the ATV / UTV industry in Wisconsin. [Click here](#) to take the survey. *Only one entry per household.* ■



### Congratulations to our Brand Champion, Nancy Fouks with the City of Hudson

Nancy has been the city gardener for over 24 years. Nancy is responsible for the lovely gardens and pots at Lakefront Park, Williams Park, and Prospect Park. Each spring, she cleans up the gardens, then plants them as well as the pots by the Hudson arch. All summer you will see Nancy weeding and tending to the plants and gardens throughout the city to keep them growing and blooming. She has seen a lot of weeds in her 24 years! This year, she helped the Chamber with two new pots and plants at the Hudson welcome sign at Exit 1.

Nancy makes sure the gardens are ready for all the community events held during the summer that welcome residents and visitors to the community. You will see Nancy everywhere in the parks throughout the summer and she goes above and beyond for this community.

Thank you, Nancy, for all you have done and continue to do for Hudson.

If you're wondering about the qualities of a Brand Champion, they include:

- Passionate and Supportive
- Knowledgeable and Communicative
- Invested in Success
- Interested in Building Loyalty

If you know of a great Chamber Brand Champion, let us know so we can recognize them and award them \$25 in Chamber Checks! ■



## August Calendar of Events

- 1 **Connections & Coffee, 9:00 a.m., Citizens State Bank, 375 Stageline Rd.**
- 1 **National Night Out, 5:00 p.m., Lakefront Park**
- 3 **Ribbon Cutting – St. Croix National Golf & Events, 3:30 p.m., 1603 32nd St., Somerset**
- 8 **Executive Committee, 9:00 a.m., Zoom**
- 9 **Welcome to the Hudson Chamber New Member Orientation, 11:00 a.m., Zoom**
- 10 **Spirit of the St. Croix Art Festival Planning Call, 11:00 a.m., Zoom**
- 10 **Ribbon Cutting – St. Croix Valley Magazine, 1:00 p.m., Chamber Office, 219 2nd St.**
- 12 **Yellowstone Trail Heritage Day/Britfest/Twin Cities Model A Ford Event**
- 17 **Board of Directors Meeting, 9:00 a.m., First State Bank and Trust, 680 Annabelle Way**
- 17 **Manufacturers Roundtable, 3:00 p.m., Lucky Guys Distillery, 101 2nd Street**
- 17 **Ambassador Committee Retention Visit, 3:00 p.m., Fresh & Natural Foods – Hudson, 1701 Ward Ave.**
- 17 **Ambassador Committee Meeting, 3:30 p.m., Milwaukee Burger Company, 2420 Gateway Ct.**
- 18 **Good Morning Hudson: Welcome New Teachers’ Luncheon, 11:30 a.m., Hudson High School, 1501 Vine St.**
- 21 **Finance Committee, 9:00 a.m., Zoom**
- 22 **Drive for 5 Membership Committee, 9:00 a.m., Zoom**
- 24 **Non-Profit Roundtable, 8:00 a.m., Zoom**
- 29 **Ribbon Cutting – American Family Insurance – Tammy Belisle Agency, 1:00 p.m., 596 Outpost Circle Ste. J**

## 2023 Board of Directors

- Leanne Van Allen** – University of Wisconsin–River Falls, Chair
- Angel Duratti** – Angel’s Pet World, Past Chair
- Linda La Kosky Eng** – Minuteman Press – Hudson, Chair Elect
- Joel Larsen** – MidWestOne Bank, Treasurer
- Heath Ehrnreiter** – Cardinal Health
- Mark Hein** – Integrity Cleaners, LLC
- Chris Kost** – YMCA in Hudson
- Katie Kranz** – First State Bank and Trust
- Maria Machtemes** – Citizens State Bank
- Mark McNamee** – McNamee Real Estate Team
- Deb Pittman** – Hampton Inn & Suites by Hilton
- Kevin Urbik** – Heywood, Cari & Anderson, S.C.
- Blake Willman** – Weathersafe Restoration, Inc.

## Staff

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

- Mary Claire Olson Potter**, President
- Lauren Battis**, Marketing & Membership Coordinator
- Anna Gunderson**, Administrative Assistant

**MISSION: To provide value to and serve our members, promote a strong local economy, advocate for the interests of the business community, champion sustainability, and market the recreational and cultural opportunities in the Hudson area.**

## Congratulations to the Hudson Area Chamber of Commerce & Tourism Bureau Award Winners!

- Large Business of the Year – **Andersen Corporation**
- Small Business of the Year – **Jonesy’s Local Bar & Grill**
- Chamber Member of the Year – **Tim Foster, Hudson Flower Shop**
- Community Volunteer of the Year – **Chris Kost, YMCA in Hudson**
- Manufacturer of the Year Award – **Ciranda, Inc.**
- Marie Blakeman Award – **Clarence “Buck” Malick, Sustain Hudson-RiverFest**



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