



Board the Boat for a National Scenic Riverway Tour with St. Croix River Cruises!

Join in on the RiverFest festivities with a boat tour of the scenic St. Croix River Valley and enjoy a fajita dinner on Wednesday, July 19, from 6:15 to 8:30 p.m. There will be presentations about our national treasure, the St. Croix River, and remarks from leaders representing Wisconsin and Minnesota. Wisconsin Governor Evers and Minnesota Governor Walz have been invited, as have Natural Resources, Tourism and National Park Service Department Heads.

Enjoy the tasty build your own fajitas, special 2 for 1 margaritas and a full cash bar. Boarding starts 45 minutes before the start of the cruise. The boat leaves at 6:15 p.m. sharp. For more information, [click here](#). ■

ON THE INSIDE



MESSAGE FROM THE PRESIDENT 3-4



EVENTS 7



BRAND CHAMPION 8



BUSINESS BRIEFS 10-11

Save the Date!

GOOD MORNING HUDSON

Welcome New Teachers' Luncheon

Each new academic year we invite the new teachers, principals, and administrators from the Hudson School District, Trinity Academy, and St. Patrick School to a Chamber welcome luncheon. Official invitation and sponsorship information will be sent out mid-late July. ■

EVENT DETAILS:

Date: Friday, August 18

Time: 11:30 a.m. – 1:00 p.m.

Location: Hudson High School
1501 Vine St.



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That's the point!

Find
out
more...



Mary Claire Olson Potter
Chamber President

Second Quarter Results Reflect Continued Growth and Momentum

When the Chamber board approved the 2023 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 conclude our second quarter, we are making progress on all five of our 2023 priorities. Thank you to the board and to 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 14 new members.
- Drive for 5 Committee (formerly Membership Committee) continues to meet to develop strategies and plan the Annual Chamber MAX event set for September 14.
- Service Committee presented two seminars – one in April, and one in June. Buck Malick was the featured speaker at the April seminar, speaking on his background in service, as well as highlighting the Hudson Grocery Cooperative and its mission. Ellen Denzer with the St. Croix County Community Development Department – Parks was the featured speaker in June, highlighting recent improvements and additional developments within the county parks.
- Ambassador Committee welcomed three new ambassadors to the committee and welcomed 20 new members with ribbon cuttings.
- Connections & Coffee Committee has met in person with 82 members joining the second quarter.
- Explore Your Hudson had 29 participating businesses in April to encourage shopping, dining, and living locally.
- Promoted National Small Business Week the last week of April and the first week of May.
- Non-Profit Roundtable held its quarterly meeting in June to discuss social media techniques to further connect with donors.
- Continued to recognize members through the Brand Champion program and the Legacy Member program.

Programs and Services Goal: Develop and coordinate events that address the needs and interests of members while meeting Chamber financial objectives.

Q2 Results:

- Held our *April Simply Connect* at Ziggy's Live Music, Bar & Restaurant.
- The Leadership Hudson class of 2022-2023 rounded off their program with a focus on the environment, natural resources, and leadership development during their last class in April. This was followed by a leadership reflection day and graduation celebration at Kilkarney Hills Golf Course in May.
- The 20th Annual Hudson Community Expo in May featured 81 vendor booths and 40 craft booths in Coco's Heart Dog Rescue's Craft Fair with 1,600 attendees.
- Presented our *Good Morning Hudson* program in June to hear from area governmental officials about the opportunities and challenges they are facing within their respective communities.
- 147 members and guests participated in the 26th Annual Hudson Chamber Golf Outing held at Troy Burne Golf Course, LLC in June.

Continued on page 4



Continued from page 3

Tourism Goal: Increase the economic benefits of tourism to the community by marketing Hudson as a community to explore, visit, and support to both local and tourism audiences.

Q2 Results:

- Sent out 47 visitor information packets.
- Continued to update and enhance the website.
- Promoted National Travel and Tourism Week the first week of May.
- The Hudson Area Chamber of Commerce & Tourism Bureau, in partnership with the St. Croix Bike & Pedestrian Trail Coalition, the St. Croix County Economic Development Corporation, and the St. Croix County - Community Development Department - Parks, hosted the 2023 - Tourism - Routes to the Future: St. Croix Valley Discussion at the St. Croix Valley Business Innovation Center in May.

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

Q2 Results:

- Manufacturers Roundtable met in-person for a tour at Hunt Electric/Baer Manufacturing in May.
- Continued to promote job openings for members on the Chamber’s website.
- Continued to promote the Work in Hudson rack card.

CHAMBER FOUNDATION: Workforce Development Goal: Support the community financially with a focus on advancing education and workforce development initiative within Hudson and the surrounding area.

Q2 Results:

- Chamber Foundation continued partnership with local schools to help develop future workforce and plans for annual fundraising event.

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

Hudson Chamber Office Celebrates One Year Anniversary at 2nd and Wisconsin Street

When then the board of directors explored office options, the top four criteria included:

- Better visibility for tourists coming into town
- Long-term cost savings on expenses, such as rent and utilities
- An abundance of parking for members and visitors
- Flexible space usage for offices and meetings

The new space has helped us bridge connecting our community and members in so many ways. We have welcomed over 1,426 guests who have stopped by looking for tourism and business information. Chamber members have used the conference room to hold their meetings. Upcoming Chamber and community events are posted on the sign monument outside the office. We have heard many comments about the visibility and accessibility of our location and that this location suits the Chamber perfectly.

Thank you to all who helped make the move such a success and we look forward to continuing to serve Chamber members, community members, and all those who visit Hudson. Come by and see us soon! ■

Hudson Area Chamber GOLF TOURNAMENT

It was an exciting, sold-out afternoon at Troy Burne Golf Course, LLC on Monday, June 26 at the 26th Annual Hudson Chamber Golf Outing. It was a day filled with networking and golfing while enjoying games and activities throughout the course. Thank you to the sponsors, volunteers, raffle prize donors, and staff at Troy Burne Golf Course, LLC.

Congratulations to the winners!

First Place: Hiawatha National Bank

Michael Givens	Jeremy Price
Michael Laatach	Brock Wise

Second Place: Steward State Farm Agency

Trevor Johnson	Tyler Miller
Michael Mattis	Mary Rybicki Galli

Third Place:

Pat Dolan; Dolan Real Estate
Kris Jensen; Kris Jensen - Keller Williams Premier Realty
Kerry Larson; Fresh & Natural Foods - Hudson
Ethan Oricchio; Coordinated Business Systems

Highest Score: Telus Property Services + Solutions

Amy Hauser	Dani Robson
Pattie Martin	Lynn Robson

Closest to the Pin - Men: Shawn Tyler

Closest to the Pin - Women: Amy Anderson

Longest Drive - Men: Logan Kent

Longest Drive - Women: Kris Jensen

Longest Putt - Men: Chris Kath

Putting Green Contest: Nick Bryant

Lucky Ball Winner: Mikayla Schmidt



Thank You To Our Sponsors:

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 Creative Homes
 Weathersafe Restoration, Inc.

SILVER

Associated Eye Care – Lunch Sponsor
 Baldwin LightStream
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 Hiawatha National Bank
 Hudson Hospital & Clinic
 Hudson Physicians, S.C.
 Spectrum Insurance Group
 Steward State Farm Agency
 WESTconsin Credit Union

HOLE-IN-ONE CONTEST SPONSOR



HOLE SPONSORS

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 Citizens State Bank
 Coordinated Business Systems
 Dolan Real Estate
 Family Fresh Market
 FNC Bank
 Hampton Inn & Suites by Hilton
 Heppner's Rivercity Collision
 Hunt Electric/Baer Manufacturing
 Landmark Wealth Management Group – Bjorn Nesvold
 Mudge, Porter, Lundeen & Seguin, S.C.
 Pier 500
 River Valley Charities
 Royal Credit Union
 Smiles in Motion, Pediatric Dentistry

St. Croix Kiddy Pediatric Dentistry
 Striker Brands, LLC
 Ted Blank Luxury Travel & Adventure
 Telus Property Services + Solutions
 Valley Agencies
 Valley Companies

Thank you to the following committee members for their hard work in planning and executing this event:

Maria Schmitt, Chair, WESTconsin Credit Union
Karrie Abbott, Hiawatha National Bank
Joette Barr, First State Bank and Trust
Angie Brown, ABG Holdings, LLC
Allison Butler, Edward Jones – Allison Butler
Patrick Dolan, Dolan Real Estate
Tiffany Dux, Blooms for Happiness
Christopher Ferguson, Bywater Business Solutions LLC
Alexa Franck, First State Bank and Trust
Peter Goodwin, Coldwell Banker Realty – Goodwin & Moore Team
Linda La Kosky Eng, Minuteman Press – Hudson
Dr. Jason Lee, Hudson Physicians, S.C.
Maria Machtemes, Citizens State Bank
Brian Moura, Lucky's Wine & More
Mary Rybicki Galli, Steward State Farm Agency
Blake Willman, Weathersafe Restoration, Inc.

In addition to the golf committee, thank you to the following volunteers who helped with the event:

Emma Andersen, WESTconsin Credit Union
Joette Barr, First State Bank and Trust
Angie Brown, ABG Holdings, LLC
Allison Butler, Edward Jones
Shelly DeStasio, Christian Community Homes & Services, Inc.
Meme Fehr, Hudson Chamber Foundation Board
David Hauser, Royal Credit Union
Claire Janovec, WESTconsin Credit Union
Sara Johnson, St. Croix Valley Magazine
Pamela Klingfus, Christian Community Homes & Services, Inc.
Jessica Langeness, JA Counter, an Alera Group Company
Julie Langer
Ramsey Lee
Tara Nance, Associated Eye Care
Maria Machtemes, Citizens State Bank
Rachel Renner, SEASONS Gallery
Sara Schultz, WESTconsin Credit Union
Anna Speirs, WESTconsin Credit Union
Leanne Van Allen, University of Wisconsin-River Falls
Amber Wentz, JA Counter, an Alera Group Company

Thank you to the following exceptional staff at the golf course who helped us coordinate and execute this event:

Emma Blank **Matt Mueller**
Ali Clasen **Dave Tentis**
Brady Minich



Thank you to those who donated the wonderful raffle prizes:

- ABG Holdings, LLC
- Applebee's Grill + Bar
- Art Doyle's Spokes & Pedals
- Bennett's Chop & Railhouse - Hudson
- Black Rooster Bistro
- Bywater Business Solutions LLC
- Cracked Barrel Winery
- Culver's of Hudson
- Dunn Brothers Coffee
- Eagle Eye Farm
- Fresh & Natural Foods - Hudson
- Grand Fête
- Green Bay Packers
- Jonesy's Local Bar & Grill
- Kilkarney Hills Golf Course
- The Kris Jensen Team
- Lucky's Wine & More
- Milwaukee Brewers
- Minnesota Twins
- Minnesota Wild
- Octagon House Museum
- Pita Pit
- Smokey Treats
- St. Croix National Golf & Events
- Striker Brands, LLC
- Tattersall Distilling
- Troy Burne Golf Course, LLC
- University of Wisconsin-River Falls Athletics
- WESTconsin Credit Union
- White Eagle Golf Club
- Xcel Energy
- Ziggy's Live Music, Bar & Restaurant

We look forward to seeing you on the course in 2024!



Members of the winning team proudly displayed their trophies.



Golfers had the opportunity to participate in a Hole-in-One Contest in efforts to win a 2022 Ford F-150 Supercrew sponsored by Hudson Ford LLC and Quick Lane. ■



Best Hole Contest Winner: Boldt's Plumbing & Heating Inc.

Sustainability Corner

According to the [United State Environmental Protection Agency](#), the most effective way to reduce waste is to not create it in the first place. The creation of a new product emits greenhouse gases which directly contribute to climate change. Reduction and reuse of materials is the most effective way you can save natural resources, protect the environment, and save money.

In conjunction with these practices, St. Croix County is hosting a Recycling Re-Use Challenge. It is looking for St. Croix County residents to submit photos of items they have kept out of the landfill and have been given another life. This can be done through repair, refurbishing, and repurposing. Participants will be entered to win prizes and have their project highlighted on the Recycling Facebook Page and Newsletter. All photos must be submitted to the county by July 31 for consideration. For more information and a list of contest rules, [click here](#). ■



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. For more information, contact the Chamber at (715) 386-8411, or 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 ■

Buena Vista – A Stroll in the Park

On November 29, 2019, the Hudson Area Chamber of Commerce & Tourism Bureau successfully debuted *Buena Vista*, a tree-lighting event in Lakefront Park. The event begins with a visit from Santa to help turn on the lights on the Friday after Thanksgiving, and the lights remain on through mid-February. There were two movies filmed in Hudson in 2020 and 2021 that featured the lights in the park.

Thank you to our partners and sponsors who have continued to support this program. We are now planning for the fifth annual event to kick-off on November 24, 2023.

We are working on additional lights, decorations, and activities that everyone can enjoy in the park, and we need your help. Sponsored donations are allocated to purchase lighting displays and holiday decorations for annual use, maintenance, and storage. All donations go directly to the program.

2023-2024 Sponsorship Opportunities

FOUNDING CORPORATION \$12,000

- Company logo included on:
 - o Lakefront Park Signage
 - o Chamber Facebook Post
 - o Website Event Page
 - o Chamber Newsletter
- Exclusive Lifetime Recognition
- Logo on HudsonWI.org
- Link to your corporate website

FOUNDING FAMILY \$5,000

- Company name included on:
 - o Lakefront Park Signage
 - o Chamber Facebook Post
 - o Website Event Page
 - o Chamber Newsletter
- Exclusive Lifetime Recognition

SANTA'S TREE \$2,000

- Company name included on:
 - o Lakefront Park Signage
 - o Chamber Facebook Post
 - o Website Event Page
 - o Chamber Newsletter

EVERGREEN TREE SPONSOR \$1,000

- Company name included on:
 - o Lakefront Park Signage
 - o Chamber Facebook Post
 - o Website Event Page
 - o Chamber Newsletter

FOOD/BEVERAGE SPONSORS IN-KIND

- Company name included on:
 - o Website Event Page
 - o Chamber Facebook Post
 - o Chamber Newsletter
- Provide 500+ treats ■



Sebatka
PHOTOGRAPHY
2023



Congrats to Our June Brand Champion

Congratulations to our Brand Champion, Maria Schmitt with WESTconsin Credit Union

Maria has chaired the Chamber Golf Committee for the past five years, working with the committee and the golf courses to organize this annual event. There are many parts to the event that Maria manages and keeps track of, so the day of the outing runs smoothly. This year the event was sold out! In addition, Maria helps to recruit volunteers from the bank to ensure we have all the help we need.

Maria also serves on the Leadership Hudson Steering Committee, offering great ideas and insight to help the program continue to grow and meet the need of emerging leaders in the community.

We appreciate Maria's support of all the programs and events for the Chamber and look forward to her continued involvement and support.

Thank you, Maria, for all you have done and continue to do for this community.

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! ■



ABOUT HOUSE - located at 509 2nd St., Hudson. Down to earth furnishings for your home. For more information, call 715-381-8175 or find them through their store, [The 715](#).



Cream of the Crop Artists Gallery - located at 511 2nd St., Ste. 102, Hudson. Curating artwork for your home or business. For more information, call (715) 338-6766 or [click here](#).



Hudson Dairy Queen - located at 9 South 2nd St., Hudson. Soft serve ice cream treats and a full food menu. Be sure to stop in to check out their newly remodeled space and take your picture with the 12-foot spoon outside! For more information, call (715) 386-6326 or [click here](#).



Hunt Electric dba Baer Manufacturing - located at 924 Daily Rd., Hudson. Industry leading manufacturing and fabrication that provides value to customers and clients. For more information, call 715-598-8845. For Hunt Electric, [click here](#). For Baer Manufacturing, [click here](#).



Little Free Library Legacy Museum – located at 1004 3rd St., Hudson. In partnership with the Hudson Octagon House Museum, the Little Free Library Museum serves as an opportunity for visitors to explore the history and significance of this unique global phenomenon that began locally in Hudson while also honoring the memory of its founder, Todd Bol. For more information, call (715) 386-2654 or [click here](#).



St. Croix Hospice Hudson, Wis. Branch – located at 642 Brakke Dr., Hudson. With a focus on comfort and quality of life, our hospice teams across the Midwest provide care with dignity and respect. For more information, call (715) 690-1011 or [click here](#).



Rose & Lavender – located at 220 Locust St., Hudson. Perfect gift and home décor for any occasion. For more information, [click here](#).



Valley Surgery Center – located at 2651 Hillcrest Dr., Ste. 301, Hudson. Surgical excellence, compassionate care. For more information, call (715) 952-1279 or [click here](#).



Smokey Treats – located at 131 Carmichael Rd. #105, Hudson. Not your typical BBQ, global and regionally inspired dishes, grilled burgers, and more. For more information, call (715) 222-1299 or [click here](#).



The Hudson Chamber Ambassadors recently paid a visit to **LoLo American Kitchen & Craft Bar Hudson** for their June meeting. LoLo American Kitchen & Craft Bar Hudson is locally owned and operated, featuring gourmet street food and hand-crafted artisanal cocktails. Their Hudson location also contains a private speakeasy-style event space, suitable for special events and private parties. For more information, call (715) 808-8025 or [click here](#).



Vista Prairie Campground – located at 1049 Rustic Rd. #3, Glenwood City. Nestled among the hills surrounding Glen Lake near the middle of the day-use area of Glen Hills County Park, there are 15 beautiful new sites available. This area may also be used as a group area for weddings, family reunions, or youth events. For more information, [click here](#).



Congratulations to **Nichole and Rick Frazer** with Black Rooster Bistro on winning Nacho Batalla, Hudson's first-ever Battle of the Nachos. Nacho aficionados crunched, considered, and cast their votes between April 28 and May 7. Be sure to stop by Black Rooster Bistro to experience all of the other exceptional fare they have to offer. For more information, call (715) 808-0560 or [click here](#).



Guidelines: Submit 100 words or less by the 15th of the month for the next month's Chamber news.

We reserve the right to edit or omit any submitted business briefs. Email submissions to info@HudsonWI.org.

Yellowstone Trail Sponsorships Still Available

Hudson businesses are invited to become a sponsor of Yellowstone Trail Heritage Day, an August 12 St. Croix County-wide celebration of the historic highway that passed through Hudson. The event will offer three different car shows, a 1920's dance demonstration, and several other fun activities in Hudson and other communities along the trail.

Sponsorships range from \$150 to \$1,000 and all receive inclusion in marketing materials and a Yellowstone Trail vintage newspaper section distributed in all St. Croix County newspapers. The sponsorship deadline is July 7. 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 August 3 at the Chamber office. For complete details, email Evy Nerbonne at epnerbonne@baldwin-telecom.net or call (715) 222-5375.

FNC Bank Now Accepting Grant Applications

FNC Bank understands the importance of partnering with organizations that are dedicated to improving the well-being of citizens that make our region a great place to live and work. For more than 100 years, FNC Bank has shared this tradition of giving back to our communities through service and funding. Grant applications are now being accepted through July 15.

Black Rooster Bistro

Amidst the summer weather don't forget about the cool basement space at Black Rooster Bistro. At 72 degrees, our space can be great to get out of the heat and away from the bugs this summer. We have a private dining room that seats up to 32 people and there is no room fee or minimum through Labor Day! We will be running a burger and beer special during Booster Days again this year. If you haven't tried our burger yet, what are you waiting for?!

Tuesday, July 18 is our next five-course tasting dinner. We will be hosting the Regional Manager of Plumpjack, Cade, and Odette Wineries, Tia Green. She will be with us to present some amazing, high end, allocated wines. Look forward to a unique tasting opportunity at 7 p.m. that evening. Reserve your spot by calling (715) 808-0560 or going online to www.blackroosterbistro.com/wine-dinners to pay a \$100/person deposit for this \$150/person dinner.

Celebrate RiverFest on the St. Croix River

Hudson's St. Croix RiverFest - A Party with a Purpose is set for July 18-22. This community celebration not only allows people to celebrate the St. Croix River, but also recognize the need to protect its health and beauty. One of the many activities includes the annual Riverfront Clean-up followed by a presentation from Carpenter St. Croix Valley Nature Center. There will also be a Toonies ENVIRO-FUN Puppet Show followed by *The Super Mario Bros. Movie* under the stars.

One of the highlights of RiverFest is the St. Croix Valley Community Band Concert on Thursday evening.

Another new event is Carpenter Nature Center's BioBlitz on their Wisconsin Campus on Friday and early Saturday. There is also a Foraging Walk at Bluebird Hill Homestead on Friday.

RiverFest wraps up on Saturday with a Native American Cultural Celebration in the afternoon, followed with an evening speaker program, *Indigenous Scars: Wisconsin Massacre & Boarding Schools*.

RiverFest is made possible by the support of event sponsor Nor-Lake and many other local sponsors. Make plans to get out and celebrate the St. Croix River during RiverFest. To see a complete schedule and event details, [click here](#).

Join the St. Croix Valley Food Bank's Summer Hunger Busters Event!

The Summer Hunger Busters Event will take place on July 19 from 11 a.m. to 1 p.m. at 2181 Jack Breault Drive in Hudson. The St. Croix Valley Food Bank is constructing a larger capacity building to expand operations and better serve the region. You will have the opportunity to connect with the community and those who are fighting hunger, learn more about the building project, and make an impact on the lives of those who face food insecurity. [Click here](#) to RSVP. Sponsorship opportunities are available for those who are interested. For more information, please contact Courtney Danis at Courtney.danis@stcroixvalleyfoodbank.org or (715) 629-5405.

12th Annual Corbin's Cup Golf Benefit for BRIDGE

Please join BRIDGE For Community Life on Thursday, July 20 for the 12th Annual Corbin's Cup Golf Benefit, hosted by Bjorn Nesvold of Landmark Wealth Management Group. The tournament will take place on the award-winning Troy Burne Golf Course in Hudson and proceeds from the tournament will go to BRIDGE For Community Life, a local non-profit organization providing year-round life skills training,



CHECK OUT OUR UPDATED JUNE STATS!

**WEBSITE: 9.3k VISITORS
LINKEDIN: 451 FOLLOWERS
CHAMBER FACEBOOK:
REACH: 5,883, LIKES: 5,276**

**DISCOVER HUDSON FACEBOOK: REACH: 17,637, LIKES: 16,985
DISCOVER HUDSON INSTAGRAM:
REACH: 4,989, FOLLOWERS: 5,286**

employment services, and social and recreational programs for youth and adults with disabilities in the St. Croix Valley area.

At \$225 per player, the event includes 18 holes of best ball scramble golf, golf cart, free use of range, mulligans, 50/50 raffle and Tourney Raffle basket tickets, dinner, and more. Several sponsorship packages are available starting at \$250 for you to showcase your business and support for BRIDGE. If you would like to donate an item to our tournament raffle, please contact Ginny at info@bridgecl.org. To register, click [here](#). For more information, visit the BRIDGE website by clicking [here](#). You can also contact BRIDGE at info@bridgecl.org or event host Bjorn Nesvold at bjornnesvold@landmarkwealth.net or (715) 808-0454.

Make Your First Impression Impressive!

We've been helping many businesses improve their image and we want to help you too. How your image is conveyed can be a major contributing factor in how your customers view who you are and get them excited to do business with you. We can help you instantly portray a lasting impression of your company. We will work with you to differentiate your image from your competitors ... to become vibrant, visible, unforgettable! Please contact Pam Deutsch with Helmer Companies for more information on how we can help ensure your first impression makes an impact. Phone (715) 273-2113 or email pam@helmerprinting.com.

Participate in the Hudson School District's Leadership Program

On behalf of Hudson High School and the Hudson School District, we would like to extend an invitation to participate in our local scholarship program. This program is designed to support our Hudson High School seniors with scholarships to help in their future planning. We would love for you to consider participating and helping support our seniors. If you are interested, please contact Stacey Tiedemann at tiedemsr@hudsonraiders.org or (715) 377-3800.

Three New Members Elected to St. Croix Valley Habitat for Humanity Board of Directors

The St. Croix Valley Habitat for Humanity (SCVHFH) welcomes three new board members, John Lestock, Dan Murray, and Aaron Sundeen. Lestock is a retired pastor from Bethel Church in Hudson and works in ministry with Our Savior's Lutheran Church in Stillwater. Murray is a River Falls attorney with Rodli, Beskar, Neuhaus, Murray & Pletcher, S.C. Sundeen is the director of business development at Derrick Building Solutions in New Richmond. The three

Hudson residents are long-time supporters of both Habitat for Humanity and many community organizations and bring their skills to round out the SCVHFH current board of directors. For more information, [click here](#).

First State Bank and Trust Welcomes Franck and Johnson

First State Bank and Trust is excited to announce the additions of Alexa Franck and Scott A. Johnson to the organization. Franck is a mortgage lender at our Hudson office and was born and raised in Hudson. In her role as a mortgage lender, Alexa will provide personalized advice and guidance, helping customers make informed decisions about their home financing options. Scott is a VP of commercial lending at the Oak Park Heights office and has been in the banking industry for over 30 years. ■

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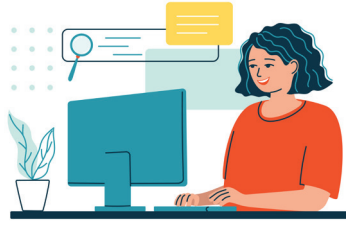
Loans subject to credit approval.



Website Advertising

The Chamber's Website had 87,000 Visitors in 2022!

In 2022, our website had 87,000 visitors, and this year we plan for even more visitors with whom you can make a connection! Ad space is offered on the Discover page and other key, promoted pages that have consistent traffic. Only one advertiser will be accepted per page, making this an exclusive placement! For more information, email Mary Claire at maryclaire@HudsonWI.org or call the Chamber office at (715) 386-8411. ■



July Calendar of Events

- 4 **4th of July - Office Closed**
- 6 **Community Affairs Committee, 10:00 a.m., Zoom**
- 11 **Connections & Coffee, 9:00 a.m., Citizens State Bank, 375 Stageline Rd.**
- 11 **Golf Committee Debrief, 4:00 p.m., Troy Burne Golf Course, LLC, 295 Lindsay Rd.**
- 12 **Welcome to the Hudson Chamber New Member Orientation, 11:00 a.m., Zoom**
- 12 **Ribbon Cutting - Waterproof.com LLC, 1:30 p.m., 626 Brakke Dr.**
- 17 **Finance Committee, 9:00 a.m., Zoom**
- 18 **Ribbon Cutting - Capecchi & Company, 1:00 p.m., Hudson Arch on 1st Street & Walnut**
- 19 **Boat Cruise - St. Croix River Cruises, 6:15 p.m., 98 Walnut Street**
- 20 **Ribbon Cutting - The Remedy, 11:00 a.m., 707 Rodeo Circle., Ste. 114**
- 20 **Ambassador Retention Visit, 3:00 p.m.**
- 20 **Ambassador Meeting, 3:30 p.m.**
- 25 **Drive for 5 Committee, 9:00 a.m., Zoom**

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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