

SPIRIT OF THE ST. CROIX

Art Festival

Join us for an interactive art experience at the 15th annual 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, live musical entertainment, and creative activities while sampling a variety of fall flavors.

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 ■

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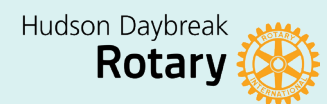
SIMPLY CONNECT

Join us for a night of networking and fun with our local Rotarians! The Hudson Area Chamber of Commerce & Tourism Bureau's *Simply Connect* is a great way to connect with others in our local business community within a fun happy hour setting. If you are new to the Chamber or want to learn how to maximize your membership, join us at 3:30 p.m. for the Welcome to the Hudson Chamber Orientation.

EVENT DETAILS:

Date: Thursday, September 21, 2023
Time: 4:00 - 6:00 p.m.
Location: Pedro's del Este Pergola
212 Walnut Street
Hudson, WI 54016
[Click here to register.](#) ■

Thank you to our
Event Sponsor:



Thank you to our
Host Sponsor:





Live in peace knowing your affairs are in order.
Plan your future & funeral with the help of caring professionals.

Join us for a free informational seminar.

Topics include:

- Elder Care Attorneys to discuss Estate Planning, Medicaid/Assistance Regulations and Spend Downs, and Long Term Care Planning
- Medical professionals to discuss Advanced Health Care Directives and End-of-Life Medical Planning
- Certified Pre-Planning Consultant to discuss options for pre-funding funeral expenses

Funeral Directors will also be available to discuss cremation and funeral planning.

Don't leave your family with emotional and financial stress - start planning TODAY!



JOIN US!
Refreshments will be served.
Prizes and gift cards to raffle off for those that attend!



Tuesday, September 19th | 10AM
Baldwin Location
1010 Newton Street



Wednesday, September 20th | 5PM
Hudson Location
520 South 11th Street



Thursday, September 21st | 5PM
Cracked Barrel Winery
570 Coulee Trail, Hudson

The purpose of this communication is the solicitation of insurance. Respondents will be contacted by a licensed agent from the funeral home who will offer the Pathway® plan from Pekin Life Insurance Company, which is a life insurance policy or annuity that is used to fund a funeral pre-arrangement.

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Mary Claire Olson Potter
Chamber President

Get More Value From Your Chamber Membership – Get Involved!

We've all heard it. Whether it's a commitment to fitness, taking a class, a new hobby, or a volunteer opportunity, you get out of it what you put into it.

Your membership in the Hudson Area Chamber of Commerce is no different. The Chamber offers myriad opportunities to get involved, connect with other members, and increase the visibility of your business.

A membership-based organization like the Hudson Chamber thrives with the energy and volunteerism of all of you. The more you are involved, the more the Chamber can do, and the momentum is contagious.

We have engaging events as we look to the fall, including the annual Chamber MAX, Simply Connect networking event, and Spirit of the St. Croix Art Festival, to name a few.

All that we do is to promote Chamber members and Hudson as a great place to shop, dine, work, and play. I encourage you to make the most of your Chamber membership. You'll get a lot out of it!

Linda La Kosky Eng, from Minuteman Press, recently shared, "Prior to working at Minuteman Press of Hudson, I was skeptical of the benefits a Chamber of Commerce could offer. What I have learned is that the Hudson Chamber of Commerce works tirelessly to promote the interest of our local business community, and to create and preserve the conditions that allow businesses to thrive. There are great opportunities to network and volunteer at events that have enriched my career and business organization. I appreciate being able to network and learn while giving back to the business community - and it's fun!" We couldn't have said it better. ■

Travel Wisconsin Sets Record

In June, TravelWisconsin.com website users increased more than 28% over June 2022 and 16% over June 2019, which was its record-setting year for web stats. This isn't just a one-off anomaly, April and May had very similar results, making this a three-month trend.

Seeing these impressive results is so important because TravelWisconsin.com is a powerful tool to speak directly to travelers on a daily basis. Engaged web traffic is a solid indicator of travel intent, so its goal is to not only get users to our site but give them the information they need to continue their journey down the consumer funnel and book that trip.

Thank you to those who completed the survey we sent out recently to help us update listings on the site. We are also updating Chamber and local community events and attractions. ■

Sustainability Corner

While cleaning supplies are necessary for maintaining a healthy quality of life, some cleaners can include certain chemicals that can be harmful or irritating. These chemicals can even classify some cleaners as hazardous and harmful to the environment that they are disposed of in. Using green cleaning products can not only help keep our bodies healthy, but they can help keep the environment healthy, too.

The next time you buy cleaner for your home, look for labels that identify products as "eco safe" or "green." But be wary since some of these can be falsely claimed. The Environmental Protection Agency recommends following the "Safer Choice Program," which identifies products that are safe for our bodies and the environment. To find out more about the Safer Choice Program, [click here](#). ■





GOOD MORNING HUDSON

Welcomed New Teachers

On Friday, August 18, we welcomed 30 new teachers to the Hudson School District with a luncheon and gift bags filled with items donated by local businesses and organizations. River Valley Catering did a wonderful job catering for this event and provided all the new teachers, mentors, school administrators, and local business representatives with a delicious buffet-style lunch. We heard from two guest speakers, Todd Gilbert with Valley Companies, and Dr. Nick Ouellette, the Superintendent at the Hudson School District. Thank you to all volunteers who helped put on this event, and the Hudson High School for hosting the event and providing the wonderfully decorated tables.

Thank you to our program sponsors:

- Associated Eye Care
- County Market
- Eagle Eye Farm
- Hope Chiropractic
- Hudson Ford LLC and Quick Lane
- Hudson Hospital & Clinic
- McCabe Chiropractic & Wellness Centers SC
- MidWestOne Bank
- Northwood Technical College
- Royal Credit Union
- Smiles in Motion, Pediatric Dentistry
- Thrivent Financial – Tanner Haessly
- University of Wisconsin–River Falls
- Valley Companies
- Valley Surgery Center
- WESTconsin Credit Union
- Xcel Energy

Thank you to our welcome bag sponsor:

- Angel’s Pet World

Thank you to our catering sponsor:

- River Valley Catering

Thank you to the following businesses for donating items to our welcome bags:

- Angel’s Pet World
- Associated Eye Care
- BackRoom Vintage/BackRoom - HOME
- Bank Five Nine
- Bee Healthy Chiropractic
- Blooms for Happiness
- Carpenter St. Croix Valley Nature Center
- Chapter2Books
- Dot & Daisy
- Eagle Eye Farm
- Edina Realty, Inc.
- First Presbyterian Church
- First National Community Bank
- Grand Fête
- Hope Chiropractic
- Hudson Flower Shop
- Hudson Ford LLC and Quick Lane
- Hudson Grocery Cooperative
- Hudson Hospital & Clinic
- Hudson Lions Club
- Hudson Optical
- Hunt Electric DBA Baer Manufacturing
- Knoke’s Chocolates & Nuts
- Leitch-McSorley Insurance Agency
- Lucky Guys Distillery
- Northwood Technical College
- Octagon House Museum
- Royal Credit Union
- Salon Rose’
- SEASONS Gallery
- Smiles in Motion, Pediatric Dentistry
- Space St. Croix
- St. Croix Kidds Pediatric Dentistry
- Sustain Hudson-RiverFest
- Kris Jensen – Keller Williams Premier Realty/Fresh and Natural Foods
- Thrivent Financial - Tanner Haessly
- Tropical Wings
- United Way St. Croix Valley
- University of Wisconsin–River Falls
- Valley Surgery Center
- WESTconsin Realty LLC
- Wild Rivers Conservancy



Ambassadors Amy Hauser, Leanne Van Allen and Holly Quinn-Marrs with the Hudson Schools helped hand out the bags to all the new teachers. ■



Thank you to the Hudson Police Department for organizing National Night Out. We were excited to be there serving root beer floats. Thank you to the Angel's Pet World team for volunteering at the event, to Knoke's Chocolates & Nuts for donating the ice cream, and to Lucky's Wine & More for donating the root beer. ■



Hudson Chamber MAX is back with food, fun and new experiences! This year we are celebrating existing members and helping potential members to learn about Chamber Membership, Awareness and eXperience. MAXiPLY the fun and bring a guest and you could win additional prizes!

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

- Celebrate new and milestone Chamber members
- Discover ways to MAXiPLY your membership
- Create connections and expand your network
- Enter to win a variety of community engagement 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. Discounts available on Striker brand products.

[Click here to register.](#) ■

Hudson Chamber MAX is back with all the fun and new experiences!

MAXologist: (noun)
2: a Chamber member who MAXimizes the fun with other members



Hudson Chamber Foundation Annual Fundraising Event October 5

Join us for the annual Hudson Chamber Foundation fundraising event. Learn more about the foundation initiatives and its plans to help prepare students to join the workforce.



Each month we will feature a foundation board member, and this month we are pleased to introduce Amy Bast.

Amy Bast joined the Hudson Chamber Foundation Board of Directors in 2022. She has been involved in the Hudson Chamber of Commerce & Tourism Bureau as both a member and a board member, as well as a board chair. This was the next natural fit for her to continue to give back to the community in which she lives and works. She has been a resident of Hudson since 2002 and currently lives here with her husband, Adam, and their two daughters.

As a marketing professional for over 23 years, Amy has worked with several local clients, as well as large corporations. She helps organizations with strategic marketing planning, digital marketing efforts, advertising, public relations, branding and communications.

Amy was drawn to the Hudson Chamber Foundation because of its mission: To align resources and efforts to develop partnerships between businesses, K-12 and post-secondary education institutions, government, and community organizations that attract, develop, and retain a thriving workforce. Her grandmother once said to her, "There's one thing in life that no one can take away from you, and that's your education." No matter where a person is at in life, we are all still learning, and the Chamber Foundation helps contribute to that.

EVENT DETAILS:

Date: Thursday, October 5

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

Location: Hop and Barrel Brewing Company, LLC
310 2nd Street, Hudson

Cost: \$35/ticket; \$60/2 tickets

[Click here to register.](#)

HILLTOP PUMPKIN PARTY

Hilltop Pumpkin Party and Rotary Halloween Parade October 21

Join us for the 12th Annual Hilltop Pumpkin Party. This FREE family fun outdoor event will feature the 70th Annual Rotary Halloween Parade and Costume Contest. This event is attended by hundreds of children and families and is a great way to get your business or organization out in the community.

There will be a variety of activities throughout the day, including horse-drawn wagon rides, free pumpkins for children to decorate and take home, a petting zoo, fire truck, police cars, food, and much more.

If you are interested in sponsoring this event, [click here.](#)

EVENT DETAILS:

Date: Saturday, October 21

Time: 11:00 a.m. - 2:00 p.m.

Location: YMCA Camp St. Croix Daycroix
345 Riverview Drive, Hudson ■

Family Friendly Workplace Certification Sets Example for Employers Across Hudson

Family Friendly Workplaces announced the re-certification of the Hudson Area Chamber of Commerce & Tourism Bureau as a Family Friendly Workplace on August 15. This certification recognizes the Hudson Chamber's commitment to supporting their employees and to leading the way in regional workforce development efforts.

Mary Claire Olson Potter, President of the Chamber, commented, "We are proud to be re-certified as a family friendly workplace. Employers across our region and in



Hudson are facing a challenging workforce environment, and we are excited to be involved in a program focused on addressing it.”

Neil Kline, Executive Director of Family Friendly Workplaces, said, “Our workforce shortage can be addressed if we work together, and we hope the Hudson Chamber’s certification will serve as a strong example to other employers in Hudson.”

The Family Friendly Workplaces Certification Program is designed to help employers compete for talent today, while also strategically addressing this long-term problem. If you have questions about Family Friendly Workplaces and their Certification Program, please reach out on their website, www.familyfriendlyworkplaces.org. ■



Congratulations Maria Machtemes!

Maria graduated from the University of Wisconsin – Madison Graduate School of Banking!



Since 1945, the Graduate School of Banking at the University of Wisconsin-Madison has helped develop banking leaders through a program of advanced bank management education. Over the 25-month course, Maria acquired a broad knowledge and understanding of major bank functions and their interrelationships and developed the skills required to lead and manage effectively.



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Congratulations to our Brand Champion, Derek Nelson, with CD Products

Derek has been involved in the Hudson Chamber since 2014. Derek attends the Chamber Connections & Coffee monthly events, previously known as the I-94 Business Alliance.

When the Chamber rebranded in 2021 and then moved in 2022, Derek produced and installed all the new signage at the Chamber office as well as all the welcome signs around town. To help us promote seasonal events, Derek suggested using the monument sign, which has provided great visibility on Second Street. Many don't know that Derek changes out the signs several times throughout the year on his own time!

In addition, Derek was a great partner for the Lakefront Heritage project, finding hardware that could withstand the wind, helping the design team work through sizing and placement, and installing a larger, more visible kiosk by the Hudson arch. Beyond the big projects like producing and installing brand signs and history signs, Derek has also helped pick up and install the sponsor sign for Lights in the Park each year.

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

Thank you, Derek, 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! ■



Belle Âme Vineyard - located at W10829 875th St., River Falls. Belle Âme is a vineyard, event, and celebration space set on an agricultural site with more than 2,500 grape vines. This magical vineyard is framed by rolling bluffs and mature trees. A truly picturesque space to celebrate and enjoy the company of others! For more information, [click here](#) or call (612) 405-4388.



Hamernick's Flooring Solutions - located at 1621 Coulee Rd., Hudson. Hamernick's Flooring Solutions works closely with you to provide the exact flooring that is right for your home or business. They welcome builders and contractors too! For more information, [click here](#) or call (651) 487-3211.



Hudson Spine & Health - located at 1301 Coulee Rd, Hudson. Revolutionary health interventions, full body treatment experience, cutting edge wellness technology for stress, sleep, pain, anxiety. For more information, [click here](#) or call (715) 808-0723.



St. Croix National Golf & Events - located at 1603 32nd St., Somerset. Compete. Celebrate. Make Memories. St. Croix National is like no other golf course in the Twin Cities Area. The scenery will surprise you, but don't lose your focus as each hole presents challenges. For more information, [click here](#) or call (715) 247-4200.



St. Croix Valley Magazine - located at 1125 Buchanan St. NE, Minneapolis. St. Croix Valley Magazine emphasizes engaging articles about the best local dining, shopping and leisure activities the city has to offer. For more information, [click here](#) or call (952) 250-1859. ■

The Hudson Chamber Ambassadors recently paid a visit to **RJ's Meats & Groceries**, which was founded on August 31, 1987. The store has 70 different recipes for brats, with 30-40 of the flavors available at a time. They are famous for being the owners of the very first 24-hour outdoor meat vending machine, which they have named Regi, that gathered the attention of people across the world. RJ's Meats & Groceries is also the supplier of several different local restaurants. To learn more about RJ's and check out what they have for sale, [click here](#) or give them a call at 715-386-9291. ■



The Ambassadors also visited **Milwaukee Burger Company** for their August meeting. Milwaukee Burger Company is a Wisconsin-based fast casual restaurant that is famous for their burgers, bloody mary's, cheese curds and beer. To learn more about Milwaukee Burger Company and to check out their menu, [click here](#). ■



Chamber Celebrates Member Businesses' Anniversaries



This September marks the 20th anniversary of Angel's Pet World. In 2003, Angel and Al Duratti opened their first location in Plaza 94. Their love for pets and animals drove them to their decision to work for themselves doing something they were both passionate about. Their full line pet store moved to downtown Hudson in 2014 as they needed a larger space for their growing business. In 2011 they opened a second location in River Falls.

Plans are underway for their celebration on Saturday, September 16, from 10:00 a.m. to 2:00 p.m., at their Hudson location. There will be food, Lucky Paws Petting Zoo, Coco's Heart Adoptable Dogs, and manufacturer vendors on site. The first 50 customers at 10:00 a.m. will receive a free gift bag filled with lots of surprises. There will also be specials throughout the day.

Angel and the team are committed to the community and sponsor and volunteer for many events throughout the year. Every day, the team helps customers with their services and knowledge. Congratulations on this business milestone! To find out more about Angel's Pet World, click [here](#). ■



Abigail Page Antiques & Curiosities

715-381-1505

abigail.page.antiques.mall@gmail.com



Abigail Page Antique Mall, a staple in the downtown Hudson community, is celebrating their 30th anniversary. Anna Owns, who helps run Abigail Page, says that people fly to Hudson from around the country just to check out the store, "we're known for having multiple vendors and having different eclectic flavors in everybody's booth."

Currently, the store has 21 vendors displaying a variety of different treasures. Here, you can find things like posters, clothes, jewelry, plants, pieces from across the globe, and everything in between. Everyone at the store, including the vendors, take on responsibilities to ensure that the store is successful. "And we're a family," Anna said, "love that about the store. We all have a part we play and it's very helpful to have a good team."

Abigail Page Bailey was one of the first white women born into the Township of Hudson when people began to immigrate into the area. She was a prominent female presence for her time that brought harmonization to the community and wasn't afraid to break social norms.

Anna grew up in Abigail's house on Second Street up until she reached 4th grade. Although the house is no longer around, she says it was a fun, spooky place to grow up. She is also working on a book about Abigail Page and her legacy, so be sure to stay tuned for when that gets published!

[Click here](#) to check out KSTP's Twin Cities Live recent visit to Abigail Page Antique Mall to get some more insight into what the store has to offer! To find out more about the store, [click here](#) to check out their website. ■

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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.

Celebrate with Cambridge Senior Living on September 8

Join the team from Cambridge Senior Living for an official ribbon cutting and open house on Friday, September 8. Cambridge, a new skilled assisted living facility, opened in 2020, but due to precautions in place during that time, they were never able to invite the Hudson community to celebrate a proper grand opening. Now they're celebrating in a BIG way! There will be refreshments served, food trucks onsite, provider information booths set up, live entertainment, giveaways, and much more.

Be sure to stop by on Friday, September 8, from 1:00 to 4:00 p.m., at Cambridge Senior Living, located at 2525 Ward Avenue in Hudson.

To learn more about Cambridge Senior Living, [click here](#).

Hudson Hometown Music Fest on September 9

The *Hudson Hometown Music Fest*, a family-friendly day of music hosted by the Hudson Lions Club, will be held Saturday, September 9, from noon to 11:00 p.m., at Lakefront Park in downtown Hudson. Admission is free.

The event will showcase talented musicians in the Hudson and Twin Cities area, including country, pop, blues, folk, classic, and current rock and roll. Food and beverages will be for sale, including wood-fired pizza, ethnic foods, wine, and craft beer. There will be many family-friendly activities, including a dunk tank and face painting. A silent auction and wine pull will be held with proceeds donated to St. Croix Therapy in Hudson.

Visit *Hudson Hometown Music Fest* on [Facebook](#) for the latest details.

Rose & Lavender Fall Open House on September 9

We are excited to welcome you into Rose & Lavender, located at 220 Locust Street, Hudson, for our first ever fall open house on Saturday, September 9, from 5:00 to 8:00 p.m. We are gathering with SunnyBrooke Farms to bring in extra of their dried culinary lavender that we carry and will be taste-testing a recipe of lavender simple syrup made from the dried lavender. SunnyBrooke Farms' fall scented goat milk soaps will also fill our shop that day. To top off all the fall goodness, we are partnering with Porch + Petals to bring you beautiful fall bouquets bundled and ready to purchase. We're also taste-testing our chai tea lattes and boujee marshmallows while also bringing in more fall goodies to the shop! To learn more about Rose & Lavender, [click here](#).

Wine & Wisdom with BrightStar Care of Hudson on September 13

BrightStar Care of Hudson would like to invite you to our Wine & Wisdom event series at Cracked Barrel Winery on September 13, from 3:00 to 4:30 p.m. Featured guest speaker is Melinda Hoey, the owner of Lakefront Law, LLC in Hudson, who focuses on helping clients protect their families and pass on their legacy through estate planning. The topic for this month is, "Learn how to leave your family out of court and conflict if something were to happen to you." To RSVP, please email LakeElmo@BrightStarCare.com or call (651) 234-0044.

Gearing Up for the Hudson Hot Air Affair on September 11 & 16

The annual community winter balloon rally is set for February 2 - 4, 2024, with the theme of *Rockin' with the Coldies*. A new Bloody Mary Walk fundraiser on Saturday, September 16 will be raising funds for the *Hudson Hot Air Affair*. Miss Mary's Mixes and Tonka Vodka are presenters for the September fundraiser that features eight downtown Hudson bars/restaurants offering their best Bloody Mary creations. Tickets are now available on Eventbrite for \$40 each. A link is available at www.HudsonHotAirAffair.com.

New volunteers are invited to join the first planning meeting for the Hot Air Affair. The group will meet on Monday, September 11 starting at 6:00 p.m. at the Hudson Library. Put on your dancing shoes and volunteer to help launch balloons, sell concessions, and host the weekend's activities. For more information, email hotairaffair@gmail.com.

Black Rooster Bistro Fundraising Dinner for The United Way of St Croix County on September 21

On Thursday, September 21 at 7:00 p.m. at Black Rooster Bistro there will be a five-course dinner to raise money for The United Way of St Croix County. Cost of the dinner is \$100/person. A \$50 deposit is required to reserve your seat. Reservations are available by calling (715) 808-0560 or go online and look for our five-course dinner page. We are gathering items for a big raffle, so come prepared to win some raffle prizes!

Craft cocktail classes will be offered Saturday, September 23 and Sunday, September 24. Sign up on our website: www.blackroosterbistro.com.



**CHECK OUT OUR UPDATED
AUGUST STATS!**

**WEBSITE: 8.2K VISITORS
LINKEDIN: 457 FOLLOWERS
CHAMBER FACEBOOK:
REACH: 6,246, LIKES: 5,350**

**DISCOVER HUDSON FACEBOOK: REACH: 17,841, LIKES: 17,022
DISCOVER HUDSON INSTAGRAM:
REACH: 5,247, FOLLOWERS: 5,085**

Booyah is Back on September 30

Hudson's Golden Rule team is hosting a second community Booyah on Saturday, September 30, from 2:00 to 6:00 p.m., at Weitkamp Park. Booyah is a long-simmering stew meant to be enjoyed outdoors by a community. All-beef hotdogs, snacks, and beverages will also be available. Kids can pet animals at Little Blue's Traveling Zoo from 4:00 to 6:00 p.m., explore emergency vehicles, and enjoy family-friendly games and activities. Free event; food for purchase. The 2023 Booyah is sponsored by a partnership of community groups involved in the Golden Rule Project.

Free Clinic of Pierce & St. Croix Counties Annual Fundraiser on October 15

Join the Free Clinic of Pierce & St. Croix Counties at Camp St. Croix – RCU Center in Hudson on Sunday, October 15. The *Flannel and Friends* fundraiser ensures that the Free Clinic can keep providing the highest quality care to those that need it the most.

Ways to Support:

- Sponsor: visit our website for details.
- Donate: Silent auction baskets, gift cards, lessons, art, and fun experiences, such as cabin rentals, sporting event tickets, concert tickets, etc.
- Attend: Come to the event with your friends and family on October 15 at Camp St Croix – RCU Center in Hudson – visit our website to purchase tickets: www.freeclinicpiercestcroix.org

Croix Gear Announces New Look

Croix Gear, recognized as a leader in the custom manufacturing of loose gears, is excited to announce new branding for the organization. Ruthie Johnston, CEO/owner, stated, "We are excited to have our brand reflect how Croix Gear has grown and developed over the past several years. It is a new look, but the same commitment to our customers, team members, and industry."

The most recognizable change with the rebrand is a fresh, new company logo. The brand name has been shortened to "Croix Gear" denoting a clear focus on precision gear manufacturing, and the two gears working together within the logo demonstrate Croix Gear's strong commitment to customer relationships.

For more information, visit www.croixgear.com.

Erika Schendel Named as New Hudson Hospital Foundation Director

Erika Schendel has been with Hudson Hospital and Clinic since 1999, beginning there as a licensed social worker and moving on to several leadership roles – most recently as the manager for patient and family experience, guest services, spiritual care, music therapy, and resource education. Erika has facilitated the Patient and Family Advisory Council, established and oversees the Good Samaritan Fund, and leads the Wayfinder Volunteer Program.

Erika's 23 years of experience at Hudson Hospital will undoubtedly provide the necessary foundation (pun fully intended) to lead the efforts and improve the hospital's mission of improving health and well-being into the future.

Maria Machtemes, Citizens State Bank, Graduates from the Graduate School of Banking

Citizens State Bank is excited to congratulate Maria Machtemes, who has graduated from the University of Wisconsin Graduate School of Banking. Over the 25-month course of which six weeks were in person and on campus, Maria acquired a broad knowledge and understanding of major bank functions and their interrelationships, and developed the skills required to lead and manage effectively. "Maria excelled through the program and studied in areas of finance, marketing, management, and the environment in which the bank operates. One of our core values is focusing on our team members, and we are happy that we could invest in Maria's growth and leadership through this program," said Steve Miller, senior vice president/retail banking.

Barker's Bar & Grill and San Pedro Café Welcomes New General Managers

Congratulations to Amber Johnson on being promoted to general manager of Barker's Bar & Grill. San Pedro Café welcomes Bree Schieck as its new general manager as she moves over from Barker's Bar & Grill.

Time to Check Inventory? Running Low on Business Forms?

Now is a great time to check your storage - file cabinets, closets, and any other areas you keep your day-to-day business forms. Do you have everything you are going to need for the coming months and year? Let us help you restock. Do you need purchase orders, invoices, cash, or sales receipts/books? Whatever you need, Helmer Printing can help. Please contact Pam Deutsch today. Phone (715) 273-2113, Email pam@helmerprinting.com.



Best wishes to **Lauren Battis** as she moves on from the Hudson Area Chamber of Commerce & Tourism Bureau. Lauren joined the Chamber in September of 2021 as the Administrative Assistant. In September of 2022 she was promoted to Marketing & Membership Coordinator. We thank Lauren for her service to the Chamber and wish her all the best in her new adventure.

September Calendar of Events

- 4 **Office Closed – Labor Day**
- 5 **Connections & Coffee, 9:00 a.m., Citizens State Bank, 375 Stageline Rd.**
- 7 **Community Affairs, 10:00 a.m., Zoom**
- 8 **Ribbon Cutting – Cambridge Senior Living, 1:00 p.m., 2525 Ward Ave.**
- 9 **Ribbon Cutting – Farmer’s Market on Carmichael, 12:15 p.m., 777 Carmichael Rd.**
- 12 **Executive Committee, 9:00 a.m., Zoom**
- 12 **Ribbon Cutting – Awakenings...Gifts and Guidance for the Soul, 1:00 p.m., 421 2nd St.**
- 13 **Welcome to the Hudson Chamber New Member Orientation, Noon, Chamber Office**
- 14 **Hudson Chamber MAX, 4:00 pm – 6:00 p.m., Striker Brands LLC, 651 Commerce Dr.**
- 18 **Finance Committee, 9:00 a.m., Zoom**
- 19 **Ribbon Cutting – Floor & Décor, 11:00 a.m., 10470 Hudson Rd. – Woodbury**
- 21 **Board of Directors, 9:00 a.m., Chamber Office**
- 21 **Ambassador Committee Retention Visit & Meeting, 3:00 p.m., Pier 500, 500 First Street**
- 23 – 24 **Spirit of the St. Croix Art Festival**
- 25 **Ribbon Cutting – Sylvan Learning Center, 3:00 pm., 2103 Coulee Rd.**
- 28 **Ribbon Cutting – Graydon Home, 1:00 p.m., 407 2nd Street**

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
- 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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