



October is Manufacturing Month

**MANUFACTURING
MONTH**

As we recognize Manufacturing Month during October, we send a special thank you to all the manufacturers in the Hudson area for the positive impact they are making in our community.

Due to retirements and economic expansion, there will be significant opportunities for employment in Wisconsin's manufacturing industry, underscoring the need to ensure a robust talent pipeline now and in the years to come. Celebrating this month is an opportunity to inspire the next generation, positively shift perceptions about the industry, and build the foundation for the manufacturing workforce of the future. Manufacturing jobs today are high-tech, high-skill, and high-pay.

The Chambers Manufacturers Roundtable, along with Hudson High School, is hosting events each week during the month of October;

- Monday, October 2, 7:00 pm: Manufacturers Month Proclamation at Hudson Common Council Meeting
- Wednesday, October 11, 7:15 am – 2:00 pm: Expo at Hudson High School will include facilities and higher-ed booths
- Tuesday, October 17, 4:00 pm – 7:00 pm: Manufacturing Max event at Northwood Technical College
- Friday, October 27, 9:30 am – 12:30 pm: Students will tour local manufacturing facilities

The Expo and the tours will introduce high school students to the career and job opportunities in the greater Hudson area. ■

ON THE INSIDE



MESSAGE FROM THE PRESIDENT 3



EVENTS 4-8



BRAND CHAMPION 5



BUSINESS BRIEFS 10-11

Hudson Chamber Foundation Event



**Hudson Area Chamber
FOUNDATION**

Join the Hudson Chamber Foundation Board for an evening to support the advancement of education and workforce development in the greater Hudson, Wisconsin community. Help us reach our goals for local youth! Together, our ongoing efforts to develop partnerships between businesses, K-12 and post-secondary education institutions, government, and community organizations will provide an opportunity to attract, develop, and retain a thriving workforce.

Thank you to our Event Sponsors:



EVENT DETAILS:

Date & Time: Thursday, October 5, 2023,
4:00 - 6:00 pm.

Location: Hop & Barrel Brewing Company, LLC
310 2nd Street Hudson, WI 54016

Tickets: \$30/ticket or \$50 for two tickets
Please RSVP by 10:00 am,
Thursday, October 5.

To register, [click here](#) ■



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(715) 386-2334





Mary Claire Olson Potter
Chamber President

Thank You for Your Investment!

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.

Membership is the lifeblood of a Chamber. Without membership investments and involvement, there is no Chamber. The strength of a Chamber is found in the members and their commitment to the mission and the role of the Chamber. Thank you for your involvement and commitment.

There are many ways for you to be involved in the Chamber.

There are several ongoing committees, event committees, and task forces to participate in, along with attending events held throughout the year. Please make the most of your membership by getting involved. I would be happy to meet with you and your team to review Chamber benefits and involvement opportunities.

As we celebrate the Chamber's 70th anniversary this year, we are thankful for members who have been with us for many years and those who have recently joined. Working together, we can continue to make the Hudson area a great place to live, work, visit, and do business. ■



Sustainability Corner

With Halloween right around the corner, it's important to remember to decorate and celebrate sustainably. Decorations, candy, and costumes all use a considerable amount of plastic that ends up in landfills and contributes to greenhouse gases. To reduce the amount of waste and pollution, consider reusing old costumes or coming up with a costume from what you already have in your closet. Instead of buying a new plastic pail for trick or treating, consider using an old pillowcase or reusable bag. Be mindful of the amount of candy wrappers you accumulate over the holiday, and remember to dispose of them properly. Plastic candy wrappers will litter the streets and pollute bodies of water; if you see them around, pick them up! Pumpkins also contribute to greenhouse gases since they release methane as they rot in landfills. Consider using your pumpkin by composting it or roasting the seeds. Remember to make sustainable choices as you celebrate Halloween this year! ■

Highlights from our Guest Book!

Our beautiful city sees many visitors, ranging from just over the river in the metro to places across the sea. Here are a few of the location's visitors who stopped by the office over the summer.

Baldwin, Black River Falls, Durand, Hustisford, Kiel, Lyons, Menomonie, Pell Lake, Star Prairie, Twin Lakes, Wausau, Wisconsin; Chisago City, Duluth, Franklin, Inver Grove Heights, Lakeville, Maple Grove, Owatonna, Woodbury, St. Paul, Stillwater, Minnesota; Texas; Tulsa, Oklahoma; Murrieta, California; Borkum, Germany; Casper, Wyoming; Park City, Utah; Anchor Point, Benton, Arkansas; Raleigh, North Carolina; Toronto, Ontario; Colorado Springs, Colorado; and Casper, Wyoming. ■



Foundation Feature



Hudson Area Chamber **FOUNDATION**

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

Katie Kranz joined the Hudson Chamber Foundation Board of Directors in 2023. She has been a board member of the Hudson Chamber of Commerce & Tourism Bureau since 2015 and served as Chair in 2021.



Katie grew up in Hudson and graduated from Hudson High School. Being involved in her hometown community is extremely important to her, and she loves that she can give back through volunteer work. She currently lives in Stillwater with her husband and three children but retains strong ties within the Hudson community. She has also served on the Hudson Hospital Foundation Board for the past eight years.

Katie is a former estate planning attorney and now works as a Trust Officer at First State Bank and Trust. Working with clients during difficult life events is one of the leading factors for working for this organization.

Serving on boards like the Hudson Chamber Foundation has opened her eyes to the needs within the community – needs that some cannot believe exist in this part of the country. The Chamber Foundation facilitates bringing those needs to the forefront and finding solutions. Katie is grateful that she can be a part of this. ■



HUDSON CHAMBER MAX

Membership, Awareness, and eXperience

On September 14, we kicked off our third annual Hudson Chamber MAX event. Chamber members and prospective members were given the opportunity to network and gain more information about everything the Chamber offers from committee members. Businesses learned how to get involved locally, strategies to enhance their business presence, and ways to increase their network, as well as what is new with the Chamber for the upcoming year. We also highlighted our legacy members and thanked them for their continued support throughout the years!

We were fortunate to welcome five new members to the Chamber through this event, for a total of seven new members for September. We are excited for them to join the Hudson Chamber and look forward to working with them.

Thank you to the Membership Committee for continuing to create connections throughout our community by coordinating such a successful event:

- **Chair, Angel Duratti**, Angel's Pet World
- **John Knutson**
- **Maria Machtemes**, Citizens State Bank
- **Brian Moura**, Lucky's Wine & More

Thank you to the following event sponsors:

- Citizens State Bank
- Croix Gear

Venue Sponsor: Striker Brands, LLC

Print Sponsor: Bayport Printing House, Inc.

Design Sponsor: Christiansen Creative

Thank you to our food and beverage sponsors:

- Lucky's Wine & More
- Smokey Treats

Thank you to the volunteers who helped with this event:

- Erica Johnson, Angel's Pet World
- Phoebe Hoekstra-Yang, Citizens State Bank
- Julie Mathes, Citizens State Bank
- Jakob Till, Lucky's Wine & More
- Scott Weaver, Lucky's Wine & More

Thank you to the following for donating door prizes:

- Citizens State Bank
- Striker Brands
- Angel's Pet World
- MN Aurora
- Lucky's Wine & More ■



Chamber member Randi of Salon Rose' and Chris of Reliabuild Concrete LLC learn about the Non-Profit Roundtable group from Tim Puffer of Operation HELP.



Thank you to **Pedro's del Este** for hosting the September *Simply Connect* event. Members had the opportunity to connect with other Chamber members over drinks and appetizers. Thank you to the **Hudson Daybreak Rotary** for sponsoring this event!



Rotarians had the chance to connect with Chamber members to share more about their missions and projects. ■



Congrats to Our September Brand Champion

Congratulations to our September Brand Champion, Jonathan "JJ" Barnes

JJ has worked for the city of Hudson for almost 25 years. He started as a seasonal worker and worked his way into a full-time position.

JJ takes care of all the parks throughout the city, ensuring they are ready for the year-round events that welcome residents and visitors to the community. Each spring, he cleans up the parks and ball fields to be sure they are prepared for all the youth sports throughout the summer. In addition to all the sporting events, JJ prepares Lakefront Park for all the events and concerts during the spring and fall. Each year, for the Spirit of St. Croix Art Festival, JJ works with the Chamber to help set up and ensure the park is ready to welcome the 7,000 - 8,500 attendees to the event.

In addition, JJ helps set up the Lakefront Park for all the Have a Hudson Holiday events held in November and December. Throughout the winter, you will find JJ plowing the streets so that we can all travel safely throughout the community. Thank you, JJ, 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! ■



SPIRIT OF THE ST. CROIX Art Festival

On Saturday and Sunday, September 23 and 24, we celebrated our 15th annual Spirit of the St. Croix Art Festival. Lovers of the arts – including painting, woodworking, fabrics, metalworks, and more – came out to enjoy a weekend in Lakefront Park along the St. Croix River. Live music and entertainment added to the festive atmosphere, where 7,000 attendees enjoyed 80 artists’ booths, vendor booth activities, live music, and food and beverages throughout the weekend.

The Phipps Center of the Arts continued their important partnership with the Chamber for this event, contributing to a successful event for the Hudson community.

Thank you to the following sponsors:

Platinum



Gold

All Things Sheared at Eagle Eye Farm | Ciranda, Inc. | Croix Gear | Hudson Physicians, S.C. | Minuteman Press – Hudson | Steiner Plumbing, Electric & Heating Inc. | The Remedy | WESTconsin Credit Union | Xcel Energy

Silver

Barker’s Bar & Grill | Citizens State Bank | Coldwell Banker Realty – Goodwin & Moore Team | Comfort Suites Hudson | Edina Realty, Inc. | Hudson Ford LLC and Quick Lane | Pedro’s del Este | Pier 500 | Post – American Eatery | Royal Credit Union | San Pedro Café | Smiles in Motion, Pediatric Dentistry | University of Wisconsin-River Falls | Ziggy’s Live Music, Bar & Restaurant

Bronze

Angel’s Pet World | SEASONS Gallery | Valley Companies

Media

Hudson Neighbors | O’Rourke Media Group (Star-Observer) | Pioneer Press/TwinCities.com

Artist Hospitality

County Market | Ember and Bean Roasting Co

Beverage and Food Vendors

4 Reasons Kettle Korn/Mini Donuts | Carbone’s Pizza | Ember and Bean Roasting Co | K and C Concessions – The Hungry Badger | Nuttin Like it! | Stockwell’s Maple Treats

This is a community event that takes many volunteers to make it happen. Thank you to all the volunteers for your time and help.

- **Event Preparation:** City of Hudson – Deb Andrews
- **Preparing Lakefront Park:** City of Hudson Parks Department – Nancy Fouks and Jonathan “JJ” Barnes
- **Creating the Event Map:** City of Hudson – Nick O’Brien
- **Park Décor:** Donated by Hudson Flower Shop
- **Doggie Day Care:** Provided by Angel’s Pet World
 - o Jenna Feyereisen
 - o Erica Johnson
 - o Jena Jo Kost
 - o Tobi Plourde
- **Carts:** Provided by Home Depot
- **Electrical Power:** Steiner Plumbing, Electric & Heating, Inc.
- **Artists set up and tear down/park clean up:** Boy Scout Troop #140
- **Artwork:** Juried by The Phipps Visual Arts Council
- **Beverage Coordinator:** Brian Moura with Lucky’s Wine & More

Set Up, Weekend, and Clean Up Volunteers:

Sarah Bruch, City of Hudson Common Council, District 5 | Tricia Christiansen, Christiansen Creative | Angel Duratti, Angel’s Pet World | Elizabeth Erdahl | Joey Fransway, Hudson Rod, Gun & Archery Club | Shelley Fransway | Peter Goodwin, Coldwell Banker Realty – Goodwin & Moore Team | Marilee Hakari, Christiansen Creative | Amy Hauser, Leitch-McSorley Insurance Agency | David Hauser, Royal Credit Union | Hudson Ambassadors | Andrew Jennings, Phillips-Medisize, a Molex Company | Chris Knott, O’Rourke Media Group (Star-Observer) | Chris Kost, YMCA in Hudson | Erica Johnson, Angel’s Pet World | Pete Keskey, Minuteman Press – Hudson | Linda La Kosky Eng, Minuteman Press – Hudson | Christopher Mick, Space St. Croix | Brian Moura, Lucky’s Wine & More | North Hudson Pepper Fest Court | Melissa Pedersen, Kinni-Croix Girl Scouts | Deb Pittman, Hampton Inn & Suites by Hilton | Melissa & Gary Porter | John H. Potter | Rachel Renner, SEASONS Gallery | Chris Roginski, Reliabilbuild Concrete LLC | Randi Roginski, Salon Rose’ | Leanne Van Allen, University of Wisconsin – River Falls | Lily Van Allen | Luke Lasley | Youth Hudson Action at the YMCA



Art enthusiasts checking out the artist booths!
Photo from the Phipps Center for the Arts.



Live music from bands such as Swayer's Dream livened up the day.



Youth Action Hudson at the YMCA brought a canoe for kids to paint and express their creativity! ■

Explore Your Hudson

Join us for Explore Your Hudson! Take a day to explore local activities, offers, and specials while supporting Hudson businesses. By participating in this event, you will become a tourist in your own town and make connections with the local businesses that help make our town so special.

To wrap up the day, Lucky Guys Distillery will host an after-party beginning at 7:30 pm at 101 2nd Street.

EVENT DETAILS:

Date: Thursday, October 19, 2023

Time: 11:00 am - 7:00 pm.

After-party at 7:30 pm.

Location: Hudson area businesses

For more information, [click here](#). ■

HILLTOP PUMPKIN PARTY

Join us for the 12th annual Hilltop Pumpkin Party! This FREE family fun outdoor event now features the 70th Annual Rotary Halloween Parade and Costume Contest. Hundreds of children and families attend this event, and it is a great way to get your business or organization out in the community.

Throughout the day, there will be a variety of activities, including horse-drawn wagon rides, pumpkins to decorate and take home, games, a petting zoo, food, and so much more!

EVENT DETAILS:

Date: Saturday, October 21, 2023

Time: 11:00 am - 2:00 pm.

Location: Camp St. Croix Day Croix

345 Riverview Dr.

For more details, [click here](#). ■



**SERVICE
COMMITTEE**

Save the Date

Prepare your team for the holiday season by attending the Customer Service seminar presented by the Service Committee on **Thursday, November 2, from 8:45 - 9:45 am**. Join us as we hear from Mike Switzer from Erbert & Gerbert's for his entertaining and informative presentation.

You will leave with tips to implement for you and your team. We will meet at Citizens State Bank at 375 Stageline Road. ■



HUDSON CHRISTMAS

Tour of Homes

Now in its 37th year, the 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.

EVENT DETAILS:

Date: Friday, Saturday & Sunday
November 17, 18 & 19, 2022

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 and the Octagon House Museum

[Click here](#) for more information and to purchase tickets. ■

If you are interested in participating in either of these events or have any questions, please contact Tyler by October 12, 2023, at Tyler@HudsonWI.org or (715) 386-8411.

For more information on Have a Hudson Holiday, [click here](#). ■

Ribbon Cuttings



Cambridge Senior Living – located at 2525 Ward Avenue, Hudson. Proud to provide senior care to individuals or couples who are functionally or physically impaired due to the onset of early or advanced aging. Also offers affordable Independent Living options, Skilled Senescence Care, and compassionate End-of-Life Care. For more information, [click here](#).

Have a Hudson Holiday

The holidays are just around the corner, and before you know it, Hudson will be fully immersed in our Have a Hudson Holiday seasonal campaign. The holiday season is an excellent opportunity to gain exposure for your business or organization as hundreds of children, families, and visitors participate in many of the events and activities Hudson offers. Looking for events to become involved with? Look no further! The Purple Bow Program and Find Santa are just two of the many ways you can participate this holiday season. ■

The Purple Bow Program

Tourgoers on the Hudson Christmas Tour of Homes have the opportunity to win grand prizes and door prizes from participating businesses by purchasing their event tickets before November 10, 2023. All tickets purchased before this date are entered into a drawing to win prizes from participating businesses. These participants are marked with a purple bow on their door. They provide the winning ticket numbers with prizes from their respective businesses. ■

Find Santa

Where's Santa? In Hudson, of course! Children visit participating businesses throughout the month of November looking to spot an image of Santa. When they find Santa, the business stamps the child's Find Santa in Hudson passport. The children then turn in their passports for the chance to win prizes.



Hudson Farmers Market on CARMICHAEL – located at 777 Carmichael Road, Hudson. Buy Fresh, Buy Local! Offers nearly 30 diverse, local vendors and a food truck. Every Saturday, May through October. For more information, [click here](#).



Floor & Décor – located at 10470 Hudson Road, Woodbury. Specialty retailer of hard surface flooring, offering the broadest in-stock selection of tile, wood, stone, related tools, and flooring accessories at everyday low prices. For more information, [click here](#).



St. Croix National Golf & Events – located at 1603 32nd Street, Somerset. Tee off on this stunning glacier-carved golf course nestled in the Northwoods of Wisconsin, just minutes from the Minnesota border. Stop on by and check out their new PELZ Putting Course! For more information, [click here](#).
Photo from Katie Lee Photography @katieleephotographywi



Salon Rose' – located at 431 2nd Street, Suite 100, Hudson. A unique, one-chair studio designed for ultimate comfort. Provides you with a wonderful experience each and every time. For more information, [click here](#).



Sylvan Learning Center of Hudson – located at 904 Carmichael Road, Hudson. Focused on building academic confidence, igniting intellectual curiosity, and inspiring a love for learning – all of which make a big impact in school and in life. For more information, [click here](#). ■



The Hudson Chamber is very excited to welcome back Tyler Warwick-Mick as the new Events & Marketing Coordinator! Tyler is a Hudson native and is passionate about the community. Outside of The Chamber, Tyler is a Rotarian with the Hudson Daybreak Rotary Club and serves as club secretary. As a recent graduate of the University of Wisconsin-Eau Claire, Tyler has a Bachelor's Degree in Biology and Psychology with the goal of attending graduate school for natural resources. ■



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.

Rebecca Kolls at Hudson Home & Garden Club on October 3

"Sex in the Garden" (about plant procreation) is the program topic at the Hudson Home & Garden Club's Oct. 3 meeting at 1 p.m. in the River Room at The Phipps in Hudson. Special speaker is author and gardener Rebecca Kolls, a WCCO-TV contributor and star of a nationally syndicated show, "Rebecca's Garden." Besides gardening, she is passionate about boats and owns Whaly Boats USA, importing and distributing boats from Holland, with plans to manufacture in the United States. The public is invited, and a \$5 donation to support programs is appreciated. Consider joining the Hudson Garden Club (\$25 annual membership) at the meeting. Join the group for refreshments at 12:30 p.m. Contact hudsonhomegarden@gmail.com with questions.

YMCA Camp St. Croix Fall Harvest Fest on October 7

We hope you can join us on the farm for one final Pizza Night, Farmer's Market, AND agriculture demos such as 4-H agility dog demonstrations, cooking demos, farm tours, herbal medicine making, and fiber demos. We'll have the tractors up and running for wagon rides, and the local FFA is bringing a giant corn kernel sandbox! (Also, apple doughnuts!) The barn dance starts at 5:00! We will have a live band and caller! We genuinely hope to see you on the farm to celebrate the wonderful summer we have had-- It'll be a night to remember! <https://fb.me/e/59TetxYOk>

Announcing the 2023 Maytober Sale Starting October 9

Friends of the St. Croix County Fairgrounds is launching the 2023 Maytober Sale, a charity auction conducted by Smith Auctions, Baldwin, WI. The auction will go live the week of October 9 and close Wednesday, November 1. Featured items include entertainment/services/food/dining. Register to bid at www.smithauctions.com. The proceeds will go towards funding the Tiffany Creek Shelter, an ADA-compliant toilet and shower building providing storm protection for overnight Fair campers. Auction items have been donated by businesses across the county, including many located in Hudson - thank you! To donate, contact Chris Libbey at (651) 247-0395.

Wine & Wisdom with BrightStar Care of Hudson on October 11

BrightStar Care of Hudson would like to invite you to our Wine & Wisdom event series at Cracked Barrel Winery on October 11 from 3:00 pm to 4:30 pm with featured Guest Speaker Katherine Krumwiede of Diamond Stone Oriental

Medicine, Inc. Katherine is an acupuncturist, herbalist, and educator who combines traditional Chinese medicine with holistic medicine to guide people toward vibrant health. The topic for this month's event is "The Beauty of Traditional Chinese Medicine." To RSVP, please email LakeElmo@BrightStarCare.com or call (61) 234-0044.

Black Rooster Bistro Fowler Wine Five Course Tasting Dinner on October 19

October's five-course tasting dinner features Fowler Wine from right here in Hudson. Rob Fowler is making award-winning wines right here in Hudson, even winning double gold at the San Francisco Chronicle Wine Competition. Don't miss the chance to try five of his wines paired with five courses of food at this elevated dining event. Last year's event was a sellout. Get your tickets on our website: <https://www.blackroosterbistro.com/wine-dinners>

Click "Book Online" or call 715-808-0560. The dinner is \$75/person, \$50 deposit/person required to reserve your spot.

Craft cocktail basics classes for October are Saturday, October 20, and Sunday, October 21. Classes are \$40/person. Find out more on our website: <https://www.blackroosterbistro.com/cocktail-classes>.

Engagement Simulation Workshop on October 25

Calling all Supervisors and HR Professionals! Discover the keys to enhancing employee engagement in today's rapidly evolving workplace environment. This event on Wednesday, October 25, from 8:00 am to noon, offers a unique opportunity to delve into the intricacies of employee engagement, network with fellow professionals, and gain valuable insights from esteemed experts in the field. You'll have the chance to take a 7-minute psychology-based assessment that will unlock your workplace persona. Learn how the Rivet assessment can seamlessly connect your team, fostering intelligence and camaraderie in a cost-effective manner. For more information, [click here](#).

Halloween at Homestead on October 28

Join St. Croix County on Saturday, October 28, from 2:00 - 5:00 pm to Trick or Treat on the Bookworm Trail! The trail is a safe, 1/2 mile paved path with gentle slopes. Suitable for all ages and abilities. There will be several stops along the way for children to trick or treat and take part in other games and activities. For more information, please contact Julie Peterson at Julie.peterson@sccwi.gov.



**CHECK OUT OUR UPDATED
SEPTEMBER STATS!**

WEBSITE: 12k visitors
LINKEDIN: 466 followers
CHAMBER FACEBOOK:
REACH: 6,343, **LIKES:** 5,420

DISCOVER HUDSON FACEBOOK: REACH: 17,887, **LIKES:** 17,049
DISCOVER HUDSON INSTAGRAM:
REACH: 5,260 **FOLLOWERS:** 5,125

Trunk or Treat with Hudson Chrysler on October 28

Join Hudson Chrysler on Saturday, October 28, from 2:00 – 4:30 p.m. for a fun afternoon of candy and festivities! Hudson Chrysler is located at 1200 Carmichael Road South. If your business or organization is interested in participating in this event, please contact Whitney Owen at Whitney.Owen@HudsonChrysler.com. This is a great opportunity to promote your business and make connections with the community!

Financial Advisor Allison Butler of Edward Jones Receives CERTIFIED FINANCIAL PLANNER™ Certification

Financial Advisor Allison Butler of the financial services firm Edward Jones in Hudson has received the CERTIFIED FINANCIAL PLANNER™, or CFP®, certification, granted by the Certified Financial Planner Board of Standards (CFP Board). Becoming a CFP® professional expands a financial advisor's knowledge base in the following areas: financial management, tax-sensitive investment strategies, retirement savings, insurance planning, education planning, and estate considerations. In addition to the education and examination components of certification, Allison has committed to abiding by the CFP® Board's Code of Ethics and Standard of Conduct.

Be a Hot Air Affair Sponsor and Join the Winter Fun!

The 2024 Hudson Hot Air Affair will be February 2-4. The theme is "Rockin' with the Coldies," a music and dance celebration in honor of the event's 35 years of community and hot air balloon fun. The popular beverage crawl will be back and hot with a "Rockin' with the Coldies—Sippin' with the Hotties" theme.

Sponsorships range from \$75 for a retail business promotion to \$595 for a promotional sponsorship with a display ad in the official Hot Air Affair brochure. New this year is a Friends of Hot Air Affair sponsor level for businesses, families, or individuals. All sponsorship levels will receive a promotional display poster, inclusion in printed and online marketing materials, and an opportunity for website linking.

The early bird deadline is Friday, November 3; sponsor prices will increase again after December 3, 2023. Additional sponsorship information and forms are online at HudsonHotAirAffair.com. For more information, email HHAASponsors@gmail.com or call/text 715-575-1864.

Ann Prifrel Searles Announced as Chief Executive Officer of St. Croix Valley Food Bank

We are thrilled to share some remarkable news with all of you! The St. Croix Valley Food Bank Board of Directors is proud to announce the naming of Ann Prifrel Searles as Chief Executive Officer of the organization. Since 2016, as an executive director, Ann has been growing the response year over year to our food insecure neighbors in Western Wisconsin. For more details on this exciting announcement, please read our official press release by [clicking here](#).

It's Time to Think About Your 2024 Marketing Plans

Now is a great time to start thinking about your marketing plans for 2024 to ensure a successful year. Think about what has worked and what has not. Helmer Companies has a variety of cost-efficient and effective marketing tools and services ranging from custom direct mail programs to our very popular LIVING LOCAL direct mail program. We can put your message in mailboxes for just pennies per home. Whatever you need, we can help. Please contact Pam Deutsch today. Phone (715) 273-2113, Email pam@helmerprinting.com. ■

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GET \$250
When You Open A Checking
Account By November 15

OPEN ACCOUNT

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**ROYAL
CREDIT
UNION.**



October Calendar of Events

- 2 Ribbon Cutting – Growth Management Solutions, 11:00 a.m., 1091 Sutherland Ave Suite 108, River Falls
- 3 Connections & Coffee, 9:00 a.m., Citizens State Bank, 375 Stageline Road
- 4 Ribbon Cutting – Edward Jones – Financial Advisor – John Steenis, AAMS, CRPC, 1:00 p.m., 811 1st Street, Suite 203
- 5 Community Affairs, 10:00 a.m., Zoom
- 5 Hudson Chamber Foundation Event, Hop & Barrel Brewing Company, LLC, 4:00 p.m., 310 2nd Street
- 6 Ribbon Cutting – Sonya’s Employment Options LLC, 1:00 p.m., Chamber office
- 10 Executive Committee, 9:00 a.m., Zoom
- 10 Ribbon Cutting – Key’s Café & Bakery, 1:00 p.m., 840 Carmichael Road
- 11 Manufacturing Expo, Hudson High School, 7:15 a.m., 1501 Vine Street
- 11 Welcome to the Hudson Chamber New Member Orientation, Noon, Chamber office
- 12 Tourism – Routes to the Future, St. Croix Valley Innovation Center, 3:00 p.m., 1090 Sutherland Ave, River Falls
- 16 Finance Committee, 9:00 a.m., Zoom
- 18 Tourism Committee, 1:00 p.m., Zoom
- 19 Board of Directors, 9:00 a.m., Chamber office
- 19 Explore Your Hudson, 11:00 a.m. – 7:00 pm, 7:30 p.m. Gather at Lucky Guys Distillery
- 19 Ambassador Committee Retention Visit & Meeting, 3:00 p.m.
- 20 Ribbon Cutting – Hudson Hockey Association, 5:00 p.m., 1820 Hanley Road
- 21 Hilltop Pumpkin Party & Rotary Halloween Parade, Camp St. Croix – Day Croix, 11:00 a.m., 345 Riverview Drive
- 24 Drive for 5, 9:00 a.m., Zoom
- 24 Ribbon Cutting – Tareen Dermatology, 4:30 p.m., 2651 Hillcrest Drive, Suite 304
- 25 Ribbon Cutting – Chaper2Books, 2:00 p.m., 226 Locust Street
- 26 Locust Street Trick or Treat, 4:00 – 7:00 p.m.
- 27 Manufacturing Tours with Hudson High School

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
- Tyler Warwick-Mick**, Events & Marketing Coordinator

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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