



**SIMPLY
CONNECT**

Join us for a night of networking!

The Hudson Area Chamber of Commerce & Tourism Bureau's Simply Connect is a great way to socialize with others in the Hudson business community in a fun happy hour setting. If you are new to the Chamber or would like to learn how to maximize your membership, join us at 3:30 p.m. for the Welcome to the Hudson Chamber Orientation and then stay to meet other business leaders.

Thank you to our Event & Host Sponsor:



EVENT DETAILS:

Date: Thursday, December 7
Time: 4:00 p.m. - 6:00 p.m.
Location: Bennett's Chop & Railhouse - Hudson
517 Second Street
[Click here to register.](#) ■

ON THE INSIDE



**MESSAGE FROM
THE PRESIDENT** 3



EVENTS 5-6



**BRAND
CHAMPION** 11



**BUSINESS
BRIEFS** 10-11



**CONNECTIONS
& COFFEE**

Join us for our monthly connections meeting in December as we continue to network and build relationships with other business community members! Presenting at this meeting will be Adam DeShano with The Remedy.

- Bring plenty of business cards for a business card exchange.
- ***Please park in the locations that are not marked for bank parking**
- ***Please note that the January 2 meeting has been moved to January 9.**

EVENT DETAILS:

Event Details:
Date: Tuesday, December 5
Time: 9:00 a.m. - 10:00 a.m.
Location: Citizens State Bank, 375
Stagline Rd.
[Click here to register.](#) ■



PEDRO'S parties

Holiday Parties & Private Events

Catering Platters Available

Reserve your Holiday Party Space
Now at Pedro's del Este
Limited Holiday Private Party Dates Available
contact us at Info@pedrosdeleste.com



Call Now
715-808-0118

212 Walnut St. Hudson, WI

Contact us to learn more about
PRIVATE EVENT PERGOLA RENTAL,
LARGE PARTY RESERVATIONS
& CATERING SERVICES!

pedrosdeleste.com





Mary Claire Olson Potter
Chamber President

January 25, 2024 - Hudson Area Chamber Member Celebration - Save the Date

The new year always brings the opportunity to reflect on the past and pause to celebrate all those who have contributed to the Chamber and the community success.

The Member Celebration is the event to recognize Chamber members and volunteers for all they have done to help the Chamber grow. It is also a time to celebrate what the Chamber has accomplished in the past year, introduce priority goals for 2024, thank outgoing board members, and welcome new board members.

We will also celebrate innovative, successful member businesses through our awards program. The Member Celebration Committee will review nominations and select two recipients for the Business of the Year awards: one business with 1 to 20 or more full-time equivalents, and another business with 20 or more full-time equivalents. We will also present the Outstanding Chamber Member Award, the Outstanding Community Volunteer Award, the Manufacturer's Award, and the Marie Blakeman Award.

We need your help! Nominations are due to the Chamber by December 9. [Click here](#) to nominate deserving Chamber Members!

Promote your business at the Member Celebration - January 25, 2024.

The Member Celebration offers many opportunities for sponsorship and promotion of your business. By supporting this event, area business leaders will become familiar with your business and its products and services.

Sponsorship options include:

Diamond - \$1,000 (Includes 6 seats)

Gold - \$750 (Includes 4 seats)

Silver - \$500 (Includes 2 seats)

Bronze - \$150 (includes 1 seat)

All levels of commitment receive visibility by including a business listing in the Chamber newsletter and recognition at the Member Celebration. A quick response guarantees additional exposure by listing your company as a sponsor in the official program for the evening. Call (715) 386-8411 for more information.

**Thank you to Citizens State Bank
for being the Platinum Sponsor.** ■



**On behalf of the Hudson Area Chamber of Commerce & Tourism
Bureau Board of Directors and staff, we wish you a happy
and safe holiday season and a wonderful New Year!**



HUDSON CHRISTMAS

Tour of Homes

Hudson Christmas Tour of Homes welcomed 1,500 tourists for a lavish holiday weekend

The Hudson Christmas Tour of Homes kicked off the holiday season by welcoming hundreds of visitors to Hudson. Tour-goers from near and far filled the shops and restaurants within the area, igniting the holiday spirit throughout town. We thank tour homeowners, committee members, volunteers, and business members for their efforts to help make the weekend a must-attend event.

Thank you to the following homeowners for opening their doors to inspire weekend visitors:

- Richelle & Gary Jader
- Kelli & Jeff Mutschler
- Kate & Nate Pechacek
- Allie & Jeremy Trieb

In addition to visiting the beautifully decorated homes, tour-goers enjoyed a visit to the Octagon House Museum. This step back in time relies on the volunteerism of the St. Croix County Historical Society.

Executing this event is a big commitment. As always, the Hudson Christmas Tour of Homes depends on many volunteer participants, including home hosts, decorators, ticket sellers, retailers, and other volunteers who helped. **A special THANK YOU to the Tour of Homes Committee and their volunteers who helped:**

- Jess Anderson, The Market by Graydon Home
- Laura Butler
- Genie Castro, Cream of the Crop Artists
- Teri Larsen, T Larsen Design LLC
- Audrey Martin, Audrey Martin Art
- Kathy Miller
- Jillian Newes, Jono Properties LLC
- Kate Pechacek
- Cecely Spohn

The Hudson Christmas Tour of Homes relies on the generosity of many Chamber members.

Special thanks to the participating retailers and restaurants for arranging displays in the homes, providing product, decorating services, gift certificates, and Purple Bow door prizes:

4 North Beauty Collective | Abigail Page Antique Mall | a'la Mode Salonspas | All Things Sheared at Eagle Eye Farm | Angel's Pet World | Audrey Martin Art | BackRoom Vintage | Barker's Bar and Grill | Beloved Makers and Company | Bennett's Chop & Railhouse - Hudson | Black Rooster Bistro | Blooms for Happiness | Bricks Neapolitan Pizza | Carbone's Downtown Hudson | Chapter2Books | Cream of the Crop Artists Gallery | Crumbl Cookies Hudson | Dot & Daisy | Dunn Brothers | et cetera | Grand Fête | Hudson Flower Shop | Knoke's Chocolates & Nuts | kudos | La Rue Marché | Lucky Guys Distillery | Pedro's del este | Pier 500 | Pita Pit | Post - American Eatery | Rose & Lavender | San Pedro Café | Santa's Evergreens | SEASONS Gallery | St. Croix Baking Company | Tattersall Distilling | The 715 | The Bees Knees | The Market By Graydon Home | The Purple Tree | The SubHouse | T Larsen Design LLC | Trinity Lutheran Church & Academy | Ultimissimo - Boutique Salon | Urban Olive & Vine

Thank you to the following sponsors for their generosity and continuous support of this event:



We thank the following for their time, service, support, and donations for this special event:

- All the volunteers who served as hosts/hostesses throughout the homes.
- **Grand Prize Participants:** Angel's Pet World, Rose & Lavender, SEASONS Gallery, and Tattersall Distilling.
- Best Western Plus, Hampton Inn & Suites by Hilton and Holiday Inn Express & Suites, for providing **hotel stays** for the homeowners.
- **CD Products** for installing the monument sign.
- Hudson Neighbors Magazine, Star Observer/O'Rourke Media Group, and TwinCities.com/Pioneer Press for serving as **Media Sponsors**.
- **The North Hudson Pepper Festival Court** for welcoming guests during the Evening Dazzle Tour.
- **County Market** for donating shoe bags.
- The **Window Decorating** contest judges.
- **Braydn Walker** for taking photos of homes.
- The **City of Hudson**, the **Public Works Department**, and the **Parks Department** for distributing signs and traffic cones.
- **Tim Foster** and the **Hudson Flower Shop** for helping with directional signs, deliveries, and use of the shop van.
- Edina Realty, Hudson Ford LLC and Quick Lane, kudos, Post - American Eatery, and RJ's Meats & Groceries for purchasing **bus banner advertising**.
- **Minuteman Press- Hudson** - for applying the bus banners.
- **Safeway Bus Company** - Tom Stiles and Laurie Hein for determining the route, Zeb Holder and all the bus drivers for the timely shuttle service.
- **Angel's Pet World, et cetera, kudos**, and **The 715** for serving as additional ticket-selling locations.



Hudson Christmas Tour of Homes



Displays in the homes captivated tour goers and encouraged them to stop in at the shops.



Bring on the lights! This year's homes were filled with lavishly themed decorations and got everyone into the Christmas spirit. ■

Light Up Hudson



Thousands of people came out to Light Up Hudson on November 24. Haven't gotten the chance to see the lights yet? Don't worry! They're up until February 9.

Each day, they will turn on from 5:00 - 7:00 a.m. and again from 5:00 p.m. to midnight. ■

5.50% APY*
15-MONTH CERTIFICATE



ROYAL CREDIT UNION.

OPEN NOW

Insured by NCUA



Manufacturing Month

Manufacturing Month was filled with many activities including a Proclamation from the City of Hudson, and over 350 students visiting the Expo at the High School and touring local facilities. Students had a hands-on experience with the Mobile Welding Lab from Northwood Technical College. Opportunities like this are essential for students to determine their future career paths. Thank you to all the participating businesses. ■

Holiday Parking in Hudson

Holiday parking will be in effect Friday, November 24, 2023, to Tuesday, January 2, 2024. The first three hours will be free, but parking fees of \$.50/hour will be required beyond the first three hours.

Remind your customers to use the pay station or their mobile app after three hours to avoid a parking ticket. Please remember that your customers deserve the best available parking.

Thank you to the City of Hudson for continuing this program for the holiday season. ■



Window Decorating Contest

Congratulations to our 2023 Window Decorating Contest winners and thank you to all who participated. Your displays bring an additional element of holiday cheer to the town! Pictured are the winners (listed in clockwise order, starting in the top left)

- Best of the Best: Rose & Lavender
- Light Up the Town: Ultimissimo - Boutique Salon
- Most Whimsical: The Bees Knees
- Classic Christmas: The Purple Tree ■



Hudson Area Chamber Sustainability Corner

With the holiday season in full swing, festive lights adorn the town. A simple yet sustainable switch is to change your holiday lighting to LEDs! LED lights emit less heat, produce less greenhouse gas emissions, and need to be replaced less frequently than incandescent or fluorescent light bulbs. Additionally, LEDs use less energy, saving you money on your monthly electricity bill, making this switch good for the planet and good for you! ■



When you set off for your Holiday shopping or are looking for a great meal, plan to go to all the local shops and restaurants right here in Hudson. Keeping your dollars local supports local businesses, local jobs, and brings more money to the local economy.

Chamber Checks are a great option for gifts since they can be used at most Hudson Chamber member locations. To see a complete list of Chamber members, [click here](#). Stop by the Hudson Area Chamber of Commerce & Tourism Bureau office to purchase checks in denominations of \$5, \$10, \$25, or \$50, and we will put them in special holiday gift boxes.

We ask that businesses take a few moments to review the instructions on accepting Chamber checks. Please remember to give change back if the entirety of the check is not used, and to not accept expired checks. The expiration dates are written in the memo line. For more information, [click here](#).

Please give the Chamber office a call at (715) 386-8411 or email Anna@HudsonWI.org if you have any questions or would like to place your order ahead of time. ■

Spectrum

INSURANCE GROUP

We offer a full range of personal and business insurance services through 17 office locations in Wisconsin.

605 S 2nd ST. Hudson, WI 54016

PH. 715-386-5826

Email info@spectruminsgroup.com

www.spectruminsgroup.com



The Ambassadors paid a visit to **Onsite Apparel** for their November retention visit. For more information about Onsite Apparel, [click here](#).



Blooms for Happiness - located at 1674 Commerce Circle, River Falls. They provide floral arrangements, beautiful floral designs, gift baskets, and much more. Be sure to check out their new location in River Falls. For more information, [click here](#).



The Ambassadors went to **Buffalo Wild Wings** for their November meeting. For more information about Buffalo Wild Wings, [click here](#).



SweetLea Esthetics - located at 1370 Hosford Street, Hudson. With 15 years of experience as an Esthetician and Massage Therapist in a Five-Star luxury resort, Leanna is ready to serve you in her own creative space focusing on beauty and wellness. For more information, [click here](#).



Peppermint Theory - located at 242 Main Street, Somerset. Their mission is to bring multiple healing modalities to the community while holding space to learn, grow and gather in a loving environment. For more information, [click here](#).



FIT (RE) Group - located at 1615 Maxwell Drive, Suite B, Hudson. They have started phase two of the Park Place Village! Working in both Wisconsin and Minnesota gives clients a wide range of opportunities to find the right home. For more information, [click here](#). ■



Edward Jones - Cody Uhrhammer - located at 900 6th Street North, Suite 103, North Hudson. Cody partners with his clients to develop personalized strategies toward reaching their goals for the present, the future, and beyond. For more information, [click here](#).



Hudson Area Chamber Member Benefit

Support Local with 2024 Sponsorships

Hudson Chamber members have the exclusive opportunity to sponsor various events throughout the year. Sponsoring Chamber events is a great way to support the local community and get your business name in front of hundreds, if not thousands, of individuals. With a range of events and sponsorship levels at different price points, you can create the perfect sponsorship plan for your business. View our [2023 Sponsorship Brochure](#) to get an idea of what we'll offer for 2024. Email anna@hudsonwi.org for more sponsorship information. ■



Guidelines: Submit 100 words or less by the 15th of the month for the next month's Chamber newsletter. We reserve the right to edit or omit any submitted business briefs. Email submissions to info@HudsonWI.org.

Youth Action Hudson at the YMCA 13th Annual Fundraiser - December 2

Come support Youth Action Hudson at the YMCA at their 13th Annual Youth Action Hudson Holiday Boutique & Craft Fair: on Saturday, December 2, from 9:00 a.m. to 3:00 p.m. at Hudson Middle School. With over 170 craft vendors, holiday entertainment, and food concessions, this fundraising event will surely have something for everyone. See you on Saturday, December 2!

Holiday Hoopla - December 3

Bring the kiddos and join the Hudson YMCA and the McNamee Real Estate Team for some holiday fun at this FREE community event! Visit with Santa and his furry friends, build a gingerbread house and the kids get an awesome swag bag full of goodies to take home. Holiday Hoopla will take place at the YMCA in Hudson at 2211 Vine Street from 3:00 - 5:00 p.m.

UW-River Falls Students Hosting Third Annual Gift and Thrift Event - December 7

Students in a Sales Promotions and Event Planning class at the University of Wisconsin-River Falls (UWRF) proudly announce that they are hosting the Third Annual Gift and Thrift event on December 7, 2023. This year, the holiday-themed event is raising funds for EBeauty Community, a nonprofit organization that provides wigs to individuals experiencing medical hair loss. The Third Annual Thrift and Gift will occur in the University Center Falcon's Nest from 4-6:30 p.m. There will also be a silent auction. Students will accept donations of gently used clothing items, shoes, bags, and books until December 5, 2023. For more information, [click here](#).

Development Coordinator Position Available

The Friends of Willow River and Kinnickinnic State Parks, Inc., is searching for a resourceful, energetic, and dedicated individual to serve as their part-time development coordinator. The development coordinator is responsible for raising awareness of the organization's impact on the parks and all of those who utilize and cherish them. This individual will develop relationships with key individuals and organizations who can assist with this endeavor and will raise funds to support programming and fund the capital campaign to build a new nature center. For more information on this position and how to apply, [click here](#).

For All Your Printing Needs

LOW-COST, HIGH-QUALITY COLOR COPIES... If you are looking for a local resource to help with your printing needs, please reach out to Pam. Helmer Printing prints promotional fliers and posters, company brochures, and so much more! High-Quality Digital Printing or Offset Printing is available upon request. Please contact Pam Deutsch today. Phone (715) 273-2113, Email pam@helmerprinting.com.

Black Rooster Bistro Has Your Holiday Gift Giving in Mind This Season

Black Rooster Bistro has certificates for their 5-course tasting dinner in January on Thursday the 25th at 7 p.m. featuring expertly paired French wines and food for you to give! These dinners are very popular and are full of elevated food and beverage that anyone would enjoy!

Craft cocktail classes are another good experience gift to give. Black Rooster offers Craft Cocktail Basics classes on January 13th and 14th at 2 p.m. \$40/person. Sign up on their website and type in "certificate" in the comments, and they will have a certificate ready for you to pick up at the restaurant for these events.

Love their Campfire Old Fashioned? Black Rooster will have kits available for purchase! \$75 each, including a bottle of their private label, single barrel bourbon from 45th Parallel Distillery (also available separately for \$50). Add an engraved wooden smoker top for \$10!

Crumbl Cookies Hudson

Crumbl Cookies is ready to cater your event! Whether it's for a birthday, fun event, Holiday celebration, wedding, and everything in between. Frenchy, Connie, and Rory look forward to having you come into their Crumbl Cookie store at 1020 Pearson Drive. See you there!

Phone (715) 280-9800, Open Monday - Thursday, 8:00 a.m. to 10:00 p.m. and Friday - Saturday, 8:00 a.m. to midnight. Closed Sundays.

Refrigerated Solutions Group Announces Norlake Earns Green Tier Certification

Refrigerated Solutions Group (RSG), an industry leader in refrigerated equipment and service, is excited to announce that its Norlake facility in Hudson, Wisconsin, earned Green Tier certification from the Wisconsin Department of Natural Resources. Green Tier is a voluntary program designed for businesses, local governments, and organizations that are already dedicated to sustainability and are seeking additional support to further their efforts. Under Tier 1 of Green Tier, Norlake has been recognized and rewarded for its steadfast commitment to superior environmental performance. The company's adherence to its environmental, health, and safety policy minimizes its impact on the environment in its immediate vicinity. Norlake's objectives include reducing energy consumption, minimizing landfill waste, and enhancing wildlife habitats near its facility.



CHECK OUT OUR UPDATED NOVEMBER STATS!

WEBSITE: 11k visitors
LINKEDIN: 460 followers
CHAMBER FACEBOOK: REACH: 6,122, LIKES: 5,582

DISCOVER HUDSON FACEBOOK: REACH: 17,756, LIKES: 17,060
DISCOVER HUDSON INSTAGRAM: REACH: 5,245 FOLLOWERS: 5,170

Hudson Grocery Cooperative Announces Acquisition of Fresh and Natural Foods Assets

Hudson Grocery Cooperative (HGC) is pleased to announce the signing of a purchase agreement to acquire the assets and inventory of Fresh and Natural Foods (FNF), a well-established natural food grocery store in Hudson, WI. HGC is excited to partner with the Larson family and FNF to continue to provide the St. Croix River Valley with access to local, sustainable, and healthy food. The HGC looks forward to collaborative efforts with co-op owners and the community to raise funds for this acquisition and further strengthen the mission to promote sustainable and community-driven grocery options. ■



Hudson Area Chamber FOUNDATION



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

Christine Carufel joined the Hudson Chamber Foundation Board in 2019. She has been involved with the Hudson Chamber of Commerce & Tourism Bureau in some form or another since 1999 and has been an Ambassador Member since 2011.

Christine was born and raised in Hudson, graduating from Hudson High School in 1990. Being highly involved

in the community she grew up in is extremely important to her and she loves that she is able to give back in numerous ways. She also serves on the Operation Help Board as well as the William H Phipps Foundation Board. She currently resides in River Falls with her husband Joe and their two sons.

Christine is the Branch Banking Director for First State Bank and Trust and offices out of their Hudson location. She sees and hears frequently the struggles that our area businesses are having gaining and retaining good, qualified employees. It made perfect sense for her to join the Hudson Chamber Foundation Board with their 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." Christine is excited to be a part of this mission, to make a difference not only for area businesses but for the future of the students at Hudson High School! ■



Congratulations to our November Brand Champion, SavATree.

SavATree has been partnering with the Hudson Chamber for the past five years with *Buena Visita - A Stroll in the Park*. This light up event has become a tradition, heralding the arrival of the holiday season in Hudson. It is a sponsor-driven event designed to benefit the Hudson community and invite visitors to town to shop and enjoy the restaurants. SavATree helps design, install, and maintain the lights while they are up and then takes them down to store them for the next year. In addition, they donate materials and time to ensure it is a not to be missed display.

In addition, Deanna Lindahl from their team serves on the *Have a Hudson Holiday* committee that plans all the holiday events, including *Light Up Hudson*. She and the team put together 300 candy bags for children for *Light Up Hudson* and make sure the team is there to light up the park when Santa arrives on that magical night.

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! ■



December Calendar of Events

- 1 **Candlelight Stroll, 6:00 – 8:00 p.m., Downtown Hudson**
- 2 **Santa & His Critters, Noon – 3:00 p.m., Lakefront Park**
- 5 **Connections & Coffee, 9:00 a.m., Citizens State Bank, 375 Stageline Rd.**
- 7 **Hudson Community Affairs, 10:00 a.m., Zoom**
- 7 **Simply Connect, 4:00 – 6:00 p.m., Bennett’s Chop & Railhouse – Hudson, 517 Second Street**
- 10 **Visit with Santa, Noon – 3:00 p.m., Thorcraft Custom Kitchens LLC, 512 Second Street**
- 12 **Executive Committee, 9:00 a.m., Zoom**
- 13 **Retail/Restaurant Committee, 9:00 a.m., Black Rooster Bistro**
- 13 **Welcome to the Hudson Chamber New Member Orientation, Noon, Chamber office**
- 14 **Board of Directors & Committee Chairs Planning Retreat, 8:30 a.m., Citizens State Bank, 375 Stageline Rd**
- 19 **Ambassador Committee, 3:00 p.m.**
- 20 **Tourism Committee, 1:30 p.m., Zoom**
- 24 **Christmas Eve**
- 25 **Christmas Day, Office Closed**
- 26 **Office Closed**

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**



Impressive Impressions

Graphic Design • Digital & Offset Printing • Logos & Branding
Business Collateral • Direct Mail • Websites • Banners & Signs
Promotional Products • Screen Printing & Embroidery

www.8chprint.com

sales@8chprint.com 715-377-1797

A division of Helmer Companies

