

Thank you for being part of over seven decades of partnership! Looking back on this past year, our businesses have continued to come together to overcome hurdles. We are proud of our efforts to enhance our community's awareness of businesses throughout the Hudson area through our social media and Chamber Check promotions, continued growth of the foundation, and support of local initiatives. The Hudson Area Chamber of Commerce & Tourism Bureau is dedicated to supporting your business's success and helping you thrive in our community.

In addition, the Chamber worked diligently to provide more value for your membership by implementing the 2023 Plan of Action set by the Chamber Board of Directors as detailed below.

Our mission is 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.

MEMBERSHIP VALUE

Goal: Recruit 55 new members and maintain a membership retention rate above 88% and continue to provide value to the membership.

Accomplishments

- Welcomed 66 new members and achieved a 90% retention rate, resulting in a 2023 year-end membership of 461.
- Held monthly *Connections & Coffee* meetings, with a featured member presentation, with an average of 20 - 25 individuals in attendance.
- Committee planned and executed the third Annual *Hudson Chamber MAX* event for prospective and current members to network and learn more about what the Chamber has to offer, which resulted in five new members. Presented legacy window clings for members 10+ and 25+ years.
- Continued with our information delivery on a bi-monthly basis through a newsletter PDF and a secondary Chamber Check-in e-news to keep members up to date on the latest happenings and save our team valuable time and resources.
- Presented the Hudson Downtown Development Forum regarding proposed housing project downtown.
- Encouraged keeping dollars local through our Chamber Check program, which has resulted in \$35,935 back to the community this past year.
- Further support for keeping dollars local came from the continued use of our Support Local monument sign.
- March Lucky Clover program grew from 38 participants in 2022 to 52 in 2023.
- The Non-Profit Roundtable held four meetings including a presentation on Social Media.
- Recognized 12 deserving members who exemplified passion, knowledge, and interest in the success of the Hudson community through our *Brand Champion* program.
- Welcomed 43 new members to the Chamber through ribbon cuttings.

PROGRAMS & SERVICES CONNECTIONS

Goal: Develop and coordinate events, products and services that positively impact member successes and meet budget goals.



Accomplishments

- Held The Annual Celebration event, celebrating 70 years of the Chamber with 225 attendees.
- Held a variety of *Good Morning Hudson* programs and seminars regarding International Women's Day, Local Leaders, Welcome New Teachers' Luncheon, and Customer Service Seminar.
- The 20th Annual *Hudson Community Expo*, hosted in May, brought in over 1,600 attendees.
- In partnership with the Phipps Center for the Arts, presented the 15th annual *Spirit of the St. Croix Art Festival* featuring 80 artists, live entertainment, and food that drew 7,000 attendees.
- *Hudson Christmas Tour of Homes* celebrated its 37-year anniversary, which welcomed 1,500 attendees.
- Held four *Simply Connect* events at a variety of locations, including Pedro's del Este, Ziggy's Live Music, Bar & Restaurant, and Bennett's Chop & Railhouse - Hudson.
- Over 145 guests and members participated in the 26th Annual *Chamber Golf Outing* at Troy Burne Golf Course.
- Nineteen Leadership Hudson students completed the nine-month program.
- Continued partnership with The Rotary Clubs of Hudson to combine the *Hilltop Pumpkin Party & Rotary Halloween Parade and Costume Contest* at Camp St. Croix Day Croix.

WORKFORCE DEVELOPMENT RECRUITMENT & ENGAGEMENT

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

Accomplishments

- Held a Manufacturers Day at Hudson High School with manufacturers and higher education partners to promote job and career opportunities.
- Students toured three facilities in Hudson to get a firsthand look at what is manufactured here and job opportunities.
- Worked with the City of Hudson to have a Manufacturers Month proclamation.
- Manufacturing Roundtable toured Hunt Electric/Baer Manufacturing and Lucky Guys Distillery.
- Held the third annual *Show Your Heart to Hudson* Chamber Foundation event in October to raise funds to advance education and workforce initiatives within Hudson and the surrounding areas.

TOURISM PROMOTION

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

Accomplishments

- Increased social media presence to promote Hudson regionally.
- Ad placements in Minnesota Monthly and Travel Wisconsin Co-Op Marketing.
- Worked with local organizations to promote *Hudson Hot Air Affair, Booster Days, Hometown Music Festival, RiverFest, North Hudson Peper Fest, and Yellowstone Trail events.*
- Held the fifth Annual *Buena Vista: A Stroll in the Park* with over 50,000 lights in Lakefront Park and an 18-ft tree in the band shell.
- Have a Hudson Holiday presented *Light Up Hudson, Candlelight Stroll, Santa and His Critters, and Visit with Santa.*
- Continued to update and enhance the website with phase two changes.
- Sent out 677 visitor packets.



These achievements would not have been possible without the continued support of our membership. Thank you for your time and investment in the Hudson Chamber. We look forward to our continued work together in 2024.

Thank you to the following volunteers who have served on the board and committees this past year. We appreciate your involvement and commitment to the Chamber.

Chamber Board of Directors

Chair: Leanne Van Allen,
University of Wisconsin - River Falls

Past Chair: Angel Duratti, Angel's Pet World

Chair Elect: Linda La Kosky Eng,
Minuteman Press - Hudson

Treasurer: Joel Larsen, MidWestOne Bank
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.

Ambassador Committee

Chair: Brian Moura, Lucky's Wine & More

Joette Barr, First State Bank and Trust

Randi Beltz-Maroney, Bee Healthy Chiropractic

Allison Butler, Edward Jones - Allison Butler

Christine Carufel, First State Bank and Trust

Tiffany Dux, Blooms for Happiness

Nathan Feiner, Hudson Physicians, S.C.

Keely Finnegan, Lakes Sotheby's
International Realty - Keely Finnegan

Miranda Green, Citizens State Bank

Marilee Hakari, Christiansen Creative

Amy Hauser, Leitch-McSorley Insurance Agency

David Hauser, Royal Credit Union

Alex Helmer, SF Insurance Group

Kris Jensen, Kris Jensen - Keller Williams Premier Realty

Reflections on 2023 Annual Update

Ambassador Committee (Continued)

Chris Knott,
O'Rourke Media Group (Star-Observer)
Linda La Kosky Eng,
Minuteman Press - Hudson
Maria Machtemes, Citizens State Bank
Bjorn Nesvold, Landmark Wealth
Management Group - Bjorn Nesvold
Brad Palmersheim,
Lifetime Wealth Advisors
Ruth Petermann,
Hudson Neighbors Magazine
Heidi Sandquist, Royal Credit Union
Maria Schmitt, WESTconsin Credit Union
Leanne Van Allen,
University of Wisconsin-River Falls
Lisa Woletz, Christian Community
Homes and Services, Inc.
Luke Wolf, FNC Bank
Connie Young, Crumbl Cookies Hudson

Community Affairs Committee

Chair: Chris Kost, YMCA in Hudson
Pastor Kendra Grams,
First Presbyterian Church
Pamela Klingfus, Christian Community
Homes and Services, Inc.
Bill Krueger, Croix Gear
Marina Onken,
University of Wisconsin-River Falls
David Ritter,
Discovery Financial Centers, Inc

Connections & Coffee

Chair: Zach McNamee,
McNamee Real Estate Team
Co-Chair: Chris Kost, YMCA in Hudson

Drive for 5 Committee:

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

Events & Programs Committee

Chair: Leanne Van Allen,
University of Wisconsin-River Falls
Angel Duratti, Angel's Pet World
Peter Goodwin, Coldwell Banker Realty
- Goodwin & Moore Team
Mark Hein, Integrity Cleaners, LLC
Chris Kost, YMCA in Hudson
Melissa Kraemer,
WESTconsin Credit Union
Katie Kranz, First State Bank and Trust
Linda La Kosky Eng,
Minuteman Press - Hudson
Jessica Pressley,
Ember and Bean Roasting Co
Nicholas J Vivian, Eckberg Lammers, P.C.

Foundation Board

Chair: Kathy Ableidinger, Cardinal Health
Amy Bast, akb marketing llc

Christine Carufel,
First State Bank and Trust
Meme Fehr
Katie Kranz, First State Bank and Trust
Ben Olson, First State Bank and Trust
John Steenis, AAMS, CRPC, Edward
Jones - Financial Advisor - John Steenis,
AAMS, CRPC

Golf Committee

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

Have A Hudson Holiday Committee

Marianne Buckman, Cocobello Interiors
Angel Duratti, Angel's Pet World
Richelle Jader
Teri Larsen, BackRoom Vintage
Deanna Lindahl, SavATree
Carol Marnell,
Hudson Home and Garden Club
Shaela McLaughlin, Rose & Lavender
Lacey Nolan,
Beloved Makers and Company
Heidi Nordquist, Rose & Lavender
Amy Salama, Post - American Eatery
Kay Timm, Grand Fête
Andrea Uebel, Droplets of Wellness, LLC

Hilltop Pumpkin Party Committee

Chair: Zach McNamee,
McNamee Real Estate Team
Tiffany Dux, Blooms for Happiness
Tava Ellingson, Citizens State Bank
Chris Kost, YMCA in Hudson
Linda La Kosky Eng,
Minuteman Press - Hudson

Hudson Area Chamber Member Celebration Committee

Chair: Leanne Van Allen,
University of Wisconsin - River Falls
Kathy Ableidinger, Cardinal Health
Angel Duratti, Angel's Pet World
Meme Fehr
Mark Gherty, St. Croix Bike
and Pedestrian Trails Coalition
Melissa Kraemer,
WESTconsin Credit Union
Katie Kranz, First State Bank and Trust
Linda La Kosky Eng,
Minuteman Press - Hudson
Mark McNamee,
McNamee Real Estate Team
Nick Vivian, Eckberg Lammers, P.C.
Brian Zeller,
Telus Property Services + Solutions

Hudson Christmas Tour of Homes Committee

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

Hudson Community Expo Committee

Chair: Mark Hein, Integrity Cleaners, LLC
Shelly DeStasio, Christian Community
Homes and Services, Inc.
Angel Duratti, Angel's Pet World
Tiffany Dux, Blooms for Happiness
Tave Ellingson, Citizens State Bank
Elizabeth Ganz, Hudson School District
Linda La Kosky Eng,
Minuteman Press - Hudson
Debi Mager, Hudson Hospital & Clinic
Nancy Toll, Hudson Home & Garden Club
Andrea Uebel, Droplets of Wellness, LLC
Blake Willman,
Weathersafe Restoration, Inc.

Leadership Hudson Steering Committee

Chair: Melissa Kraemer,
WESTconsin Credit Union
Christine Carufel,
First State Bank and Trust
Debi Mager, Hudson Hospital Foundation
Jill McNamee,
McNamee Real Estate Team
Kim Peters, Hudson Hospital & Clinic
Maria Schmitt, WESTconsin Credit Union
Leanne Van Allen,
University of Wisconsin - River Falls



Manufacturers Roundtable

Co-Chairs: Phil Russo & Jacob Skramstad, Cardinal Glass

Kathy Ableidinger, Cardinal Health
Ty Beucler, Uline
Deb Birkel, Croix Gear
Jeff Burke, SMC LTD
Keith Colvard, Baer Manufacturing
Jeff Dietz, MPSC, Inc.
Julie Foss, Nolato Contour
Todd Gilbert, Valley Companies
James Hanke, Market & Johnson
John Hepokoski, Viking Electronics, Inc.
Ruthie Johnston, Croix Gear
Mike Kazmerski, Image360 Woodbury
Matt Koenig, Baer Manufacturing
Erik Kordt,
GEA Systems North America LLC
Bill Krueger, Croix Gear
Randy LaFaive, Market & Johnson
Brad Langer, Viking Electronics Inc.
Paul Martin, Viking Electronics Inc.
Steve McFarland, Valley Companies
Nolan Russell, Valley Companies
Aaron Sundeen, Derrick Companies
Justin Terbeest,
Hop & Barrel Brewing Company, LLC

Non-Profit Roundtable

Chair: Tim Puffer, Operation HELP
Leila Albert, Octagon House Museum/
St. Croix County Historical Society
John R. Andrews, Northern Star Council,
Boy Scouts of America
Amber Bettinger,
Adoray Home Health & Hospice
Fred Dietze,
Kiwanis Club of Greater Hudson
Makenzie Drace,
Adoray Home Health & Hospice
Mike Dunn, Hudson Tennis Association
Judy Freund, Tropical Wings
Pete Greene, River Valley Charities
Katie Haas, YMCA Camp St. Croix
Kerri Holmberg, Lucky Paws Midwest Inc.
Lisa Hungiville, Sheep Dog Impact
Assistance - Western WI/MN
Lauren Johnson, Free Clinic of Pierce
& St. Croix Counties
Andy Johnson, River Valley Charities
Cheryl Klanderman, Positivity Planters
Kris Knott,
Hudson Area Backpack Program
Chris Kost, YMCA in Hudson
Ashley Kurtz, Coco's Heart Dog Rescue
Slater Lampman, Christian Food
Cupboard of Hudson, Inc.

Chris Libbey, Friends of the St. Croix
County Fairgrounds
Buck Malick, Sustain Hudson-RiverFest
Steve McCarthy,
United Way St. Croix Valley
Kathy Metcalf,
Adoray Home Health & Hospice
Cherity Nelson, Big Brothers Big Sisters
of Northwestern Wisconsin
Hailey Nelson, Family Resource Center
St. Croix Valley, Inc.
Evy Nerbonne, Hudson Hot Air Affair, Inc.
Joe Rouleau,
Hudson Grocery Cooperative
Amy Schneider, St. Croix Therapy
Alena Taylor, Turningpoint for Victims
of Domestic and Sexual Violence
Rita Thofern, Friends of Willow River
and Kinnickinnic State Parks, Inc.
Wendy Tremblay,
Wild Rivers Conservancy
Melissa Vesperman, St. Croix Valley
Sexual Assault Response Team, Inc.
Jennifer Vieth,
Carpenter St. Croix Valley Nature Center

Retail & Restaurant Committee

Chair: Rachel Renner, SEASONS Gallery
Val Aune, The Bees Knees
Cory Bonte,
Bennett's Chop & Railhouse - Hudson
Angel Duratti, Angel's Pet World
Shelli Erck, Hudson Flower Shop
Rebecca Erickson-Mingo,
Ultimissimo - Boutique Salon
Nichole Frazer, Black Rooster Bistro
Rick Frazer, Black Rooster Bistro
Charles Froke, St. Croix Baking Company
Ethan Hayes, Knoke's Chocolates & Nuts
Gillette Kempf, Chapter2Books
Chris Knott,
O'Rourke Media Group (Star-Observer)
Teri Larsen, BackRoom Vintage
Kelly Lavers, et cetera
Erin Lisle, Lucky Guys Distillery
Angel MacMenamin, SEASONS Gallery
Celina Mattice, Bricks Neapolitan Pizza
Shaella McLaughlin, Rose & Lavender
Brian Moura, Lucky's Wine & More
Erin Nelson, The Purple Tree
Evy Nerbonne, Hudson Hot Air Affair, Inc.
Tanya Noir, 4 North Beauty Collective
Lacey Nolan,
Beloved Makers and Company
Heidi Nordquist, Rose & Lavender
Krystal Pelant, La Rue Marché
Jessica Pressley,
Ember and Bean Roasting Co

Amy Salama, Post - American Eatery
Megan Schuette,
Thorcraft Custom Kitchens LLC
Sasha Skendzel, Belle Âme Vineyard
Julie Stanley, et cetera
Susan Sutheimer, kudos
Rick Swanson, Dunn Brothers Coffee
Kay Timm, Grand Fête
Chad & Carol Trainor, Urban Olive & Vine
Andrea Uebel, Droplets of Wellness, LLC
Michelle Whitehead, Lucky Guys Distillery
Kendra Wiesemeyer,
The 715, ABOUT HOUSE

Service Committee

Chair: Mark Hein, Integrity Cleaners, LLC
Amanda Hein, Integrity Cleaners, LLC
Katherine Krumwiede,
Diamond Stone Oriental Medicine, Inc.
Linda La Kosky Eng,
Minuteman Press - Hudson

Spirit of the St. Croix Art Festival Committee

Angel Duratti, Angel's Pet World
Peter Goodwin, Coldwell Banker Realty
- Goodwin & Moore Team
Andrew Jennings,
Phipps-Medisize, a Molex Company
Linda La Kosky Eng,
Minuteman Press - Hudson
Andrey Martin, Audrey Martin Art
Brain Moura, Lucky's Wine & More
Lee Ann Pomplas,
The Phipps Center for the Arts
Ben Thietje,
The Phipps Center for the Arts

Tourism Committee

Chair: Mark Gherty, St. Croix Bike
and Pedestrian Trails Coalition
Devon + Isaac Brazil,
The Real Magic House
Peter Goodwin, Coldwell Banker Realty
- Goodwin & Moore Team
Dan Jarvis, Afton House Inn /
St. Croix River Cruises
Buck Malick, Sustain Hudson-RiverFest
Rosemary Mansfield, St. Croix Valley
Regional Tourism Alliance (SCVRTA)
Randy Morrisette II, City of Hudson
Evy Nerbonne, Hudson Hot Air Affair, Inc.
Kim Nysven, Comfort Suites Hudson
Julie Peterson, St. Croix County -
Community Development Department
Deb Pittman,
Hampton Inn & Suites by Hilton
Ron Theis, Holiday Inn Express & Suites