



Join us for an “Extra” Day to Network!

Great news! 2024 is a leap year. This gives us one extra day in the calendar year, and we’re bringing you an outstanding morning networking opportunity. Join us for our first *Simply Connect* of 2024 and socialize with others in the Hudson area business community. If you are new to the Chamber or would like to learn how to maximize your membership, join us for the Welcome to the Hudson Chamber Orientation after the event.

Thank You to our Sponsors!

Event Sponsor:



Host Sponsor:



Food Sponsor:



EVENT DETAILS:

Date: Thursday, February 29th, 2024
Time: 8:00 - 9:00 a.m. | **Orientation:** 9:00 a.m.
Location: Hudson Sports and Civic Center
1820 Hanley Road, Hudson, WI 54016

[Register Here](#)



International Women’s Day

Join us for our first *Good Morning Hudson* of 2024! Celebrate International Women’s Day with a panel of outstanding female leaders from our local community. Hear their stories and join a global celebration of the social, economic, cultural, and political achievements of women.

Thank You to our Event and Venue Sponsor!



EVENT DETAILS:

Date: Thursday, March 7, 2024
Time: 7:30 - 9:00 a.m.
Location: Hudson Physicians, S.C. | Croix Conference Room
2651 Hillcrest Drive, Hudson, WI 54016
Cost: \$15 Members | \$20 Non-Members

[Register Here](#)

ON THE INSIDE



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BRAND CHAMPION 7



Congratulations to our annual award winners! Pictured: **Citizens State Bank** (Large Business of the Year); **Pete Keskey** (Chamber Member of the Year); **Hop & Barrel Brewing Company, LLC** (Manufacturer of the Year); **SEASONS Gallery** (Small Business of the Year); **Tricia Christiansen** (Community Volunteer of the Year); **Jacki Bradham** (Marie Blakeman Award)

See more Member Celebration news on page four!



Mary Claire Olson Potter
Chamber President

New Year Offers Reflections and Renewed Commitment

At its January meeting, the Chamber Board of Directors approved the Plan of Action for 2024 based on member feedback, surveys, and discussion at the December Planning Retreat.

The mission was reviewed and remains the same for this year: "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."

The Board identified five key priorities for the year:

- **Member Value:** Strengthen the Connection - members support one another, the community supports local, and the Chamber focuses on promotion and awareness.
- **Connections:** Develop and coordinate events and services that positively impact members and the community.
- **Promotion:** Increase the economic benefits of tourism by marketing Hudson to both local and tourism audiences as a community to explore, visit, and support.
- **Recruitment and Engagement:** Develop partnerships with organizations/agencies/education system to help employers attract and retain the skilled workers they need to complete.
- **Foundation:** Support the community financially with a focus on advancing education and the workforce development initiative within Hudson and the surrounding area.

[Click here](#) to review the complete 2024 Plan of Action.

Thank you for your continued investment in the Hudson Area Chamber of Commerce & Tourism Bureau. Together we will achieve the goals for 2024. ■

Outgoing Board Members

Thank you to the following outgoing board members for their service on the board of directors. Katie Kranz, Joel Larsen, and Mark McNamee served two terms on the board, and we are grateful for their contributions to not only the Chamber, but the community as well.



Katie Kranz, First State Bank and Trust Served as Chair of the Board, served on the Programs and Events Committee, Hudson Area Chamber Member Celebration Committee and the Chamber Foundation Board and will continue to serve on that Board.



Joel Larsen, MidWestOne Bank Served as Treasurer for four years and led the Finance Committee, including during the challenging COVID years helping the Chamber receive grants and other loans.



Mark McNamee, McNamee Real Estate Team Served as Chair, Treasurer, on the Finance Committee, and the Hudson Area Chamber Member Celebration Committee.

Thank you for all that you have done and all you continue to do.

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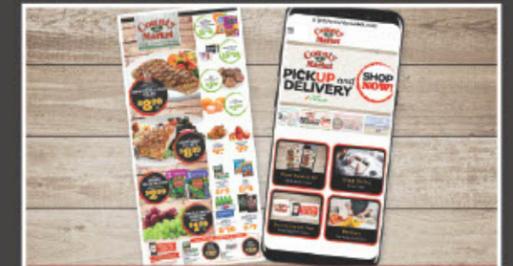
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Buena Vista: A Stroll in the Park, celebrates its fourth year in Lakefront Park! This project was made possible because of the following generous donors:

Founding Family:
ABG Holdings, LLC | City of Hudson | Lucky's Wine & More | Ruthie Johnston | Thomas P. Rose | Tom and Mary Abel

Founding Pledge:
Pier Five Hundred | Valley Companies | Xcel Energy

Santa's Tree:
Gagnon, Inc.

Evergreen Tree:
Angel's Pet World/NutriSource Pet Foods | The Bouchea Luxury Apartments | Bruce Lenzen Design Build, LLC | Citizens State Bank | Debi Erickson | Derrick Companies | The Finch Family | First State Bank and Trust | Hudson Daybreak Rotary | Hudson Ford LLC and Quick Lane | Hudson Physicians, S.C. | The Hudson Rotary Club | Market & Johnson | Park Place Village | Post - American Eatery | Royal Credit Union | Studio EA | Uline

Other Donations:
Dean and Joy Knudson | Diana Gulden | Guinn, Vinopal & Zahradka, LLP | Jim & Judy Freund | MPSC, Inc. | SavATree | Zappa Brothers



Save the Date!

HUDSON COMMUNITY EXPO

Mark your calendars! The Hudson Community Expo is at the Hudson High School on Sunday, May 5. Last year, this event brought in 1,600 attendees, so this is an excellent opportunity to promote and gain exposure for your business or organization. To sign up for a vendor booth or to sponsor this event, please complete the [application here](#). Sponsorships are due March 15 and Vendor Booth Early Bird Registration ends April 12.



Hudson Area Chamber MEMBER CELEBRATION

On January 25, the Hudson Area Chamber of Commerce & Tourism Bureau hosted its Member Celebration at Tattersall Distilling. A sense of pride and camaraderie filled the evening as we were all brought together to celebrate the best of Hudson. Thank you, Chamber members and volunteers, for continuing to go above and beyond while supporting the community.

Thank You to our Platinum Sponsor:



Thank You to our Diamond Sponsors:



Thank You to our Gold Sponsors:



Thank You to our Silver Sponsors:

CBD Hudson | County Market | Derrick Companies | Eckberg Lammers, P.C. | Hampton Inn & Suites by Hilton | Hudson Hospital & Clinic | Pier 500 | Ross Orthodontics | Smiles in Motion, Pediatric Dentistry | Telus Property Services + Solutions

Thank You to our Bronze Sponsors:

Angel's Pet World | Baldwin LightStream | Belle Âme Vineyard | Discovery Financial Centers, Inc. | Sun Control of Wisconsin

Thank You to our Table Hosts:

Christiansen Creative | Citizens State Bank | Croix Gear | Hop & Barrel Brewing Company, LLC | Hudson Hot Air Affair | SEASONS Gallery

Thank You to our Reception & Table Arrangement Sponsors: Blooms for Happiness | Hudson Flower Shop

Thank You to our Candy Sponsor:
Knoke's Chocolates & Nuts

A big thank you to Tattersall Distilling for hosting this event.

Thank you to the following for helping us with set up, tear down, registration, and greeting:

- **Tava Ellingson**, Citizens State Bank
- **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
- **Nic Johnson**, SERVPRO of The Saint Croix Valley
- **Linda La Kosky Eng**, Minuteman Press - Hudson
- **Maria Machtemes**, Citizens State Bank
- **Rachel Renner**, SEASONS Gallery
- **Maria Schmitt**, WESTconsin Credit Union
- **Leanne Van Allen**, University of Wisconsin-River Falls

In addition to our event volunteers, thank you to those who provided their time and support during the event:

- **Nate Skoog**, River Channel - Hudson/North Hudson Community Access Television
- **Robyn Duray**, Photog Entertainment



Christiansen Creative team selfie in the **Photog Entertainment** photo booth.



March Lucky Clover!

Encourage shopping, dining, and living locally in Hudson. With a \$10 minimum purchase, individuals get a sticker placed on that business name. If your business is interested in participating, please reach out to Tyler@HudsonWI.org by **Wednesday, Feb 7th**.



John Steenis



Each month, we have featured a Foundation board member, and for our final introduction, we are pleased to introduce John Steenis.

John Steenis joined the Hudson Chamber Foundation Board of Directors in 2020 as one of its founding members. John and his wife, Jill, are both financial

advisors with Edward Jones and reside in Hudson with their two children. They are proud to live in Hudson; they are passionate about giving back to the community, and they are excited to be involved in initiatives such as the Hudson Chamber Foundation that support future growth and future workforce in our area. The mission of the Hudson Chamber Foundation is to attract, develop, and retain a thriving workforce through partnerships between businesses, K-12, and post-secondary education institutions.

2024 Sponsorships

By sponsoring a Chamber event, you are helping create a stronger local community. Consider sponsoring an event in 2024 to promote your business! Our sponsorship opportunities are listed in our [brochure here](#). If you have any questions regarding sponsorships, please contact Anna@HudsonWI.org.



Love Your Planet

Go green this Valentine's Day! When selecting Valentines for those you love most, flashy cards full of glitter and foil easily draw your eye. Instead, stick to cards made of plain paper or cardstock that can be recycled. Want to go the extra mile? Craft a card using the supplies on hand in your home, such as magazines, newspaper clippings, scraps of fabric, or old photos. This DIY opportunity lets you show your love to those you care about, and the planet.



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.



CHECK OUT OUR UPDATED JAN STATS!

WEBSITE: 5.2K Visitors
LINKEDIN: 466 Followers
CHAMBER FACEBOOK:
REACH: 6.2K LIKES: 5,596

DISCOVER HUDSON FACEBOOK:
REACH: 17.8K LIKES: 17,073
DISCOVER HUDSON INSTAGRAM:
REACH: 5,234 FOLLOWERS: 5,206

Participate in "Love on Locust Street" in beautiful downtown Hudson! Pick up a passport and collect a heart sticker at each participating location between February 1 and 17. Turn in your completed passport by February 18 for a chance to win a grand prize valued at over \$250! Visit these shops to meet all your pampering needs: Droplets of Wellness, BackRoom Vintage, Chapter2Books, Hudson Flower Shop, Rose and Lavender, Knoke's Chocolates & Nuts, Beloved Makers, a'la Mode, and Post - American Eatery.

Rockin' with the Coldies at the Hot Air Affair. The weekend of February 2-4 is packed full of hot air balloons and events. This annual event is truly a community effort. It is organized by an all-volunteers committee with community organization partners, and supported by local business sponsors, with WESTconsin Credit Union as the corporate sponsor. Thirty hot air balloons are scheduled to participate in morning launches on Sat. and Sun., Feb. 3 and 4, at 7:35 a.m. weather permitting. To learn more about the planned events, [click here](#).

The Hudson Home & Garden Club offers "Beauty and Sustainability: A Green Approach to Healthy, Lush Lawns and Landscapes" as the topic of the club's Feb. 6 meeting at 1 p.m. in the River Room at The Phipps in Hudson. Presenter Diana Alfuth, Horticulture Educator, will offer scientific guidance for maintaining a healthy and lush lawn and landscape while minimizing inputs such as water, gasoline, fertilizers, and pesticides. The public is invited (a \$5 donation to support programs is appreciated). Join the group for refreshments at 12:30 p.m. Consider joining the Hudson Garden Club (\$25 annual membership) at the meeting.

Register to join the Home Buyers Workshop on February 6 from 5:30-6:30 p.m., taking place at Aspire Insurance Group Inc located at 901 Dominion Drive! Participants will learn how to win in this market, home buying & selling strategies, and buying down the interest rate/buydowns. To register and for more information, [click here](#).

The Coldest Night of the Year is a winterrific family-friendly walk to raise money for local charities serving people experiencing hurt, hunger, and homelessness. Five local charities have partnered together to host the first-ever CNOY event in western Wisconsin this year, and there are some fantastic community sponsorship opportunities! For more information on sponsoring this event, [click here](#). To register as a sponsor or for any questions, please contact Andy Johnson, Event Director, at (612) 859-2340 or andy@rivervalleycharities.com.

Registration is open for the third annual Steel Toes & Stiletto Gala. St. Croix Valley Habitat for Humanity's focus of the event is to raise funds that will support a home build for a veteran. The annual gala takes place Saturday, March 23 at Tattersall Distilling in River Falls and includes a special live auction and fundraising opportunity. Early bird tickets are \$80. Register [online here](#).

BRIDGE for Community Life is holding a BOWLARAMA Fundraiser at the Hudson Bowling Center on Saturday, April 20. This will be the event's 17th year and helps to support year-round day-service programs and recreational and social activities for youth and adults with disabilities. Please consider being a lane sponsor or auction item donor for this event. Call BRIDGE at (715) 381-8230 or email info@bridgecl.org. For more information, [click here](#).

Keep Crumbl Cookies on your schedule for Groundhog Day (why not?) and Valentine's Day! Come for a 6-pack or 12-pack, and share with friends for fun and togetherness! Catering orders will bring smiles to your friends and coworkers. Thank you for your patronage since March 2023. Want to earn some extra money? Call to set up a fundraiser! Cookie on! Thank you from Frenchy, and Connie & Rory Young.

St. Croix Valley Habitat for Humanity welcomes two new members, a new president, and a new vice president to its board of directors. New board members Lisa Lyon, VP Treasury Management Director, Pillar Bank, and Dave Grambow, Ed.D., Assistant Superintendent of Teaching and Learning, Hudson Schools, join the organization ahead of its 28th year serving Pierce & St. Croix Counties. To read the full press release, [click here](#).

Eckberg Training Institute Introduces New Training Opportunity: M2M American Stories of Cultural Change. Eckberg Lammers is excited to introduce M2M, which uncovers stories of resilience against oppression that reveal the roots of persistent inquiries and foster a deeper understanding of the issues facing communities today. It's more than a history lesson; it's an opportunity to build stronger, more connected communities for a brighter and more equitable future. Organizations can reach out to contact@eckberglammers.com to set up this training for their employees. For more information, [click here](#).

St. Croix County has been in the process of updating the St. Croix County Comprehensive Plan, last completed in 2012. In accordance with Wisconsin Statutes 66.1001, "Comprehensive Planning", the purpose of the plan is to provide a guide to the physical, social, and economic development of a local government unit. The plan provides an inventory of assets and issues to determine local needs, sets goals and priorities, and develops a guide for action for topics including, but not limited to natural resources, agriculture, transportation, and land use. This plan update will replace the current 2012-2035 Comprehensive Plan. Please visit the St. Croix County Comprehensive Plan Update Project [Webpage](#) for relevant Comprehensive Plan information including resident survey results, current Comprehensive Plan, proposed draft of the updated Comprehensive Plan, and other information/data. ■



CONGRATULATIONS TO OUR JANUARY BRAND CHAMPION, HUDSON FOOD WALK

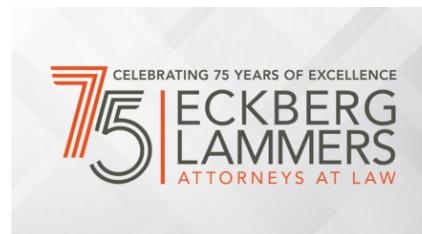
Started in 2017 by Katie and Brian Elwood, the Hudson Food Walk has touched thousands of individuals. By creating a space to be a visitor in your own city, the Elwoods have promoted Hudson restaurants, shops, and history through over 200 tours. With tours offered in the spring, summer, and fall seasons, this walking experience draws tourists and encourages newbies to discover Hudson. Whether you're just passing through or a long-term Hudsonite, you'll learn something new on this tour and discover some new favorite restaurants!

In addition to promoting and supporting the local business community, the Elwoods donate a portion of all ticket sales to the St. Croix Valley Food Bank- an organization dedicated to ending hunger in Western Wisconsin. The Hudson Food Walk's long-term commitment to the betterment of our community is appreciated. Thank you for all that you do to support Hudson!

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. ■



Over the past seven decades, **Eckberg Lammers** has been a steadfast presence in the legal community, serving clients throughout Minnesota and Wisconsin. The firm's success is

attributed to the dedication and talent of their attorneys and staff, who have upheld the highest standards of legal practice. To learn more about their legacy, [click here](#).



The Hudson Chamber Ambassadors visited **Ritzinger Optometric Clinic, S.C.** for their January retention visit. Located at 211 Second Street, [click here](#) for more information. The meeting following the retention visit was held at **Ziggy's Live Music, Bar & Restaurant**, located at 302 Second Street. [Click here](#) for more information.

DRIVE BUSINESS GROWTH With The Right Capital Expenditures

READ ARTICLE

ROYAL CREDIT UNION.



February Calendar of Events

- 1 Hudson Community Affairs, 10:00 a.m., Zoom
- 2 Groundhog Day
- 6 Connections & Coffee, 9:00 a.m., Citizens State Bank, 375 Stageline Rd.
- 11 Super Bowl Sunday
- 14 Valentine's Day
- 14 Welcome to the Hudson Chamber New Member Orientation, Noon, Chamber office
- 15 Ambassador Retention Visit, 3:00 p.m., SF Insurance/FNC Bank, 744 Ryan Drive
- 15 Ambassador Committee, 3:45 p.m., Louie's Bar & Grill, 709 Rodeo Drive Ste. 100
- 20 Retail/Restaurant Committee, 9:00 a.m., Post - American Eatery, 225 Locust Street
- 22 Board of Directors, 9:00 a.m., Chamber office
- 22 Ribbon Cutting - Sound Connection Inc., 1:00 p.m., 592 Outpost Circle Ste. A
- 23 Golf Committee, 11:30 a.m., St. Croix National Golf & Events, 1603 32nd Street, Somerset
- 23 Ribbon Cutting - Digital Vow Videography, 3:30 p.m., Chamber office
- 27 Drive for 5, 9:00 a.m., Zoom
- 28 Tourism Committee, 1:30 p.m., Zoom
- 29 Simply Connect, 8:00 a.m., Hudson Sports and Civic Center, 1820 Hanley Road



Get connected! We have a variety of networking events throughout the year.

Hudson Area Chamber Member Benefit

Promote your Business

As a tourism bureau, we get numerous travelers who stop in for information on the Hudson Area. Providing us with promotional materials for your business gets it into the hands of interested visitors. We accept rack cards, flyers, business cards, and more! Have a poster for an upcoming event? Drop it off with a Chamber staff member, and we'll hang it up in our entryway. ■

2024 Board of Directors

- Linda La Kosky Eng** - Minuteman Press - Hudson, Chair
- Leanne Van Allen** - University of Wisconsin-River Falls, Past Chair
- Deb Pittman** - Hampton Inn & Suites by Hilton, Chair Elect
- Maria Machtemes** - Citizens State Bank, Treasurer
- Angel Duratti** - Angel's Pet World
- Mark Hein** - Integrity Cleaners, LLC
- Pamela Klingfus** - Christian Community Homes and Services, Inc.
- Chris Kost** - YMCA in Hudson
- David Ritter** - Discovery Financial Centers, Inc
- Amy Salama** - Post - American Eatery
- Jacob Skramstad** - Cardinal Glass
- Kevin Urbik** - Heywood, Cari & Anderson, S.C.
- Jennifer Vieth** - Carpenter St. Croix Valley Nature Center
- Blake Willman** - Weathersafe Restoration, Inc.

Chamber 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 2023 Award Winners!

- Large Business of the Year - **Citizens State Bank**
- Small Business of the Year - **SEASONS Gallery**
- Chamber Member of the Year - **Pete Keskey, Minuteman Press - Hudson**
- Community Volunteer of the Year - **Tricia Christiansen, Christiansen Creative**
- Manufacturer of the Year Award - **Hop & Barrel Brewing Company, LLC**
- Marie Blakeman Award - **Jacki Bradham, Hudson Hot Air Affair**

2024 Resources

[Membership Brochure](#) | [Sponsorship Brochure](#)

