



**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.

**Meet the Speakers:**



**Paula Inman | CFO**

*Hudson Physicians, S.C.*



**Ruthie Johnston | President & CEO**

*Croix Gear*



**Celina Mattice | Owner**

*Bricks Neapolitan Pizza*



**Sasha Skendzel, DNP | Owner & CEO**

*Belle Âme Vineyard*

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**



**MESSAGE FROM THE PRESIDENT** 2



**EVENTS** 4



**BUSINESS BRIEFS** 6



**BRAND CHAMPION** 7



**Leadership Hudson Class of 2024 - 25** will soon begin accepting enrollments! The Hudson Area Chamber of Commerce & Tourism Bureau's premier community leadership program, Leadership Hudson, brings together current and emerging leaders from all sectors of the Hudson area. This is a unique opportunity for participants to think about the critical issues facing Hudson while also developing leadership skills. ■



Mary Claire Olson Potter  
Chamber President

## Advocate for Members

February 22 was spent in Madison for the St. Croix Legislative Day. Business leaders and directors from regional Chambers of Commerce and Economic Development Organizations spent the day with legislators, discussing important issues facing businesses in our communities. We focused on seven key issues: (1) Support Affordable Workforce Housing; (2) Fund Childcare Funding; (3) Drive Workforce Attraction, Development, and Retention; (4) Strengthen Tourism Funding; (5) Pioneer Fiscal/Tax Policy; (6) Develop Broadband, Economic Development, and Small Business Funding; (7) Advocate for Mental Health Center Funding.

In addition to meeting with legislators, we met with Secretary Craig Thompson with WISDOT, Universities of Wisconsin President Jay Rothman, and WHEDA CEO Elmer Moore.

We also heard some good news:

- Main Street Bounceback Grants are in the process of being available again.
- Transportation funding has increased to local-level governments.
- There are a number of Childcare funding bills in discussion.

The Hudson Chamber Community Affairs Committee will continue to monitor and inform members on these state issues, along with county and local issues.

If you are interested in participating in St. Croix Legislative Day next February, please let me know. ■



Regional leaders gathered to discuss important issues facing our community.



### Sustainability Corner

The Hudson Chamber is excited to announce the renewal of our Travel Green Certification! Travel Green,

a Travel Wisconsin eco-focused program, makes it easy to support businesses, nonprofit organizations, visitor centers, and more that prioritize environmental sustainability. Through an annual pledge, Travel Green organizations commit to sustainability in the following areas: education, community, energy efficiency, transportation, waste reduction, and water conservation. Learn more about the Travel Green program and register your business [here](#). ■

## Member Anniversaries!



**Christiansen Creative** is celebrating a Marilee Milestone! Ten years ago, Marilee Hakari "retired" from a career with a financial institution and switched to the Human Resources Director for the small graphic design studio. Her exceptional attitude and wealth of experience has benefitted CC in terms of team culture and process. Over the past decade, Marilee's role has grown

even beyond the studio walls to include Chamber Ambassador. Happy Anniversary, Marilee.



This year, **The Resultants**® celebrates 25 years of service to entrepreneurial owners and business leaders. Founders Steve and Terri Wilcox launched the business advisory firm in 1999, after developing, growing, and selling multiple businesses over 2 ½ decades. Over the years, The Resultants team has grown and expanded its reach from Western WI and the Twin Cities, to serving hundreds of organizations and thousands of individuals across the country.

Steve reflects, "The only way to do great work is to love what you do," he says. "The Resultants is all about growing business value and changing lives." This purpose-driven approach remains the driving force behind the firm's success. With much gratitude and an enduring passion for business, the team looks forward to the next 25 years.

For the inside scoop, key insights, and strategies, [read more here](#). ■

## Find your primary care provider



Hudson Physicians has served the Hudson community for over 40 years. Our personalized approach to care connects us to our patients and builds lasting relationships.

We are here to help with all your health concerns.  
Schedule an appointment today!



715-531-6800 | [hudsonphysicians.com](http://hudsonphysicians.com)



# Register Now!

## Mark your calendars and join us for the Hudson Community Expo!

Last year, this popular event welcomed 1,600 attendees, so this is an excellent opportunity to promote and gain exposure for your business or organization.

This event consists of a variety of children's activities, food vendors, and a fantastic lineup of entertainment throughout the day. Additionally, attendees are given a vendor passport and receive a sticker after inquiring about your product or services. Passports with 25 or more stickers will be entered into a prize drawing for Chamber Checks. To have your business name included on the vendor passport, please sign up by April 12. [Click here](#) to learn more and complete the vendor application. We are excited to have your business or organization join us for this great event!



### EVENT DETAILS:

**Date:** Sunday, May 5, 2024  
**Time:** 11:00 a.m. - 3:30 p.m.  
**Location:** Hudson High School  
1501 Vine Street, Hudson, WI 54016  
[Register by April 12 | Register Here](#)

## Join us in supporting local businesses.



Participate in the Lucky Clover Contest: as you shop, dine, and live locally in Hudson, bring your card to participating businesses. With a \$10 minimum purchase, you will get a sticker placed on that business name. Lucky Clover Cards with 5 stickers or more will be entered to win gift cards from your favorite shops and restaurants in Hudson.

Cards with 20 stickers are eligible for the Grand Prize Drawing! Completed cards must be dropped off at Angel's Pet World, Lucky's Wine & More, or the Hudson Chamber by March 31. Drawing for prizes will take place on April 5, 2024. [Learn more here](#)

## How To Support Business Growth While **TAKING TIME OFF**

[READ ARTICLE](#)

ROYAL CREDIT UNION.



# Save the Date

## Chamber Golf Tournament

Dust off your clubs and come network with fellow Chamber members at the 27th Annual Chamber Golf Tournament scheduled for Monday, June 24, 2024. [Click here](#) to sign up and sponsor this tee-riffic event! If you would like to donate an item for the raffle, please reach out to Anna at [Anna@HudsonWI.org](mailto:Anna@HudsonWI.org) or call (715) 386-8411.



## Ribbon Cuttings



**Sound Connection** - located at 592 Outpost Circle, Suite A, Hudson. Gear up for the summer with a new audio system or remote start for your car! For more information, [click here](#).



**Digital Vow Videography** - whether you're planning an event, seeking to boost your brand's presence, or have a unique story that needs to be told, contact Braydn to bring your ideas to life. For more information, [click here](#).



The Ambassadors took on two retention visits this month! First stop was at **SF Insurance** located at 744 Ryan Drive #101. For more information on SF Insurance, [click here](#).



Next, the Ambassadors visited **FNC Bank** located at 744 Ryan Drive #100. For more information on FNC Bank, [click here](#).

### GET INVOLVED: SMALL BUSINESS CRAWL



Previously known as Ladies Day Out, this free April event promotes shopping, dining, and living locally. If your business is interested in participating, email [Tyler@HudsonWI.org](mailto:Tyler@HudsonWI.org) for more info.



**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](mailto:info@HudsonWI.org).**



**CHECK OUT OUR UPDATED FEB STATS!**

**WEBSITE:** 9K Visitors  
**LINKEDIN:** 469 Followers  
**CHAMBER FACEBOOK:**  
**REACH:** 6.2K **LIKES:** 5,618

**DISCOVER HUDSON FACEBOOK:**  
**REACH:** 54K **LIKES:** 17,092  
**DISCOVER HUDSON INSTAGRAM:**  
**REACH:** 9.4K **FOLLOWERS:** 5,229



The Ambassadors visited **Louie's Bar & Grill** located at 709 Rodeo Drive Suite 100 for their February meeting. For more information on Louie's, [click here](#).

**The Hudson Home & Garden Club** offers "LET'S TALK DIRT--All About Soils for Gardens and Pots" as the topic of the club's March 5 meeting at 1 p.m. in the River Room at the Phipps Center for the Arts in Hudson. Presenter Cindy Wellman has a BS degree in plant science and has been a manager at Gertens Garden Center, Inver Grove Heights, Minnesota, for 21 years. She will help take the mystery out of finding the right soil for your containers, gardens, and landscapes. 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** a 45-minute Andersen Corporation Employee Retirement Workshop on Tuesday, March 5th, at 1:30 or 3:00 PM at the Bayport Public Library in Bayport, MN. These informal Q&A sessions are hosted by Landmark Wealth Management Group. Do you know how your benefits will be taxed and what asset allocation in your 401k is appropriate? Topics will include Andersen Corporation ESOP, 401(k) options, and pension options. A complimentary box lunch from Brine's Market & Deli will be provided. Register before Monday, March 4th, at noon. To learn more and register via Eventbrite: [Click Here](#)

**Hudson Women's Club** March Meeting, March 19th, 6:00 pm, the Phipps Center for the Arts. Meet local author Amanda V. Peterson as she relates her journey as one of the first nurses to volunteer for Covid duty. Copies of Amanda's book, *Everybody Just Breathe: A COVID Nurse Memoir of Stamina and Swear Words*, will be available.



**Save the Date:**

**Tourism - Routes to the Future: St. Croix Valley Continued Discussion** will continue the conversation on the topic of Working Cooperatively on Tourism Issues. The conversation will take place on Wednesday, March 20 at the St. Croix Valley Business Innovation Center at 1090 Sutherland Avenue in River Falls. There will be two speakers sharing their tourism experiences, and Drew Nussbaum, the Regional Tourism Specialist for Travel Wisconsin, will lead the roundtable discussion. For more information, please contact [scbptc@gmail.com](mailto:scbptc@gmail.com).

**Black Rooster Bistro turns two!** Come down and help them celebrate March 23rd - March 30th. Dine with Black Rooster during that week and enter to win prizes! Thursday, April 4th at 7 pm is the next 5-course tasting dinner featuring Francis Ford Coppola winery. Celebrate Academy Award season by reserving your spot now! \$50/person non-refundable deposit required; allergies and dietary needs will be accommodated with advance notice. More information and a link to reserve your spot on the website: [www.blackroosterbistro.com](http://www.blackroosterbistro.com)

**St. Croix Valley Habitat for Humanity** calls on Wisconsin congressional members to act on the affordable housing crisis in Washington D.C. St. Croix Valley Habitat for Humanity met with U.S. Senators Tammy Baldwin and Ron Johnson and U.S. Congressmembers Derrick Van Orden, Gwen Moore, and Tom Tiffany to urge action and prioritization of policies that will increase the number of affordable homes, especially for homeownership. Congress can respond to this need by supporting vital housing and community development programs in 2025 and through the passage of the bipartisan Neighborhood Homes Investment Act. To read the full press release, [click here](#).

**Make Your Voice Power a Stronger Workforce with UW-Stout.** Contribute to impactful training solutions that benefit your organization and the wider community. Take their brief survey now to shape the future of workforce development in our region. Your insights are invaluable in ensuring a skilled workforce for tomorrow's challenges. Click [here](#) to make a difference today!

**First State Bank and Trust** is excited to announce the following staff promotions: Nichole Cherrier to Vice President - Trust Officer, Charley Clements to Vice President - Trust Officer, Erin Crowder to Senior Vice President - Chief Risk Management Officer, Diane Gustafson to Vice President - Human Resources Director, Karyn Kollitz to Vice President - Trust Officer, Samantha Rose to Vice President - Mortgage Director, Nick Witthoft to Vice President - Business Analyst Director and Alex Zeien to Senior Vice President - Trust Officer. To read the full press release, [click here](#).

**Crumbl Cookies thanks you!** Valentine's Day was a huge success for the Crumbl Cookies business. They are thankful to the community that enjoyed their incredible cookies. For all your March Madness or St. Patrick's Day cookie needs, remember to stop by Crumbl Cookie in Hudson and check out their drive thru. Need a place for a fundraiser? Give Crumbl Cookies a call to find out more details. With appreciation, as always! Frenchy, Connie and Rory.

**Come join Adoray's Circle of Care as a Volunteer!** It's a heart-fulfilling way to give back to your community while supporting a cause that impacts us all! From Volunteering to provide companionship to Hospice patients or at the Adoray Office, to cashiering at our Adoray's Treasures from the Heart fundraising shops. There is a place for you to help care for our community at Adoray! Visit <https://adoray.org/volunteer> to learn more.



**Congrats to Our February Brand Champion**

**CONGRATULATIONS TO OUR FEBRUARY BRAND CHAMPION, MARILEE HAKARI WITH CHRISTIANSEN CREATIVE**

Marilee joined the Chamber Ambassadors team in 2022. Since then, she has attended almost every Ribbon Cutting, Ambassador meeting, retention visit, and networking opportunity. This continued dedication to welcoming new members and retaining our current membership connections is critical to our Chamber team.

Additionally, she volunteers for every Chamber event, including, but not limited to, Spirit of the St. Croix Art Festival, Hudson Christmas Tour of Homes, and the Member Celebration. Her willingness to show up early or stay late for an event helps our events run smoothly and is greatly appreciated. Thank you, Marilee, for your heartfelt support of the Hudson Area community!

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.



Dr. Ryan Holzwarth

Dr. Mohiba Tareen

Michelle Kienow PA-C



- Medical
- Surgical
- Cosmetic

**Appointments available within 2 weeks!**

**Call 651.633.6883 or visit [www.tareendermatology.com](http://www.tareendermatology.com)**



## March Calendar of Events

- 5 **Connections & Coffee, 9:00 a.m., Citizens State Bank, 375 Stageline Rd.**
- 5 **Vendor Training Class, 10:15 a.m., Citizens State Bank, 375 Stageline Rd.**
- 5 **Business & Employee Safety Training, 6:00 p.m., Hudson Police Department, 101 Vine Street**
- 6 **Business & Employee Safety Training, 8:30 a.m., Hudson Police Department, 101 Vine Street**
- 7 **Good Morning Hudson: International Women's Day, 7:30 a.m., Hudson Physicians, S.C., 2651 Hillcrest Drive**
- 7 **Community Affairs Committee, 10:00 a.m., Zoom**
- 13 **Retail/Restaurant Committee, 9:00 a.m., Post - American Eatery, 225 Locust Street**
- 14 **Non-Profit Roundtable, 8:00 a.m., Chamber office**
- 17 **St. Patrick's Day**
- 19 **Hudson Community Expo Planning Call, 1:30 p.m., Zoom**
- 20 **Tourism Roundtable, 3:00 p.m., Innovation Center, 1610 Maxwell Drive**
- 21 **Board of Directors, 9:00 a.m., Chamber office**
- 22 **Golf Committee, 9:00 a.m., Zoom**
- 26 **Drive for 5, 9:00 a.m., Zoom**
- 27 **Tourism Committee, 1:30 p.m., Zoom**
- 28 **Ambassador Retention Visit, 3:00 p.m.**
- 28 **Ambassador Committee, 3:45 p.m.**
- 29 **Foundation Board, 11:00 a.m., Chamber office**

## 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](#)



### Get Involved!

Did you know that as a Chamber Member, you receive access to exclusive member-only events? Monthly networking groups, such as Connections and Coffee, or committee meetings, such as the Retail/Restaurant Committee, are designed specifically with our members in mind. Additionally, members receive discounts on our larger community events, such as Good Morning Hudsons, The Hudson Community Expo, and Hilltop Pumpkin Party. Make 2024 a year of networking and connecting! Interested in a certain event? Contact us at [info@hudsonwi.org](mailto:info@hudsonwi.org) for more information. ■