

## Shop and Dine Locally This Holiday Season - and All Year Long!

When you have shopping to do, or are looking for a great meal, make a plan to go to all the local shops and restaurants right here in the Hudson area. Keeping your dollars in our hometown has many advantages, and the following are a few of those benefits you can reap by shopping locally:

- **A Stronger Local Economy** - Local businesses hire local workers. In addition to the staff in their shops and restaurants, they hire local architects and contractors for building and remodeling, local accountants and insurance brokers to help them run the business, and local marketing firms. All these factors together create a multiplier effect, meaning that each dollar spent locally brings more money into the local economy.
- **A Closer Community** - Shopping at local businesses gives neighbors a chance to connect with each other. Shops and restaurants provide an experience as well as places for people to gather.
- **A Cleaner Environment** - Having stores and restaurants in your neighborhood means you can leave your car parked and do your errands on foot. Fewer cars on the road mean less traffic, less noise, and less pollution.
- **A Great Place to Live** - Local businesses make our town a better, more interesting place to live. Local eateries, bars, bookstores, food markets, pharmacies, and gift shops all combine to give a place its unique character.

To find a list of stores and restaurants, go to [www.HudsonWI.org](http://www.HudsonWI.org) and support Chamber members. ■



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# HUDSON CHRISTMAS

## Tour of Homes



**Christmas Tour of Homes to bring life to Hudson this holiday season after missing a year due to COVID-19.**

Thanks to four generous homeowners and the Octagon House, hundreds of tourists will travel to Hudson for the 35th annual Hudson Christmas Tour of Homes November 19 - 21.

Order tickets [online](#) or by calling 715.386.8411. Place your order by November 12 to be eligible for the grand prizes and Purple Bow door prize drawings. A list of participating Purple Bow businesses is included with your ticket. Check your ticket number at each home and at participating businesses.

Tickets will also be available for purchase at the Chamber office during the tour weekend.

Children under 12 will not be admitted. Please note, tickets are non-refundable. Please wear socks since you will need to remove your shoes prior to entering the homes— shoe bags will be provided.

**Continued on Page 4**



**Northwood**  
Technical College

**Lifelong Learning:**  
Workforce Training  
Professional Development  
Personal Enrichment

Customized learning for working adults & professionals

**Liz Pizzi**

Workforce and Community Development  
651.270.8044 | [liz.pizzi@NorthwoodTech.edu](mailto:liz.pizzi@NorthwoodTech.edu)

**[NorthwoodTech.edu/continuing-education-and-training](https://NorthwoodTech.edu/continuing-education-and-training)**

(Formerly known as WITC) Northwood Technical College is an Equal Opportunity/Access/Affirmative Action/Veterans/Disability Employer and Educator.





Mary Claire Olson Potter  
Chamber President

## Your Involvement Does Make a Difference!

In the upcoming weeks, a membership survey will be emailed to you. Please take the time to complete the survey and submit it back to the Chamber.

The results of this survey will be reviewed at the board of directors strategic planning retreat in December. Your feedback is very important as the board develops goals and areas that the Chamber will focus on in 2022.

**Tell us which issues matter to you.** As you know, members are the driving force of the Hudson Area Chamber. The Chamber is the voice for business – we value your feedback. Please respond to the survey! Thank you in advance for your time and input.

### Board Retreat

The 2022 board of directors strategic planning retreat will be held on December 16. At this annual planning session, current and new board members along with committee chairs will develop the Chamber's Plan of Action for next year. As a result of this annual retreat, the Chamber can develop goals and objectives for each committee and determine the Chamber budget accordingly. To have an issue included in these discussions, contact any member of the board of directors, or Mary Claire at the Chamber at 715.386.8411.

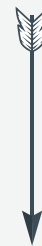
### Save the Date – Thursday, January 27, 2022

Each January, the Hudson Area Chamber of Commerce & Tourism Bureau sets aside one special evening to recognize and honor the accomplishments of Chamber members at the Annual Meeting & Awards Banquet. Join us as we celebrate business award winners, thank outgoing board members, and welcome new board members.

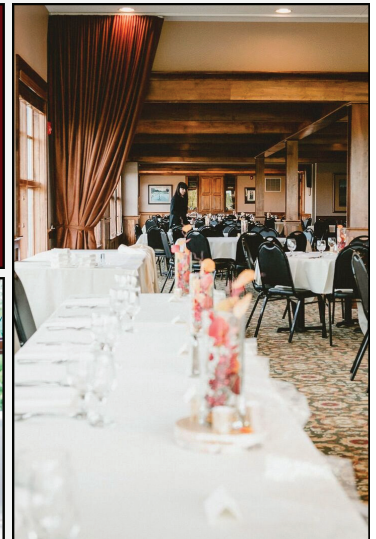
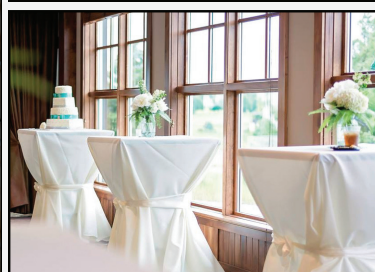
Nominations for Large and Small Business of the Year, Chamber Member of the Year, Community Volunteer of the Year, Manufacturers Award, and the Marie Blakeman Award will be available soon. Watch for more information. ■

## BOOKING NOW

*November & December Meetings,  
Luncheons, Holiday Parties, Gatherings*



**Request a showing  
for your 2022/23  
event or wedding  
today!**



**Troy Burne**  
www.troyburne.com  
715.381.9800

*Continued from Page 1***Two Tour Options**• **Friday, November 19, 6 to 9 p.m. – Dazzle Tour**

Tour four homes in the evening hours and experience the season aglow on this self-guided tour. Your ticket for this tour may be used to tour the first floor of the Octagon House on Saturday or Sunday, during the hours of the Traditional Tour. This tour does not include transportation.

**Tickets: \$38**• **Saturday, November 20, 10 a.m. to 5 p.m. and Sunday, November 21, Noon to 4 p.m. – Traditional Tour**

This year the Traditional Tour includes four private residences and the first floor of the Octagon House on either day. Spend the weekend to tour, dine, and shop.

Free shuttle transportation is included, but not required. Your tour ticket can be split between both days to visit the homes.

**Tickets: \$28 ■****Thank you to the sponsors:****Platinum****Media Sponsors**

# HUDSON COMMUNITY EXPO

**Hudson Community Expo draws over 600 participants including food vendors, local businesses, craft vendors, volunteers, and attendees.**

In conjunction with Coco's Heart Dog Rescue Craft Fair, the Hudson Area Chamber of Commerce & Tourism held its 18th Annual Hudson Community Expo event on October 10. Hundreds of participants came out to Hudson High School to enjoy a beautiful fall day while learning more about the Hudson community as well as local businesses and organizations. The event housed vendor booths, over 40 craft booths, a variety of entertainment, prize drawings, various raffle prize packages, an array of food, samples, giveaways, and so much more.

**Congratulations to the four raffle prize package winners:**

- Adventure Package: valued at \$678 — won by John Hackbarth
- Home Improvement Package: valued at \$547 — won by Pete Keskey
- Out and About Package: valued at \$578.45 — won by Nikki Robbins
- Family Fun Package: valued at \$817.64 — won by Michele Drevnick

**A big thank you to all the organizations who donated wonderful prizes for our prize packages:**

- Afton House Inn/ St. Croix River Cruises
- Angel's Pet World
- Barker's Bar and Grill (Donated by Peace of Mind Early Education Center)
- Carpeting by Mike
- Eagle Eye Farm

- Family Fresh Market
- Hudson 12 Theatre
- Hudson Hot Air Affair
- Hudson Trolley
- Integrity Cleaners
- Knoke's Chocolates & Nuts
- Lucky's Wine & More
- Milwaukee Burger
- Sustain Hudson- RiverFest
- Walmart

**A special thank you to the Hudson Community Expo Planning Committee as well as the many participating groups and organizations for all their hard work to put on this successful event.**

**Planning Committee:**

- Shelly Destasio, Christian Community Homes & Services, Inc.
- Angel Duratti, Angel's Pet World
- Elizabeth (Betsy) Ganz, Hudson School District
- Konnor Garrido, Edina Realty- Konnor Garrido
- Mark Hein, Family Fresh Market
- Sarah Jaeger, Royal Credit Union
- Linda La Kosky Eng, Minuteman Press- Hudson
- Debi Mager, Hudson Hospital & Clinic
- Zach McNamee, McNamee Real Estate Team
- Nikki Robbins, Peace of Mind Early Education Center
- Kristie Smith, St. Croix Valley Habitat for Humanity
- Nancy Toll, Hudson Home and Garden Club

**Entertainment:**

- 3M Visiting Wizards
- Carpenter Nature Center
- Coco's Heart Dog Rescue
- Mascot Dance Off Contestants:
  - Hollis the Lobster from Family Fresh Market - the winner!
  - Dewey from Peace of Mind Early Education Center
- The Phipps Dance Company
- The Phipps Jr. Dance Company





**Thank you to the following volunteers for their help with coordinating vendors on-site, and raffle ticket sales:**

- Angel Duratti, Angel's Pet World
- Amanda and Mark Hein, Integrity Cleaners/Family Fresh Market
- Linda La Kosky Eng, Minuteman Press – Hudson
- Pete Keskey, Minuteman Press – Hudson

**Thank you to the following staff from Hudson High School for their continuous efforts to ensure we had a smooth-running event:**

- John Aide
- Tom Clarke
- Elizabeth (Betsy) Ganz
- Ken Jones
- Matt Kennebeck
- Jodi Lingenfelter
- Ryan DeLaCroix

**Thank you to the following sponsors for your continuous support:**

#### Platinum Sponsors



#### Gold

- Eagle Storage
- Family Fresh Market
- Peace of Mind Early Education Center
- Royal Credit Union
- Smiles in Motion, Pediatric Dentistry
- Walmart
- WESTconsin Credit Union

#### Silver

- County Market
- Eckberg Lammers, P.C.
- First State Bank and Trust
- Hudson Ford LLC and Quick Lane
- Valley Companies

#### Media

- Pioneer Press/TwinCities.com
- Star-Observer/O'Rourke Media Group

**Balloon Arch:** Dot & Daisy

**Event Décor:** Tiffany Dux —Family Fresh Market

**Kids' Area:** Peace of Mind Early Education Center and Smiles in Motion, Pediatric Dentistry

**Venue Sponsor:** Hudson High School ■



*Hudson Community Expo Planning Committee members Linda La Kosky Eng (Minuteman Press – Hudson) and Mark Hein (Family Fresh Market) under the welcome arch created by Dot & Daisy.*



*The Phipps Dance Company and The Phipps Jr. Dance Company entertained attendees on the entertainment stage.*



*Abbey Holden from Carpenter Nature Center*



*Coco's Heart Dog Rescue*



# HILLTOP PUMPKIN PARTY

**Hilltop Pumpkin Party draws over 450 attendees.**

On October 16, we turned another leaf as we kicked off our 10th annual Hilltop Pumpkin Party. Hundreds of children and families headed outdoors to Camp St. Croix Day Croix to enjoy a beautiful, sunny fall day where attendees had the opportunity to partake in a variety of activities while visiting members from businesses and organizations around the Hudson area. The event consisted of horse-drawn wagon rides, pumpkin decorating, a petting zoo, a kid's costume contest, food trucks, and numerous games. It was the perfect event for the whole family!

**A special thank you to the Hilltop Pumpkin Party Planning Committee for all their hard work to put on this event:**

- Angela Bonneprise, Northstar Early Learning Center
- Tiffany Dux, Family Fresh Market
- Linda La Kosky Eng, Minuteman Press — Hudson
- Chris Kost, YMCA in Hudson
- Zach McNamee, McNamee Real Estate Team
- Gloria Meyer, LearningRx Hudson
- Tara Nance, Associated Eye Care
- Ashley Stohl, Coldwell Banker Realty — Ashley Stohl

**Thank you to the following volunteers for all their help running the event:**

- Hudson Ambassadors
- Pepper Fest Royalty
- Youth Action Hudson

**A special thank you to Youth Action Hudson for donating decorations for the pumpkins and helping children decorate.**

**A big thank you to Camp St. Croix Day Croix for not only being our venue sponsor, but for also helping to set up and take down the event.**

**Thank you to the following sponsors for their continuous support:**

## Gold

- Associated Eye Care
- County Market
- Edina Realty
- Erbert & Gerbert's
- Family Fresh Market
- Minuteman Press— Hudson
- T-Mobile
- WESTconsin Credit Union
- YMCA in Hudson

## Silver

- Dot & Daisy
- Royal Credit Union
- Smiles in Motion, Pediatric Dentistry
- St. Croix Kids Pediatric Dentistry
- Valley Companies

## Bronze

- First State Bank and Trust
- Hudson Hot Air Affair, Inc.
- Integrity Cleaners, LLC
- LearningRx Hudson
- McNamee Real Estate Team

**Balloon Decorations:** Dot & Daisy

**Food Sponsor:** Agave Kitchen Food Truck

**Pumpkin Sponsor:** Minuteman Press— Hudson ■



*Jordan Stewart and Jennifer Driscoll from Dot & Daisy*



*Animals from the petting zoo (Mary Claire really liked the goats.)*



*Hudson Ambassadors and Pepper Fest Royalty with the winners of the kid's costume contest*



*Hudson Ambassadors and Pepper Fest Royalty*



*Sarah Jaeger and her helpers from Royal Credit Union*





## Celebrate the Holidays in Hudson

### Have a Hudson Holiday!

This year we look forward to filling Hudson with lights and over-the-top decorations for our shops and award-winning restaurants. We invite you to enjoy our events this holiday season! Our Hudson holiday events are made possible by the generous donations from area businesses and organizations with special recognition to the City of Hudson and the Hudson Area Home and Garden Club.

### Decorating Contest • November 17 - November 26

Businesses throughout Hudson will be decorated and voted on by a select group of judges. Get your business ready for the judges and you could be a winner in the following categories:

- **Best of the Best** – recognizes the best applicant – Prize: \$200 Chamber Check
- **Most Whimsical Display** – colorful, detailed, most eye catching – Prize: \$100 Chamber Check
- **Classic Christmas Award** – recognizes the best use of traditional décor – Prize: \$100 Chamber Check
- **Light Up the Town** – recognizes the best and most creative use of lights – Prize: \$100 Chamber Check

Check out all the businesses and enjoy your favorite decorations.

**Find Santa in Hudson • November 7 - December 7** Starting November 7, pick up your FREE 5 x 7-inch passport at participating businesses. Search for the photos of Santa hidden throughout our many welcoming bistros and shops. Drop off your completed passport at Angel's Pet World by December 7 at 4:00 p.m. for a chance to win prizes.

**Plaid Friday • November 26** We encourage you to wear plaid and do your holiday shopping locally this year.

**Light up Hudson • November 26 at 7:00 p.m.** Santa is escorted to Lakefront Park. With a wave of his wand, he illuminates the thousands of twinkling lights in the lavish holiday display along the St. Croix River. It promises to be a magical evening for everyone.

**Buena Vista A Stroll in the Park • November 26 - January 30** Enjoy the twinkling lights dotting the shoreline of the frozen St. Croix River all winter long. Bundle up the family, grab some hot cocoa, and head down to Lakefront Park!

**Small Business Saturday • November 27** Shop, eat and sip locally on Small Business Saturday! Keep it local because your dollars support the community, local businesses create local jobs, support the environment, and keep Hudson unique!

**Candlelight Stroll • December 3 from 6:00 p.m. to 9:00 p.m.** Carriage rides through Lakefront Park aglow with luminary candles set the mood for this holiday event. Festively decorated shops and bistros greet you with the sights and sounds of the season. Tasty treats tempt your senses while restaurants showcase the best of holiday dining.

### Santa & His Critters • December 4 from Noon to 3:00 p.m.

Santa will visit with children in Lakefront Park. Children, bring your lists; parents, bring your cameras. Sweet treats, sled dogs, a petting zoo, plus many other activities. Visit the downtown shops and restaurants for specials.

**Downtown Hudson Parking Update** Holiday parking will be in effect Friday, November 26 through Saturday, January 1. The first three hours will be free, but parking fees of \$.50/hour will be required beyond the first three hours. ■

## SIMPLY CONNECT

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. Light bites and beverages will be provided to attendees. Join us for a night of networking and holiday cheer. ■

[Register Here](#)

### EVENT DETAILS:

**Thursday, December 9**

**4:00 - 7:00 p.m. Ribbon Cutting at 4:30 p.m.**

**First State Bank and Trust, 680 Annabelle Way**

## Supervisory Management CERTIFICATE PROGRAM



"Leadership is like coaching sports—you always have to practice to improve."

I completed the certificate years ago. Not only do I still take courses occasionally, I now send the managers on my team."

KEN BAUR  
SECURITY HEALTH PLAN

Continuing Education

University of Wisconsin  
Eau Claire



## Welcome New Members

The Chamber is here to help your business grow and build connections with other Chamber members. To learn about promotional opportunities and events, and to take advantage of all your new Chamber benefits, visit our website  
<http://www.HudsonWI.org>

### CRESTVIEW FAMILY DENTAL

Jennifer Anderson, Dentist  
1810 Crest View Dr., Ste. 5A  
Hudson, WI 54016  
715.386.3727  
<https://crestviewfamilydental.com>

We provide gentle dental care to patients of all ages.

### DC LEAN & ASSOCIATES LLC

Dave Salentine, President  
872 Strawberry Drive  
Hudson, WI 54016  
715.441.2411  
<https://www.linkedin.com/in/david-salentine-2a8888108/>

DC Lean & Associates is a consulting company that utilizes lean manufacturing and continuous improvement concepts to help solve business problems and improve financials.

### HUDSON AREA BACKPACK PROGRAM

Candice Collins, Board Member  
P.O. Box 491  
Hudson, WI 54016  
715.781.5781  
<https://www.hudsonbackpack.com/>

The Hudson Area Backpack Program seeks to assist students/families experiencing food insecurity by providing food and basic items for daily living.

**Sponsor:** Tim Puffer, Operation Help

**Thank you to the following sponsors who recruited new members in September:**

- Innovative Electric – Brian Moura – Lucky's Wine & More
- The Salsa Spot – Mark Hein – Family Fresh Market



**THANK YOU TO THESE MEMBERS FOR RENEWING THEIR MEMBERSHIPS:**

Baldwin LightStream  
BNA Realty, LLC  
Carpenter St. Croix Valley  
Nature Center  
Divine Custom Homes  
Edina Realty, Inc.  
Edward Jones Investments - Michelle Johnson  
Grand Fête  
Hudson Flower Shop  
Jono Properties LLC  
La Rue Marché  
Micklesen Drug Inc.  
Mississippi Welders Supply  
MPSC, Inc.  
Mudge, Porter, Lundeen & Seguin, S.C.  
O'Connell Family Funeral Homes & Cremation Services, Inc.  
Pier 500  
Willow River Company

**WHEN MEMBERS DO BUSINESS WITH MEMBERS, OUR LOCAL ECONOMY REMAINS HEALTHY AND STRONG.**



## 5 REASONS TO TAKE Effective Presentation Techniques

- 1 Learn how to create a presentation
- 2 Understand how to make it audience-centric
- 3 Try new things and maybe even enjoy speaking
- 4 Get Sara Krisher's newest book *Captivate Your Audience*
- 5 Have fun while you develop your confidence

**CHECK IT OUT TODAY!**

**Nov. 11-12, 2021 | LIVE ONLINE**

**Continuing Education**

University of Wisconsin  
**Eau Claire**





Welcome New Member **Bruce Lenzen Design Build, LLC (BLDB)**. As an alliance of architectural design, interior design, and construction services, BLDB has earned a reputation as one of the most distinguished design/build firms throughout the Twin Cities and Western Wisconsin. From rich woods and rustic stone to soaring ceilings and graceful arches, they create homes of enduring beauty and value built with care and pride in craftsmanship. Learn more at <https://brucelenzendesignbuild.com/>



**Dot & Daisy** is a mother-daughter owned business with the sole intention of bringing joy to your next celebration or event. They create magical balloon garlands, sleepover tent rentals, backdrop rentals, and custom event decor to uniquely celebrate your big life moment for your business or personally, which includes grand openings, ribbon cuttings, corporate retreats, baby showers, weddings, birthdays, and anything worth celebrating. If you're looking for a way to create a special moment, they're here to help! Learn more at <https://www.dotanddaisy.com/>



We are happy to introduce a new member and a longstanding local organization, **Hudson Home and Garden Club**. This non-profit organization is active throughout our community and their work can be seen in numerous locations. Their members promote an interest in gardening and beautification of the community through garden programs and community service. Follow them on Facebook at <https://www.facebook.com/HudsonHGC>



Welcome new member **Lakeview Health Emergency Medical Services**. Their team has over 40 paramedics and operates five ambulances. In 2020, they answered more than 10,300 calls for help. Many of their full-time paramedics are certified as critical care paramedics, completing rigorous continuing education in addition to regular EMS calls. To help our communities grow safer and healthier, they also provide several EMS training and learning courses to government organizations, businesses, community groups, and more. Learn more at <https://www.healthpartners.com/care/hospitals/lakeview/specialties/ems/>



A warm welcome to New Member **Lucky Paws Midwest**. Lucky Paws Midwest's mission is to SAVE THEM ALL. Their goal is to place all at-risk animals into caring foster homes and, eventually, loving, permanent homes. They work with adopters in the vicinity of Western Wisconsin and the Twin Cities metro area. Lucky Paws Midwest is 100 percent foster-home-based, so their animals do not live in a shelter but under the loving care of generous foster families. Learn more at <https://luckypawsmidwest.org/>



Welcome to the Chamber **Sievers Creative**. Connect with them if you need to revamp your current marketing strategy, or if you have yet to establish your footing in digital advertising. They are a full-service marketing company that works with small to medium sized businesses. This one-stop solution offers all traditional marketing services as well as digital marketing services, such as web design, SEO, social media, PPC management, and a range of promotional marketing efforts. Learn more at <https://www.sieverscreative.com>

SIEVERSCREATIVE





**Guidelines: Submit 100 words or less by the 15th of the month for the next month's Chamber news.**

**We reserve the right to editor omit any submitted business briefs. Email submissions to [info@HudsonWI.org](mailto:info@HudsonWI.org).**

## Stop in to Fresh & Natural Foods Today to Reserve Your Fresh Ferndale Free Range or Frozen Larry Schultz Organic Thanksgiving Turkey

Let Fresh & Natural Foods help you prepare by picking up one of our made from scratch seasonal deli salads. Also, don't forget your loved ones with special diets this holiday. We have the greatest selection of gluten-free, dairy-free, and vegan options around.

Join us November 5 and 6 as well as 19 and 20 to receive 10 percent off your entire purchase all day. Feed your family well this Thanksgiving by shopping local with Fresh & Natural Foods. Clean feels good!

## DC Lean & Associates is Offering a FREE Walk-Through to Review Your Operations and Receive Continuous Improvement Ideas

DC Lean & Associates is a consulting company that utilizes lean manufacturing and continuous improvement concepts to help solve business problems and improve financials. We achieve this by deploying business strategies, implementing effective problem-solving techniques, and elevating organizational capabilities through teaching and coaching. Focused areas will include:

- CUSTOMER EXCELLENCE
- FINANCIAL RESULTS
- SEE WASTE
- CREATE SOLUTIONS
- SUSTAIN THE GAINS
- CONTINUOUS IMPROVEMENT

Please contact Dave Salentine today. Phone (715) 441-2411. Email [davesal.dclean@gmail.com](mailto:davesal.dclean@gmail.com)

## First State Bank and Trust and Valley Agencies Announce the Opening of Their New Office at 680 Annabelle Way on the corner of Vine Street and Carmichael Road in Hudson

This new two-story, 13,200 square foot building is a full-service bank offering personal, business, and mortgage banking services, as well as trust, investment, and insurance services. First State Bank and Trust partnered with Studio EA, based in Hudson, as the lead designer and architect. Lift Bridge Builders, in Houlton, brought the building to life through its work as the general contractor.

"This building gives us the opportunity to meet the growing needs of the St. Croix Valley, as well as expand our presence in Western Wisconsin. We are excited to put down permanent roots providing community focused banking and financial services to Hudson and the surrounding area. We created this space to serve as a destination helping our clients on their financial journey.

When complemented with our eBanking products and traditional banking services, the building creates a space for clients to connect directly with our experienced staff for those financial decisions that require a more consultative approach," stated Jason Howard, president and CEO of First State Bank and Trust.

First State Bank and Trust, founded in 1914, offers full-service banking, trust, mortgage and insurance services at four branches in the St. Croix Valley, located in Bayport, Oak Park Heights, and Stillwater, Minnesota, and Hudson. The bank also offers limited service at two senior living facilities in the area. The Trust Department is one of the largest community bank trust departments in the Midwest with assets exceeding \$4 billion. Equal Housing Lender / Member FDIC.

## Kiwanis Club Annual Food Drive

The Kiwanis Club of Greater Hudson and the U.S. Army Career Center Hudson will again be soliciting donations during their Fifth Annual Fill A Humvee food drive. The event will be held on November 12 and 13 from 10 a.m. to 5 p.m. and on November 14 from 11 a.m. to 3 p.m. in front of County Market in Hudson. Last year's food drive generated \$4,000 in donations, which equated to \$32,000 in food purchasing power, plus over \$600 in actual food donations. All donations will go directly to the St. Croix Food Bank, which supports over 22 food pantries and food shelves in Western Wisconsin. This year, the Kiwanis Club will be able to accept donations via credit card as well as cash and check. For more information, contact the Kiwanis Club at 715.781.7167.

## Miracle on 34th Street November 19-December 19 at The Phipps

Directed by John H. Potter

A heartwarming story of a gentle old man named Kris Kringle, who believes he is Santa Claus, and who uses kindness and generosity to convince cynical little Susan, then everyone else, that he is, in fact, St. Nick.

November 19 - December 19 in the John H. Potter Theater

Tickets start at \$20.

[www.ThePhipps.org](http://www.ThePhipps.org)

## ...and a Groundhog in a Pear Tree November 26 - December 19 at The Phipps

Presented by The Phipps Children's Theater

Directed by Casey Marie Holmes

There's trouble in Calendar Castle: The Twelve Days of Christmas are getting too big for their britches. They've all got agents, they're making demands, and worse, they're refusing to sing their signature song! Can Groundhog Day, the April Fool, and February 29th come to the rescue?

November 26 - December 19 in the Black Box Theater

Tickets \$15 youth, \$20 adults

[www.ThePhipps.org](http://www.ThePhipps.org)





**CHECK OUT OUR UPDATED  
OCTOBER STATS!**

**WEBSITE: 6,700 USERS  
LINKEDIN: 1.3K POST  
IMPRESSIONS**

**CHAMBER FACEBOOK: 8,746 reached  
DISCOVER HUDSON FACEBOOK: 47,039 reached  
DISCOVER HUDSON INSTAGRAM: 15,800 reached**

## New Hudson-Area Mountain Bike Trail Network Promises to be Among Largest in Region

### A Few Miles of Trail are Available Now, with More to Come in the Next Few Years

It took nine years, thousands of volunteer hours, and a great deal on wood, but now the first few miles of what's billed to become one of the largest mountain bike trail networks in the region had its grand opening October 9 at Willow River State Park. It took so long to get going, in fact, that between trail proposal and approval, the sport of mountain biking grew from a mostly fringe activity to one of the fastest-growing high school sports in the country. "It's one of those things that grinds on forever and then all of a sudden it goes 'Zoop!'" said Rita Thofern, president of the Friends of Willow River and Kinnickinnic State Parks, one of the groups supporting the trail's construction. The nonprofit Friends group formed the Willow Kini Mountain Bike Club, <https://willowmtb.com/>, or WIKI, so that when the trails got approval they would have the volunteers needed to build them.

The new trail system will run inside two Wisconsin state parks separated by 15 miles — Kinnickinnic and Willow River — with plans calling for about 15 miles at Kinnickinnic and some 25 miles at Willow to be built in the next three years or so.

Last year, the DNR finished updating the parks' master plan and greenlit the trails. The DNR kicked in \$30,000 worth of Knowles-Nelson Stewardship grants, and the Friends matched it with dollars and volunteer hours. The money covered professional design from Trail Source, a Twin Cities company, and rental of mini-excavators. It also helped when trail builders ran into a surprise: extra wetlands.

Thofern said the Friends group will continue to seek grants and donations, and volunteers from the WIKI club will keep building, eventually constructing close to 40 miles of trail between the two parks. ■

## Chamber Celebrates Business Anniversaries!



In October, La Rue Marché celebrates 20 years of being in Hudson. Lisa Shortridge opened the business in 2001, Val Aune purchased La Rue Marché in 2012, and Krystal Pelant will be taking the reins in April of 2022.

La Rue Marché is a French-inspired boutique, offering current world fashions and accessories. Congratulations! ■



## Congratulations to Mark Hein with Family Fresh Market in River Falls as the Brand Champion for October.

Mark Hein joined the board of directors while in the Hudson store. When the Hudson location closed, Mark

moved to the River Falls store and joined the Hudson Chamber and continued to serve on the board of directors.

Mark has been an active member of the Chamber, recruiting new businesses to join, chairing the Hudson Community Expo Committee, helping to relaunch the Service Committee, serving on the Tourism Committee, and helping with the Hudson Hot Air Affair event.

Mark sponsors and supports many Chamber events and programs. ■

## BUSINESS BANKING WITH MORE BENEFITS

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- ✓ Fast Loan Decisions & Funding
- ✓ Local Business Experts



ROYAL  
CREDIT  
UNION

**LEARN MORE**

Equal Housing Opportunity.  
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## November Calendar of Events

- 2 LEADS 1, 7:00 a.m., Zoom
- 2 Hudson Business Connections (formerly I-94 Business Alliance) Meeting, 9:00 a.m., Citizens State Bank
- 3 Sustain Hudson, 9:00 a.m., Zoom
- 5 Hudson Chamber Foundation, 10:00 a.m., Zoom
- 8 Finance Committee, 9:00 a.m., Zoom
- 9 LEADS 1, 7:00 a.m., Zoom
- 10 Retail/Restaurant Committee Meeting, 9:00 a.m., Zoom
- 10 Welcome to the Hudson Chamber, 11:00 a.m., Zoom
- 10 Tourism Committee, 3:00 p.m., Zoom
- 11 Community Affairs, 11:00 a.m., Zoom
- 11 LEADS 2, Noon, Zoom
- 16 LEADS 1, 7:00 a.m., Zoom
- 18 Board of Directors Meeting, 9:00 a.m., First State Bank and Trust
- 18 Hudson Community Expo Planning Committee, 1:00 p.m., Zoom
- 18 Ambassador Meeting, 3:00 p.m.
- 19 Hudson Christmas Tour of Homes, 6:00 - 9:00 p.m.
- 20 Hudson Christmas Tour of Homes, 10:00 a.m.- 5:00 p.m.
- 21 Hudson Christmas Tour of Homes, Noon - 4:00 p.m.
- 23 LEADS 1, 7:00 a.m., Zoom
- 25 Happy Thanksgiving
- 26 Plaid Friday
- 26 Light Up Hudson, 7:00 p.m., Lakefront Park
- 27 Small Business Saturday - Shop Local
- 30 LEADS 1, 7:00 a.m., Zoom

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## 2021 Board of Directors

**Katie Kranz** - First State Bank and Trust, Chair

**Mark McNamee** - McNamee Real Estate Team, Past Chair

**Angel Duratti** - Angel's Pet World, Chair Elect

**Joel Larsen** - MidWestOne Bank, Treasurer

**Kathy Ableidinger** - Cardinal Health

**Becca Denn** - Best Western Plus

**Susie Halverson** - Barker's Bar & Grill/San Pedro Café/  
Pedro's del Este

**Mark Hein** - Integrity Cleaners/Family Fresh Market

**John Knutson** - Twin Cities Orthopedics

**Chris Kost** - YMCA in Hudson

**Linda La Kosky Eng** - Minuteman Press - Hudson

**Leanne Van Allen** - University of Wisconsin - River Falls

## Staff

The Chamber Newsletter is published monthly by the Hudson Area Chamber of Commerce & Tourism Bureau.

**Mary Claire Olson Potter**, President

**Lauren Battis**, Administrative Assistant

**April Worthington**, Director of Communications, Events and Marketing

**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 -  
**Hudson Ford LLC and Quick Lane**

Small Business of the Year - **Angel's Pet World**

Chamber Member of the Year -  
**Chad and Carol Trainor, Urban Olive & Vine**

Community Volunteer of the Year - **Nate Skoog, Hudson/North Hudson Community Access Television**

Marie Blakeman Award - **John H. Potter**

