



We have hit our 70-year milestone and invite all local businesses to join us at the **Annual Celebration 2023** on **January 26, 2023**. This year will be packed with fun at one of our newest member locations – Tattersall Distilling! In addition to exceptional food and drinks, this event will be an outstanding opportunity for teams to reconnect with each other, meet other local businesses, look back at Hudson over 70 years – and help us to look forward. Guests can purchase single tickets, or an entire table with eight seats. Bring your work team, valued partners, spouses, and friends.

#### A Night of Recognition

Part of our evening presentation will include recognition of our Chamber members and volunteers for all they have done in assisting the Chamber's growth and success in the community. We will also recognize outgoing board members, welcome new board members and present goals and planning for 2023.

Annual recognition of innovative and successful member businesses is presented through two Business of the Year Awards. These businesses' outstanding achievements will be acknowledged in companies with 1-20 and 20+ full-time employees. In addition to the Business of the Year awards, the Outstanding Chamber Member Award, Outstanding Community Volunteer Award, and the Marie Blakeman Award will be presented. Furthermore, the Manufacturer's Award recognizes a team or organization for its outstanding accomplishments that have had a significant impact within the manufacturing industry.

#### An Unforgettable Event to Sponsor

Did you know tickets come with sponsorship? Local businesses that are interested in reaching hundreds of business leaders should contact us to sponsor the Annual Celebration. This milestone year will be one to remember and is the Chamber's largest membership event of the year! Call 715-386-8411 or email [Lauren@HudsonWI.org](mailto:Lauren@HudsonWI.org) for sponsorship details and pricing.

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



#### ON THE INSIDE



**MESSAGE FROM  
THE PRESIDENT**

**3**



**THANK YOU**

**4 & 5**



**BUSINESS  
BRIEFS**

**6 & 7**



**BRAND  
CHAMPION**

**7**

#### EVENT DETAILS:

**Date:** Thursday, January 26, 2023

**Time:** Photos & Social 6:00 p.m.

**Dinner is Served 6:45 p.m.**

**Presentation & Awards 7:30 p.m.**

**Location:** Hybrid Event (In-person & Zoom Option)

**Tattersall Distilling**

**1777 Paulson Rd.**

**River Falls, WI 54022**

**Cost:** \$70 Chamber Members

**\$80 Non-Members**

**\$25 Online Option of Presentation Only**

[Register Here](#) ■



**JOIN US!**



Thursday  
**January 12**  
**2023**

**3:00-7:00pm**

2651 Hillcrest Drive  
Hudson, WI 54016

**OPEN HOUSE**



**A focus on YOU  
is at the Center.**

You're invited to the  
new Hudson Medical  
Center Open House  
January 12, 2023 from  
3:00-7:00pm.

- Tour the new facility
- Meet healthcare professionals
- Grab some freebies



**Mary Claire Olson Potter**  
*Chamber President*

## Thank You for Your Investment!

Membership is the lifeblood of a Chamber. Without membership investments and involvement, there is no Chamber. The strength of a Chamber is found in the members and their commitment to the mission and the role of the Chamber. Thank you for your involvement and commitment.

There are many ways for you to be involved in the Chamber. There are a number of ongoing committees, event committees and task forces in which to participate, along with attending events that are held throughout the year. Please make the most of your membership by getting involved. I would be happy to meet with you and your team to review Chamber benefits and involvement opportunities.

At the Board/Committee Chair Retreat in December, the current Board and Committee Chairs spent the morning reviewing accomplishments, the membership survey results, and setting plans for 2023. The 2023 Plan of Action will be approved at the January Board meeting and will be posted on the Chamber's website.

As a Chamber and a community working together, we made it through another year. Congratulations!

We look forward to 2023 with great hope. ■

## Board of Directors Welcomes New Chair and Two New Members



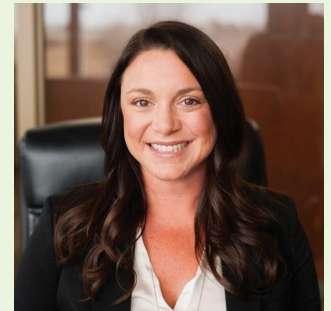
The Hudson Area Chamber of Commerce & Tourism Bureau is excited to welcome **Leanne Van Allen** as the **new Board Chair for 2023**. Leanne is a vital part of the Chamber, and we are excited to work with her in the upcoming year.



The Hudson Chamber would like to thank **2022 Chair Angel Duratti** for all her hard work in leading the Chamber through another successful year. Angel was instrumental in helping the Chamber exceed many of its goals for this year, and we cannot commend her enough. We look forward to continuing to work alongside Angel and her continued efforts in the new year.



**Heath Ehrnreiter** is a twenty-eight-year Cardinal Health employee, and has served as an Operations Manager for the past thirteen years. He has a strong passion for supporting people and building long lasting relationships. Heath has been a Chamber Ambassador for four years along with being involved in many events in and around Hudson. He loves getting involved and helping those around him. Heath resides in Hudson with his wife Pam, daughter Hailey, and dog, Kali. He is looking forward to joining the Board of Directors to continue to provide the greatest experience possible for all current and future members, and cannot wait to get started.



**Maria Machtemes** is the Assistant Vice President of Retail Banking at Citizens State Bank. A graduate of the University of Wisconsin – River Falls, Maria has lived in the St. Croix River Valley for over 20 years and continues to reside between Hudson and River Falls with her husband and two children. She has enjoyed making connections in Hudson through her role at the bank and involvement in the Chamber and is excited for this opportunity to continue to serve our wonderful community. ■





Throughout the holiday season, there were many free, family-friendly events held throughout downtown Hudson that attracted tourists and community members alike. **Light Up Hudson, Find Santa, Candlelight Stroll, Santa and His Critters, and Visit with Santa** helped ignite holiday magic throughout the community. None of these events would be possible without the support of many of our area businesses. Thank you to our sponsors for their continued support and partnership:

#### Platinum

- Edward Jones Financial Advisors
  - o Allison L. Butler
  - o Ron Jenkins, AAMS
  - o Michelle Johnson, AAMS
  - o Katie Robbins, AAMS
  - o Paul Simmons
  - o John Steenis, AAMS, CRPC
  - o Dan Timmerman, AAMS

#### Diamond

- Gagnon, Inc.

#### Gold - Candlelight Stroll

- American Family insurance – Tammy Belisle Agency
- Hudson Home and Garden Club
- Hudson Physicians, S.C.
- Kwik Trip, Inc.
- SF Insurance Group

#### Gold - Find Santa

- Angel's Pet World
- Keys Cafe & Bakery

#### Gold - Santa and His Critters

- Croix Gear & Machining
- Fleet Farm
- Nicolet Law Office S.C.
- Smiles in Motion, Pediatric Dentistry
- St. Croix Kidds Pediatric Dentistry
- Valley Companies

- WESTconsin Credit Union

#### Silver

- Bee Healthy Chiropractic
- CBD Hudson
- Chapter2Books/BackRoom Vintage
- Ellner's Valley View Window Treatments, LLC
- First State Bank and Trust
- Hampton Inn & Suites by Hilton
- Holiday Inn Express & Suites
- Hudson Flower Shop
- Hudson Hot Air Affair, Inc.
- kudos
- La Rue Marché
- Nelson & Lindquist, S.C.
- Northwood Technical College
- Pathways Family Chiropractic, S.C.
- SEASONS Gallery
- Spring Creek Dental
- Steward State Farm Agency
- The 715



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**CHECK OUT OUR UPDATED  
DECEMBER STATS!**

**WEBSITE: 8.7k VISITORS  
LINKEDIN: 411 FOLLOWERS  
CHAMBER FACEBOOK:  
REACH: 5,600, LIKES: 4,972**

**DISCOVER HUDSON FACEBOOK: REACH: 17,451, LIKES: 16,866  
DISCOVER HUDSON INSTAGRAM:  
REACH: 5,331, FOLLOWERS: 4,790**

- The Bees Knees
- The SubHouse
- Valley Orthodontics

#### Bronze

- 8CH Print of Hudson – A Division of Helmer Companies
- Abigail Page Antique Mall
- Accumark, Inc.
- Aileron IT
- Art Doyle's Spokes & Pedals
- Associated Bank
- Cocobello Interiors
- County Market
- Gavic Construction Corporation
- Grand Fête
- Guinn, Vinopal & Zahradka, LLP
- Hudson Valley Dental
- Knoke's Chocolates & Nuts
- Lakefront Framing LLC
- Micklesen Drug Inc.
- The Massey Luxury Apartments
- Wolfy's Butcher Shop & Deli, LLC

#### Copper

- Brueske's Bread LLC

#### Second Street Decorations

- City of Hudson

We would also like to thank the Have a Hudson Holiday Committee for their time and efforts in planning and executing these holiday events:

- **Marianne Buckman**, Cocobello Interiors
- **Angel Duratti**, Angel's Pet World
- **Richelle Jader**
- **Teri Larsen**, BackRoom Vintage & T Larsen Design LLC
- **Deanna Lindahl**, SavATree
- **Janet Quinto**, Hudson Home and Garden Club
- **Kay Timm**, Grand Fête
- **Andera Uebel**, Droplets of Wellness, LLC

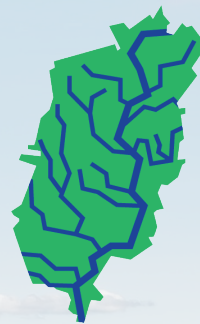
In addition to the Have a Hudson Holiday Committee, thank you to all who were involved in making this possible:

- **Brock Eastlund**, SavATree

- **City of Hudson Public Works Department** for their help with the lights in the park
- **Hudson Ambassadors**
- **Hudson Home and Garden Club** for helping with the decorations
- **North Hudson Pepper Festival Royalty**
- **The SavATree Team** for putting together 500 bags of candy for Light Up Hudson in addition to hanging lights on the Chamber Office ■



*Children eagerly waited to tell Santa their holiday wishes at **Santa and His Critters**.*



Please join us for the 11th Annual

## RED CEDAR WATERSHED CONFERENCE

Land, Water & People Coming Together!

Thursday, March 9, 2023

8:30 am - 4:00 pm

UW-Stout, Menomonie, WI

[www.uwstout.edu/redcedar](http://www.uwstout.edu/redcedar)



2023 Major  
Contributors



Keynote Speakers:

**Land:** Rick Clark, Clark Land & Cattle and Farm Green Consulting  
How to develop a truly green economy.

**Water:** Mark Seeley, Climatologist & Professor, "Regional Climate Change: Local Landscapes & Watershed Management"

**People:** Chad Pegracke, Living Lands & Waters, "From the Bottom Up"



**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).**

## DECA Judges Needed

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality, and management. As a volunteer judge, you will sit across the table from DECA's most talented members and evaluate their knowledge and skills they've developed all year. You provide the real-world expertise that sets our industry-validated competitive events program apart as you determine who will be named an international finalist. Judging will take place on January 7th, 2023 at University of Wisconsin – Stout. [Click here](#) to learn more and register as a judge. Select “Hudson DECA” when asked which chapter recruited you.

## “What Makes a Resilient Community?”

*Conversations of the Valley* is the long-running speaker series hosted by the St. Croix Valley Foundation. The 2023 series offers 4 topics focused on “Regional Resiliency” -- how to keep unique regions, such as the St. Croix Valley and its communities, healthy, thriving, and better able to withstand unexpected challenges. Speaking on this topic will be Steven Deller, Professor, Community Development Specialist, UW – Madison.

Community members are encouraged to register for any or all presentations in the series (each presented via Zoom). There is no fee to participate but registration is required. Registration is now open for the Jan 11 presentation from Noon to 1:00 p.m. [Click here](#) to register!

## Experience the Magic with The Real Magic House

This year, the Hudson Hot Air Affair starts with a countdown event, the “Experience the Magic” Launch Party at The Real Magic House, 904 6th St., on Saturday, January 14, from 5-8 p.m. Come enjoy this magical kick off to the Hudson Hot Air Affair featuring artists, a scavenger hunt, live music and fun surprises around every corner! This is a free event for all ages, but space is limited and reservations are required. For more information, [click here](#).

## Giving Back to Our Communities

FNC Bank is accepting grant applications through January 15, 2023 for its current 6-month grant cycle serving organizations in St. Croix and Polk Counties. The bank's grant program was established to provide funding to local organizations that work to improve lives through giving and service. An emphasis is given to funding requests which focus on providing access to basic needs (food, clothing, and shelter) and promotion of literacy within the two-county area.

The bank's grant program is further supported by the recent launch of their Green Giving checking account. This one-of-a-kind product was designed with the goal of giving back to the community as the bank donates funds into their grant program with every completed debit card transaction (swipe).

Local organizations interested in applying for funding through the FNC Bank Grant Program should visit [www.fnc.bank/resources/grants](http://www.fnc.bank/resources/grants).

## Gift the Give of Experience with Black Rooster Bistro

Still searching for a gift for someone who has everything? Give the gift of experience through a five-course tasting meal to those hard-to-buy-for individuals. These dinners have been very popular and selling out quickly! We have two upcoming dinners in January – Thursday, January 19th at 7 p.m. featuring Portuguese wines and Port \$75/person and Sunday, January 29th at 5 p.m. benefitting Coco's Heart Dog Rescue \$85/person.

These dinners are both filling up quickly, so don't delay, [buy your seats online today!](#) \$50 deposits due to secure your reservation. Deposits are non-refundable. If you would like to pay for dinners in full simply call the restaurant at (715) 808-0560.

## Hudson Lions Club Hosts Taste of HHAA

Want an evening with live music, wine, beer, spirits and cheese sampling, hot appetizers, and the opportunity to take home great silent auction baskets?

“Experience the Magic” Taste of Hot Air Affair will be hosted by the Hudson Lions Club on Saturday, January 28. The popular annual event is a fundraiser for Lions Club projects and will be held at White Eagle Golf Club, 316 White Eagle Trail, from 5:30 to 10:30 pm. In addition to 15 sampling vendors, Boondoggle will provide live music plus there will be a wine pull and free photo booth for souvenir pictures.

VIP tickets are \$50 each with exclusive VIP early admittance and silent auction specials from 5:30 to 6:30 pm. Regular tickets are \$30 each from 6:30 to 10:30 pm. See [HudsonHotAirAffair.com](http://HudsonHotAirAffair.com) for ticket sales and details. For further information, contact Mike Burnley ([mmburley7@aol.com](mailto:mmburley7@aol.com)) or Evy Nerbonne ([epnerbonne@baldwin-telecom.net](mailto:epnerbonne@baldwin-telecom.net)).



## Experience the Magic – Hudson Hot Air Affair

The Hudson Hot Air Affair balloon rally will be February 3-5, 2023 with a theme of “Experience the Magic”. Do you want to attract out of town visitors to your business that weekend or have them drop in on a future trip to Hudson? Consider being included in the “Welcome Packets” given to out-of-town visitors as they check in at area lodging properties for the Hot Air Affair. We invite you to provide 530 brochures, coupons or special flyers to be included in a Welcome Packet.

Please make sure your materials fit the audience who will receive them. *Businesses best served by the Welcome Packets are retailers, restaurants, attractions, lodging properties, regional reach businesses and places hosting Hot Air Affair events.* **Deadline to drop your marketing materials at the Chamber office for inclusion in the Welcome Packet is Friday, January 27, 2023. There is no charge to be included in the Welcome Packets.**

Businesses can also join the fun with parade units, smooch boarding teams, balloon crews and other participatory events. Check out the website [www.hudsonhotairaffair.com](http://www.hudsonhotairaffair.com) for additional information or contact Evy Nerbonne at (715) 222-5375.

## Hudson Grocery Cooperative Invests in Studies

On Thursday, December 15, Melanie Olson, corporate giving specialist, announced a financial sponsorship of \$5,000 to Hudson Grocery Cooperative (HGC) from the Compeer Financial Rural Feasibility Study Grant Program. HGC applied for funds to offset the cost of two studies. The first study will evaluate the sales potential for a proposed food co-op to be located in Hudson. The second study will create a pro forma business plan, projecting metrics of a store operation. The mission is to open a community-owned grocery store that offers diverse food and product choices including organic, sustainable and regionally sourced options.

## Angel Accounts

Looking to make a difference for families in our community? Consider making an anonymous donation to the nutritional angel funds for students throughout the Hudson School District. All donations will go towards paying off student accounts that have negative balances. These donations will be added to funds for any family that requests assistance.

To make a general donation, please send a [deposit slip](#) with “Angel Account” as the name and the school name you wish to donate to. If the school name is blank, an account with the most need will be chosen on your behalf. All donations & deposit slips can be mailed to Nutrition Services Assistant Director, Nickole Siegman, at 1501 Vine St. – Hudson. ■



Congratulations to our December Brand Champion, Hudson Home and Garden Club.

The Hudson Home and Garden Club has been decorating downtown for years with the lovely orbs that hang from the light posts. The club created the design, made the orbs, and add to them each year to ensure they look festive and will survive through the holiday season. Have a Hudson Holiday committee member Marianne Buckman, with Cocobello Interiors, provides the city with a map with the location for each of the orbs. Thank you to the City of Hudson Public Works Department for picking up the orbs from the storage unit, hanging them on the light posts, and returning them after the holidays.

In addition, members of the The Hudson Home and Garden Club serve on the Hudson Community Expo committee to help plan the popular annual event. Thank you to all the Garden Club members for all you do to make Hudson beautiful throughout the year.

If you're wondering about the qualities of a Brand Champion, they include:

- Passionate and Supportive
- Knowledgeable and Communicative
- Invested in Success
- Interested in Building Loyalty

If you know of a great Chamber Brand Champion, let us know so we can recognize them and award them \$25 in Chamber Checks! ■





## January Calendar of Events

- 2 Office Closed
- 9 Finance Committee, 8:30 a.m., Zoom
- 10 Hudson Business Connections, 9:00 a.m., Citizens State Bank, 375 Stageline Rd.
- 11 Welcome to the Hudson Chamber New Member Orientation, 11:00 a.m., Zoom
- 12 Hudson Community Affairs, 11:00 a.m., Zoom
- 13 Executive Committee, 9:00 a.m., Zoom
- 16 Martin Luther King Jr. Day – Office Closed
- 17 Leadership Hudson – Health & Human Services Day
- 18 Retail/Restaurant Planning Session, 8:30 am, The Phipps Center for the Arts
- 18 Tourism Committee, 1:30 p.m., Zoom
- 19 Board of Directors, 9:00 a.m., First State Bank and Trust, 860 Annabelle Way
- 19 Ambassador Retention Visit –Steward State Farm Agency, 3:00 p.m., 206 2nd St.
- 19 Ambassador Committee Meeting, 3:30 p.m., Bennett's Chop & Rail House – Hudson, 517 2nd St.
- 24 Membership Committee, 9:00 a.m., Zoom
- 26 Annual Celebration, 6:00 p.m., Tattersall Distilling, 1777 Paulson Rd. – River Falls

## 2023 Board of Directors

**Leanne Van Allen** – University of Wisconsin – River Falls, Chair  
**Angel Duratti** – Angel's Pet World, Past Chair  
**Linda La Kosky Eng** – Minuteman Press – Hudson, Chair Elect  
**Joel Larsen** – MidWestOne Bank, Treasurer  
**Heath Ehrnreiter** – Cardinal Health  
**Mark Hein** – Integrity Cleaners, LLC  
**Chris Kost** – YMCA in Hudson  
**Katie Kranz** – First State Bank and Trust  
**Maria Machtemes** – Citizens State Bank  
**Mark McNamee** – McNamee Real Estate Team  
**Deb Pittman** – Hampton Inn & Suites by Hilton  
**Kevin Urbik** – Heywood, Cari & Anderson, S.C.  
**Blake Willman** – Weathersafe Restoration, Inc.

## Staff

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

**Mary Claire Olson Potter**, President

**Lauren Battis**, Marketing & Membership Coordinator

**Tyler Warwick-Mick**, Special Projects Coordinator

**MISSION:** To provide value to and serve our members, promote a strong local economy, advocate for the interests of the business community, champion sustainability, and market the recreational and cultural opportunities in the Hudson area.

## Congratulations to the Hudson Area Chamber of Commerce & Tourism Bureau Award Winners!

Large Business of the Year –

**Barker's Bar & Grill, San Pedro Café, Pedro's del Este**

Small Business of the Year – **Christiansen Creative**

Chamber Member of the Year –

**Erica Johnson, Angel's Pet World**

**Ashley Filkins, Angel's Pet World**

Community Volunteer of the Year – **Paul McGinnis, MD, FAAFP**

Manufacturer of the Year Award – **Croix Gear & Machining**

Marie Blakeman Award – **Gary Zappa, Zappa Brothers**

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