

SIMPLY CONNECT

Join us for our first *Simply Connect* of 2023! The Hudson Area Chamber of Commerce & Tourism Bureau's *Simply Connect* is a great way to socialize with others in the Hudson business community within a fun happy hour setting. If you are new to the Chamber or would like to learn how to maximize your membership, join us at 4:30 p.m. for the Welcome to the Hudson Chamber Orientation and then stay to meet other business leaders.

Thank you to our Event Sponsor:



Thank you to our Host Sponsor:



EVENT DETAILS:

Date: Wednesday, February 8, 2023

Time: 4:30 – 7:00 p.m.

Location: Pedro's del Este
212 Walnut St.

[Click here to register.](#) ■



Lucky Clover Contest

Support residents as they shop, dine, and live locally in the Hudson area! Individuals are entered into prize drawings when they spend money at participating businesses. To sign your business up, please contact Lauren by **February 8** at Lauren@HudsonWI.org or call the Chamber Office at (715) 386-8411. ■

ON THE INSIDE



MESSAGE FROM
THE PRESIDENT

3



EVENTS

5



BUSINESS
BRIEFS

6 & 7



BRAND
CHAMPIONS

5

GOOD MORNING HUDSON

What's on the Spring Election Ballot?

Join us for our first *Good Morning Hudson* of 2023! We will hear from Jamie Johnson, president of the Board of Education, and Dr. Nick Ouellette, superintendent, to present the operations and facilities referendum, which will appear on the April 4 ballot, along with the candidates running for Hudson Common Council. Each candidate will be presenting opening comments and will respond to questions prepared by the Community Affairs Committee. Find more information about this event on Page 5.

Thank you to our Event Sponsor:



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Mary Claire Olson Potter
Chamber President

New Year Offers Reflections and Renewed Commitment

Reflecting on the past three years, our community has come together to navigate a new sense of normal in the wake of the COVID-19 pandemic. In 2022, we saw the return of many in-person events and member gatherings, and we look forward to carrying this energy into 2023.

At its January meeting, the Chamber Board of Directors approved the Plan of Action for 2023 based upon 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 compete.
- **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 2023 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 2023. ■



Outgoing Board Members

Thank you to outgoing board member **Kathy Ableidinger** for her service on the board of directors. Kathy served two terms on the board, and we are grateful for her contributions to not only the Chamber, but the community as well. Along with her work on the board, Kathy has also been involved in the development and betterment of Manufacturers Day in conjunction with the City of Hudson and Hudson High School. In 2021, Kathy was named chair of the Chamber Foundation Board of Directors, and we look forward to continuing to work with her to help advance education and workforce development throughout the area. Thank you, Kathy, for all you have done and all you continue to do. ■



Buena Vista: A Stroll in the Park, celebrates its fourth year in Lakefront Park. Through the generous donations from area families and businesses, we were able to put up 375,000 lights. The lights were lit on November 25, and will remain on through February 10. Thank you to all who donated to support this fourth annual event. This event is presented by the Hudson Area Chamber of Commerce & Tourism Bureau in partnership with the City of Hudson and SavATree.

This project was made possible because of the following generous donors:

Founding Family:

- Tom and Mary Abel
- Ruthie Johnston
- Thomas P. Rose
- Have a Hudson Holiday Committee
- City of Hudson
- ABG Holdings, LLC
- Lucky's Wine & More

Founding Pledge:

- Pier 500
- Valley Companies
- Xcel Energy

Santa's Tree:

- Gagnon, Inc.

Evergreen Tree:

- Angel's Pet World/Nutrisource
- The Bouchea Luxury Apartments
- Citizens State Bank
- Debi Erickson

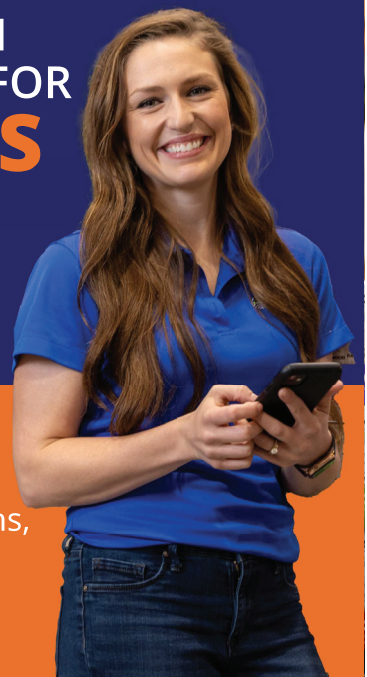
- Erbert & Gerbert's
- First State Bank and Trust
- Hudson Ford LLC and Quick Lane
- Hudson Physicians, S.C.
- Hudson Rotary Club
- Kwik Trip, Inc.
- Marvin P. Verhulst Foundation
- Post - American Eatery
- Royal Credit Union
- Uline

Other Donations:

- Creative Homes
- Elliot Anderson & Barbara Starr
- Guinn, Vinopal & Zahradka, LLP
- Joy & Dean Knudson
- MPSC, Inc.
- SavATree
- YMCA in Hudson ■

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CHECK OUT OUR UPDATED
JANUARY STATS!

WEBSITE: 4.7K VISITORS
LINKEDIN: 414 FOLLOWERS
CHAMBER FACEBOOK:
REACH: 5,648, LIKES: 4,973

DISCOVER HUDSON FACEBOOK: REACH: 17,451, LIKES: 16,933
DISCOVER HUDSON INSTAGRAM:
FOLLOWERS: 4,816

Spring Election Continued

District 1



Randy Morrisette II

District 2



Lynn Wakefield

District 5



Sarah Bruch

District 6



Joyce Hall

Guest Speakers:

Board of Education



Jamie Johnson, President

Hudson School District



Dr. Nick Ouellette, Superintendent

Congratulations to our January Brand Champions – **Amy Hauser**, Leitch-McSorley Insurance Agency; **David Hauser**, Royal Credit Union; **Teri Larsen**, T Larsen Design LLC; and **Christopher Mick**, Space St. Croix.



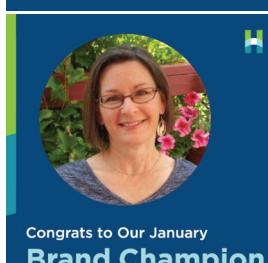
Congrats to Our January
Brand Champion

Reflecting on the past year, there were so many members that stepped up and were instrumental in the success of the Chamber. We want to recognize this group for all of the time and energy they put into 2022. It is because of volunteers such as these that we can achieve the successes and accomplishments that we do.



Congrats to Our January
Brand Champion

Amy and **David** exemplify what it means to be a Chamber Ambassador. They always welcome new members by attending ribbon cuttings, and maintain relationships with current members at retention visits. They also volunteer at Chamber events, such as the Spirit of the St. Croix Art Festival.



Congrats to Our January
Brand Champion

Teri has played a pivotal role in the betterment of the Hudson Christmas Tour of Homes since 2014. She is a crucial member of the Tour of Homes committee, and serves as a liaison for homeowners on the Tour. Teri continues the holiday momentum with her service on the Have a Hudson Holiday committee.



Congrats to Our January
Brand Champion

Christopher always lends a helping hand in crucial times of need. He played an essential role in putting up and taking down signage around town for the Spirit of the St. Croix Art Festival. Additionally, he served as a van driver for one of the homes on the Hudson Christmas Tour of Homes, which was an immense help throughout the weekend.

We thank Amy, David, Teri, and Christopher for all they have done and continue to do for us, and look forward to carrying this momentous energy into 2023.

If you are 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. ■

EVENT DETAILS:

Date: Thursday, February 23, 2023

Time: 7:30 a.m.

Location: The Phipps Center for the Arts
109 Locust St.

Cost: Members \$20 | Non-Members \$25

[Click here to register](#) ■



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.

Hudson Hot Air Affair: The Magic of Charly Markert

This year Hudson Hot Air Affair is celebrating the theme of "Experience the Magic" and what better way to highlight the magic of hot air ballooning than by honoring world-famous balloon artist Charly Markert. He became interested in balloon art after seeing hot air balloons at the Minneapolis Aquatennial many years ago. Charly came to Minneapolis to work for Naegele, painting backdrops for the theater for ballet companies. His billboard and backdrops training lead him to painting hot air balloons. Be sure to visit the Markert Balloons coming to the Hot Air Affair, February 3-5. [Click here](#) for more details and announcements.

Garden Club Speakers Set for Feb. 7, March 7

"Healthy Benefits of Goats-Milk Products" is the topic of the Hudson Home & Garden Club's Feb. 7 meeting presented by Kelsey Iverson of Mio Soaps in Hudson. She will share how she handcrafts natural, goat-milk skin-care products and pours her own soy candles using essential oils, EO infusions, sustainable locally sourced ingredients, and milk from goats on her solar-powered farm in Hudson. Her presentation will be at 1 p.m. at The Phipps, Hudson.

"Getting In Shape for Gardening" is the topic of the club's March 7 meeting, also at 1 p.m. at The Phipps, featuring a physical therapist, Kaci Traczyk, PT, DPT. She will provide tips and training guidance to help you prepare your body for the physical demands of gardening.

A \$5 non-member fee will be charged at both meetings. Garden club membership forms also will be available (\$25 annual membership). For inquiries, contact HUDSONHOMEGARDEN@gmail.com

Valentine's Day

Black Rooster Bistro will be open for dinner on Tuesday February, 14th. Bar opens at 4pm. Dinner reservations for our \$65 four course meal begin at 5pm. Be prepared for an evening of elevated dining. Call 715-808-0560 for reservations.

Clear your calendar for Thursday, March 30th when we will be doing our next five course tasting dinner as a fundraiser for the Octagon House Museum - St Croix County Historical Society. The cost of the dinner \$85/person. Reservations and a \$50 nonrefundable deposit are required. Call or go online to make your reservation.

2nd Annual St. Croix Valley Habitat for Humanity Gala Celebrates Casino Night, March 25

St. Croix Valley Habitat for Humanity is celebrating its 2nd Annual Steel Toes & Stilettos Gala with a Casino Night Theme. Registration opens Wednesday, January 25 for the March 25th event at Tattersall Distilling in River Falls, WI.

Early Bird registration tickets are \$80 and include an evening of food, "fun-draising", casino entertainment, a silent auction and raffles. Guests will be given fun money upon arrival and will enjoy traditional casino entertainment including Roulette, Texas Hold 'Em, Pokerlette, Craps, Blackjack. Participants can win raffle entries (no cash prizes will be awarded). Registration online at scvhabitat.org/gala.

BRIDGE BOWLARAMA Fundraiser

BRIDGE For Community Life is excited to announce the return of our annual BRIDGE BOWLARAMA Fundraiser on Saturday, April 22nd beginning at 1:00 pm at the Hudson Bowling Center. Returning as event sponsor for the 16th year is the **Hudson Knights of Columbus**, along with Sponsors, Captains & Team-Mates, BRIDGE Special Needs Bowlers, friends and family coming together to help raise funds for BRIDGE programs and services for youth and adults with disabilities. Participants enjoy bowling, music & dancing, a live auction, pizza and more. Sponsors & Top Donors will receive recognition at the event and on our website & social media. Please consider being a part of this exciting event as a sponsor, captain, or special needs bowler. Visit our website at www.bridgecl.org/bowlarama or contact Ginny at info@bridgecl.org for more information.

Healthmax Family is GROWING!

Dr. Shelby Henriksen McGraw and Dr. Taylor Rieck with IN8Flow Chiropractic will be moving their practice in with ours! These two amazing chiropractors are going to add so much health and healing energy to this clinic. Dr. Shelby and Dr. Taylor are experts in their fields and we are lucky to have them.

What does that mean to you? Healthmax team and hours are all going to be the same. There will be transitions so we do ask for your patience as we join our two clinics. [Click here](#) to learn more about these doctors!



HHS Deca Business T-Shirt Sponsorship Opportunity

Hudson High School DECA is looking for your support! DECA is a national association of marketing and business students that encourages the development of business and leadership skills through academic conferences and competitions. Hudson DECA has 17 students who qualified to attend the State Conference, and the cost for each student to attend is around \$400. To assist students with the cost of these experiences, we are reaching out to local businesses for sponsorships. Each donation received will be honored by displaying your business logo on our Hudson DECA t-shirts. For more information, [click here](#).

St. Croix Valley Foundation Grants Put More Music into Area Schools

The St. Croix Valley Foundation (SCVF) has awarded over \$47,000 to 22 schools throughout the St. Croix Valley region – in Wisconsin and Minnesota – through its Music Education competitive grant program. Music Education grants are awarded each December from the SCVF's *Music Education Field of Interest Fund*. This endowed fund was established by a retired teacher who wished to give the gift of music to students of all ages – from pre-school through high school – in perpetuity. The goal of this grant program is to enhance the quality of music education programs in area schools. Hudson High School and St. Patrick School were among two of the institutions to be awarded these grants.

St. Croix Valley Habitat for Humanity Welcomes New Board of Directors Leadership

St. Croix Valley Habitat for Humanity (SCVHFH) is pleased to announce that its board of directors recently elected a new board president Gary Zifko, Senior Project Manager, Kraus-Anderson Construction Company and board vice president Gina Moe-Knutson, Realtor, WESTconsin Realty.

"SCVHFH is grateful to both for their vision, dedication to affordable housing and their service on behalf of our organization," said Executive Director Kristie Smith. "At the same time, we'd like to share a very special thanks to Bill Richard, who completed his 9-year board term, after leading the organization through transition, growth and successful fiscal health. And to Mike Orth, who has completed his time on the board as well, as he makes his permanent home in the great outdoors of Duluth, Minnesota. We wish both Bill and Mike great adventures, with many thanks for their work here at SCVHFH."

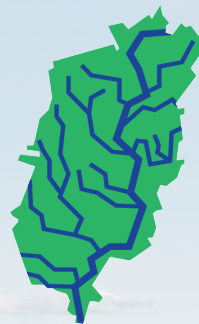
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Chamber Celebrates Business Anniversaries!

On January 14, Hop & Barrel Brewing Company, LLC celebrated their 5-year anniversary at their Downtown Hudson location! Hop & Barrel has it all, from a variety of beers, game nights, live music, events, and more. [Click here](#) to check out their latest brews & events! ■



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



2023 Major Contributors



Keynote Speakers:

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

Water: Jim Boulter, UWEC Professor, "Wisconsin's Changing Climate and Agriculture's Role"

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



Best wishes to **Tyler Warwick-Mick** as they move on from the Hudson Area Chamber of Commerce & Tourism Bureau. Tyler joined the Chamber as an intern in July of 2021 and transitioned to a full-time position as the Special Projects Coordinator in September of 2022. We thank Tyler for their service and dedication to the Chamber, and the Hudson community, and wish them all the best in

their new adventure as Education & Outreach Coordinator at Eagle Eye Farm!

February Calendar of Events

- 2 Groundhog Day**
- 2 Community Affairs, 10:00 a.m., Zoom**
- 7 Connections & Coffee, 9:00 a.m., Citizens State Bank, 375 Stageline Rd.**
- 8 Welcome to the Hudson Chamber New Member Orientation, 11:00 a.m., Zoom**
- 8 Simply Connect, 4:30 p.m., Pedro's del Este, 212 Walnut St.**
- 12 Super Bowl Sunday**
- 13 Finance Committee, 8:30 a.m., Zoom**
- 14 Valentine's Day**
- 15 Tourism Committee, 1:30 p.m., Zoom**
- 16 Board of Directors, 9:00 a.m., First State Bank and Trust, 860 Annabelle Way**
- 16 Ambassador Retention Visit, 3:00 p.m., TBD**
- 16 Ambassador Committee, 3:30 p.m., TBD**
- 21 Leadership Hudson – Government Day**
- 23 Good Morning Hudson, 7:30 am, The Phipps Center for the Arts, 109 Locust St.**
- 28 Membership Committee, 9:00 a.m., Zoom**

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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

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 –

Andersen Corporation

Small Business of the Year – **Jonesy's Local Bar & Grill**

Chamber Member of the Year –

Tim Foster, Hudson Flower Shop

Community Volunteer of the Year –

Chris Kost, YMCA in Hudson

Manufacturer of the Year Award – **Ciranda, Inc.**

Marie Blakeman Award –

Clarence "Buck" Malick, Sustain Hudson – RiverFest

