

SIMPLY CONNECT

Build Connections at April Event

Join us for a night of networking! 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. Additionally, stay after the event to enjoy the sound of live music as artists Tim Grady and Marcus Lere will be performing that night.

Thank you to our Event Sponsor:



Thank you to our Host Sponsor:



EVENT DETAILS:

Date: Thursday, April 27, 2023

Time: 4:30 - 7:00 p.m.

Location: Ziggy's Live Music, Bar & Restaurant
302 2nd St.

[Click here to register.](#) ■

ON THE INSIDE



MESSAGE FROM
THE PRESIDENT

3



EVENTS

4-5



BRAND
CHAMPION

9



BUSINESS
BRIEFS

10-11

Explore Your Hudson

Take a day to explore local activities, offers, and specials while supporting Hudson businesses! Pick up a passport for Explore Your Hudson to take advantage of all the offers (and fun) happening Thursday, May 18 from 11:00 a.m. to 7:00 p.m. Eat, shop, and play local!

Passports will be sold for \$5 and will list all the participating businesses and what they are offering. Not only will the passport allow you to take advantage of those offers, but if you complete your passport and turn it in at Jonesy's Local Bar & Grill, you will be entered into a drawing for a chance to win one of three Grand Prizes!

Swag Bags will also be sold for \$15 each and will include a passport in them. Some participating businesses have donated special items for these swag bags, but there is a limited availability (only 75) so if you would like your Explore Your Hudson Swag Bag be sure to grab it quick!

By participating in this event, you will become a tourist in your own town and make connections with the local businesses that help make our town so special.

To wrap up the day, Jonesy's Local Bar & Grill at 1801 Ward Ave. will be hosting an after party beginning at 7:30 p.m., where Grand Prize winners will be drawn. A portion of the proceeds made will be donated to Operation HELP.

We hope you join us for this fun event. To purchase passports and swag bags, stop by Angel's Pet World, The 715, The Bees Knees or the Hudson Chamber Office.





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Mary Claire Olson Potter
Chamber President

First Quarter Results Reflect Renewed Growth and Momentum

When the Chamber Board approved the 2023 Plan of Action, we committed to providing quarterly updates to the membership on the progress of the plan. I am pleased to report that as we concluded our first quarter, we are making progress on all five of our 2023 priorities. Thank you to the Board and all members for your continued involvement and support.

Membership Goal: Continue providing recognized value that results in an increase in new members and retention of existing members.

Q1 Results:

- Welcomed 24 new members.
- Drive for 5 Committee (formerly Membership Committee) continues to meet to develop strategies and plan the Annual Chamber MAX event set for September 14.
- Updated the 2023 [Membership Brochure](#) and [Sponsorship Opportunities](#).
- Presented the Hudson Downtown Development Forum in January at Pedro's del Este, which provided members with the opportunity to ask the Community Development Director and project developer questions about the upcoming proposed housing project in downtown Hudson.
- Ambassador Committee – continued to foster relationships with members through monthly retention visits. They also welcomed five new members with ribbon cuttings.
- Connections & Coffee Committee (formerly Hudson Business Connections) has met in person with 85 members joining the first quarter.
- The Lucky Clover Contest had 53 participating businesses in March to encourage shopping, dining, and living locally.
- Non-Profit Roundtable held its quarterly meeting discussing new trends in communicating with donors.
- Continue to recognize members through the Brand Champion program and the Legacy Member program.

Programs and Services Goal: Develop and coordinate events that address the needs and interests of members while meeting Chamber financial objectives.

Q1 Results:

- More than 225 members attended the Annual Celebration where we paid homage to 70 years of the Chamber and recognized our award winners, board members and committee members.
- Held our first *Simply Connect* of 2023 in February at Pedro's del Este.
- Presented our first *Good Morning Hudson* program of 2023 in March in celebration of International Women's Day.
- The Leadership Hudson class of 2022-2023 has continued to meet monthly, with programs this quarter focusing on Health & Human Services, Government, and Arts & Culture/Leadership Development.

Tourism Goal: Increase the economic benefits of tourism to the community by marketing Hudson as a community to explore, visit, and support to both local and tourism audiences.

Q1 Results:

- Promoted the Annual *Hudson Hot Air Affair* event held in early February.
- Sent out 53 visitor information packets.
- Continued to update and enhance the website.
- Developed 2023 marketing plan.

Continued on page 4



Message from the President continued from page 3

- Community members and Chamber Staff member Mary Claire attended the Governor's Conference of Tourism to learn about the latest trends in tourism, partnering with other organizations to promote Hudson and the region.
- Our very own Chamber President, Mary Claire, was nominated for a prestigious Wisconsin Governor's Tourism Award with an emphasis in Service Excellence.

Workforce Development Goal: Develop partnerships with organizations/agencies/educational systems to help employers attract and retain the skilled workers they need to compete

Q1 Results:

- Continued to promote job openings for members on the Chamber's website.
- Reviewed survey results from manufacturers to develop a plan for the year.

CHAMBER FOUNDATION: Workforce Development Goal: Support the community financially with a focus on advancing education and workforce development initiatives within Hudson and the surrounding area

Q1 Results:

- Chamber Foundation continued its partnership with local schools to help develop the future workforce and began planning for the annual fundraising event that will be held in October.

Thank you to all members for your continued involvement in Chamber programs and events. With your participation, we will continue to provide value to the membership and meet our objectives. ■

Global Volunteer Month – Thank You to All Chamber Volunteers

Together, we are a force that transforms the world.

In his 1989 inaugural address, former President George H.W. Bush shared his vision of “a thousand points of light” – individuals and organizations across the nation helping others through service. Through this vision, he founded Points of Light, the world's largest organization dedicated to volunteer service, with a mission to encourage millions of people to act and change the world.

Throughout the month of April, we celebrate Global Volunteer Month. We recognize the power of people who tackle society's greatest challenges, and build stronger, more vibrant communities through volunteerism and everyday actions.

Learn how you can get involved in the Chamber by checking out [Committee Opportunities](#) and find all the non-profit organizations that impact the Hudson area community in the [Member Directory](#). ■

Service Committee – April 13



Join the Service Committee as they welcome guest speaker Clarence “Buck” Malick. Buck will be speaking about his experience in serving others, in addition to the Hudson Grocery Cooperative and its mission. Attend this meeting to build your connections and learn more about the Hudson Grocery Cooperative.

EVENT DETAILS:

Date: Thursday, April 13

Time: 9:00 – 10:00 a.m.

Location: Citizens State Bank
375 Stagline Rd.

[Click here to register](#) ■



Earth Day Celebrations #InvestInOurPlanet

Clean Up Day - April 27

Every year on April 22, Earth Day marks the anniversary of the pivotal date in which the modern environmental movement was born in 1970.

In the decades leading up to the first Earth Day, mainstream America remained largely oblivious to environmental concerns and how a polluted environment threatens human health. The publication of Rachel Carson's New York Times bestseller *Silent Spring* in 1962 laid the foundation for emerging environmental consciousness as it raised public awareness and concern for living organisms, the environment, and the inextricable links between pollution and public health. Eight years later, Senator Gaylord Nelson, Representative Pete McCloskey, and environmental advocate Denis Hayes organized college campus teach-ins regarding the deterioration of the environment, thus initiating the birth of a global movement.

53 years later, we continue to commemorate the efforts these individuals made to bring awareness and change to our planet. To learn more, visit Earth Day's official website by [clicking here](#).

Looking to help keep our local community environmentally friendly? Join us for Clean Up Day on April 27 as we work together to keep Hudson a welcoming environment by removing trash to keep our community safe and clean. Call the Chamber at (715) 386-8411 to sign up and help clean up Hudson. ■

HUDSON COMMUNITY EXPO

Display your organization in front of thousands, and promote your business at the 20th Annual Hudson Community Expo! The Expo is a great way to connect with other Hudson businesses and the local community. This popular family-friendly event attracted more than 2,000 attendees last year. The Expo offers vendor booths, entertainment, prize drawings, raffles, food, samples, giveaways, and more. As an added bonus, we are excited to continue our partnership with Coco's Heart Dog Rescue's Craft Fair. [Click here](#) to sign up for a vendor booth.

EVENT DETAILS:

Date: Sunday, May 7, 2023

Time: 11:00 a.m. - 3:30 p.m.

Register for a booth by Friday, April 7, 2023

Location: Hudson High School, 1501 Vine St. ■

Hudson Area Chamber

GOLF TOURNAMENT

Participate in the 2023 Chamber Golf Tournament

Dust off your clubs and come network with fellow Chamber members at the 26th Annual Chamber Golf Tournament scheduled for Monday, June 26, 2023. [Click here](#) to sign up to sponsor this tee-rific event! If you would like to donate an item for the raffle, please reach out to Lauren at lauren@hudsonwi.org or (715) 386-8411. ■

Young Professionals of the St. Croix Valley

The Young Professionals of the St. Croix Valley is a recently rebooted professional and personal development program that supports the growth and development of 21-45 year-olds living or working in the St. Croix Valley, through professional development, philanthropic or social activities and workforce development. Participants develop a network of colleagues sure to benefit them for years to come while establishing partnerships within our local chamber(s) to collaborate and build future growth within our community. The first re-boot event is scheduled for Thursday, April 13 from 6:00 - 8:00 p.m. at Kilkarney Hills Golf Course in River Falls. For more information, please contact Jeni Rolsing at jeni@kilkarneyhills.com. ■



The Hudson Chamber welcomes **Anna Gunderson** as the Administrative Assistant intern. Anna is a native of Roberts and will be a graduate this spring from the University of Wisconsin-River Falls with a Bachelor of Science degree in Communication Studies. After graduation, she plans on staying with the Chamber to work as the full-time Administrative Assistant. Previously, Anna worked for the University of Wisconsin-River Falls as a Student Parking Assistant in the Parking Office. Anna currently lives in River Falls with her partner Luke and best friend Natalie. ■



Lakefront Law, LLC – located at 904 4th St, Ste. 119, Hudson. A boutique law firm specializing in estate planning for parents of minor children, blended families, and single professionals. For more information, call (715) 410-0372.



The Hudson Ambassadors also made a visit to **Old Southern BBQ Smokehouse** for their March meeting. ■



The Hudson Ambassadors recently paid a visit to **Smiles in Motion, Pediatric Dentistry** for their March member retention visit. Ambassadors were given an extensive tour of the facility, and even had a short Q&A session to close out the visit.



Representatives from Hudson specializing in tourism attended the Wisconsin Governor's Conference on Tourism in Green Bay, March 12-14. Pictured left to right are Buck Malick, Linda Malick, Evy Nerbonne, Carla Timmerman, Tricia Christiansen, Mary Claire Olson Potter, and John H. Potter. Our very own Chamber President, Mary Claire, was even nominated for the Service Excellence Award for her outstanding contributions to not only the Hudson Chamber, but the entire community as well! ■



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	> (dTMS) DEEP TRANSCRANIAL MAGNETIC STIMULATION	> MEDICATION-ASSISTED PSYCHOTHERAPY	> PSYCHIATRY AND MEDICATION MANAGEMENT

APRIL 2023!



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 - 9-12th graders
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 - 6-8th graders

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Congrats to Our March Brand Champions

Congratulations to our March Brand Champions, Chad and Carol Traylor with Urban Olive & Vine.

Chad and Carol are most notable for their boosterism of the Hudson community. They strive to support and promote not only their own restaurant and employees, but every retailer and restaurant possible in the surrounding area.

Throughout the pandemic, this incredible duo took to social media to highlight their latest food purchases, feature local staff members of various restaurants working diligently, and encourage community members to support our local retailers and restaurants.

More than 350 social media posts were made promoting area restaurants in addition to 200 posts for retailers. Since then, those numbers have only continued to grow. These posts have captured quite a following, as viewers are eager to learn about the latest restaurants, retailers, and services Chad and Carol have explored.

Every day they exemplify what it means to be an ambassador to this community. The love and support they have shown and continue to spread is inspiring, and we hope they feel that same level of love and appreciation in return.

Thank you, Chad and Carol, for all you have done and continue to do for this community.

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! ■



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.

Spring Plant and Flower Sale

The Hudson Home & Garden Club, a nonprofit organization, is partnering with Gertens garden center on a plant and flower sale to raise funds for the garden club's community activities, educational programs and grants.

Place an order through April 6 for plant pickup May 6 at Weitkamp Park:

1. Go to <https://www.gertensfundraising.com/>
2. Enter Store ID **738** in the text field and click 'Enter ID to Continue'.

Take Back The Night 2023

St. Croix Valley Sexual Assault Response Team and Turningpoint are happy to announce the return of our annual Take Back The Night Event this April 6th from 4pm-8pm at Glen Park in River Falls, WI.

The goal of Take Back the Night is an evening of raising awareness and promoting community healing around sexual violence. We welcome community members of all ages to join in this free event! Take Back The Night will include survivor artwork, a photo booth, FREE food from local sponsors, crafts & activities, & information from local community organizations. [Click here](#) for more information.

Blast Off with Big Brothers Big Sisters of Northwestern Wisconsin

Big Brothers Big Sisters of Northwestern Wisconsin is getting ready to blast off with this year's Bowl For Kids' Sake, Space Odyssey. Put on your space suits and warm up your bowling arm as you get ready to launch with us! Help us raise \$172,000 by joining us at Hudson Bowling Center April 21st at 6:30 PM to bowl, win prizes, and support one-to-one youth mentoring in our community! [Click here](#) for more information.

Black Rooster Bistro

Thursday April 27th at 7pm we will be doing a 5-course wine dinner with Michael David wine. Expect a night of elevated food and service while experiencing 5 different wines. Visit our [website](#) for more information. A \$50/person non-refundable deposit is due at time of reservation.

Additionally, craft cocktail classes are available twice a month. These fun events have been really popular as well. Check out our [website](#) for upcoming dates. And don't forget that all our glass wine is \$5 on Sundays!

Hudson Earth & Arbor Day Celebration

On Saturday, April 29, 9am-12pm, all are invited to a Earth & Arbor Day Celebration at First Presbyterian Church (1901 Vine Street, Hudson, WI). This event, sponsored in partnership by Sustain Hudson and St. Croix County, will include opportunities to connect with local non-profit environmental groups, kid-friendly games and activities, a short environmental film and discussion, bird hikes, a demonstration tree planting and more. All are also invited to Lakefront Park in Hudson at 1pm that same day to help mulch trees. Contact Katelyn Volk at Katelyn.volk@sccwi.gov for more info.

Book Your Event with Tattersall Distilling

Book your event with Tattersall Distilling by April 30 to save 10% on your event and be entered to win a private cocktail class for up to 10 guests (\$490 value). For more information, please reach out to Christie Forciea at cforciea@tattersall-rf.com or call 534-248-8271. Follow Tattersall on [Facebook](#) to see the winners, which will be announced on May 1, 2023.

Building Blocks of Mental Health to Kick-off Mental Health Awareness Month

Tuesday, May 2, at Camp St. Croix's RCU Discovery Center (532 County Road F, Hudson, WI), 6-8pm, we'll kick off Mental Health Awareness Month by highlighting mental health resources in the Hudson area and exploring how we can help build mental health and wellness for all. Free dinner available beginning at 5:30pm. This event, hosted through the collaboration of the United Way of the St. Croix Valley, the Hudson Y, and First Presbyterian Church, will include a panel presentation with Q&A, resource fair and community art project. [Click here](#) to learn more.

Positivity Planters - Derby for a Cause

Positivity Planters is pleased to announce the 6th Annual Derby for a Cause! Save the date to attend a wonderful evening of giving back while having fun, games, food and cocktails on May 6th, 4:30 to 7:30 pm at Ziggy's Bar and Grill. Don't miss out on your sponsorship opportunity and be featured at the event as well! Email cheryl@positivityplanters.com. [Click here](#) for more information.



CHECK OUT OUR UPDATED
MARCH STATS!

WEBSITE: 5.1K VISITORS
LINKEDIN: 434 FOLLOWERS
CHAMBER FACEBOOK:
REACH: 5,681, LIKES: 5,064

DISCOVER HUDSON FACEBOOK: REACH: 17,507, LIKES: 16,928
DISCOVER HUDSON INSTAGRAM:
REACH: 4,846, FOLLOWERS: 5,300

Higher Orbits Launches to Wisconsin for Go For Launch! Hudson Through Support from Club For the Future and Space St. Croix Partnership

Higher Orbits will be headed to Hudson, WI May 20 & 21 with retired NASA Astronaut Dottie Metcalf-Lindenburger! You do not want to miss *Go For Launch!* Hudson where you will compete for the once in a lifetime opportunity to launch your science into the stars!

The hands-on flagship program of Higher Orbits spotlights the wonders of spaceflight and space exploration to provide students across the country the opportunity to develop and strengthen their skills in STEM, teamwork, communication, research design, and leadership. While focusing on spaceflight, *Go For Launch!* students work alongside a featured astronaut at each event to learn and develop important skills that can be applied in any professional field. For more information and to register, [click here](#).

Banners & Signs for Every Occasion!

With Spring/Summer comes local community events and festivals PLUS graduation parties, family reunions and other social gatherings. We can Design, Print & Deliver Banners & Signs that stand out and get noticed. Please contact Pam Deutsch at Helmer Companies for details. Phone (715) 273-2113, Email pam@helmerprinting.com.

Croix Gear & Machining Announces New President

Croix Gear & Machining, recognized as a leader in the custom manufacturing of loose gears, announced the hiring of Michael J. Lindsay as President. Mr. Lindsay will assume responsibility for all manufacturing and business operations. Mr. Lindsay brings a proven track record for continual improvement in supply chain, scheduling, production, and quality to Croix Gear.

Ruthie Johnston will continue her role as CEO/Owner with a focus on developing deeper relationships with customers, spending more time in the marketplace, and leading the strategic growth of the organization.

Summer Camp Experiences at Eagle Eye Farm

Calling all alpaca enthusiasts! Eagle Eye Farm is thrilled to announce summer farm camps! Campers of all ages will receive hands-on experience with our award-winning alpacas, llamas, Kune Kune pigs, mini Highland cattle, Valais Blacknose sheep, and an eclectic mix of chickens. Each camper will spend time with all of these animals, with special attention to the alpacas. Campers will learn about and participate in chores, animal care, and animal handling. [Click here](#) for more information, or email Tyler at tyler@eagleeyefarm.net

Hudson Tennis Association

The Hudson Tennis Association is offering tennis camps for all skill levels from beginner to expert, ages 5 to 18. Join us in learning and playing the life-long sport of tennis! For more information including session dates, times, location and registration fees, [click here](#).

One Hour Heating and Air Conditioning of Western Wisconsin

One Hour Heating and Air Conditioning is excited to officially be owned and operated in the Hudson area, by Hudson locals. To kick off serving our community we are offering a \$79 AC Tune Up. Spring really is coming! Our team will expertly go through your system and make sure you're ready for the heat as well as ensure that your system gets as long of a life as possible. [Click here](#) or call us today at 715-506-5153.

Supervisor Training Series

Eckberg Lammers, P.C. is offering a Supervisor Training Series, tailored set of seminars to benefit area businesses and their supervisors. This three-part program focuses on a vast range of topics concerning the role of supervisors and how they may help in developing a prosperous working environment. Attendees can learn about enhancing workplace culture, the value of retaining employees, innovating through leading, and becoming mindful of any improper workplace behavior.

The series is conveniently structured for companies lacking the means to organize their own trainings for supervisors. Attendees may opt for individual seminars or receive a discounted rate by participating in the entire program. Plus, if more than five individuals are sent, businesses are granted a bonus reduction per attendee. For more information, [click here](#). ■



April Calendar of Events

- 4 **Connections & Coffee, 9:00 a.m., Citizens State Bank, 375 Stageline Rd.**
- 4 **Golf Committee, 11:00 a.m., Zoom**
- 4 **Ribbon Cutting – St. Croix Valley Sexual Assault Response Team, Inc., 1:00 p.m., 1200 Hosford St., Ste. 203**
- 5 **Ribbon Cutting – Schmidt Roofing, Inc., 1:00 p.m., Chamber Office, 219 2nd St.**
- 6 **Community Affairs Committee, 10:00 a.m., Zoom**
- 9 **Happy Easter!**
- 11 **Executive Committee, 9:00 a.m., Zoom**
- 12 **Retail/Restaurant Committee, 9:00 a.m., Thorcraft Custom Kitchens LLC, 512 2nd St.**
- 12 **Welcome to the Hudson Chamber Membership Orientation, 11:00 a.m., Zoom**
- 13 **Service Committee, 9:00 a.m., Citizens State Bank, 375 Stageline Rd.**
- 13 **Hudson Community Expo Committee, 1:30 p.m., Zoom**
- 17 **Finance Committee, 9:00 a.m., Zoom**
- 18 **Leadership Hudson – Environment/Natural Resources/Leadership Development Day**
- 19 **Ribbon Cutting – Positivity Planters, Noon, Chamber Office, 219 2nd St.**
- 19 **Tourism Committee, 1:30 p.m., Zoom**
- 20 **Board of Directors, 9:00 a.m., First State Bank and Trust, 860 Annabelle Way**
- 20 **Ambassador Retention Visit, 3:00 p.m., Citizens State Bank, 375 Stageline Rd.**
- 20 **Ambassador Committee, 3:30, Key's Cafe & Bakery, 840 Carmichael Rd.**
- 25 **Drive for 5 Committee, 9:00 a.m., Zoom**
- 27 **Hudson Clean Up Day, 9:00 a.m., Lakefront Park**
- 27 **Ribbon Cutting – Blooms for Happiness, 1:00 p.m., 123 W Cascade Ave. – River Falls**
- 27 **Welcome to the Hudson Chamber Membership Orientation, 4:30 p.m., Ziggy's Live Music, Bar & Restaurant, 302 2nd St.**
- 27 **Simply Connect, 5:00 p.m., Ziggy's Live Music, Bar & Restaurant, 302 2nd St.**

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

Anna Gunderson, Administrative Assistant Intern

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**

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