

Message from the President

Mary Claire Olson Potter
Chamber President



First Quarter Results Reflect Growth and Momentum

When the Chamber Board approved the 2025 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 conclude our first quarter, we are making progress on all five of our 2025 priorities. Thank you to the board and all members for your continued involvement and support.

MEMBERSHIP GOAL - MEMBER VALUE

Continue providing recognized value that results in an increase in new members and retaining existing members.

- Thank you to the members that have renewed their membership and to the new members that have joined; we are 492 members strong! This means members have nearly 500 businesses with which to connect and keep the Hudson area's economy strong.
- Plans are underway for the annual Chamber MAX event on September 16, where we will celebrate existing members and help potential members to learn about the Chamber.
- The 2025 [Membership Brochure](#) and [Sponsorship Brochure](#) are available to review and see all the opportunities to market your business through Chamber events and programs.
- The monthly Connections & Coffee meetings, with 147 attendees to date, continue to be a great opportunity for members to promote their business and learn about a featured business.
- The Let's Do Lunch! monthly program, with 88 attending, supports local restaurants while providing an opportunity for members to enjoy lunch and network with other members.
- The Community Affairs Committee hosted a Meet the Candidates event for the City of Hudson, and the Chamber president moderated an event for the Village of North Hudson Candidates.

CHAMBER PROGRAMS & SERVICES - CONNECTIONS

Develop and coordinate events that address the needs and interests of members while meeting Chamber financial goals.

- The Hudson Area Chamber Member Celebration celebrated 72 years of the Chamber with 235 attendees. We recognized award winners, including a new Youth Community Volunteer of the Year, board and committee members, and all volunteers.
- The first *Simply Connect* of the year was held at the Hudson Sports and Civic Center.
- International Women's Day was celebrated with a panel of local leaders and 63 attendees.
- Leadership Hudson, with 21 participants, held three monthly sessions covering Health & Human Services, Government, and Arts & Culture.

TOURISM - PROMOTION

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

- Promoted the annual Hudson Hot Air Affair event held in early February.
- Sent out 460 visitor packets.
- Began developing the 2025 marketing plan, which includes ad placements, social media, and website enhancements.

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- Community members and the Chamber president attended the annual Wisconsin Governor's Conference on Tourism to learn about the latest trends in tourism, partnering with other organizations to promote Hudson and the region.
- Developed a new 32-page Discover Hudson Tourism Guide, with a map, to send to tourism and visitor centers as well as to those who request information about visiting Hudson.

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Thank you to the sponsor of the April Newsletter, **WBD Inc.** We appreciate your support of this important communication piece.

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WORKFORCE DEVELOPMENT - RECRUITMENT AND ENGAGEMENT

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

- The Chamber president attended the 2025 St. Croix Valley Legislative Day in Madison, meeting with legislators and staff to present seven key initiatives to support and improve the St. Croix Valley area and surrounding counties.
- Continue to promote job openings for members on the Chamber's website.

CHAMBER FOUNDATION - WORKFORCE DEVELOPMENT

Support the community financially with a focus on advancing education and workforce development initiative within Hudson and the surrounding area.

- Developed two scholarships to award a Hudson graduate who plans to attend a two-year program and/or technical school.
- Donated to the St. Croix County Housing Study with results available in late spring.

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 members and meet our objectives.



Hudson Area Chamber Sustainability Corner

April is Earth Month!

Celebrated in conjunction with Earth Day annually, Earth Month is the perfect time to reconnect with nature and act sustainably. Gather some friends and family and go on a trash hike, or go solo and see how much garbage you can collect! Keeping trash out of the environment is one easy way to make this planet a better home for everyone. With over a dozen city, county, or state parks, along with regional nature centers, plenty of adventures await you in April and beyond!

Construction Update



The Wisconsin Department of Transportation (WisDOT) will begin a resurfacing project on 11th Street from Coulee Road to Wisconsin Street. Work is scheduled to begin the week of March 31, with construction expected to be completed in September. For more information, please visit the project's [construction website](#).

Hudson Friday Night Art Crawl The historic downtown with glorious views of the St. Croix River is welcoming and features savvy art galleries, fantastic shopping and fine dining with artful specials, talks with artists, and spectacular hospitality throughout the town. Come for the art and dining, and have a great time. This event will take place on Friday, April 4 from 5:00 - 8:30 p.m. Included in this event will be ABOUT HOUSE (509 2nd St), Bennett's Chop & Railhouse - Hudson (517 2nd St), Cream of the Crop Artists Gallery (511 2nd Street), Dunn Brothers Coffee (529 2nd St), Post - American Eatery (225 Locust St), and Urban Olive & Vine (520 2nd St).

Black Rooster Bistro and Chapter2 Books are putting on their monthly Booze & Books event on April 10, featuring local author Eric Dregni. To purchase tickets, [click here](#). Limited tickets available. Black Rooster Bistro also has their next 5 course wine tasting dinner with Vokel Cellars on April 24 at 7:00 p.m. [Visit their website](#) for more information!

Art & Anthems - A Celebration of Creativity. After visiting the Hudson Community Expo on May 4, stop by First Presbyterian Church, located at 1901 Vine Street, for a free afternoon of art and music to kick off their 170th anniversary celebrations, highlighting their core values of creativity and collaboration. From 1:00 - 3:00 p.m., enjoy the opening reception for an exhibition of art by Prairie Elementary School students, music by local orchestra students, hands-on art demonstrations, and refreshments. At 3:00 p.m., enjoy a concert featuring the church's vocal choir, soloists, and other ensembles.

GET SMART

Upgrade and Automate Your Business With a 504 Loan!



Tell your banker that a 504 loan can include equipment installation costs!

FIND OUT MORE





SIMPLY CONNECT

Ted Blank

Thank you to **Ted Blank - Luxury Travel & Adventure** for sponsoring our *Simply Connect* event on February 13! It was a great morning for making connections and engaging in conversations over a delicious breakfast. Thank you to the **Hudson Hockey Association** for hosting in the RCU room and to **ProteinHouse** for catering breakfast.



Chamber members worked together to complete their gameboards during Networking Bingo.

GOOD MORNING HUDSON

Meet the Candidates

Thank you to everyone who joined us on February 25 for our *Good Morning Hudson: Meet the Candidates* event. The program featured candidates for the upcoming City of Hudson spring election. Thank you to our event and host sponsor, **Christian Community Homes and Services, Inc.**, for supporting this event. Thank you to the following candidates for participating:

- Mayor Rich O'Connor
- Liz Malanaphy, Candidate for Mayor
- Randy Morrissette II, District 1
- Sarah Bruch, District 5
- Joyce Hall, District 6



Over 30 community business leaders came together to hear from our city candidates.

GOOD MORNING HUDSON

International Women's Day

This year, we celebrated International Women's Day with a panel of outstanding female leaders from our local community. Thank you to **Hudson Physicians, S.C.** for being the program and host sponsor for this event. We appreciate our outstanding panel speakers: Val Aune with The Bees Knees, Nichole Frazer with Black Rooster Bistro, Dr. Sarah McFarland with Hudson Physicians, S.C., and Lucy Paulose with Home Electronic Systems. They provided wonderful insight into their stories and achievements and gave advice to other women as they navigate the business world.



Thank you to everyone who joined the global celebration of the social, economic, cultural, and political achievements of women.

\$250 BONUS

FOR NEW CHECKING ACCOUNTS!*

GET OFFER

RCU

ROYAL CREDIT UNION.

Insured by NCUA

Ribbon Cuttings



Dewald Bester, Professional EOS Implementer - Dewald helps mid-market businesses and entrepreneurs solve root problems, lead more effectively, gain control, and achieve Traction through a simple proven system - the Entrepreneurial Operating System. Welcome to the Chamber!



Hazelden Betty Ford Foundation - located at 900 Crest View Drive, Suite 120, Hudson. They are opening a new location in Hudson specializing in care for mental health and substance use challenges. Welcome to the Chamber!



Frontline Roofing & Restoration - located at 5660 Memorial Ave N, Suite 1, Stillwater. They offer roofing, siding, gutter, and window services in Minnesota and Wisconsin, and have recently opened their new showroom. Welcome to the Chamber!

Ambassador Retention Visits



County Market - located at 2310 Crest View Drive. For their retention visit and monthly meeting, the Ambassadors visited County Market. They are known for providing a local and familiar grocery shopping experience, with high-quality produce, meat, bakery, and deli items. Thank you for your support of the Hudson Chamber!



kudos - located at 809 Dominion Drive. The Ambassadors went to kudos, a go-to boutique for home décor, fashion, and feel-good items for everyone. Thank you for your support of the Hudson Chamber!



Luther Hudson Chevrolet-GMC - located at 1220 Crest View Drive. The Ambassadors had a great time checking out some new cars! Luther Hudson Chevrolet-GMC offers high-quality vehicles and services to help you find the vehicle you are looking for at a price you can afford. Thank you for your support of the Hudson Chamber!



Members are encouraged to submit articles and press releases for inclusion in the newsletter. Members can submit a "Business Brief" of 100 words, at no charge, for inclusion in the newsletter by the 15th of the month for the next month's edition via email to info@hudsonwi.org. If you have questions, call the Chamber office at (715) 386-8411.



Congrats to Our March Brand Champion

Congratulations to our March Brand Champion, Nate Skoog with The River Channel

Nate and his team have supported the Chamber for many years, recording events and promoting them to the greater Hudson area community. This dedication is evident year-round, with the River Channel crew attending large events such as the Hudson Area Chamber Member Celebration, the Spirit of the St. Croix Art Festival, the Hilltop Pumpkin Party & Rotary Halloween Parade, and Have a Hudson Holiday. Additionally, Nate records many Chamber programs, such as International Women's Day, Meet the Candidates, and Local Leaders.

Nate is an integral part of the community, actively supporting numerous local events, businesses, programs, meetings, and other initiatives. With the goal of educating and engaging Hudson area residents, the River Channel strives to be for the public good. Thank you, Nate, for all that you do! We look forward to our continued partnership.

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.

Chamber Member Referral Program



We are thrilled to announce the launch of the Hudson Area Chamber Member Referral Program! When you refer a business to the Chamber and they become a member, you'll be listed as their sponsor and receive a \$25 Chamber Check as a thank you. For any questions about this program, please email Anna@HudsonWI.org.

Congratulations to our March Referral Chamber Check Recipients:

- Amy Hauser with Leitch McSorley
- Deb Pittman with Hampton Inn & Suites by Hilton
- Randi Roginski with Salon Rosé

Welcome Our New Members



Welcome to our newest Chamber members. We're proud to have you join a network of businesses committed to progress, partnership, and community impact.

[Buffalo Wild Wings](#)

- Sponsored by Amy Hauser, [Leitch-McSorley Insurance Agency](#)

[River City Stitch](#)

[Super 8 by Wyndham](#)

We Appreciate Our Renewing Members



[501 Tavern](#)

[Cocobello Interiors](#)

[Ember and Bean Roasting Co](#)

[Friends of Willow River and Kinnikinnic State Parks, Inc.](#)

[Hudson 12 Theatre](#)

[Hudson Community Foundation](#)

[Hudson Home & Garden Club](#)

[Lucky Guys Distillery](#)

[Lucky's Wine & More](#) (Brakke Dr)

[Lucky's Wine & More](#) (St. Croix Trail S)

[Momentum West](#)

[Old Southern BBQ Smokehouse](#)

[Redmon Law Chartered](#)

[The River City Chorale](#)

[Troy Burne Golf Course, LLC](#)



You're Invited - Welcome Orientation

Join us on April 16 at 9:00 a.m. for our quarterly Welcome to the Hudson Chamber Membership Orientation meeting! In this meeting, you will learn about the Chamber's mission, member benefits, meetings and networking events, committees, sponsorships, and how to maximize the benefits of your Chamber investment. Attend this in-person orientation to meet the staff and learn how to promote your business through the Chamber.

Wednesday, April 16, 2025
9:00 - 10:00 a.m. | Chamber Office, 219 2nd Street
[Click here to register](#)

**Please be sure to register for this meeting*





April Calendar of Events



- 1 Connections & Coffee, 9:00 a.m., Citizens State Bank, 375 Stageline Road
 - 2 Ribbon Cutting - AccentCare Fairview, 11:00 a.m., Chamber office
 - 2 Hudson Community Expo Committee, 1:00 p.m., Zoom
 - 3 Ribbon Cutting - Learning Tree Academy, 4:00 p.m., 201 Carmichael Road, Ste 100
 - 7 Drive for 5 Committee, 10:00 a.m., Zoom
 - 7 Leadership Steering Committee, Noon, Zoom
 - 9 Retail/Restaurant Committee, 9:00 a.m., Post - American Eatery, 225 Locust Street
 - 10 Community Affairs Committee, 9:30 a.m., Zoom
 - 10 Ribbon Cutting - Waxing the City, 11:00 a.m., 1008 Pearson Drive, Ste 104
 - 11 Hudson Christmas Tour of Homes Committee, 10:00 a.m., Zoom
 - 15 Leadership Hudson
 - 16 Welcome to the Hudson Chamber Membership Orientation, 9:00 a.m., Chamber office
 - 17 Hudson Chamber Board of Directors, 9:00 a.m., Chamber office
 - 17 Ribbon Cutting - Gray Duck Solar LLC, 1:00 p.m., 900 6th Street N, Ste 100
 - 22 Clean Up Hudson Day
 - 23 Let's Do Lunch, Noon
 - 24 Small Business Crawl, 11:00 a.m. - 7:00 p.m., Join the after party at Ziggy's Live Music, Bar & Restaurant
 - 24 Ambassador Committee Retention Visits & Meeting, 3:00 p.m.
- April 26 - May 5 Nacho Batalla**
- 30 Seminary Series: The Nature of Branding, 8:00 a.m., First State Bank and Trust, 680 Annabelle Way



Stay up to date on all the events. Scan (or click) the QR code to view the full Chamber and community calendar.

Congratulations to the Hudson Area Chamber of Commerce & Tourism Bureau 2024 Award Winners!



Small Business of the Year
The Bees Knees

Large Business of the Year
Royal Credit Union

Chamber Member of the Year
Leanne Van Allen, University of Wisconsin-River Falls

Youth Community Volunteer of the Year
Ivy Johnson

Community Volunteer of the Year
Larry Szyman, Faith Community Church

Manufacturer of the Year Award
Phillips Medisize, a Molex Company

Marie Blakeman Award
Jamie Johnson, Lommen Abdo, P.A.

Chamber Staff

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

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Get in Touch

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Members can take advantage of this monthly opportunity to reach our membership by being a paid advertising sponsor. Call the Chamber office at (715) 386-8411 to request information on becoming a sponsor.