



Join us for our first *Simply Connect* of 2025!

Kick-off 2025 with an outstanding morning networking opportunity, and socialize with others in the Hudson area business community. There will also be an opportunity to participate in a *Networking Bingo Game* for a chance to win Chamber Checks! If you are new to the Chamber or would like to learn how to maximize your membership, join us for the Welcome to the Hudson Chamber Orientation after the event.

Thank You to our Sponsors!

Event Sponsor:



Host Sponsor:



Food Sponsor:



EVENT DETAILS:

Date: Thursday, February 13th, 2025
Time: 8:00 - 9:00 a.m. | **Orientation:** 9:00 a.m.
Location: Hudson Sports and Civic Center
1820 Hanley Road, Hudson, WI 54016

[Register Here](#)



Spring into Action: Meet the Candidates and Shape the Future of Our Community!

Join us for our first *Good Morning Hudson* of 2025! Hear from the candidates running for Hudson mayor and common council. Each candidate will present opening comments and respond to questions prepared by the Community Affairs Committee. **Free coffee and treats provided.**

Thank You to our Venue Sponsor!



EVENT DETAILS:

Date: Tuesday, February 25, 2025 | **Time:** 8:30 - 9:30 a.m.
Location: Christian Community Homes and Services, Inc.
Marie Blakeman Community Center | 1320 Wisconsin St
Hudson, WI 54016

[Register Here](#)

ON THE INSIDE



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BRAND CHAMPION 7



Congratulations to our annual award winners! Pictured: **Jamie Johnson** (Marie Blakeman award); **Larry Szyman** (Community Volunteer of the Year); **Ivy Johnson** (Youth Community Volunteer of the Year); **The Bees Knees** (Small Business of the Year); **Leanne Van Allen** (Chamber Member of the Year); **Royal Credit Union** (Large Business of the Year); **Phillips Medisize, a Molex Company** (Manufacturer of the Year)

See more Member Celebration news on page four!



Mary Claire Olson Potter
Chamber President

New Year Offers Reflections and Renewed Commitment

At its January meeting, the Chamber Board of Directors reviewed the Plan of Action for 2025 based on member feedback, surveys, and discussion at the December Planning Retreat. At the February Board meeting, the plan will be approved and placed on the website.

The mission was reviewed and updated: "To provide value to and serve our members, promote a strong local economy, advocate for the interests of the business community, champion sustainability, and showcase the recreational, cultural, and hospitality opportunities that make the Hudson area a premier destination for residents and visitors alike."

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 complete.
- **Foundation:** Support the community financially with a focus on advancing education and the workforce development initiative within Hudson and the surrounding area.

Thank you for your continued investment in the Hudson Area Chamber of Commerce & Tourism Bureau. Working together, we will achieve the goals for 2025. ■



Thank you to the sponsor of the February Newsletter, Realty ONE Group SIMPLIFIED.
We appreciate your support of this important communication piece.

Outgoing Board Members

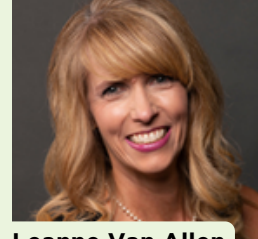
Thank you to the following outgoing board members for their service on the board of directors. Mark Hein, Chris Kost, and Leanne Van Allen served two terms on the board, and we are grateful for their contributions to not only the Chamber, but the community as well. **Thank you for all that you have done and all you continue to do.**



Mark Hein
Hudson Grocery Cooperative & Integrity Cleaners
Served as Chair of the Hudson Community Expo for the last four years. We have seen this event double under his leadership. He will continue to serve as Chair this year.



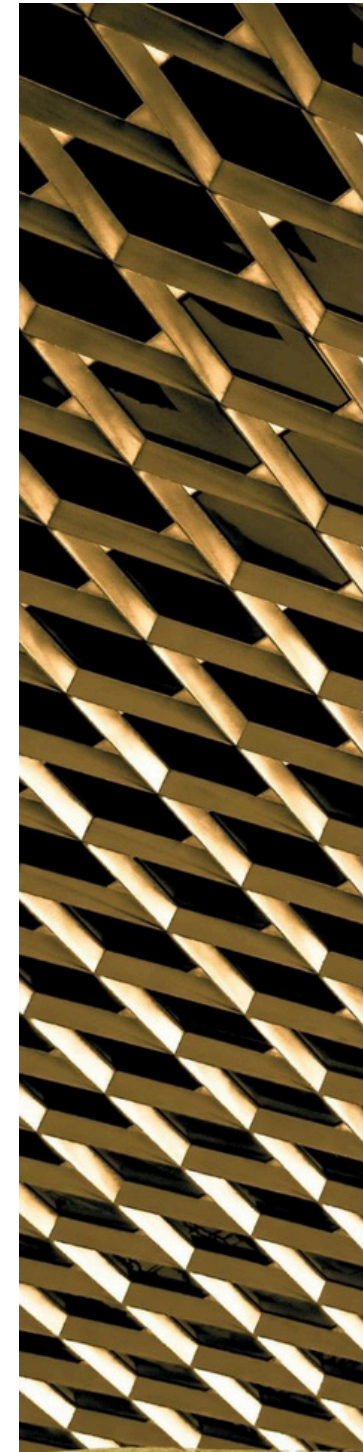
Chris Kost
YMCA in Hudson
Served as Chair of both Connections & Coffee and the Community Affairs Committee. He also serves on the Programs & Events Committee and Drive for 5 Committee, and volunteers at many Chamber events.



Leanne Van Allen
University of Wisconsin-River Falls
Serves as an Ambassador, on the Leadership Hudson Steering Committee, Programs & Events Committee, and Finance Committee. She is Past Chair of the Board and volunteers at many Chamber events.



In 2024, the Chamber continued to market Hudson as a tourism destination via informational packets. Over the course of the year, 294 tourism packets and 2,240 tourism lead packets were sent out. That's over 2,500 people reached by mail!



OUR VALUES

We believe our work in real estate means more than contracts and deals. It's about people, it's about relationships, it's about the future.

YOUR FUTURE

In everything we do, we hold dear these values and are driven by them each and every day.

- INTEGRITY
- EMPOWERMENT
- EXPERTISE
- AUTHENTICITY
- PROFESSIONALISM
- COMMUNITY
- EDUCATION
- DEDICATION
- CLIENT FIRST

THINKING ABOUT JOINING?

GIVE US A CALL TODAY!

715-262-2810

Email

Join.RogSimplified@gmail.com

REALTY **ONE** GROUP
SIMPLIFIED

Each office is individually owned and operated





Buena Vista: A Stroll in the Park, celebrates its sixth year in Lakefront Park! Thank you to the generous area individuals, families, business, and organizations that make this project possible.

Founding Family:

Tom & Mary Abel | ABG Holdings, LLC | Hall Family Foundation | Have a Hudson Holiday Committee | City of Hudson | Ruthie Johnston | Last Women Standing | Lucky's Wine & More | Phillips Medisize, a Molex Company | Thomas P. Rose

Founding Pledge:

Pier 500 | Valley Companies | Xcel Energy

Santa's Tree:

Gagnon, Inc.

Evergreen Tree:

Angel's Pet World/NutriSource Pet Foods | Bruce Lenzen Design Build, LLC | Citizens State Bank | Derrick Companies | Divine Real Estate Group | Debi Erickson | The Finch Family | First State Bank and Trust | Heppner's Rivercity Collision | Hudson Daybreak Rotary Club | Hudson Physicians, S.C. | Market & Johnson | Post - American Eatery | Realty ONE Group SIMPLIFIED | Royal Credit Union | Skogen's Festival Foods | Studio EA | Uline | Steve & Terri Wilcox Family

Other Donations:

Afton House Inn/St. Croix River Cruises | Coldwell Banker Realty - Goodwin & Moore Team | Jim & Judy Freund | Guinn, Vinopal & Zahradka, LLP | Hudson Rotary Club | Julie Heifner Real Estate | Dean & Joy Knudson | Colleen Maloney | MPSC, Inc. | SavATree | Zappa Brothers



March Lucky Clover!

Encourage shopping, dining, and living locally in Hudson. With a \$10 minimum purchase, individuals get

a sticker placed on that business name. If your business is interested in participating, please reach out to Tyler@HudsonWI.org by **Monday, February 10th**.



On January 23, the Hudson Area Chamber of Commerce & Tourism Bureau hosted its Member Celebration at Tattersall Distilling. Attendee Cheri Coltrain stated, "With much gratitude, what an AMAZING event... If people didn't leave this event inspired, motivated, and ready for 2025, I would be absolutely amazed." Thank you to all who attended and to all Chamber members and volunteers, for continuing to support the Chamber and the community.

Thank You to our Platinum Sponsor:



Thank You to our Diamond Sponsor:



Thank You to our Gold Sponsors:



Thank You to our Silver Sponsors:

CBD Hudson | Eckberg Lammers, P.C. | Hampton Inn & Suites by Hilton | Hudson Hospital & Clinic | Pier 500 | Telus Property Services + Solutions

Thank You to our Bronze Sponsors:

Angel's Pet World | Coldwell Banker Realty - Goodwin & Moore Team | County Market | Digital Vow Videography | Home Electronic Systems | Hudson Grocery Cooperative | Hudson Physicians, S.C. | McNamee Real Estate Team - RealtyOne Group Simplified



Save the Date!



Mark your calendars! The Hudson Community Expo is at the Hudson High School on Sunday, **May 4**. Last year, this event brought in 1,600 attendees, so this is an excellent opportunity to promote and gain exposure for your business or organization. To sign up for a vendor booth or to sponsor this event, please complete the [application here](#). Sponsorships are due March 14 and Vendor Booth Early Bird Registration ends April 11.

Thank You to our Table Sponsors:

ABG Holdings LLC | Associated Bank | BrightStar Care of Hudson | Christiansen Creative | La Rue Marché | SEASONS Gallery

Thank You to our Floral Arrangement Sponsor:

Hudson Flower Shop

Thank You to our Candy Sponsor:

Knoke's Chocolates & Nuts

A big thank you to Tattersall Distilling for hosting this event.

Thank you to the following for helping us with set up, tear down, registration, and greeting:

- **Tava Ellingson**, Citizens State Bank
- **Miranda Green**, Citizens State Bank
- **Marilee Hakari**, Christiansen Creative
- **Amy Hauser**, Leitch-McSorley Insurance Agency
- **Linda La Kosky Eng**, Minuteman Press - Hudson
- **Maria Machtemes**, Citizens State Bank
- **Rachel Renner**, SEASONS Gallery
- **Maria Schmitt**, WESTconsin Credit Union
- **Leanne Van Allen**, University of Wisconsin-River Falls
- **Lisa Woletz**, Christian Community Homes and Services, Inc.

In addition to our event volunteers, thank you to those who provided their time and support during the event:

- **Nate Skoog**, River Channel - Hudson/North Hudson Community Access Television

Get Connected



Join us for our monthly networking meeting where attendees continue to network and build relationships with other members of the business community. This event is open to all members of the Chamber, guests of Chamber members, and businesses who are interested in joining the Chamber.

Presenting at this meeting will be Amanda Jo Hein from the Hudson Hot Air Affair.



EVENT DETAILS:

Date: Tuesday, February 4 | Time: 9:00 a.m.
Location: Citizens State Bank | 375 Stageline Rd
To Register, [click here](#).



Each month, on the fourth Wednesday at Noon, we will meet at a local restaurant for lunch and conversation. This event is open to all Chamber members, and we will rotate to different member locations. Attendees will pay for their own lunch. Join us for a chance to win either a free lunch or a gift certificate to the restaurant for future use!

EVENT DETAILS:

Date: Wednesday, February 26 | Noon
Location: TBD



Thank you to everyone who joined us in January at **Post - American Eatery**; delicious food and amazing conversations were had by all.

Ribbon Cuttings



ChiroWay Chiropractic of Hudson - located at 113B 2nd St., Hudson. They provide convenient, affordable, and locally owned regular chiropractic care with walk-ins welcome and minimal wait time. Welcome to the Chamber!



Graphic House, Inc. - located out of Hudson. They design, fabricate, install, maintain, and repair custom signs of all sizes and complexities throughout the Midwest and nationwide. Welcome to the Chamber!



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.



CHECK OUT OUR UPDATED JAN STATS!

WEBSITE: 8.1K Visitors
LINKEDIN: 525 Followers
CHAMBER FACEBOOK: REACH: 13.9K FOLLOWERS: 6,762

DISCOVER HUDSON FACEBOOK: REACH: 70K FOLLOWERS: 18,058
DISCOVER HUDSON INSTAGRAM: REACH: 24K FOLLOWERS: 5,907



Hearinglife - located at 2217 Vine St., #205, Hudson. They offer hearing assessments and hearing aid fittings using state-of-the-art diagnostic equipment. Welcome to the Chamber!



Nu Me SPA - located at 1615 Maxwell Dr., Ste. C, Hudson. Their mission is to empower you to make you feel confident in your own skin. They offer customized treatments to fit your unique needs, including acne treatments, waxing, micro needling, and more. Welcome to the Chamber!



Roalstad Capital LLC - located at 511 2nd St., Ste 205, Hudson. They are a boutique alternative investment manager founded in 2024. Over his 25 year career, Andrew Roalstad has produced global macro research for some of the largest institutional asset managers in Europe and North America. Welcome to the Chamber!



St. Croix Economic Development Corporation - located at 1091 Sutherland Ave., #11, River Falls. They have recently moved into a new office location, updated their branding, and launched a new website, too. Welcome to the Chamber!

Ambassador Visits



4 North Beauty Collective - located at 411 2nd St., Hudson. For their monthly retention visit, the Ambassadors visited 4 North. Their stylists use their beauty expertise to bring passion, love, and comfort to the downtown Hudson area. Thank you for your continued support of the Chamber!



Bricks Neapolitan Pizza - located at 407 2nd St., Hudson. For their monthly retention visit and meeting, the Ambassadors visited Bricks. They are a locally owned restaurant inspired by the tradition and cuisine of Naples, Italy that opened in 2005. Thank you for your support of the Chamber; Congratulations on 20 years in business!

Something Old - Something New at Hudson Hot Air Affair balloon rally and winter festival February 7-9. Celebrating with a theme of "Staying Alive in 2025," the event is the premier winter hot air balloon rally in the Midwest with pilots, crews, and visitors attending from Wisconsin and Minnesota plus 5 other states. The new location is at River Crest Elementary School at 535 County Road F. Visitor parking will be limited, and shuttle buses will run on Saturday, February 8 from various locations throughout the Hudson Hill area. Thermal mugs have returned, compliments of Kwik Trip, and will be sold at the concession areas at the school on February 8. Lakeview EMS, joined by Hudson Hospital and Clinics plus Regions Hospital, will host a CPR education booth at the school on February 8. WESTconsin Credit Union continues as the corporate sponsor for the 16th year! You are invited to provide 525 brochures, coupons, or flyers to be included in visitor "Welcome Packets" distributed at local hotels. Deadline extended to February 4 at the Chamber office.

Businesses can also join the fun with parade units, smooch boarding teams, balloon crews, and other participatory events. Volunteers are needed to help crew balloons, coordinate the Friday night Torchlight Parade, help at the Marketplace, and other tasks.

Check the website www.hudsonhotairaffair.com for the full schedule of events, volunteer signup, and shuttle details, and Facebook for the latest updates and additional information.

Love is in the air on Locust Street. Whether you are spoiling yourself or treating someone special. Locust Street has something for you! Come celebrate "Love on Locust Street" in beautiful downtown Hudson. Visit these participating businesses between February 1st and 15th: Droplets of Wellness, BackRoom Vintage, Chapter2 Books, Hudson Flower Shop, Rose and Lavender, Knoke's Chocolates & Nuts, The Jeweler's Bench, Beloved Makers, Hudco To-Go, Post - American Eatery.

Pick up a PASSPORT and collect a heart sticker at each location. Then turn in your completed passport by 2/18 (at any participating shop) for a chance to win a grand prize valued at over \$300. Locust Street shops are the place to go!

White Pine Berry Farm is excited to bring their Valentine's Fudge to the Hudson Hot Air Affair and the River Falls Chocolate Crawl on February 8th. Check out their [Facebook](#) for more details.

Celebrate Valentine's Day at Black Rooster Bistro! 4 course Valentine's Day menu from 4 pm - 9 pm 2/14/25. Reservations recommended. What's on the menu? Look for the banner at the top of their [website!](#)

Garden Club Awards Grants - The Hudson Home & Garden Club recently awarded grants to two Hudson organizations. The Carpenter Nature Center will use its grant for garden Improvements and plant replacements at its Al & Laurie Hein Visitor Center. This will benefit pollinators, such as bees, and enhance visitors' experience. BRIDGE for Community Life Inc. will winterize its Brakke Gardens, which provide nature-based learning opportunities for participants with disabilities. The Garden Club offers grants up to \$500 twice a year. For a grant request form, send an email to deannehgc@gmail.com. The next grant request deadline is March 1, 2025.

Masters of the Sky presented by the World Bird Sanctuary. Join Carpenter Nature Center on Saturday, March 1, and Sunday, March 2, to see live hawks, eagles, owls, and falcons from around the globe up close and in free flight. To purchase tickets online, [click here](#).

On Saturday, April 12th, BRIDGE For Community Life will be holding the 2025 BOWLARAMA Fundraiser at the Hudson Bowling Center. This event supports year-round day-service programs and recreational and social activities for individuals with disabilities in the St Croix Valley Area. These opportunities help individuals build independence, self-confidence, and lasting social relationships. This will be the event's 18th year thanks to generous support from Event Sponsor - The Hudson Knights of Columbus, local businesses, sponsors, and BRIDGE families & friends!

Please consider becoming a lane sponsor or team captain or donating an auction item for this wonderful event. Call BRIDGE at 715-381-8230 or email at info@bridgecl.org to get started. The kindness and generosity of individuals and organizations in this community are core to the BRIDGE mission of providing lifelong learning opportunities for youth and others with disabilities. For more information visit www.bridgecl.org/bowlarama



Congrats to Our January Brand Champion

CONGRATULATIONS TO OUR JANUARY BRAND CHAMPION, MARIANNE BUCKMAN WITH COCOBELLO INTERIORS

Marianne has been an active member of the Chamber for several years, supporting retail events and programs. For over 15

years, she has participated in what was formerly called "Celebrate the Holidays In Hudson" to what is now called "Have a Hudson Holiday." Marianne chaired the committee for several years and continues to be an active member.

Marianne has led the downtown holiday orbs project, working with the Hudson Home and Garden Club when they started making the orbs, and continues to help order products to update and repair the 52 orbs that are hung on downtown light poles during the holidays. She coordinates with the City of Hudson Public Works to determine the dates the orbs will be hung, where they are placed, and when they will be removed and stored until the next year. The orbs are enjoyed by locals and all who visit Hudson for the holiday events.

Thank you, Marianne, for all you do to support the Hudson Area Chamber and the community. We look forward to our continued work with you.

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. ■



Hudson Area Chamber Member Benefit

As a Chamber Member, you receive exclusive access to leadership development opportunities, such as Leadership Hudson! In January, the 2024-25 class of Leadership Hudson toured the **Hudson Medical Center** as part of their Health & Human Services Day. Learn more about the Hudson Area and leadership opportunities in the next Leadership Hudson class, starting in September of 2026! ■



February Calendar of Events

- 3 Leadership Hudson Steering Committee, Noon, Zoom
- 4 Connections & Coffee, 9:00 a.m., Citizens State Bank, 375 Stageline Rd.
- 4 Golf Committee, 11 a.m., Zoom
- 5 Community Expo Committee, 1:00 p.m., Zoom
- 6 Community Affairs, 9:30 a.m., Zoom
- 6 Ribbon Cutting – RM Johnston Bookkeeping LLC, 1:00 p.m., Chamber office
- 7 - 9 Hudson Hot Air Affair
- 10 Drive for 5 Committee, 10:00 a.m., Zoom
- 11 Hudson Chamber Foundation Board, 1:00 p.m., First State Bank and Trust, 680 Annabelle Way
- 13 Simply Connect AM, 8:00 – 9:00 a.m., Hudson Hockey Arena, 1820 Hanley Road
- 18 Leadership Hudson
- 19 Yellowstone Trail Planning Committee, 10:00 a.m., Zoom
- 19 Ribbon Cutting - CV Exteriors, 11:30 a.m., 408 2nd St.
- 20 Board of Directors, 9:00 a.m., Chamber office
- 21 Ribbon Cutting – Caring Transitions, 11:00 a.m., Chamber office
- 25 Good Morning Hudson: Meet the Candidates, 8:30 a.m., Christian Community Homes and Services, Inc. | Marie Blakeman Community Center, 1320 Wisconsin St.
- 26 Retail/Restaurant Planning Session, 8:30 a.m., Bennett’s Chop & Railhouse – Hudson, 517 2nd St
- 26 Let’s Do Lunch!, Noon
- 27 Ambassador Committee Meeting & Retention Visits, 3:00 p.m.

2025 Board of Directors

Deb Pittman - Hampton Inn & Suites by Hilton, Chair
Linda La Kosky Eng - Minuteman Press - Hudson, Past Chair
Jacob Skramstad - Cardinal Glass, Chair Elect
Maria Machtemes - Citizens State Bank, Treasurer
Angel Duratti - Angel’s Pet World
Peter Goodwin - Coldwell Banker Realty - Goodwin & Moore Team
Dr. Amy Hamlin - Bee Healthy Chiropractic
Pamela Klingfus - Christian Community Homes and Services, Inc.
Liz Pizzi - Northwood Technical College
David Ritter - Discovery Financial Centers, Inc
Amy Salama - Post - American Eatery
Kevin Urbik - Heywood, Cari & Anderson, S.C.
Jennifer Vieth - Carpenter St. Croix Valley Nature Center
Blake Willman - Willman Works

Chamber Staff

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

Mary Claire Olson Potter, President
Anna Gunderson, Administrative Assistant
Tyler Warwick-Mick, Events & Marketing 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 showcase the recreational, cultural, and hospitality opportunities that make the Hudson area a premier destination for residents and visitors alike.

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

Large Business of the Year - **Royal Credit Union**
 Small Business of the Year - **The Bees Knees**
 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.**

2025 Resources

[Membership Brochure](#) | [Sponsorship Brochure](#)



Shop Local this Valentine’s Day!

When on the hunt for Valentine’s Day gifts, many people gravitate towards the natural beauty of flowers. When flower shopping, it’s important to shop local and support local florists. Local flowers have fewer chemicals and a shorter distance to travel (reducing their carbon footprint), with the added benefit of boosting the local economy! ■