

Hudson Area Chamber

MEMBER CELEBRATION

Last year, we packed the house with members, fun, and surprises! We invite all local businesses to join us again at Tattersall Distilling for a night of fun at the **Hudson Area Chamber Member Celebration** on **January 23, 2025**. 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 2024, and help us look forward to 2025. 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 2025.

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 of the Year Award, the Outstanding Community Volunteer of the Year Award, and the Marie Blakeman Award will be presented. The Manufacturer of the Year 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 that sponsors receive complimentary tickets? Local businesses that are interested in reaching hundreds of business leaders should contact us to sponsor the Member Celebration by **January 8, 2025**. Call or email for sponsorship details and pricing, 715-386-8411 or maryclaire@hudsonwi.org.

Thank you to Citizens State Bank for being the Platinum Sponsor



EVENT DETAILS:

Date: Thursday, January 23, 2025 | **Time:** 5:00 - 8:00 p.m.

Location: Tattersall Distilling

1777 Paulson Rd., River Falls, WI 54022

Cost: \$70 Chamber Members | \$80 Non-Members

[Register Here](#)

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Thank you to **Royal Credit Union** for sponsoring our December *Simply Connect* on December 10. Hosted at **Ziggy's Live Music, Bar & Restaurant**, it was a great night full of conversation, connection, and awesome drinks.



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 this organization 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 and event committees in which to participate, along with attending the monthly and annual 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.

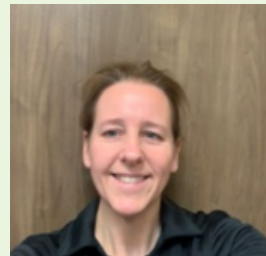
At the Board and Committee Chair Planning Retreat in December, we spent the morning reviewing accomplishments, discussing the membership survey results, and developing plans for 2025. The 2025 Plan of Action will be approved at the January Board meeting and posted on the Chamber's website.

At the Member Celebration, we will publicly thank the following Board members who have completed their six years of service on the Board: Mark Hein, Hudson Grocery Cooperative; Chris Kost, YMCA in Hudson; and Leanne Van Allen, University of Wisconsin-River Falls. We look forward to their continued involvement in the Chamber.

As a Chamber and a community working together, we made it through another year. Congratulations! We look forward to 2025 with great hope. ■



Thank you to the sponsor of the January Newsletter, ChiroWay Chiropractic of Hudson. We appreciate your support of this important communication piece.



Board of Directors Welcomes New Chair & Three New Members

The Hudson Area Chamber of Commerce & Tourism Bureau is excited to welcome **Deb Pittman**, General Manager at the Hampton Inn & Suites by Hilton, as the new Board Chair for 2025. Deb is a vital part of the Hudson Area Chamber, and we are excited to work with her in the upcoming year.



Peter Goodwin
Realtor
Coldwell Banker Realty -
Goodwin & Moore Team



Dr. Amy Hamlin
Owner & Chiropractor
Bee Healthy Chiropractic



Liz Pizzi
Associate Dean of Continuing Education
Northwood Technical College

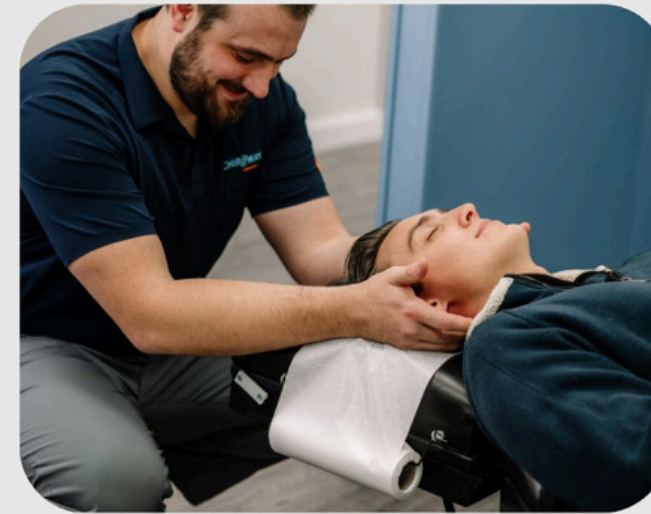


SPECIAL THANKS!

The Hudson Chamber would like to thank **2024 Chair Linda La Kosky Eng** for all her hard work in leading the Chamber through another successful year. Linda was instrumental in helping the Chamber exceed many of its goals for 2024. We look forward to continuing to work with Linda and her continued efforts in the new year.

CHIROWAY®

CHIROPRACTIC



Our Mission

OPEN DOORS TO THE COMMUNITY THAT ALLOW INFANTS, CHILDREN AND ADULTS THE ABILITY TO EXPERIENCE REGULAR CHIROPRACTIC CARE THROUGH AFFORDABLE AND CONVENIENT CHIROPRACTIC PLANS.

Convenient Care

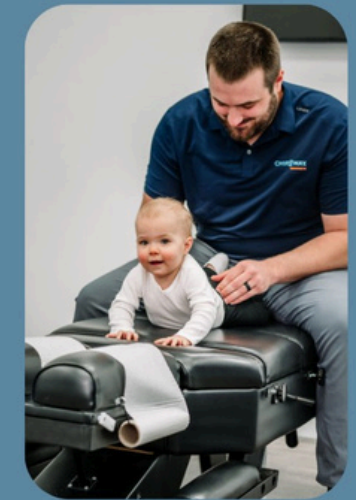
No appointments needed—just walk in and get the care you deserve, when it fits your schedule.

Affordable

Our chiropractic plans are designed to be affordable, ensuring you can maintain consistent chiropractic care without breaking the bank. We offer straightforward pricing with no insurance hassles, making it easy for you to receive the care you need. Pricing as low as \$22 a visit.

The Adjustment Advantage

Chiropractic care isn't just about relieving discomfort; it's about maintaining balance, enhancing energy, and improving overall quality of life.



Trapper Ward, DC

trapper.ward@chiroway.com
877.442.4476 ext 131
chiroway.com
113 2nd Street
Hudson WI, 54016





Throughout the holiday season, many free, family-friendly events were held throughout 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. These events are only possible with the support of many of our area businesses. Thank you to our sponsors for their continued support and partnership:

Platinum: Gagnon, Inc.

Gold - Candlelight Stroll:

Black Rooster Bistro | eCycling | Skogen's Festival Foods | Grand Fête | Hudson Home and Garden Club | Hudson Physicians, S.C. | Nicolet Law Office, S.C. | Post - American Eatery | RJ's Meats & Groceries | Valley Companies | Willow River Company

Gold - Find Santa:

21 Nails | Valley Orthodontics

Gold - Santa and his Critters:

Angel's Pet World | Fleet Farm | Realty ONE Group SIMPLIFIED - Thunder Homes LTD | St. Croix Kids Pediatric Dentistry

Silver:

Eagle Eye Farm | Elevate Orthodontics | Heywood, Cari & Anderson, S.C. | Hudson Hot Air Affair, Inc. | Mudge, Porter, Lundeen & Seguin, S.C. | SEASONS Gallery | Telus Property Services + Solutions | The Bees Knees | Valley Agencies | Valley View Window Treatments, LLC | Waxing the City | YMCA Camp St. Croix

Bronze:

Abigail Page Antique Mall | ABOUT HOUSE | Belle Âme Vineyard | Cocobello Interiors | County Market | Gavic Construction Corporation | Hudson Flower Shop | Hudson Hospital & Clinic | La Rue Marché | Lakefront Framing LLC | Learning Tree Academy | Mainstream Boutique | Nu Me SPA | Rose & Lavender | Sonya's Employment Options LLC | Spring Creek Dental | The 715 | The Jewelers Bench | Urban Olive & Vine

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
- **Carol Marnell**, Hudson Home and Garden Club
- **Shaela McLaughlin**, Rose & Lavender
- **Lacey Nolan**, Beloved Makers and Company
- **Heidi Nordquist**, Rose & Lavender
- **Amy Salama**, Post - American Eatery
- **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:

- **Mike Anderson**, SavATree
- **Boy Scout Troop #140**
- **City of Hudson Public Works Department** for their help with the lights in the park and decorations
- **Hudson Ambassadors**
- **Hudson Home and Garden Club** for helping with the decorations on the light poles
- **North Hudson Pepper Festival Royalty**
- **The SavATree Team** for putting together 500 bags of candy for Light Up Hudson



Above: Children of all ages eagerly waited to tell Santa their holiday wishes at **Santa and his Critters**.

Below: **Candlelight Stroll** attendees enjoyed horse-drawn wagon rides through Lakefront Park, aglow with over 100 luminaries and thousands of twinkling lights.



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 Pamela Klingfus and Lisa Woletz from Christian Community Homes and Services, Inc.



EVENT DETAILS:

Date: Tuesday, January 7 | **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, January 22 | **Noon**
Location: Post - American Eatery | 225 Locust Street
To Register, [click here.](#)



Thank you to everyone who joined us in December at **Pedro's Pizza Lounge**; delicious food and amazing conversations were had by all.

Ribbon Cuttings



Calming Currents Psychiatry - located at 1810 Crest View Dr. Ste. 6A, Hudson. Your provider will take the time to obtain a thorough and holistic assessment to evaluate the various areas of your life impacting your mental health to understand your unique needs. Welcome to the Chamber!



CDM Consultants, LLC - located at 1610 Maxwell Dr. Ste. 240. They are accomplished and highly respected subject matter specialists with diversified experience in areas of configuration and document management. Welcome to the Chamber!



Discover Strength Hudson - located at 1007 Pearson Dr, Hudson. They offer 1 on 1 and small group personalized strength training for 30 minutes, twice per week. Welcome to the Chamber!



Leadership Hudson: Environment & Natural Resources was the topic for the December class. Students enjoyed time outside at Carpenter St. Croix Valley Nature Center after a packed day learning about protecting, maintaining, and funding our natural assets.



Want to Hear from us More?

Subscribe to our [Week Ahead](#) emails to receive weekly reminders about upcoming Chamber Events.



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 DEC STATS!

WEBSITE: 11K Visitors
LINKEDIN: 524 Followers
CHAMBER FACEBOOK:
REACH: 15.5K **FOLLOWERS:** 6,748

DISCOVER HUDSON FACEBOOK:
REACH: 68.5K **FOLLOWERS:** 18,018
DISCOVER HUDSON INSTAGRAM:
REACH: 13.2K **FOLLOWERS:** 5,816

January 2025 Entrepreneurial Training Program - The UWRF Small Business Development Center is looking for business owners pre-venture through established who want to increase their chances of success. The Entrepreneurial Training Program (ETP) is a ten-week program that offers weekly business expert presentations, business education from experienced consultants, support from fellow classmates and so much more. Each person comes away from the class with a 3-year workable business plan. The next session begins January 7, 2025 and runs through March 11, 2025. The cost of this program is \$250. If you are ready to move your business forward, register online [here](#). If you have any questions, please contact Maren.valentine@uwr.edu

FNC Bank is now accepting grant applications through January 15. At FNC Bank, their commitment to positively impacting the communities they serve is unwavering. Their FNC Bank Grant Program is designed to offer financial assistance to organizations focused on improving the well-being of the communities they serve. If you have a local cause and would like consideration, please [click here](#).

FNC Bank also received a 2024 Excellence in Financial Education Award from the Wisconsin Bankers Foundation (WBF) during their awards ceremony on November 21, 2024. This accolade highlights FNC Bank's commitment to financial education within their communities and their impactful efforts to empower Wisconsinites to make sound financial decisions. To read the press release, [click here](#).

The Hudson Hot Air Affair balloon rally and winter festival will be February 7-9 with a theme of "Staying Alive in 2025". After 35 years at E.P. Rock Elementary School, the Hot Air Affair is moving to River Crest Elementary School at 535 County Road F due to building remodeling. Visitor parking will be limited and shuttle busses will run on Saturday, February 8, from various locations throughout the Hudson Hill area. Check HudsonHotAirAffair.com or Facebook for shuttle details.

Consider being included in the "Welcome Packets" that will be given to out-of-town visitors as they check in at local hotels/motels that weekend. Please provide 525 brochures, coupons, or flyers to be included in a Welcome Packet. The deadline to drop off is January 31, 2025, at the Chamber office. There is no charge to be included in the Welcome Packets. 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 businesses hosting Hot Air Affair events. Note: This is not a good fit for service businesses and professionals.

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, sell merchandise at the Marketplace, and other tasks. Check the [website](#) for the full schedule of events and volunteer signup, and Facebook for the latest updates and additional information.

Luxury Office Space for Rent – Available June 2025 Hartman Homes will be completing their state-of-the-art office building in Spring 2025. One exceptional office space remains.

Location: 865 Hartman Circle, Hudson, WI
Office Size: 1,200 finished square feet
Rent: \$3,000/month (utilities included, except internet)
Features: Private bathroom, abundant natural light with North-facing windows, modern design, and luxury finishes, access to a beautifully appointed shared conference room
A private single-car garage is available for \$381/month

Secure your spot in this high-demand building today at (715) 377-1555 or derek@hartmanhomesinc.com. Visit hartmanhomesinc.com for photos of this building and space.

Do you have a little extra time on your hands? Consider being a mentor at River Crest, Hudson Prairie or EP Rock Elementary. The elementary mentoring programs pair students with adults to help build positive connections. They are looking for adults who could meet once a week for approximately 45 minutes (during a student's lunch/recess) to simply spend time with a student eating lunch and then doing some sort of activity or game based on the child's interests. Please reach out to Aria Krieser krieseam@hudsonraiders.org, Anna Lurndahl lurndalanna@hudsonraiders.org, or Kelly Slaughter curtiskj@hudsonraiders.org with questions or to get signed up. ■



Hudson Area Chamber Member Benefit

ACH and Automatic Payments

As you plan out 2025, don't forget that you can keep payment information on file in your Chamber account. After logging into the Member Information Center, Chamber members have the opportunity to add a card and/or bank account to their billing center, ensuring easy payment for member dues, event registration, sponsorships, and more. All billing information is securely saved and cannot be accessed by anyone outside of your organization, including Chamber staff.

Additionally, once your billing information is on file, you have the opportunity to set up scheduled automatic payments for reoccurring billings, such as your annual membership dues.

All payment information can be found in the billing section of the Member Information Center; if you would like an MIC login or need assistance setting up your payments, please reach out to Anna@HudsonWI.org or call us at 715-386-8411. ■



Congrats to Our December Brand Champion

CONGRATULATIONS TO OUR DECEMBER BRAND CHAMPION, MEGAN LINDNER WITH THORCRAFT CUSTOM KITCHENS LLC

Megan has been an active member of the Chamber for several years, attending networking opportunities, participating in community events, and serving on committees. Most recently, Megan opened her retail space to over 200 attendees for our third annual Visit with Santa event. Since the start of this event, Megan has welcomed the families into Thorcraft, setting up her space in a cozy and festive manner to facilitate meaningful interactions with Santa and timeless family photos.

Beyond her leadership on Visit with Santa, Megan supports many holiday events while serving on our Have a Hudson Holiday Committee. She is also involved in our Retail/Restaurant Committee, working to amplify year-round support local initiatives. Thank you, Megan, for all you do! We look forward to your 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. ■



Save the Date!

2025 CALENDAR OF EVENTS HIGHLIGHTS

Feb 7 - 9	Hudson Hot Air Affair
May 4	Hudson Community Expo
Sept 27 & 28	Spirit of the St. Croix Art Festival
Oct 18	Hilltop Pumpkin Party & Rotary Halloween Parade
Nov 21 - 23	Hudson Christmas Tour of Homes
Nov 28	Light Up Hudson



Hudson Area Chamber FOUNDATION

The Hudson Chamber Foundation is the philanthropic branch of the Chamber of Commerce with a focus on advancing education and workforce development initiatives within the Hudson and surrounding area.

As we kick off 2025, the Foundation is excited for what the year has in store. The board will meet in January and February to plan and set goals for the year as it relates to their fundraising efforts. In May, the Foundation will award two Hudson High School Seniors scholarships to continue their education. Keep your eyes peeled, as the Foundation hopes to have an event later in the fall/early winter. They are also looking forward to the results of the 2024 St. Croix County housing study, which the Foundation helped to sponsor.

Happy new year and thank you for your continued support of the Foundation! We look forward to a great 2025! ■



January Calendar of Events

- 1 Chamber office closed
- 2 Community Affairs Committee, 10:00 a.m., Zoom
- 6 Leadership Hudson Steering Committee, Noon, Zoom
- 7 Connections & Coffee, 9:00 a.m., Citizens State Bank, 375 Stageline Road
- 9 Ribbon Cutting – Hearinglife, 11:00 a.m., 2217 Vine Street Ste 205
- 10 Have a Hudson Holiday Committee, 9:00 a.m., Zoom
- 14 Ribbon Cutting – Nu Me SPA, 11:00 a.m., 1615 Maxwell Drive Ste C
- 15 Welcome to the Hudson Chamber Membership Orientation, 9:00 a.m., Chamber Office
- 15 Tourism Committee, 1:30 p.m., Zoom
- 16 Board of Directors, 9:00 a.m., Chamber office
- 16 Ribbon Cutting – ChiroWay Chiropractic of Hudson, 11:00 a.m., 113B 2nd Street
- 17 Ribbon Cutting – Roalstad Capital LLC, 11:00 a.m., 511 2nd Street Ste 205
- 21 Leadership Hudson
- 22 Retail/Restaurant Committee Planning Meeting, 8:30 a.m., The Phipps Center for the Arts, 109 Locust Street
- 22 Let’s Do Lunch!, Noon, Post – American Eatery, 225 Locust Street
- 23 Hudson Area Chamber Member Celebration, 5:00 p.m., Tattersall Distilling, 1777 Paulson Road, River Falls
- 28 Ribbon Cutting - St. Croix EDC, 11:00 a.m., 1091 Sutherland Avenue, River Falls
- 28 Chamber Foundation Board, 1:00 p.m., Zoom
- 29 Ribbon Cutting – Graphic House Inc., 4:00 p.m., Chamber Office
- 30 Ambassador Committee Retention Visit & Meeting, 3:00 – 4:30 p.m., Locations TBD

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 2023 Award Winners!

Large Business of the Year - **Citizens State Bank**
 Small Business of the Year - **SEASONS Gallery**
 Chamber Member of the Year - **Pete Keskey, Minuteman Press - Hudson**
 Community Volunteer of the Year - **Tricia Christiansen, Christiansen Creative**
 Manufacturer of the Year Award - **Hop & Barrel Brewing Company, LLC**
 Marie Blakeman Award - **Jacki Bradham, Hudson Hot Air Affair**

2025 Resources

[Sponsorship Brochure](#)




Hudson Area Chamber Sustainability Corner

Pet owners - do you dump out old water from the drinking dish? Instead, consider saving it to use around the home. When you give your pet fresh water to drink, save the old water to give to your houseplants! This small task can add up to a big impact, reducing both your water usage and your utility bill. ■