



International Women’s Day

Prepare to be inspired! Join us as we celebrate International Women’s Day. Hear from some outstanding local leaders as they share their insights on navigating the current business climate, overcoming challenges, and achieving success in business.

Meet the Speakers:



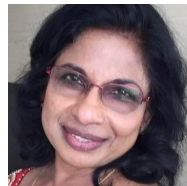
Val Aune | Owner
The Bees Knees



Nichole Frazer | Owner
Black Rooster Bistro



Sarah McFarland | Doctor
Hudson Physicians, S.C.



Lucy Paulose | President
Home Electronic Systems

Thank You to our
Event and Venue Sponsor!



EVENT DETAILS:

Date: Friday, March 7, 2025
Time: 8:00 - 9:30 a.m.
Location: Hudson Physicians, S.C. | Croix Conference Room
2651 Hillcrest Drive, Hudson, WI 54016
Cost: \$15 Members | \$20 Non-Members
[Register Here](#)

ON THE INSIDE



MESSAGE FROM THE PRESIDENT 2



EVENTS 4



BUSINESS BRIEFS 6



BRAND CHAMPION 7



Thank you to Chris Kost for his dedication to the Hudson Area Chamber! A recent outgoing board member, Kost received a plaque to thank him for his six years of service to the board and Hudson Area. We look forward to his continued partnership.



Mary Claire Olson Potter
Chamber President

Grow with the Hudson Area Chamber

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.

We are here to help you grow your business. The more members we have, the more opportunities you have to connect and grow your business.

New this year, the Chamber has a Member Referral program. If you refer and help sign up a new member, you will receive a \$25 Chamber Check to spend at a local Chamber member.

You can invite potential members to Connections & Coffee, *Simply Connect*, or any other Chamber event.

Thank you for your continued involvement and commitment. ■



The Leadership Hudson Class had their Government/Leadership Development day in February. They learned about local government and county services, toured the fire department, and heard from municipal leaders. Pictured is the class in the St. Croix County Government Center Boardroom.



Thank you to the sponsor of the March Newsletter, Valley Agencies.
We appreciate your support of this important communication piece.



Save the Date!

Cybersecurity Seminar

We invite you to a cybersecurity seminar designed specifically for small business owners. Join us on March 25 and take the first step to protect your business and data, build customer trust, and ensure compliance with industry regulations. Learn more and [register here](#).

Small Business Crawl

This free event on April 24 promotes shopping, dining, and living locally. If your business is interested in participating, email Tyler@HudsonWI.org for more info.

Join us in Supporting Local Businesses!



Lucky Clover Contest
March 2025

Participate in the Lucky Clover Contest: as you shop, dine, and live locally in Hudson, bring your card to participating businesses. With a \$10 minimum purchase, you will get a sticker placed on that business name. Lucky Clover Cards with 5 stickers or more will be entered to win gift cards and prizes from your favorite shops and restaurants in Hudson.

Cards with 20 stickers are eligible for the Grand Prize Drawing! Completed cards must be dropped off at Angel's Pet World or the Hudson Chamber by March 31. Drawing for prizes will take place on April 4, 2025. [Learn more here](#). ■



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HUDSON COMMUNITY EXPO

Mark your calendars and join us for the Hudson Community Expo!

Last year, this popular event welcomed 1,600 attendees, so this is an excellent opportunity to promote and gain exposure for your business or organization.

This event consists of a variety of children's activities, food vendors, and a fantastic lineup of entertainment throughout the day. Additionally, attendees are given a vendor passport and receive a sticker after inquiring about your product or services. Completed passports will be entered into a prize drawing for Chamber Checks. To have your business name included on the vendor passport, please sign up by April 11. [Click here](#) to learn more and complete the vendor application. We are excited to have your business or organization join us for this great event!

EVENT DETAILS:

Date: Sunday, May 4, 2025
Time: 11:00 a.m. - 3:30 p.m.
Location: Hudson High School
1501 Vine Street, Hudson, WI 54016
Register by April 11 | [Register Here](#)

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 this meeting will be Linda La Kosky Eng with Minuteman Press - Hudson. She will be discussing how to successfully run a booth at trade shows.



EVENT DETAILS:

Date: Tuesday, March 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, March 26 | Noon
Location: Keys Cafe & Bakery
To Register, [Click Here](#).



Thank you to everyone who joined us in February at **Old Southern BBQ Smokehouse**; delicious food and amazing conversations were had by all.

\$250 BONUS

FOR NEW CHECKING ACCOUNTS!*

GET OFFER

Insured by NCUA



Ribbon Cuttings



Caring Transitions - based out of Hudson. They offer senior relocation services, along with downsizing and decluttering, estate sales and online auctions, and home cleanouts. Welcome to the Chamber!



CV Exteriors - located at 408 2nd St., Hudson. They offer exceptional exterior contracting services in Western Wisconsin. Welcome to Hudson and the Chamber!



RM Johnston Bookkeeping LLC - based out of Hudson. Rita specializes in helping businesses streamline financial processes and maximize efficiency, saving them money and helping them grow. Welcome to the Chamber!

Ambassador Visits



Casanova Liquors - located at 236 Coulee Rd., Hudson. The Ambassadors visited the historic Casanova Liquors. They strive to bring in the most unique and exciting products they can find from small production wines, single barrel store pick bourbons, and collaboration brews with local breweries. Thank you for being a long-time member of the Chamber (since 1997)!



Hop & Barrel Brewing Company, LLC - location 310 2nd St., Hudson. For their retention visit and monthly meeting, the Ambassadors visited Hop & Barrel. Their brewers craft delicious stouts, refreshing IPAs, crisp lagers, and other mouth-watering brews. They also host several events each month, so there's a little something for everyone. Thank you for your continued support of the Hudson Chamber!



St. Croix Kids Pediatric Dentistry - located at 400 2nd St S., Hudson. The Ambassador Committee visited St. Croix Kids Pediatric Dentistry. Their team of board-certified pediatric dentists strive to provide an exceptional dental experience in a safe, friendly, and gentle environment. Thank you for your support of the Chamber!

Tips for Preventing Landscape Pests and Diseases will be the March 4 meeting topic for the Hudson Home & Garden Club. The meeting is open to the public and begins at 1 p.m. in the River Room at The Phipps Center for the Arts, Hudson. Join the group at 12:30 p.m. for refreshments. A non-member \$5 donation is appreciated to support programs. An RSVP can be sent to kswisherhgc@gmail.com. The garden club's annual plant and flower sale with Gertens Greenhouses ends March 27. Order plants and flowers online for pick-up May 4 at Weitkamp Park. A link to the sale is on their [Facebook page](#).

BRIDGE for Community Life is hosting an Open House on Friday March 14 from 8:30 a.m. - 6:30 p.m., featuring light refreshments, games, and door prizes. Tour their newly remodeled program areas, meet their dedicated staff, and learn about the exceptional services they provide for individuals with disabilities.

Black Rooster Bistro's next 5 course tasting dinner is March 20th at 7pm featuring Goldschmidt wines. Join Sara Bowler, of Legacy Brands, to learn about the vineyard and the wine of renowned winemaker Nick Goldschmidt. He has a portfolio that includes wines from around the globe—Argentina, Australia, Chile, his native New Zealand, and California's Napa Valley and Sonoma County. Discover new wine regions, try wines from new appellations, and enjoy "gold standards" within his fine collection of wine offerings. \$85/person. \$50 deposit due at time of reservation to hold your spot. Pay your deposit by calling the restaurant 715-808-0560 or visit [their website](#).



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 FEB STATS!

WEBSITE: 7.8K Visitors
LINKEDIN: 530 Followers
CHAMBER FACEBOOK:
REACH: 14.1K **FOLLOWERS:** 6,776

DISCOVER HUDSON FACEBOOK:
REACH: 28.8K **FOLLOWERS:** 18,072
DISCOVER HUDSON INSTAGRAM:
REACH: 19.6K **FOLLOWERS:** 5,996

St. Croix Valley Food Bank is excited to invite you to their 3rd Annual Empty Bowls Event April 10th, 2025. Join them for a meaningful night of community, delicious soup, and take home a handcrafted pottery bowl. Every ticket supports their mission to provide nutritious food to families in need. For tickets and more details visit their [website](#).

Hometown Home Solutions Expo - Presented by Krumm Exteriors. Looking to upgrade your home or business? Join Krumm Exteriors on April 17, 2025, at Ready Randy's Banquet Hall for the Hometown Home Solutions Expo, a must-attend event for homeowners and business owners alike! Connect with trusted local experts, explore cutting-edge home improvement innovations, and enjoy event-only specials you won't find anywhere else. Be among the first 50 guests for exclusive giveaways, and don't miss live demos, expert insights, and great food from Ready Randy's Sports Bar & Grill—all for free admission! For details, call (715) 246-6090 or visit the [website](#).

At Innovative Planning Group (IPG), financial planning goes beyond numbers—it's about individuals, families, and the goals they work hard to achieve. As a [full-service firm](#), IPG offers tailored guidance in retirement planning, tax strategies, and investment management to support a secure future. A dedicated team, including certified financial planners and a chief investment officer, takes the time to understand each client's unique goals. Thoughtful strategies are crafted with the goal to grow, protect, and transfer wealth—because success is personal. With offices in Hudson, Woodbury, Amery, and Minnetonka, IPG is deeply rooted in the communities it serves. Clients are more than numbers on a spreadsheet—they are neighbors, friends, and family. At IPG, clients experience a new perspective in planning with a team committed to guiding every step forward.

Citizens State Bank is pleased to announce the promotion of four accomplished employees as part of its ongoing commitment to fostering advancement and leadership within the organization. The promotions reflect CSB's dedication to delivering exceptional service to customers while recognizing the fantastic achievements of these talented individuals. Effective January 27th, 2025, the following individuals have been promoted: Troy Weathers - promoted to SVP / Chief Revenue Officer, Joanne Obermueller - promoted to SVP / Chief Financial Officer, Maria Machtemes - promoted to SVP / Retail Banking, and Jamie Van Pelt - promoted to AVP / Mortgage Loan Officer Supervisor. Read the full press release [here](#).

Exceptional Facility Maintenance with Oso Clean Janitorial Service! They provide comprehensive cleaning solutions to ensure safe, pristine environments that impress clients, employees, and visitors alike. Expect flexible scheduling - customizable service frequencies meeting your needs, reliability guaranteed - uninterrupted service through their dedicated team and backup systems, transparent communication - prompt and effective addressing of concerns, and quality assurance - consistent, high-standard results through rigorous quality control. Choose Oso Clean Janitorial Service for a cleaner, safer, and more impressive business environment. Let them maintain your facility while you focus on running your business. Contact Maren Valentine at info@osoclean.net or visit their [website](#).

Priceless Painting Contractors is offering a special deal to book their last open spots on their winter calendar before spring. If you've been thinking about a fresh coat of paint, fixing walls, getting your house ready to sell, or just looking for a fresh vibe, give Aaron Anderson a call at 651-335-6706.

Regal Wash Hudson and Detail Center is thrilled to announce that they have been given a Challenge Coin by Colonel Mark E. Drake. Colonel Drake gave Regal this award in recognition of their free car wash offering to all active duty and retired service members every Monday. They are so pleased to support the service members of our country's service. They are also pleased to let the community know that they are running a fundraiser for Coco's Heart Dog Rescue, a local non-profit that has had such a huge impact on our community. For every car wash purchased within this fundraiser, Regal will give 50% of their revenue back to Coco's. Please reach out if you want to partner with Regal on a future fundraiser. ■

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**Congrats to Our February
Brand Champion**

CONGRATULATIONS TO OUR FEBRUARY BRAND CHAMPION, THE HUDSON HOT AIR AFFAIR

Occurring annually on the first full weekend in February, the Hudson Hot Air Affair is the premier winter ballooning event and winter festival in the Midwest. Founded in 1990, this volunteer-run non-profit plans a weekend full of events and activities to promote both ballooning and the Hudson area. Over the decades, the event has brought in balloonists and tourists from across the country, highlighting Hudson as a tourist destination.

This year, the team tackled additional logistics due to construction. Working together, the volunteers ran another successful Hudson Hot Air Affair, and their continued dedication to this community tradition is greatly appreciated. Thank you, Hudson Hot Air Affair, for your heartfelt support of the Hudson area 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. ■

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March Calendar of Events

- 3 Leadership Hudson Steering Committee, Noon, Zoom
- 4 Connections & Coffee, 9:00 a.m., Citizens State Bank, 375 Stageline Rd.
- 5 Chamber Foundation Board, 11:00 a.m., Zoom
- 5 Hudson Community Expo Committee, 1:00 p.m., Zoom
- 7 Good Morning Hudson: International Women's Day, 7:30 a.m., Hudson Physicians, S.C., 2651 Hillcrest Drive
- 12 Ribbon Cutting - Dewald Bester, Professional EOS Implementer, 11:00 a.m., Chamber office
- 18 Leadership Hudson
- 19 Retail/Restaurant Committee, 9:00 a.m., Post - American Eatery, 225 Locust Street
- 19 Tourism Committee, 1:30 p.m., Zoom
- 20 Board of Directors, 9:00 a.m., Chamber office
- 20 Ribbon Cutting - Hazelden Betty Ford Foundation, Noon, 900 Crest View Dr Ste 120
- 21 Spirit of the St. Croix Art Festival Committee, 9:00 a.m., Zoom
- 25 Seminar Series: Cybersecurity, 8:00 a.m., Valley Agencies, 680 Annabelle Way
- 26 Let's Do Lunch!, Noon, Key's Café & Bakery, 840 Carmichael Rd
- 27 Ambassador Committee Retention Visits & Meeting, 3:00 p.m.
- 28 Health & Wellness Roundtable, 11:30 a.m., Christian Community Homes & Services, Inc. | Marie Blakeman Community Center, 1320 Wisconsin Street

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](#)



Hudson Area Chamber Sustainability Corner

Spring is right around the corner, and with it comes spring cleaning! As you're cleaning, keep recycling in mind. Recycling reduces the number of items in landfills and decreases the need for collecting raw materials from the environment. [Click here](#) for St. Croix County's 2025 recycling event dates. ■