



Message from the President

Mary Claire Olson Potter
Chamber President



First Quarter Results Reflect Growth and Momentum

When the Chamber Board approved the 2026 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 2026 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.

Q1 Results:

- Thank you to the members that have renewed their membership and to the new members that have joined, we are 516 members strong! This means members have over 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 10 where we will celebrate existing members and help potential members learn how to promote their business through the Chamber.
- The [2026 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 112 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 73 attending, supports local restaurants while providing an opportunity for members to enjoy lunch and network with other members.
- The Ambassador Committee has added 3 committee members and visited 35 members in the first quarter.
- 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 FOUNDATION - WORKFORCE DEVELOPMENT

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

Q1 Results:

- Developed two scholarships to award a Hudson graduate who plans to attend a two-year program and/or technical school.
- Developing annual fundraising event to be held in September.

CHAMBER PROGRAMS & SERVICES - CONNECTIONS

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

Q1 Results:

- Hudson Area Chamber Member Celebration celebrated 73 years of the Chamber with 215 attendees as we recognized award winners, including a new Non-Profit of the Year award, board and committee members, and all volunteers.
- International Women's Day was celebrated with a panel of local leaders and 79 attendees.
- The Hudson Community Expo committee has been planning the event that will be held on Sunday, May 3, 2026.

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.

Q1 Results:

- Promoted the annual Hudson Hot Air Affair event held in early February.
- Sent out 151 visitor packets.
- Began developing the 2026 marketing plan, which includes ad placements, social media, and website enhancements.
- Developed the 2026 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.

WORKFORCE DEVELOPMENT - RECRUITMENT & ENGAGEMENT

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

Q1 Results:

- 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.

On the Inside



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Thank you to our March newsletter sponsor, Afton House Inn / St. Croix River Cruises!

We appreciate your support of this important communications piece

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.



Guidelines: Submit 100 words or less by the 15th of the month for the next month's Chamber newsletter. We reserve the right to edit or omit any submitted business briefs. Email submissions to Info@HudsonWI.org.



St. Croix Valley Opera presents *The Magic Flute & The Lost Prince* on Saturday, April 11, 2026, at the Phipps Center for the Arts, with performances at 11:00 AM and 2:00 PM. This lively, family-friendly production blends Mozart's beloved music with playful storytelling, humor, and audience engagement—perfect for first-time opera-goers and children in grades 3-6. Following a successful school tour, this marks its public debut. Experience opera in an accessible, joyful way right here in our community. Seating is limited, so reserve your tickets today and enjoy this unique live performance close to home. To learn more, [click here](#).

"Healthy Oil Seeds--Hemp, Flax & Borage" is the **Hudson Home & Garden Club's** April 7 program. The public is invited. Karen Smith will share information about the health benefits of some oil seeds, including hemp, flax and borage. Healthy oil seeds are rich in unsaturated fats, and they contain vitamins and minerals essential for heart health and the reduction of inflammation and cholesterol. Smith taught family and consumer science for 36 years. The 1 p.m. meeting is in the River Room at The Phipps Center for Performing Arts, Hudson, with refreshments at 12:30 p.m. RSVP to 913-777-9477 or kswisherhgc@gmail.com. A \$5 contribution from nonmembers is suggested for meeting expenses, or consider a 2026 garden club membership for \$30. (The May 5 program is "Vegetable Gardening--Do's & Don'ts").

St. Croix Valley Food Bank's Empty Bowls Event - April 16th 5-7pm Empty Bowls is a community-based initiative aimed at raising awareness and funds to fight hunger. A simple yet delicious meal of soup and bread is provided, and each ticket holder will take home a handcrafted bowl made by a local artist. To purchase tickets, [click here](#).

St. Croix Economic Development Corporation (SCEDC) is excited to announce the 2nd Annual SCEDC Scale-Up Challenge and Spring Networking Event, a pitch competition designed to help established small businesses and entrepreneurs accelerate growth and scale their operations. Now in its second year, the Scale-Up Challenge is offered in partnership with the St. Croix Valley Business Innovation Center (SCVBIC), the UW-River Falls Small Business Development Center (SBDC), and UW-Stout, with generous support from the Wisconsin Economic Development Corporation (WEDC) Small Business Development Grant. The competition is open to St. Croix County businesses that have been operating for at least one year, offer a proven product or service, and are ready to take the next step in scaling their business. To apply, [click here](#).

On April 3, **SEASONS Gallery** will host an opening reception from 5-8pm for *Familiar Ground*, a feature exhibition showcasing landscape watercolor paintings by Dan Mondloch and functional pottery by Joe Singewald. Join us on First Friday to meet the artists, enjoy refreshments and live music. Exhibition on view April 3 to April 26. To learn more, [click here](#).

Camp St. Croix is hosting a Support Pizza Night on the farm. Net proceeds help the educational farm grow and sustain donations of 7000+ lbs of fresh produce to local food shelves every year. Help us create nights of memories and good, local food on the farm. To learn about the different levels of partner gifts, [click here](#).

Volunteers are invited to support **Test Drive...Next Stop Reality** at Hudson High School on Tuesday, May 19, 2026. This hands-on program gives students real-world experience in budgeting and decision-making as they explore careers, salaries, and everyday expenses across 22 interactive stations. Participants gain valuable financial literacy skills while navigating life choices like housing, transportation, and more. Volunteers receive all necessary training in advance, along with meals and the opportunity to connect with fellow community members. Help make a lasting impact on local students—sign up today to be part of this meaningful experience! To sign up, [click here](#).

Join **Ted Blank Travel** for a festive 5-day holiday escape to New York City!

Experience the "Big Apple" at its most magical with glittering lights, iconic sights, and seasonal energy from December 10-14, 2026. Wander through Greenwich Village and Wall Street, reflect at the 9/11 Memorial & Museum, and take in a Broadway show and the famous Radio City Christmas Spectacular—all paced with opportunities to explore, dine, and soak in NYC's holiday spirit.

Discover the Statue of Liberty and Ellis Island, enjoy guided walks of the city's neighborhoods, and let the joy of the season transform this classic American city into an unforgettable winter adventure.

Price: \$3,899 per person based on double occupancy, including round-trip Economy class airfare from Minneapolis. To learn more, [click here](#).

Have you thought about turning a family cabin, second home—or even your own house—into a source of income, but aren't sure where to begin? **UW-Stout Continuing Education & Conference** invites you to join Short-Term Rental Management and Investment, a two-session online class for aspiring hosts. Learn about platforms, pricing, regulations, design strategies, and real-world hosting insights from an experienced Superhost. Plus, walk away with a comprehensive, ready-to-use checklist to launch your rental. This live online class will be held May 5 & 12, 5:00-6:00 pm. Register by April 21 to access the Early Bird rate of \$49. To learn more, [click here](#).

You're invited to **Family Resource Center St. Croix Valley's** 21st Annual Reach for the Stars Gala! Join us April 19th at Ready Randy's in New Richmond as we celebrate 28 years of supporting children and families across the St. Croix Valley. We are keeping all of our favorite traditions, while also taking time to hear directly from a program participant who shares their story about the impact FRCSVC has had on their life, and the lives of their children. To purchase tickets, [click here](#) and select the RSVP button at the top of the home page.

The newly formed **Auxiliary of the Hudson VFW** has launched its first fundraiser, Hudson Blooms, a spring plant sale supporting veterans, active troops, their families, and young leaders in the Hudson community, including Hudson High School National Honor Society students. Orders are placed online through Gertens and must be submitted by April 6, with plant pickup scheduled for May 16. Organizers hope to make this an annual event celebrating the return of warmer weather. Community members and local businesses are encouraged to participate and help spread the word to support this meaningful cause. To view the sale, [click here](#). Store ID: 1177.

Join the **Hudson community** for a FREE workshop to enhance the culture of child safety and the prevention of sexual abuse during Child Abuse Prevention Month. Participants will learn: (1) The facts about child sexual abuse. (2) How to minimize opportunity for child sexual abuse. (3) How to talk with children about child sexual abuse. (4) To recognize the signs of child sexual abuse. (5) How to react responsibly. (6) What you can do to create prevention-oriented organizations and communities. Workshop offered twice, April 9 and April 28, 6:00-8:30pm, to accommodate varied schedules. Sponsored by: Hudson Community Foundation, First Presbyterian Church, Hudson, Hudson Area Ministerial Association, Hudson YMCA, Christian Community Homes and Services, and Hudson School District. To learn more or register, [click here](#).

St. Croix County now offers two ways to recycle for FREE your electronics, appliances, and scrap metal! Attend their annual spring collection events or bring them to the NEW 1-Stop-Drop recycling center in Somerset, open year-round.

Recycling electronics and appliances just got easier with 1-STOP-DROP a new, year-round, free recycling option available to all St. Croix County residents through a partnership with Redemption Recycling. The program provides a convenient, one-stop drop-off location for electronics, appliances, and other eligible materials. If it has a cord or runs on batteries, bring it in!

FREE recycling collection event dates have been set for this spring.

Hazardous Waste will be managed exclusively through the voucher program.

The county will no longer hold Clean Sweep collection events. Instead, residents can request a voucher for free disposal through the on-line form. Providing a Materials List prior to a scheduled drop-off ensures that the vendor is prepared for the type of item and volume. Unscheduled drop-offs will not be accepted.

Portable recycling bins are available to rent for special events Perfect for town festivals, graduations, family reunions, weddings, sporting events---free to rent with refundable deposit.

This **Best Ball golf tournament** brings together community members, local businesses, forensic nurses, and advocates to raise critical funds that support survivors and violence prevention education efforts in our region. Golf begins with a Noon Shotgun Start and includes cart, lunch, and dinner. Enjoy games on the course, a bake sale, raffle baskets, and plenty of chances to win great prizes—all while making a meaningful impact. Whether you're golfing, joining us for dinner, or cheering from the sidelines, your participation helps ensure survivors have access to compassionate, trauma-informed care when they need it most. To learn more, [click here](#).

The Exercise and Sports Science students at the **University of Wisconsin-River Falls** are hosting a Health & Wellness fair on April 16th from 11:00 a.m. to 1:30 p.m. in the UWRF Falcon Center. They are currently accepting volunteers and donations for raffle drawings and door prizes, as well as vendors willing to run their own booth to teach the community about their expertise in the field of health and wellness. All queries can be addressed to keira.anderson@my.uwrf.edu.

WEDC announces \$1.5 million in grants to support small businesses across Wisconsin. The competitive grants, which range from \$50,000 to \$250,000, were awarded to local and regional economic development organizations, municipalities, and counties to support small business development and creation. The organizations will pass 100% of the SBDG funds on to small businesses. To learn more about the grants and recipients, [click here](#).

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651.436.8883
CurrentRestaurant.com



651.436.2010
SwirlMyWine.com



JOIN US FOR THE APRIL 2026 SMALL BUSINESS CRAWL



Spend the day exploring Hudson with our Small Business Crawl on Thursday, April 16 from 11:00 a.m. to 7:00 p.m.! Eat, shop, and discover special offers from local businesses while supporting the community.

Passports are \$5 and include a list of participating businesses and their offers. Turn in your completed passport at the Max's Social House after-party (starting at 7:00 p.m.) for a chance to win a Grand Prize!

Limited swag bags (\$20) are also available and include a passport plus special items from local businesses. Only 50 available, so be sure to grab yours early! Passports and swag bags go on sale April 9 at Angel's Pet World, Grand Fête. kudos, The Bees Knees, or Rose & Lavender.

A portion of proceeds benefits the Hudson Home & Garden Club.

CONNECTIONS & COFFEE

Join us Tuesday, April 7, from 9:00 - 10:00 a.m. at Citizens State Bank for our next Connections & Coffee. This free networking event is a great opportunity to exchange business cards, build relationships, and hear Chamber updates on ways to connect and promote your business. This month's presenter will be Cody Winter, Carter Winter, and Justin Mueller with Win-Win Moving Solutions.

To register, [click here.](#)



HUDSON COMMUNITY EXPO - LAST CHANCE TO SIGN UP!

The 2026 Hudson Community Expo returns Sunday, May 3, from 11:00 a.m. - 3:00 p.m. at Hudson High School. This free, high-traffic event attracts hundreds of area residents eager to connect with local businesses and organizations through vendor booths, raffles, food, giveaways, and more.

Businesses are encouraged to secure their booth space soon and register by April 10 to be included on the Vendor Passport, driving even more engagement at your booth.

Don't miss this opportunity to showcase your business and connect with the community.

To apply to reserve your spot, [click here.](#)



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RIBBON CUTTINGS

Crisp and Green Hudson - located at 901 Pearson Dr., Hudson

They are devoted to delivering an exceptionally crisp experience to their guests, not just with their chef-crafted and scratch-made menu, but also through their high standard of service, belief in being 100% authentic, and their passionate commitment to the community. Welcome to the Chamber!



AMBASSADOR VISITS

Our Chamber Ambassadors recently tried something new—gathering as a group to visit several businesses in Hudson. This collaborative approach gave Ambassadors the opportunity to connect with business owners, share updates, and show support in person.



SEEK Careers/Staffing - Located at 805 Dominion Dr., Suite 130, Hudson. For more than 50 years, SEEK has assisted thousands of workers find their dream career opportunities. SEEK's services are always free to job candidates! Thank you for your support of the Hudson Area Chamber!



kudos - Located at 809 Dominion Dr., Suite 170, Hudson. They are a retail store specializing in selling re-purposed, antique, hand-crafted, and new furniture, home decor, candles, apparel, and jewelry. Thank you for your support of the Hudson Area Chamber!



River Hill Inn and Suites - 808 Dominion Dr., Hudson. They offer family room with air-conditioning, private bathrooms, and free Wi-Fi. Each room includes a refrigerator, microwave, TV, and free toiletries. Guests can enjoy an indoor swimming pool, hot tub, and jacuzzi. The hotel provides a 24-hour front desk, free on-site parking, and continental breakfast. Thank you for your support of the Hudson Area Chamber!



Jerry's Foods Hudson - Located at 2310 Crest View Dr., Hudson. Formerly County Market, Jerry's is proud to continue offering excellent service, products, and prices to customers under their new name and brand. Thank you for your support of the Hudson Area Chamber!



Congratulations to our March Brand Champion, Nichole Frazer!

Congratulations to our March Brand Champion Nichole Frazer with Black Rooster Bistro. Nichole has been very active with the Retail/Restaurant Committee, often hosting the monthly meetings. She has participated in the International Women's Day panel and actively shares Chamber posts and promotes the Chamber through her social media. Nichole hosted Let's Do Lunch, participated in the Nacho's Batalla, and hosts the Christmas Tour of Homes homeowners and committee members after the event to celebrate the tour.

Nichole promotes the Chamber in the community and brings fun ideas to events to help encourage participation.

Thank you, Nichole, for all you do to support the Hudson Area Chamber and the community.

We look forward to our continued work with you.

Congrats to Our March Brand Champion

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.



Golf save the date

Join us for the 29th Annual Hudson Area Chamber Golf Tournament at Kilkarney Hills Golf Course Monday, June 22, 2026 from 11:30 a.m. - 6:00 p.m.

Spend a fun-filled day of golf, networking, and fun with fellow Chamber Members at this event. The day will include food, drinks, contests, raffles, and more!

[Sponsor this event](#) and get your business name in front of over 100 business leaders. Sponsorship commitment and payment due Friday, June 5th.

- Pricing:
- Member Golf Package: \$185.00
 - Member Foursome Golf Package: \$740.00
 - Non-Member Golf Package: \$205.00
 - Non-Member Foursome Golf Package: \$820.00

Sign up early to reserve your spot before tickets sell out! All registrations must be turned in by Monday, June 15, 2026.



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WE APPRECIATE OUR RENEWING MEMBERS

- | | | |
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| Alera Group, formerly JA Counter | Gallery 77 LLC | Salon Rose' |
| Associated Eye Care | Growth Management Solutions, LLC | SpaceTurtle Construction |
| Baer Manufacturing | Hudson 12 Theatre | St. Croix Economic Development Corporation |
| Ban Tara Companies | Krumm Exteriors | Sustain Hudson-RiverFest |
| Blooms for Happiness | Lakes Sotheby's International Realty, Dylan Seurer | The Jeweler's Bench |
| BNA Realty, LLC | LoLo American Kitchen & Craft Bar Hudson | The Massey Luxury Apartments |
| Carousel Pole Studio | Lucky's Wine & More (three locations) | The Purple Tree |
| Century 21 Affiliated | Mattress By Appointment - Hudson | The River City Chorale |
| Cocobello Interiors | Momentum West | Troy Burne Golf Course |
| Coldwell Banker Realty | ReforMedicine S.C. | Turningpoint for Victims of Domestic and Sexual Violence |
| Croix Gear | | YMCA in Hudson |
| eCycling | | Youth Action Hudson at the YMCA |
| Festival Foods | | |

*Members listed above renewed from February 27 to March 30.

Welcome Our New Members



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

- [2nd Street Mercantile, LLC](#)
 - Sponsored by Sheri Carlson, [Citizens State Bank](#)
- [Big Guys BBQ Roadhouse](#)
 - Sponsored by Mary Yacoub-Raad, [Realty ONE Group SIMPLIFIED](#); and Cody Uhrhammer, [Edward Jones - Cody Uhrhammer](#)
- [Embodi Wellness Studio](#)
- [Hudson Professional LLC](#)
- [J & A Northwest Construction & Commercial Roofing](#)
- [QRS Construction Company](#)
- [TNT Coffee Lab, LLC](#)
 - Sponsored by Blake Willman, [Willman Works](#)
- [Couples & Family Therapy Center](#)

Chamber Member Referral Program



We are thrilled to continue 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 Info@HudsonWI.org



Each month, on the fourth Wednesday at Noon, we meet at a local restaurant for lunch and connections. This event is open to all Chamber members, and we rotate to different member locations. Members 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!

Thank you to everyone who joined us in March at Main Plate by Lock and Dam Eatery; all enjoyed delicious food and amazing conversations.



Date: Wednesday, April 29 | Noon
Location: Big Guys BBQ Roadhouse
To register, [click here.](#)



April Calendar of Events

- 7 **Connections & Coffee,**
9:00 a.m., Citizens State Bank, 375 Stageline Rd
- 8 **Retail/Restaurant Committee,**
9:00 a.m., Post - American Eatery, 225 Locust St.
- 9 **Community Affairs Committee**
9:30 a.m., Zoom
- 9 **Ribbon Cutting - One Drop Refillery**
3:00 p.m., 759 Sommers St. N
- 15 **Welcome to the Hudson Chamber Membership Orientation**
9:00 a.m., WESTconsin Credit Union, 1601 Maxwell Dr
- 15 **Tourism Committee**
1:30 p.m., Zoom
- 16 **Small Business Crawl,**
11:00 a.m. - 7:00 p.m., Join the after party at Max's Social House
- 17 **Ribbon Cutting - The Back Nine Golf - Hudson, WI**
1:00 p.m., 212 First St.
- 21 **Let's Do Happy Hour**
4:00 p.m., The Emporium, 736 Rodeo Dr.
- 22 **Ribbon Cutting - TNT Coffee Lab, LLC**
1:00 p.m., 273 Andersen Scout Camp Trail, Unit 215
- 23 **Ribbon Cutting - St. Croix Valley Opera**
11:00 a.m., Lakefront Park Bandshell, 501 First St.
- 28 **Good Morning Hudson: University of Wisconsin - River Falls Athletics**
8:00 a.m., Hudson Hockey Association, 1820 Hanley Rd.
- 29 **Let's Do Lunch**
Noon, Big Guys BBQ Roadhouse, 1237 HWY 35
- 30 **Ribbon Cutting - Walk to End Alzheimer's Western Wisconsin**
11:00 a.m., Chamber Office, 219 Second St.



Congratulations to the Hudson Area Chamber of Commerce & Tourism Bureau 2025 Award Winners!



- Chamber Member of the Year - **Erica Johnson**
- Small Business of the Year - **Blooms for Happiness**
- Large Business of the Year - **County Market**
- Manufacturer of the Year - **Cardinal Glass**
- Non-Profit of the Year - **Hudson Rotary Clubs**
- Community Volunteer of the Year - **Susan Heiser**
- Marie Blakeman Award - **Angel Duratti**

Chamber Staff

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

- Mary Claire Olson Potter**, President
- Corinna Brose**, Events & Program Coordinator
- Lily Van Allen**, Administrative Assistant

Get in Touch

Hudson Area Chamber of Commerce & Tourism Bureau
219 2nd Street, Hudson, WI 54016

Office Hours: Monday - Friday, 8:30 a.m. - 4:30 p.m.

Phone: 715-386-8411

Email: Info@HudsonWI.org

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.

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



Hudson Area Chamber

Sustainability Corner

April is Earth Month—a great reminder that small, local choices can have a big impact. Supporting local businesses helps reduce transportation emissions, minimize packaging waste, and strengthen our community at the same time. Whether you're shopping, dining, or attending events this spring, consider how staying local supports both the environment and Hudson's economy. This Earth Month, celebrate sustainability by choosing local and making simple, mindful decisions that benefit our community.