



AN INSPIRING NIGHT OF

Milestones

&

Momentum

JANUARY 22, 2026



Thank You to Our Platinum Event Sponsor:



Welcome

PHOTOS & SOCIAL 5:00 p.m.

DINNER 5:45 p.m.

PRESENTATION & AWARDS 6:30 p.m.

Program Introductions	Mary Claire Olson Potter <i>President</i>
Chamber in 2025	Maria Machtemes, <i>Treasurer</i> Deb Pittman, <i>2025 Chair</i>
Looking Ahead in 2026	Jacob Skramstad <i>2026 Chair</i>
Chamber Member of the Year	Presented by Mary Claire Olson Potter
Small Business of the Year	Presented by Leanne Van Allen
Large Business of the Year	Presented by Shawn Tyler
Manufacturer of the Year	Presented by Cheri Coltrain
Non-Profit of the Year	Presented by Jennifer Vieth
Community Volunteer of the Year	Presented by Mark Gherty
Marie Blakeman Award	Presented by John H. Potter
Closing Remarks	Mary Claire Olson Potter



THANK YOU FOR BEING PART OF OVER SEVEN DECADES OF PARTNERSHIP!

Looking back on this past year, our businesses have continued to come together to overcome hurdles. We are proud of our efforts to enhance our community's awareness of businesses throughout the Hudson area through our social media and Chamber Check promotions, continued growth of the Foundation, and support of local initiatives. The Hudson Area Chamber of Commerce & Tourism Bureau is dedicated to supporting your business's success and helping you thrive in our community.

In addition, the Chamber worked diligently to provide more value for your membership by implementing the 2025 Plan of Action set by the Chamber Board of Directors as detailed below.

OUR MISSION

To provide value 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.



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HudsonWI.org

MEMBERSHIP VALUE

Goal

Recruit 55 new members for a total of \$22,000 in new member revenues. Maintain a membership retention rate of 90% and continue to provide value to the membership.

Accomplishments

- Welcomed 74 new members and achieved a 90% retention rate, resulting in 2025 year-end membership of 508.
- Held monthly *Connections & Coffee* meetings, with a featured member presentation, averaging 25-30 individuals in attendance.
- After reaching 500 members, the Drive for 5 Committee changed the committee's name to Success for 6, with a goal of increasing the membership base to 600 to provide a larger network for members.
- The committee met and organized the fifth annual *Hudson Area Chamber MAX* event for current and prospective members to network and learn about all the Chamber has to offer and welcomed four new members who joined at the event.
- Changed the Membership Directory to Community & Membership Guide.
- Created a new page on the website to highlight spaces for lease by Chamber members.
- Created a monthly *Health & Wellness Roundtable* and held an event on November 1, *A Healthier Hudson Holiday*, with 51 attendees and 22 member vendors.
- Sold \$36,220 in Chamber Checks supporting local businesses.



Reflections on 2025 ANNUAL UPDATE

PROGRAMS & SERVICES: CONNECTIONS

Goal

To develop and coordinate events and services that positively impact member successes and meet budget goals.

Accomplishments

- Offered events in the morning with *Connections & Coffee*, at noon with *Let's Do Lunch*, and late afternoon with *Let's Do Happy Hour* (formerly called *Simply Connect*).
- We held our *Hudson Area Chamber Membership Celebration*, celebrating 72 years of the Chamber, with 235 attendees.
- Five *Simply Connect* events were held at the Hudson Hockey Arena, Carpenter St. Croix Valley Nature Center, Lucky Guys Distillery, the Hudson Food Cupboard, and Post - American Eatery.
 - *New for 2025, the Simply Connect event at Lucky Guys Distillery was advertised as Connections & Cookout with BBQ food from Jonesy's Local Bar & Grill.*
 - *Rebranded Simply Connect to Let's Do Happy Hour for the Post - American Eatery holiday gathering.*
- Six *Good Morning Hudson* programs included *Meet the Candidates*, *International Women's Day*, *Legislative Update*, *Local Municipal Leaders*, and the *Welcome New Teachers Luncheon*.
- The *22nd Annual Hudson Community Expo* featured 103 vendor booths, increased from 98 in 2024, and 40 craft booths at *Coco's Heart Dog Rescue Craft Fair* with 1,540 attendees.
- The *28th Annual Golf Outing* welcomed 183 members and guests at White Eagle Golf Club.
- In partnership with the Phipps Center for the Arts, presented the 17th annual *Spirit of the St. Croix Art Festival* featuring 80 artists, live entertainment, and food that drew 10,000 attendees.
- The *Hilltop Pumpkin Party* and *72nd Annual Rotary Halloween Parade* drew over 500 attendees.

Programs & Services Accomplishments (Continued)

- Offered three seminars: *Cyber Security*, *The Nature of Branding*, and *Family Friendly Workplaces*.
- *Hudson Christmas Tour of Homes* celebrated its 39-year anniversary, which welcomed 1,650 attendees.

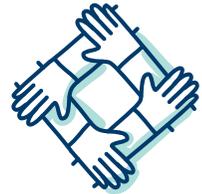
WORKFORCE DEVELOPMENT: RECRUITMENT & ENGAGEMENT

Goal

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

Accomplishments

- Hosted the second annual *Hudson Job Fair* in partnership with the Hudson School District in August 2025. Nineteen businesses set up booths to promote open positions for 80 participants.
- Held two events during Manufacturing Month:
 - *Proclamation with the City of Hudson*
 - *Expo was held at Hudson High School with five organizations, including local manufacturers, along with Northwood Technical College and the University of Wisconsin - Stout with 275 students attending.*
 - *Tours of facilities were moved to spring.*
- *Executive Briefing* held in June with Kurt Bauer, president of Wisconsin Manufacturers & Commerce.
- *Manufacturers Roundtable* met at Carpenter St. Croix Valley Nature Center and the Chamber office.
- 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.



Reflections on 2025 ANNUAL UPDATE

CHAMBER FOUNDATION: WORKFORCE DEVELOPMENT

Goal

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

Accomplishments

- The Board approved the offer of two \$500 scholarships to two Hudson High School seniors in May 2025.
- Partnered with the St. Croix County Economic Development Corporation by donating \$500 to support a housing study.
- Updated the bylaws to include the support of community events.
- Continued to explore options to raise awareness and funds for the Foundation.

TOURISM PROMOTION

Goal

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

Accomplishments

- Continued to develop relationships and consistent communication with lodging properties.
 - *Sent information regarding the Chamber and community events.*
 - *Promotional e-mails sent for the following events: Hudson Hot Air Affair, Hudson Community Expo, Valley Wide Pride Fest, Hudson Booster Days, RiverFest, North Hudson Pepper Fest, and Spirit of the St. Croix Art Festival.*

Tourism Accomplishments (Continued)



- Continued to promote events that drive visitors to spend the weekend in Hudson, including *Spirit of the St. Croix Art Festival*, *Hudson Christmas Tour of Homes*, and *Hudson Hot Air Affair*.
- Developed social media and ad placement plan to drive visitors to Hudson year-round, including *Minnesota Monthly*, *Midwest Living*, *Travel Wisconsin*, and *St. Croix Valley Magazine*.
- The Tourism Committee, consisting of representatives from the lodging and attraction properties, continued to meet monthly.
- Presented gifts and notes to lodging properties during National Tourism Week.
- Worked with local organizations to promote the annual *Hudson Hot Air Affair*, *Booster Days*, *St. Croix RiverFest*, *North Hudson Pepper Festival*, *Hometown Music Festival*, and the *Yellowstone Trail Heritage Day/ Britfest/Twin Cities Model A Ford* event.
- Continued to update and enhance the Discover website.
- Sent out 412 visitor packets from requests received from phone inquiries, the Chamber website, and *Travel Wisconsin*.
- Sent out 1,408 tourism lead packets.
- Chamber members, community members, and the Chamber President attended the *Governor's Conference on Tourism* to learn about the latest trends in tourism to promote Hudson and the region.
- Updated the Pad Map and Sip & Shop Guide.
- Launched the Discover Wisconsin video on social media.
- Initiated quarterly meetings with general managers and staff of lodging properties.
- *Light Up Hudson*, the first night of *Buena Vista: A Stroll in the Park*, attracted an estimated crowd of 1,900.

Thank You

These achievements would not have been possible without the continued support of our membership.

Thank you for your time and investment in the Hudson Chamber. We look forward to our continued work together in 2026.

Thank you to the following volunteers who have served on the Board and committees this past year.

We appreciate your involvement and commitment to the Chamber.

Chamber Board of Directors

Chair: Deb Pittman, Hampton Inn & Suites by Hilton

Past Chair: Linda La Kosky Eng, Minuteman Press - Hudson

Chair Elect: Jacob Skramstad, Cardinal Glass

Treasurer: Maria Machtemes, Citizens State Bank

Angel Duratti, Angel's Pet World

Peter Goodwin, Goodwin & Moore Team - Realty ONE Group SIMPLIFIED

Dr. Amy Hamlin, Bee Healthy Chiropractic

Pamela Klingfus, Christian Community Homes and Services, Inc.

Liz Pizzi, Northwood Technical College

David Ritter, Discover 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

Ambassador Committee

Chair: Lisa Woletz, Christian Community Homes and Services, Inc.

Riley Biermaier, Citizens State Bank

Christine Carufel, First State Bank and Trust

John Dusek III, Full Sail CRE - Keller Williams Select

Tiffany Dux, Blooms for Happiness

Nathan Feiner, Hudson Physicians

Jada Fleming, Learning Tree Academy

Ambassador Committee, cont.

Peter Goodwin, Goodwin & Moore Team - Realty ONE Group SIMPLIFIED

Miranda Green, Citizens State Bank

Amy Hauser, Leitch-McSorley Insurance Agency

Dave Hauser

Nik Hovde, Murtha Sanitation

Kris Jensen, Keller Williams Premier Realty

Linda La Kosky Eng, Minuteman Press - Hudson

Kaitlyn Lambeck, Revive & Restore

Joel Larsen, MidWestOne Bank

Jean Moore, Goodwin & Moore Team - Realty ONE Group SIMPLIFIED

Bjorn Nesvold, Beacon Pointe

Krista Paulus, Security Financial Bank

Janet Phillips, NorthStar Mindset Coaching

Miranda Roginski, Salon Rose'

Maria Schmitt, WESTconsin Credit Union

Bobbi Stanley, Associated Bank

Karla Thoennes, Ted Blank Luxury Travel & Adventure

Cody Uhrhammer, Edward Jones

Leanne Van Allen, University of Wisconsin-River Falls

Trapper Ward, ChiroWay Chiropractic of Hudson

Community Affairs Committee

Chair: Chris Kost, YMCA in Hudson

Stacia Dove, SEEK Careers/Staffing, Inc.

John Dusek III, Full Sail CRE - Keller Williams Select

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Community Affairs Committee, cont.

Nichole Frazer, Black Rooster Bistro
Pastor Kendra Grams, First Presbyterian Church
Neil Kline, Family Friendly Workplaces, Inc.
Pamela Klingfus, Christian Community Homes and Services, Inc.
Bill Krueger, Croix Gear
Melissa Meschke, St. Croix Economic Development Corporation
David Ritter, Discovery Financial Centers, Inc.
Leanne Van Allen, University of Wisconsin-River Falls

Connections & Coffee

Chair: Tava Ellingson, Citizens State Bank

Success for 6 Committee

Chair: Angel Duratti, Angel's Pet World
Chris Kost, YMCA in Hudson
Maria Machtemes, Citizens State Bank

Foundation Board

Chair: Amy Bast, akb marketing llc
Christine Carufel, First State Bank and Trust
Katie Kranz, First State Bank and Trust
Ben Olson, First State Bank and Trust
John Steenis, Edward Jones
Blake Willman, Willman Works

Golf Committee

Chair: Maria Schmitt, WESTconsin Credit Union
Karrie Abbott, Hiawatha National Bank
Joette Barr, First State Bank and Trust
Paul Berning, Growth Management Solutions, LLC
Allison Butler, Edward Jones
Christopher Ferguson, Bywater Business Solutions LLC
Peter Goodwin, Goodwin & Moore Team - Realty ONE Group SIMPLIFIED
Linda La Kosky Eng, Minuteman Press - Hudson
Maria Machtemes, Citizens State Bank
Blake Willman, Willman Works
Kaitlyn Zignego, Discover Strength Hudson

Have a Hudson Holiday Committee

Chair: 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
Heidi Nordquist, Rose & Lavender
Amy Salama, Post - American Eatery
Kay Timm, Grand Fête
Andrea Uebel, Droplets of Wellness, LLC

Health & Wellness Roundtable

Chair: Pamela Klingfus, Christian Community Homes and Services, Inc.

Luciana Conway, Vista Prairie at Red Cedar Canyon

Nathan Feiner, Hudson Physicians

Dr. Amy Hamlin, Bee Healthy Chiropractic

Dr. Benjamin Hanson, Solace Health

Megan Harstad, The Sycamore of River Falls

Megan Hausch, United Way St. Croix and Red Cedar Valleys

Mark Hein, Hudson Grocery Cooperative

Hallie Hemric, YMCA in Hudson

Karley Johnson, Cambridge Senior Living

Dr. Chad Kobs, Premier Chiropractic

Kaitlyn Lambeck, Revive & Restore

Dr. Zach McCabe, McCabe Chiropractic & Wellness Centers SC

Tara Nance, Associated Eye Care

Cheri O'Connor, BrightStar Care of Hudson

Weston Parrack, Tareen Dermatology

Cyle Pollard, Cambridge Senior Living

Amy Schneider, St. Croix Therapy

Trapper Ward, ChiroWay Chiropractic of Hudson

Kimberly Webb, Carousel Pole Studio

Lindsey White, Solo Yoga + Bxng

Kaitlyn Zignego, Discover Strength Hudson

Hilltop Pumpkin Party Committee

Chair: Chris Kost, YMCA in Hudson

Lindsey Dantzman, Apogee St. Croix

Angel Duratti, Angel's Pet World

Tiffany Dux, Blooms for Happiness

Tava Ellingson, Citizens State Bank

Petra Guenther Johnson, Chapter2 Books

Dr. Amy Hamlin, Bee Healthy Chiropractic

Erica Johnson, Angel's Pet World

Linda La Kosky Eng, Minuteman Press - Hudson

Tara Nance, Associated Eye Care

Deb Pittman, Hampton Inn & Suites by Hilton

Hudson Area Chamber Member Celebration Committee

Chair: Deb Pittman, Hampton Inn & Suites by Hilton

Angel Duratti, Angel's Pet World

Mark Gherty, St. Croix Bike and Pedestrian Trails Coalition

Melissa Kraemer, WESTconsin Credit Union

Katie Kranz, First State Bank and Trust

Linda La Kosky Eng, Minuteman Press - Hudson

Mark McNamee, McNamee Real Estate Team - Realty ONE Group SIMPLIFIED

Jacob Skramstad, Cardinal Glass

Leanne Van Allen, University of Wisconsin-River Falls

Brian Zeller, Telus Property Services + Solutions

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Hudson Christmas Tour of Homes Committee

Tori Boomsma
Laura Butler
Genie Castro, Cream of the Crop Artists Gallery
Nikki Corley
Sandy Dreier
Cecely Gavic
Teri Larsen, T Larsen Design LLC
Audrey Martin, Audrey Martin Art
Kathy Miller
Kelli Mutschler
Jillian Neues
Kate Pechacek
Jennifer Steenberg, Divine Real Estate Group

Hudson Community Expo Committee

Chair: Mark Hein, Hudson Grocery Cooperative
Barb Beachey, Hudson Home and Garden Club
Shelly DeStasio, Christian Community Homes and Services, Inc.
Angel Duratti, Angel's Pet World
Tiffany Dux, Blooms for Happiness
Tava Ellingson, Citizens State Bank
Elizabeth Ganz, Hudson School District
Dr. Amy Hamlin, Bee Healthy Chiropractic
Linda La Kosky Eng, Minuteman Press - Hudson
Debi Mager, Hudson Hospital & Clinic
Deb Pittman, Hampton Inn & Suites by Hilton

Hudson Community Expo Committee, cont.

Andrea Uebel, Droplets of Wellness, LLC
Blake Willman, Willman Works

Leadership Hudson Steering Committee

Chair: Melissa Kraemer, WESTconsin Credit Union
Sandra Araujo, Royal Credit Union
Joette Barr, First State Bank and Trust
Heidi Cornelius, Royal Credit Union
Tava Ellingson, Citizens State Bank
Peter Goodwin, Goodwin & Moore Team - Realty ONE Group SIMPLIFIED
Pamela Klingfus, Christian Community Homes and Services, Inc.
Debi Mager, Hudson Hospital & Clinic
Sheri Marnell, University of Wisconsin-River Falls
Jill McNamee, McNamee Real Estate Team - Realty ONE Group SIMPLIFIED
Maria Schmitt, WESTconsin Credit Union
Kristopher Shelton
Leanne Van Allen, University of Wisconsin-River Falls
Manufacturers & Trades Roundtable
Co - Chairs: Phil Russo & Jacob Skramstad, Cardinal Glass
Jerome Baumann, Maple Ridge Builders Corp
Deb Birkel, Croix Gear
Leslie Bleskachek, Hudson School District
Megan Boldig, Xcel Energy

Manufacturers & Trades Roundtable, cont.

Jeff Burke, SMC LTD
Stacia Dove, SEEK Careers/Staffing, Inc.
Heath Ehrnreiter, Cardinal Glass
Patrick Grothaus, GEA Systems North America LLC
Jennifer Hesselink, Maple Ridge Builders Corp
Matthew Koenig, Baer Manufacturing
Bill Krueger, Croix Gear
Seth Liubakka, Baer Manufacturing
Melissa Meschke, St. Croix Economic Development Corporation
April Robelia, Nolato Contour
Michelle Wood, Home Electronic Systems

Non-Profit Roundtable

Chair: Tim Puffer, Operation Help/Fresh Harvest Pantry
John R. Andrews, Northern Star Scouting
Judy Freund, Tropical Wings
Nate Haumschild, VFW Post 2115 Hudson, WI
Megan Hausch, United Way St. Croix and Red Cedar Valleys
Chris Kost, YMCA in Hudson
Ashley Kurtz, Coco's Heart Dog Rescue
Cindy Leonard, The Sharing Tree
Chris Libbey, Friends of the St. Croix County Fairgrounds
Buck Malick, Sustain Hudson-RiverFest
Steve McCarthy, United Way St. Croix and Red Cedar Valleys

Non-Profit Roundtable, cont.

Evy Nerbonne, Hudson Hot Air Affair, Inc.
Becky Ruska, St. Croix Valley Food Bank
Amy Schneider, St. Croix Therapy
Jennifer Vieth, Carpenter St. Croix Valley Nature Center

Retail & Restaurant Committee

Chair: Cory Bonte, Bennett's Chop & Railhouse - Hudson
Tom Adamson, Hudson Art Gallery LLC
Val Aune, The Bees Knees
Scott Bishop, Ornament Shop
Ted Blank, Ted Blank Luxury Travel & Adventure
Carla Boris, Mainstream Boutique
Genie Castro, Cream of the Crop Artists Gallery
Angel Duratti, Angel's Pet World
Tiffany Dux, Blooms for Happiness
Thomas Elmer, St. Croix Provisions
Shelli Erck, Hudson Flower Shop
Nichole Frazer, Black Rooster Bistro
Ethan Hayes, Knoke's Chocolates & Nuts
Kristen Iburg-Meyer, The Jeweler's Bench
Laura Joy, Beloved Makers and Company
Gillette Kempf, Chapter2 Books
Linda La Kosky Eng, Minuteman Press - Hudson
Teri Larsen, BackRoom Vintage
Kelly Lavers, et cetera
Genevieve Lizakowski, Waxing the City

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Retail & Restaurant Committee cont.

Angel MacMenamin, SEASONS Gallery
Shaela McLaughlin, Rose & Lavender
Anne Micaela, St. Croix Baking Company
Evy Nerbonne, Hudson Hot Air Affair, Inc.
Heidi Nordquist, Rose & Lavender
Donna Olson, kudos
Krystal Pelant, La Rue Marché
Kim Peterson, KPT Collaborative
Megan Riley, SEASONS Gallery
Amy Salama, Post - American Eatery
Bree Schieck, Barker's Bar & Grill
Megan Schuette, Thorcraft Custom Kitchens LLC
Joshua Shea, Rivertown Tattoo
Julie Stanley, et cetera
Kay Timm, Grand Fête
James Tschida, Bricks Neapolitan Pizza
Andrea Uebel, Droplets of Wellness, LLC
Guy Whitehead, Lucky Guys Distillery
Kendra Wiesemeyer, The 715 & ABOUT HOUSE

Spirit of the St. Croix Art Festival Committee

Tom Adamson, Hudson Art Gallery LLC
Angel Duratti, Angel's Pet World
Peter Goodwin, Goodwin & Moore Team - Realty ONE Group SIMPLIFIED
Andrew Jennings, Phillips Medisize, a Molex Company
Linda La Kosky Eng, Minuteman Press - Hudson

Spirit of the St. Croix Art Festival Committee, cont.

Sharon Leerssen, Emmanuel Lutheran Church Wels
Audrey Martin, Audrey Martin Art
Lee Ann Pomplas, the Phipps Center for the Arts

Tourism Committee

Chair: Mark Gherty, St. Croix Bike and Pedestrian Trails Coalition
Genie Castro, Cream of the Crop Artists Gallery
Kylie Foss, Octagon House Museum/Hudson Area History Connection
Peter Goodwin, Goodwin & Moore Team - Realty ONE Group SIMPLIFIED
Katie Henry, Octagon House Museum/Hudson Area History Connection
Dan Jarvis, Afton House Inn / St. Croix River Cruises
Gillette Kempf, Chapter2 Books
Buck Malick, Sustain Hudson-RiverFest
Rosemary Mansfield, St. Croix Valley Regional Tourism Alliance (SCVRTA)
Evy Nerbonne, Hudson Hot Air Affair, Inc.
Julie Peterson, St. Croix County - Community Development Department
Deb Pittman, Hampton Inn & Suites by Hilton
Ron Theis, Holiday Inn Express & Suites

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Hampton Inn & Suites by Hilton
Hudson Hospital & Clinic
Pier 500
Telus Property Services + Solutions

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Realty ONE Group SIMPLIFIED
Hudco To-Go LLC

Hudson Grocery Cooperative
McNamee Real Estate Team -
Realty ONE Group SIMPLIFIED
Solar Connection Inc
Valley Companies

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Hudson Flower Shop

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