

Message from the President

Mary Claire Olson Potter
Chamber President



Second Quarter Results Reflect Growth and Momentum

When the Chamber Board approved the 2025 Plan of Action, we committed to providing quarterly updates to the membership on the progress of the plan. As we conclude our second quarter, I am pleased to report that we continue to make progress on all five of our 2025 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.

Q2 Results:

- Thank you to the members who have renewed their membership and to the new members who have joined. We are **500** members strong! This means members have 500 businesses with whom to connect and keep the Hudson area's economy strong.
- Plans are underway for the annual **Chamber MAX** event on September 16 where we will celebrate existing members and help potential members learn about the Chamber.
- The **2025 Community & Membership Guide** was sent out with additional copies available for your office and waiting rooms. This new and improved guide is a year-around resource that shows the vibrant businesses, services, and organizations in the area.
- The monthly **Connections & Coffee** meetings, with 137 attendees this past quarter and continues 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 53 attending the last three months, supports local restaurants while providing an opportunity for members to enjoy lunch and network with other members.
- Presented **Good Morning Hudson** programs including Legislative Update and Local Municipal Government Leaders with 95 attendees.
- Ambassadors attended 18 ribbon cuttings welcoming new members to the Chamber and celebrating member milestones.

CHAMBER PROGRAMS & SERVICES CONNECTIONS

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

Q2 Results:

- **Hudson Community Expo** drew 1,540 attendees with 109 vendor booths, 5 food vendors and 54 craft booths through Coco's Heart Dog Rescue.
- Over \$7,000 was spent locally and kept within the community through the March **Lucky Clover Contest** with 46 businesses participating.
- April featured the **Small Business Crawl** with local activities, specials, and demonstrations throughout the community with an after-party at Ziggy's Live Music, Bar & Restaurant.
- The second **Simply Connect** of the year was held at Carpenters St. Croix Valley Nature Center in Hudson.
- **Leadership Hudson** wrapped up in May with 21 participants graduating.
- **The Golf Tournament** was a sold-out event at White Eagle with 144 golfers with 25 volunteers and included a hole-in-one on hole #13.

TOURISM - PROMOTION

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

Q2 Results:

- 793 visitor packets requested year to date.
- Implemented the 2025 marketing plan, which includes ad placements, social media, and website enhancements to drive visitors to Hudson.

On the Inside



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- Gathered all the general managers of hotel/motel properties to share best practices and plans for the summer.
- Welcomed 124 visitors at the Chamber office offering suggestions of all there is to do in Hudson and answered 62 phone calls requesting tourism information.

*Message from the President
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Thank you to the sponsor of the July Newsletter, Security Financial Bank. We appreciate your support of this important communication piece.



Black Rooster Bistro will be featuring their award-winning nachos from July 9-20. They also have two events in July: July 10 is a three-course whiskey tasting dinner with O'Shaughnessy Distilling Co at 6 p.m. Afterward, there is a private cigar pairing with St Croix Cigar Co. [Tickets are required.](#) July 17 is Booze & Books with Chapter2 Books featuring Senior Lecturer Arietty Lowell, UWRF Physics, and *A Brief History of Timekeeping* by physicist Chad Orzel. \$12/person includes a curated cocktail relating to the topic of the month. Tickets are recommended, reading the book is not required. This is the most laid back "book club."

FNC Bank is now accepting grant applications. FNC Bank understands the importance of partnering with organizations that are dedicated to improving the well-being of citizens that make our region a great place to live and work. For more than 100 years, FNC Bank has shared this tradition of giving back to our communities through service and funding. Grant applications are now being accepted through July 15. If you have a local cause and would like to be considered, please [click here](#).

The Sharing Tree's New School Supply Collection is July 21-August 2. There are several drop-off locations throughout Hudson and Somerset, including The Bees Knees, Cambridge Senior Living, FNC Bank, and Ink N Threadz in Hudson, as well as Edward Jones, FNC Bank, and Oliphant Brewing Company in Somerset. They expect more locations to onboard as July approaches. Visit [their website](#) for additional locations, to view the wish list, and to see up to date information.

Mark your calendar for RiverFest on July 22-26. Hudson will celebrate the St. Croix River with this annual summer "Party with a Purpose" with activities designed to inspire people of all ages to actively celebrate the river while recognizing the need to preserve and protect the river's health and beauty. This year's event schedule includes a river cleanup, Carpenter Nature Center program, Hudson Area Public Library activities, invasive species control demonstration, The Toonies' enviro-fun puppet show for kids, family movie night, watershed discussion, St. Croix Valley Community Band concert, paddling the Willow River, Native American celebration, and indigenous art walk. St. Croix RiverFest is partnering with the Hudson Daybreak Rotary to celebrate Hudson's St. Croix River awareness. View the event details at [StCroixRiverFest.org](#).

The 14th Annual Corbin's Cup Golf Benefit for BRIDGE for Community Life is on Thursday, July 24. Bjorn Nesvold, partner and senior wealth advisor with Beacon Pointe Advisors, will host this year's tournament at Troy Burne Golf Course in Hudson. Proceeds go to BRIDGE, providing programs and services for individuals with disabilities in the St. Croix Valley. At \$225 per player, the event includes 18 holes of best ball scramble golf, cart, use of range, mulligans, 50/50 raffle and raffle basket tickets, dinner, and more. Sponsorship packages start at \$250 to showcase your business. To donate a raffle item, please contact Ginny at info@bridgecl.org. Contact BRIDGE at info@bridgecl.org or Bjorn Nesvold at 715-808-0454 to learn more.

St. Croix County is updating its Outdoor Recreation Plan, last adopted in 2022. The 2025 plan, guided by County staff and the Community Development Committee, began in March and is expected to continue through December 2025. This updated plan will replace the current plan. A public open house meeting will take place on July 24 from 4-6 p.m. at the Baldwin Agriculture Center. Additionally, the County encourages you to complete a brief survey to provide feedback on county park facilities. The survey is open until August 31. For more information and to complete the survey, [click here](#).

Sponsor or play in the Hudson Daybreak Rotary Golf Tournament on August 4 at White Eagle Golf Club. Network with community leaders and showcase your business while supporting a great cause. Event sponsorships range from \$300 to \$4,000. Hudson Daybreak Rotary also accepts a limited number of hole sponsors where you can highlight your business. Early bird ticket prices are \$150 per person or \$600 for a four-some until July 9. [Register at Eventbrite](#) or contact us at HUDSONDAYBREAKBOD@gmail.com for more info. Be part of this impactful day of golf and community engagement.

Join First Presbyterian Church in celebrating 170 years of care for people and the planet with a free, fun-filled community festival on the church lawn at 1901 Vine Street, Hudson, on Sunday, September 7, 10 a.m.-1 p.m. Enjoy food trucks (free coffee and pastries, while supplies last, plus \$5 lunches), live music, bounce houses, kids story time, a produce swap, nature crafts, a community art project, pet blessings, a labyrinth tour, and more. Meet more than 20 local groups focused on caring for people and the planet. All are welcome, drop in anytime and bring a friend! To learn more, [click here](#).

The Hudson Home & Garden Club supported Arbor Day 2025 with a second large St. Croix Elm planted in Lakefront Park. The club also awarded grants to three Hudson organizations that support gardening education: Willow River Elementary School for a planting project; The Farm at YMCA Camp St. Croix for harvesting tools; and Bridge to Community Life Inc. for classes that support the "farm to table" concept. The Garden Club offers grants to local groups twice a year for up to \$500 per grant. For grant information and request forms, email deannehggc@gmail.com. The next grant request deadline is Sept. 15, 2025.

Join the Free Clinic of Pierce & St. Croix Counties every Thursday night through October 3 at Forestville Vines located at W8101 690th Ave., River Falls, for Bingo Night. Grab a glass, grab a card, and get ready to shout BINGO! Bring your friends and family and come early for the pizza and salad buffet. Proceeds from bingo benefit the Free Clinic of Pierce & St. Croix Counties. For more information, [click here](#).

Explore Somerset Amphitheater's premium seating opportunities. A few upcoming shows include the Summer of Loud Festival on July 11, \$uicideboy\$ on August 15, and Hardy on August 16. VIP box seats include VIP parking, preferred entrance, club access, luxury seats, and more. For more information and to explore all the options, reach out to Joe Morin, the director of premium sales and service with Live Nation at JoeMorin@livenation.com.

EasyITGuys is excited to serve the Hudson area with friendly, proactive IT support. They specialize in business and residential managed IT services to keep your technology running smoothly — from cybersecurity, cloud solutions, and Microsoft 365 to device management, backups, 24x7 helpdesk and more. Their experienced team is known for clear communication, personalized service, and fast resolution times. With over 400 five-star reviews, they take pride in earning their customers' trust by simplifying IT, protecting their data, and helping them grow. [Reach out](#) to EasyITGuys and experience the top-notch, local IT support your Hudson business deserves.



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Hudson Area Chamber **GOLF TOURNAMENT**

It was an exciting, sold-out afternoon at White Eagle Golf Club on Monday, June 23 at the 28th Annual Hudson Area Chamber Golf Tournament. The day was filled with networking and golfing while enjoying games and activities throughout the course. Thank you to the sponsors, volunteers, raffle prize donors, and staff at White Eagle for helping make this day possible. A special thank you to the Golf Tournament Planning Committee for all their hard work putting on this successful event.

Golf Tournament Planning Committee

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

In addition to the golf committee, thank you to the following volunteers who helped with the event:

Shelly DeStasio, Christian Community Homes & Services, Inc. | Megan Geraets, Hiawatha National Bank | Meme Fehr | Jada Fleming, Learning Tree Academy | Pete Keskey, Minuteman Press - Hudson | Pamela Klingfus, Christian Community Homes & Services, Inc. | Jessica Langeness, Alera Group, formerly JA Counter | Ramsey Lee | Tara Nance, Associated Eye Care | Deb Pittman, Hampton Inn & Suites by Hilton | Rachel Renner, Adoray Home Health & Hospice | Sara Schultz, WESTconsin Credit Union | Lisa Woletz, Christian Community Homes & Services, Inc.

Thank you to the following sponsors for your generous support:

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THANK YOU TO THOSE WHO DONATED RAFFLE PRIZES:

Afton House Inn/St Croix River Cruises | Belle Ame Vineyard | Bennett's Chop & Railhouse - Hudson | Black Rooster Bistro | Buffalo Wild Wings | Bywater Business Solutions, LLC | Carbone's Pizza Downtown Hudson | Chapter2 Books | County Market | Culvers of Hudson | Dipsy Ice Cream Shoppe | Discover Strength Hudson | Dunn Brothers Coffee | Fowler Wine | Grand Fete | Hampton Inn & Suites by Hilton | Hudco To-Go LLC | Hudson Food Walk | Hudson Grocery Cooperative | Jonesy's Local Bar & Grill | Keys Café & Bakery | Kilkarney Hills Golf Course | LoLo American Kitchen & Craft Bar Hudson | Lucky Guys Distillery | Lucky's Wine & More | Minnesota Wild | Old Southern BBQ Smokehouse | Post - American Eatery | ProteinHouse | Skogen's Festival Foods | St. Croix Baking Company | St. Croix National Golf & Event Center | St. Paul Saints | Troy Burne Golf Course | Valley Orthodontics | White Eagle Golf Club | Willow River Carbone's | Xcel Energy | Ziggy's Live Music, Bar & Restaurant

There were two teams with a score of 54 so it was a scorecard playoff. Congratulations to our 2025 Chamber Golf Tournament Winners with **Hiawatha National Bank**, Jeremy Price, Brock Wise, Michael Givens and Jim Meisser. Second place was Travis Schneider, Justin Koppa, Tony Jenkins and Collin Peterson with **Bauman Associates, Ltd.** A remarkably close third place with a score of 56 was the **Valley Companies** team with Grant Erlandson, Kadin Burkart, Max Stubbendick and Carter Mears.



Style meets fun on the fairway! SF Insurance brought the aloha energy to the course.

Congratulations to Burt Yardley (pictured on the right) of Collateral Property Management (The Bouchea/Massey Luxury Apartments) for getting a Hole in One!



One of our Hole Sponsors, County Market, takes on the course!

Ribbon Cuttings



Auth Consulting Associates - located at 2920 Enloe St, Hudson. Auth Consulting Associates is celebrating 30 years of dedicated service in the engineering and consulting industry. Congratulations on a monumental milestone and thank you for your continued support of the Hudson community.



Benny's Bigfoot BBQ - based out of Hudson. They are a BBQ food truck that offers professional catering in the Twin Cities area. Welcome to the Hudson Area Chamber, and congratulations on being our first food truck member.



Cintas - located at 685 Olive St, St. Paul. They help with work apparel, facility services, first aid and safety, and fire protection needs. Welcome to the Hudson Area Chamber.



Hudson Art Gallery LLC - located at 516 2nd St, Hudson. They feature all new work regularly. Net proceeds from sales are donated to The Phipps Center for the Arts for the benefit of general programming. Welcome to the Hudson Area Chamber and congratulations on opening your doors.



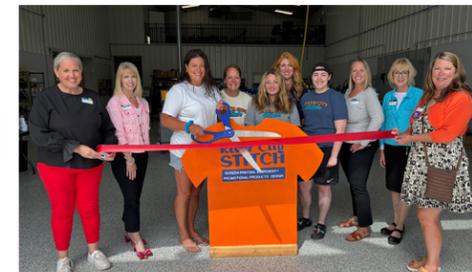
KPT Collaborative - located at 522 2nd St, Hudson. They offer a productive, inspiring alternative to working from home with vibrant private offices, meeting rooms, and engaging events. Welcome to the Hudson Area Chamber and congratulations on opening your doors.



NorthStar Mindset Coaching - based out of Hudson. They offer entrepreneurial mindset coaching to help people break through the things that are holding them back so they can lead with clarity, confidence, and purpose. Welcome to the Hudson Area Chamber.



ReforMedicine, S.C. - located at 1101 Carmichael Rd, Ste G601, Hudson. They are a direct pay medical clinic providing family medicine and primary care for all ages, a medical weight loss program, low-cost labs, and on-site and near-site clinic DPC (direct primary care) services for employers in Western Wisconsin. Welcome to the Hudson Area Chamber and congratulations on your new location.



River City Stitch - located at 1415 North Acres Rd, Prescott. They have offered custom embroidery and screen-printing services since 2007. Welcome to the Hudson Area Chamber.



Wagner CPA Solutions - based out of Hudson. Michael Wagner is a dedicated CFO passionate about empowering business owners to achieve growth, profitability, and their personal goals through tailored financial solutions. Welcome to the Hudson Area Chamber.



Ambassador Meeting

Jonesy's Local Bar & Grill - located at 1801 Ward Ave., Ste 240, Hudson. For their monthly meeting, the Ambassadors gathered at Jonesy's for great drinks and food to accompany their discussion. Thank you for your continued support of the Hudson Area Chamber and the Hudson community.

Message from the President Continued from Page 1

WORKFORCE DEVELOPMENT - RECRUITMENT AND ENGAGEMENT

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

Q2 Results:

- Over 30 high school students with faculty toured three manufacturing facilities to learn about careers and opportunities here in the Hudson area.
- Changed Manufacturers Roundtable to **Manufacturing & Trades Roundtable** with a May 7 meeting held to discuss challenges and opportunities.
- Continue to promote job openings for members on the Chamber's website.

CHAMBER FOUNDATION - WORKFORCE DEVELOPMENT

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

Q2 Results:

- Presented a **\$500 scholarship** to a Hudson graduate who plans to attend a two-year program and/or technical school.
- Toured culinary classes at Hudson High School to see the food dehydrator purchased with a donation from the foundation.
- Currently developing a plan for an upcoming fundraising event.

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.

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Member Anniversary!



Steiner Plumbing & Electric was founded in 1980 by Paul Steiner and his wife, Sheila. Over the past 45 years, the company has grown into a trusted, full-service plumbing, electrical, and HVAC provider, employing over 40 dedicated professionals. Specializing in commercial and multi-family construction projects, they also offer a mix of commercial and residential services.

True to their roots, Steiner Plumbing & Electric is a family-run business, with three of Paul and Sheila's children actively involved in day-to-day operations. Despite the company's growth, Paul is still hands-on, frequently seen replacing HVAC systems, installing plumbing fixtures, and handling service calls. His approach to every project — treating it as if it were his own — reflects his commitment to quality and integrity, values that have inspired the entire team.

Giving back to the community is at the heart of their mission. Steiner Plumbing & Electric proudly supports numerous local non-profit organizations, making a positive impact where it matters most.

Thank you for 45 years of trust and partnership. Here's to many more years of service to this wonderful community.

Welcome Our New Members



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

[Highnorth Dispensary](#)

- Sponsored by: Randi Beltz-Maroney, [Bee Healthy Chiropractic](#)

[Siding Unlimited, Inc.](#)

[Solo Yoga + Bxng](#)

[St. Croix Provisions](#)

[St. Croix Spinal Care & Sports Rehab](#)

- Sponsored by: Christine Carufel, [First State Bank and Trust](#)

[ZenBusiness](#)

We Appreciate Our Renewing Members



[Culver's of Hudson](#)

[Dot & Daisy](#)

[Finken Water Inc dba Croix Crystal Water Treatment](#)

[Friends of the St. Croix County Fairgrounds](#)

[Hope Chiropractic](#)

[Hudson Area Library Foundation](#)

[Keys Cafe & Bakery](#)

[Kwik Trip, Inc. \(Store #1168\)](#)

[Kwik Trip, Inc. \(Store #935\)](#)

[Lucky's Wine & More](#)

[Mainstream Boutique](#)

[People Ready](#)

[ProteinHouse](#)

[Rose & Lavender](#)

[Royal Credit Union](#)

[Spectrum Insurance Group LLC](#)

[St. Croix Hospice](#)

[St. Croix Valley Habitat for Humanity](#)

[The Bees Knees](#)

[The Resultants](#)

[Tropical Wings](#)

[Ziggy's Live Music, Bar & Restaurant](#)

* Members listed above joined/renewed between the dates of 5/22/25 - 6/13/2025

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 Anna@HudsonWI.org

Congratulations to our June Referral Chamber Check Recipients:

- Randi Beltz-Maroney, Bee Healthy Chiropractic
- Christine Carufel, First State Bank and Trust
- Tiffany Dux, Blooms for Happiness
- Nick Vivan, Eckberg Lammers P. C.



Congrats to Our June Brand Champion

Congratulations to our June Brand Champion, Allison Butler with Edward Jones.

Allison has been an integral part of the Chamber for years serving on the Ambassador Committee and the Golf Outing Committee. Each year, Allison recruits 25 volunteers to help set up the event, help with registration, and assist hole sponsors. In addition to setting up the volunteers, Allison is on site at the event throughout the morning to be sure everyone is ready for the start of the event. The golf event is a big event for the Chamber and Allison's leadership ensures that the event will go smoothly.

Allison continues to be a strong supporter of the Chamber, and we appreciate her willingness to step up and help. Thank you, Allison, for all that you do! We look forward to our 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.



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July Calendar of Events



- 3 - 7 Hudson Booster Days
- 7 Fireworks at Dusk, Lakefront Park
- 7 Ribbon Cutting - White Pine Berry Farm, 1:00 p.m., 1482 Oak Dr, River Falls
- 8 Connections & Coffee, 9:00 a.m., WESTconsin Credit Union, 1601 Maxwell Drive
- 8 Ribbon Cutting - Baer Ridge Signs, LLC, 4:00 p.m., 676 Pine Timber Lane
- 9 Manufacturing & Trades Roundtable, 9:00 a.m., Cardinal Glass, 2200 Rock Street
- 9 Ribbon Cutting - Revive & Restore, Noon, 411 CTH-UU
- 10 Ribbon Cutting - Solace Health, Noon, 2801 Harvey Street
- 11 Spirit of the St. Croix Art Festival Committee, 9:00 a.m., Zoom
- 14 Ribbon Cutting - A Lady & A Broom, 4:00 p.m., Chamber Office
- 16 Welcome to the Hudson Area Chamber Member Orientation, 9:00 a.m., WESTconsin Credit Union, 1601 Maxwell Drive
- 16 Tourism Committee, 1:30 p.m., Zoom
- 17 Ribbon Cutting - The Marketing Clerics, 1:00 p.m., 1320 Vermillion St, Hastings
- 22 - 26 St. Croix RiverFest
- 24 Connections & Cookout, 4:00 p.m., Lucky Guys Distillery, 101 2nd Street
- 29 Health & Wellness Roundtable, 11:30 a.m., Cambridge Senior Living, 2525 Ward Ave
- 30 Ribbon Cutting - St. Croix Provisions, 11:00 a.m., 409 2nd Street

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

Summer is a great time to get outside and enjoy everything nature has to offer, including Hudson's beautiful riverways, beaches, and lakes. When you go on your aquatic adventure, it's important to take your trash with you when you return home. Leaving litter behind can be harmful for wildlife and reduces the natural beauty of these scenic water areas. Whether you are swimming, boating, paddle boarding, or walking along the shoreline, be mindful of the animals who call the water home. Plan to bring a garbage bag with you to make trash collection easier and consider picking up other litter you find along the way.

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



Small Business of the Year
The Bees Knees

Large Business of the Year
Royal Credit Union

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.

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

Get in Touch

Hudson Area Chamber of Commerce & Tourism Bureau

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Hudson, WI 54016
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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.