

CONNECTIONS NEWSLETTER

AUGUST 2025

Message from the President

Mary Claire Olson Potter
Chamber President



Building Community Together

Chambers of Commerce have long been the face of and advocates for businesses, both large and small.

In addition, Chambers of Commerce are always looking for ways we can help build up our communities and make them better. Inherently, a community is made up of people: people living, people working, people buying, people selling, people teaching, people learning, and people retiring. We work hard every day to make Hudson a great place to live, work, visit, and do business.

Please support local businesses to keep dollars in our community. The gift of Chamber Checks makes it easy—100% of your purchase goes directly to the local business! Your support will help businesses to grow and thrive.



Thank you to [Hop & Barrel Brewing Company, LLC](#) for all you have done for the Hudson Area Chamber and the community. After eight years, the taproom has closed. The brewery's taproom was a popular spot offering a wide range of beers and beverages and a dog-friendly atmosphere. They held various events, including live music and comedy nights. In addition, they have hosted many Chamber and community events. In 2023, they received the Chamber's Manufacturer of the Year Award. Thank you to Justin Terbeest, Owner & Founder, and James Tschida, Taproom Manager, and to the entire staff for creating delicious beverages and a fun, welcoming space. Stay tuned for distribution updates.



On the Inside



**BUSINESS
BRIEFS**

2



**RIBBON
CUTTINGS**

5



**BRAND
CHAMPION**

6



**CALENDAR
OF EVENTS**

8



**Thank you to our
August newsletter
sponsor, First State
Bank and Trust!**

We appreciate your
support of this important
communications piece.



Now Leasing – Available August 1, 2025. Two versatile spaces at the new Brightstar Care of Hudson building, ideal for retail or light Industrial use, are available for lease. Each unit is 2,000 SF with the option to combine for a total of 4,000 SF. Highlights of the space include private entrances with direct access from the parking lot, and high visibility with access from both Highridge Drive and Old State Highway 35. Additionally, it includes 12-foot overhead doors at the rear of each unit for flexible operations; exterior walls offer nearly unlimited customization potential; ideal for showroom, service, light manufacturing or specialty retail. Now pre-leasing, secure your space early and customize it to your needs. Scott Schultz, Realtor, 952-221-7419, scott.schultz@results.net. [Click here](#) to view pictures of the space.

The UW–River Falls School of Business and Economics is hosting two virtual information sessions for professionals interested in advancing their careers through one of UWRF's fully online graduate business programs on Tuesdays, August 5 and 12 at 4:00 p.m. Hosted by Program Director Leanne Van Allen, these sessions will provide insight into the Master of Business Administration (MBA), Master of Science in Business Analytics (MSBA), and Master of Science in Healthcare Analytics (MSHA), along with flexible certificate options in Innovation, Leadership, and Project Management. These sessions are a great way to explore how UWRF's affordable, AACSB-accredited programs can help working adults grow as leaders and decision makers. Individual appointments are also available. To join the session, [click here](#). To schedule a one-on-one session with Leanne, [click here](#).

Black Rooster Bistro has three events this month. First, a spirit tasting with [45th Parallel](#) on Thursday, August 7 at 6:00 p.m. followed by a private after party event at [St Croix Cigar Co.](#) Second, the monthly Booze & Books event with [Chapter2 Books](#) on Wednesday, August 13 at 6:00 p.m. Third, a five-course tasting dinner fundraiser for [YMCA Camp St Croix](#) and its farm program on Thursday, August 21 at 7:00 p.m. Find out more about all events on the [website here](#).

Chapter2 Books is joining the nationwide celebration of Bookstore Romance Day on Saturday, August 9. Stop by for a free chocolate heart with all book purchases, plus 15% off all romance books. Additionally, Chapter2 Books will be hosting a spicy romance lovers open mic at Black Rooster Bistro Saturday, August 9 starting at 7:00 pm. Guests will be treated to a glass of wine, passed appetizers and romantic swag that's sure to get you in the mood for romance. A grand prize basket filled with steamy finds from downtown

Hudson businesses, valued at over \$100, will be given for the night's best open mic performance. So, take a break and celebrate a little bit of romance! Tickets are \$30 and are available for purchase through the [Black Rooster website](#).

BackRoom Vintage and kudos are excited to be a part of the Fall Vintage Charm Tour! Join them on August 7-10 and 14-17 for this free event. Featuring eight beautiful shops in western Wisconsin, pick up a free jewelry charm at each shop. Visit all eight shops to enter to win a grand prize! Pick up a tour map at any of the locations to start. Find more information about the Vintage Charm Tour and participating shops on the [Facebook page here](#).

Yellowstone Trail Heritage Day is on Saturday, August 9 in Hudson and throughout St. Croix County. Visitors and locals alike are in for a treat with three different car shows on August 9 from 10:00 a.m. to noon. Come see the Vintage and Classic Car Show at Lakefront Park, the Britfest Car Show coordinated by the Minnesota MG Group and an antique auto show with the Twin Cities Model A Ford Club. This annual event celebrates the historic Yellowstone Trail which was the first coast-to-coast automobile route across the Northern United States. Explore the County on the Yellowstone Trail Poker Run and Sociability Drive. Play the Poker Run for a chance to win \$100. For more information [click here](#).

St. Croix County is hosting a free nitrate screening clinic on August 12, 1:00 – 5:00 p.m. at the Deer Park Library located at 112 Front Street West, Deer Park. If you have a private well, it is recommended to test your water annually. The clinic is screening for nitrate-nitrogen because of growing water quality concerns and potential health risks. Participants are asked to bring in about 8 oz. of water in a closed container, preferably glass, collected within 24 hours of the clinic event. More information can be found [online here](#).

Carpenter Art Festival is Saturday, August 23, 10:00 a.m. – 5:00 p.m. at the rustic north end of the Carpenter Nature Center Wisconsin Campus, 300 East Cove Road, Hudson. Celebrate creativity and nature in the St. Croix River Valley with fine arts, food and drink, music, beautiful scenery, and environmental education. Browse the work of local painters, potters, woodworkers, jewelry makers, fiber artists, and more! This event is free of charge and will be held rain or shine. Participating artists donate a portion of their proceeds to supporting environmental education and habitat conservation at Carpenter Nature Center.

The UW–River Falls Small Business Development Center is offering the Entrepreneurial Training Program this September. This ten-week, in-person training takes place at the St. Croix Valley Business Innovation Center starting Tuesday, September 9 until November 11, from 5:30 – 7:30 p.m. Each participant will come away with a three-year workable business plan, valuable education, and networking and collaborative opportunities with other class members. This class has been proven to increase the chances of long-term business success by 75%, whether pre-venture or already established. For more information [click here](#).

The Hudson Hometown Music Fest, September 6, now in its 10th year, aspires to bring the people of Hudson and the surrounding communities together and strengthen the sense of community by doing it all through a family-oriented event with free admission. However, there are significant expenses that require financial support. Sponsorships vary from \$300 – \$3,000. For more information on sponsorships, [click here](#). For questions about sponsoring this event, please contact Mike Burnley at burnleymike8@gmail.com.

Community Care Fest 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, 1901 Vine Street, Hudson, on Sunday, September 7, 10:00 a.m. – 1:00 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 20+ local groups focused on caring for people and the planet. All are welcome at any time and bring a friend. Learn more [online here](#).

FNC Bank is hosting a contest, and your photo could be featured in their 2026 calendar! The calendar will highlight the communities in which they live, work and play. Submit your photo(s) by October 15 for a chance to be featured. For more details, contest rules, and photo submission, [click here](#). You do not need to be a bank customer or professional photographer to enter.

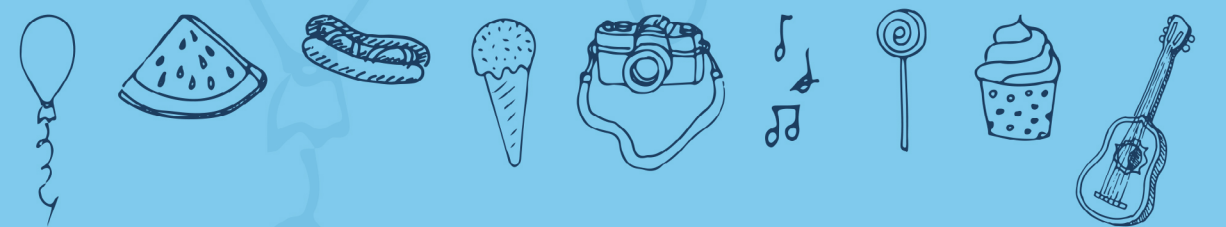
The St. Croix Valley Sexual Assault Response Team is hosting a Halloween Gala on October 25, 5:00 – 11:00 p.m. at Elks Lodge, 36 East Eau Claire Street, Rice Lake. Event passes are on pre-sale now through September 1 for \$50 each. There are also a variety of sponsorship packages available for this event. For information on sponsorships [click here](#).

PLEASE
JOIN US

SEPTEMBER 11
3:00 - 7:00

950 HIGHWAY 95 N,
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CONNECTIONS & COOKOUT

Thank you to everyone that joined us on July 24 for our Connections & Cookout event at Lucky Guys Distillery! It was a great afternoon with delicious craft drinks, wonderful barbeque from Jonesy's Local Bar & Grill, and beautiful sunny weather. Thank you to Lucky Guys Distillery for hosting this event and to Jonesy's Local Bar & Grill for catering dinner. Thank you to Erica and Lily Johnson, and Angel Duratti from Angel's Pet World, and Deb Pittman, from the Hampton Inn & Suites by Hilton, for volunteering at this event. We look forward to making Connections & Cookout a yearly summer celebration.

Nominating Committee 2026 Board of Directors



The Chamber's Nominating Committee is currently accepting names for candidates to serve on the Chamber Board of Directors. Nominations may be mailed to the Chamber and addressed to the Nominating Committee.

Serving on a board of any organization should always be considered an honor, and the Chamber board is no exception. A board member is regarded as a leader in the business community, a visionary able to determine trends of the future.

Names of candidates for directors can be nominated by petition bearing the signatures of at least ten (10) qualified members of the Chamber. Such a petition shall be filed with the Nominating Committee within ten (10) days after request has been sent. The determination of the Nominating Committee as to the legality of the petition shall be final.

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Ribbon Cuttings



A Lady & A Broom LLC - based out of Hudson. Established in 2008, they offer home and office cleaning services and free estimates. Welcome to the Hudson Area Chamber!



Baer Ridge Signs, LLC - based out of Hudson. With high regard to detail, they are committed to work with you as your single source for sign and graphic needs. Welcome to the Hudson Area Chamber!



Revive & Restore - 411 CTH-UU, Hudson. They believe in addressing the root cause of health concerns, not just masking symptoms. Their personalized approach integrates advanced diagnostic testing, natural therapies, and lifestyle changes that help you regain energy, balance hormones, improve digestion, and optimize well-being. Welcome to the Hudson Area Chamber!



Solace Health - 2801 Harvey St., Hudson. They provide a holistic approach to health and wellness through advanced therapies like hyperbaric oxygen therapy and functional medicine. Welcome to the Hudson Area Chamber!



St. Croix Provisions - 409 2nd St., Hudson. They are a new premier gentlemen's shop in downtown Hudson. Welcome to the Hudson Area Chamber and the Hudson community!



The Marketing Clerics - 1320 Vermillion St., Hastings. They help smart home installers grow their business with stress-free, high-impact digital marketing. Welcome to the Hudson Area Chamber!



White Pine Berry Farm - 1482 Oak Dr., River Falls. Since opening in 2012, they've grown strawberries, raspberries, blueberries, currants, and more. They concentrate on being a U-pick farm, offer a variety of events through the summer and fall, and feature a barn to host weddings and events. Welcome to the Hudson Area Chamber!



Calling All Future Ambassadors!

Interested in attending lots of ribbon cuttings and connecting with other members monthly, while promoting your organization at the same time? The Ambassador Committee could be your next great adventure! The Ambassadors volunteer their time to establish strong relations between the Chamber and our members. For more information on the Ambassador committee, please reach out to Anna@HudsonWI.org or call the Chamber office at 715-386-8411. You can also reach out to Amy Hauser with Leitch-McSorley Insurance Agency, the Chair of the Ambassador Committee, at amy@leitch-mcsorley.com.



Congrats to Our July Brand Champion

Congratulations to Our July Brand Champion Jada Fleming with Learning Tree Academy

Jada has been an active volunteer at several Chamber events including the Chamber Golf Tournament and the Spirit of the St. Croix Art Festival. She is also a Chamber Ambassador attending frequent ribbon cuttings and completing her monthly retention contacts.

Jada is willing to step up and help when asked and is a wonderful Hudson Area Chamber member and community promoter.

Thank you, Jada, for all that you do!



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.



Member Anniversary

Bricks Neapolitan Pizza is celebrating 20 years in business this year! Originally opening its doors January 1, 2005, this downtown Hudson mainstay has stood the test of time. In 2016 the restaurant changed ownership, when it was purchased by long-time employees, Jess and Celina Mattice. They have shifted the focus of the restaurant to using local and seasonal products whenever possible. They even grow some of the produce for the restaurant in their home garden. They have also stuck to what has always made Bricks special: handmade dough, cheese, sauce and sausage, fresh salads with homemade dressings, served with fresh baked focaccia bread. All cooked in the centerpiece of the restaurant, the wood-fired oven.

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We Appreciate Our Renewing Members



- [Accumark, Inc.](#)
[American Red Cross - Northwest WI Chapter](#)
[Art Doyle's Spokes & Pedals](#)
[BrightStar Care of Hudson](#)
[Capecchi & Company](#)
[Carbone's Pizza Downtown Hudson](#)
[Chicone's Liquor Mart](#)
[Christian Community Homes and Services, Inc.](#)
[Coco's Heart Dog Rescue](#)
[Comfort By Design, Inc.](#)
[County Market](#)
[CPR Wealth Advisors](#)
[Diamond Stone Oriental Medicine, Inc.](#)
[Dick's Bar and Grill](#)
[Discovery Financial Centers, Inc](#)
[Divine Real Estate Group](#)
[Dunn Brothers Coffee](#)
[Eckberg Lammers, P.C.](#)
[Edward Jones - Allison Butler](#)
[First Presbyterian Church](#)
[Great River Office Products](#)
[Hamernick's Flooring Solutions](#)
[Heppner's Rivercity Collision](#)
[Hudson Area Senior Center](#)
[Hudson Hospital & Clinic](#)
[Hudson Rod, Gun & Archery Club](#)
[Keller Williams Realty Integrity WI/MN](#)
[Knoke's Chocolates & Nuts](#)
[Lake Mallalieu - Willow River Apartments](#)
[Leitch-McSorley Insurance Agency](#)
- [Market & Johnson](#)
[Micklesen Drug Inc.](#)
[Octagon House Museum / Hudson Area History Connection](#)
[Olsen Thielen & Co., Ltd.](#)
[The Phipps Center for the Arts](#)
[Pioneer Press/TwinCities.com](#)
[Post - American Eatery](#)
[Saint Patrick Parish](#)
[Salvation Army/ Grace Place Shelter](#)
[Sam's Christmas Village & Light Tour](#)
[Serious Sound](#)
[St. Croix Bike and Pedestrian Trails Coalition](#)
[St. Croix Therapy](#)
[St. Croix Valley Food Bank](#)
[StarTech Computing, Inc.](#)
[Striker Brands, LLC](#)
[Sylvan Learning Center of Hudson](#)
[Ted Blank Luxury Travel & Adventure](#)
[The Massey Luxury Apartments](#)
[Valley Companies](#)
[Valley View Window Treatments, LLC](#)
[Vape Pros & Dispensary](#)
[VFW Post 2115 Hudson, WI - St. Croix County's Original VFW](#)
[Vierегge Construction](#)
[Vista Prairie at Red Cedar Canyon](#)

* Members listed above joined/renewed between the dates of 6/14/25 - 7/23/25

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.

- [Apogee St. Croix](#)
[EasyITGuys](#)
Sponsored by: Megan Boldig, Xcel Energy
[Grooves River Falls](#)
Sponsored by: Lisa Woletz, Christian Community Homes and Services, Inc.
[Hudson Inn & Suites](#)
- [LIGHT HOUSE Yoga & Fitness](#)
Sponsored by: Blake Willman, Willman Works
[Maple Ridge Builders Corp](#)
[Murtha Sanitation](#)
[Papa Johns](#)
[Paulson CPA LLC](#)

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 July Referral Chamber Check Recipients:

- Megan Boldig, [Xcel Energy](#)
- Lisa Woletz, [Christian Community Homes & Services, Inc.](#)
- Blake Willman, [Willman Works](#)



Update Your Directory Page

As a member of the Hudson Area Chamber of Commerce & Tourism Bureau, you receive a full-page directory page in the Business Directory Search on our website to highlight your business and all that you have to offer to the community. This is your opportunity to shine and make yourself stand out to potential clients and customers! Only members of the Hudson Area Chamber are listed on the website. On your page, you can add descriptions, photos, link videos, and more to showcase what you do.

If you have any questions or need assistance with utilizing the Member Information Center to build your directory page, email Anna@HudsonWI.org or call the Chamber office at 715-386-841. To view the directions, please [click here](#).



August Calendar of Events



- 5 Connections & Coffee**
9:00 a.m., Citizens State Bank, 375 Stageline Rd.
- 5 National Night Out**
5:00 – 8:00 p.m., Lakefront Park
- 6 Ribbon Cutting – Solo Yoga + Bxng**
11:00 a.m., 214 Locust St.
- 7 Hudson Job Fair**
3:00 – 6:00 p.m., Hudson High School, 1501 Vine St.
- 9 Yellowstone Trail Heritage Day**
- 12 Hudson Chamber Foundation Board**
1:00 p.m., Chamber Office
- 13 Retail/Restaurant Committee**
9:00 a.m., SEASONS Gallery, 401 2nd St.
- 13 Ribbon Cutting – Louie's Bar & Grill**
4:00 p.m., 709 Rodeo Dr., Ste. 100
- 15 Good Morning Hudson:
Welcome New Teachers Luncheon**
11:30 a.m., Hudson High School, 1501 Vine St.
- 15-17 North Hudson Pepper Fest**
- 19 Community Affairs Committee** 9:30 a.m., Zoom
- 20 Ribbon Cutting – Ink N Threadz**
11:00 a.m., 1510 Swasey St., Ste. B
- 20 Tourism Committee** 1:30 p.m., Zoom
- 21 Board of Directors** 9:00 a.m., Chamber Office
- 27 Manufacturers & Trades Roundtable,**
9:00 a.m., Valley Companies, 721 1st St.
- 27 Let's Do Lunch!,**
12:00 p.m., Black Rooster Bistro, 516 2nd St.
- 28 Non-Profit Roundtable,**
8:00 a.m., CCH Marie Blakeman
Community Center, 1320 Wisconsin St.
- 28 Ambassador Committee Retention Visits & Meeting**
3:00 – 4:30 p.m.

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 great for picnics and cookouts. This August, plan ahead and utilize local produce for your summer meals. Eating local ensures that food is in season and reduces transportation, refrigeration, and irradiation pressures. Additionally, shopping locally for in-season produce supports local farmers! In-season produce can be found at a variety of places, including the Hudson Grocery Co-op, Hudson Farmers Market on Carmichael Road, and White Pine Berry Farm. As a bonus, all these locations take Chamber Checks!

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

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Commerce & Tourism Bureau**
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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.