

## CONNECTIONS NEWSLETTER

NOVEMBER 2025

### Message from the President

**Mary Claire Olson Potter**  
Chamber President



### Watch your email: Your involvement makes a difference!

In the upcoming weeks, a membership survey will be emailed to you. Please take the time to complete the survey and submit it back to the Chamber.

The results of this survey will be reviewed at the Board of Directors strategic planning retreat in December. Your feedback is vital as the Board develops goals and areas the Chamber will focus on in 2026.

Tell us which issues matter to you. As you know, members are the driving force of the Hudson Area Chamber. The Chamber is the voice for business – we value your feedback. Please respond to the survey! Thank you in advance for your time and input.

### Board Retreat

The 2026 Board of Directors strategic planning retreat will be held on December 11. At this annual planning session, current and new board members, along with committee chairs, will develop the Chamber's Plan of Action for next year. As a result of this annual retreat, the Chamber can establish goals and objectives for each committee and determine the Chamber budget accordingly. To have an issue included in these discussions, contact any member of the Board of Directors, or Mary Claire at the Chamber at (715) 386-8411.



Hudson Area Chamber

## MEMBER CELEBRATION

**JANUARY 22, 2026**

### Save the Date

Each January, the Hudson Area Chamber of Commerce & Tourism Bureau sets aside one special evening to recognize and honor the accomplishments of Chamber members at the Annual Member Celebration. Join us as we celebrate business award winners, thank outgoing board members, and welcome new board members.

Nominations for Large and Small Business of the Year, Chamber Member of the Year, Community Volunteer of the Year, Manufacturers Award, and the Marie Blakeman Award will be available soon. Watch for more information.

### On the Inside



**BUSINESS  
BRIEFS**

**2**



**RIBBON  
CUTTINGS**

**5**



**BRAND  
CHAMPION**

**6**



**CALENDAR  
OF EVENTS**

**8**



**Thank you  
to our November  
newsletter sponsor,  
RJ's Meats & Groceries!**

We appreciate your  
support of this important  
communications piece.





**Guidelines:** Submit 100 words or less by the 15<sup>th</sup> 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](mailto:Info@HudsonWI.org).

**Sleep in Heavenly Peace Bed Build - November 1** Join Sleep in Heavenly Peace for a community bed build at the Hudson YMCA (2211 Vine St) on November 1! Several volunteer positions are available—sign up and help provide beds for children in need. [Learn more and sign up here.](#)

**The Friends of the St. Croix County Fairgrounds** is asking for your support of the 2025 Maytober Sale. Featured items include entertainment, services & dining plus more. Maytober closes November 5 at 6 p.m. Items will be available for inspection in person and online starting October 13. One hundred percent of the sale price on donated items goes to Friends of the St. Croix County Fairgrounds. To read the full press release, [click here.](#)

**Chapter2 Books** presents the monthly Booze & Books at Black Rooster Bistro Thursday, November 6 at 6:00 p.m. with local authors Pete Hautman & Mary Logue. Tickets include a cocktail honoring the author's work and a \$5 gift certificate to the bookstore. Find out more and [sign up online.](#) Black Rooster Bistro will present a 5 course wine dinner featuring South African wines on November 13 at 7:00 p.m. Deposit required to reserve your spot. Events sell out quickly. Visit the website for more information and to [sign up.](#)

**SEASONS Gallery** invites you to Celebrate the Season. The holidays are here, and this year feels extra special — SEASONS Gallery is celebrating 25 years! Join them for a warm and festive evening filled with art, music, and holiday cheer. Discover beautiful new artwork and help them toast to 25 wonderful years of celebrating the season. With live music and refreshments, this is a night of festive fun you won't want to miss! Holiday Opening Friday, November 7, 5:00 – 8:00 p.m. Seasons Gallery, 401 2<sup>nd</sup> St.

**Hudson Friday Night Art Crawl** on November 7 will feature several galleries, businesses and pop-ups. The Historic Rivertown with glorious views of the St. Croix River is welcoming and features savvy art galleries, fantastic shopping, and fine dining with artful specials, talks with artists and spectacular hospitality throughout the town. Come for the art, dining, and have a great time. Various businesses and galleries include Beloved Makers, Chapter2 Books, Cream of the Crop Artists Gallery, Dunn Brothers Coffee, Hudson Art Gallery, KPT Collaborative, Rivertown Tattoo, St. Croix Provisions, Post – American Eatery, and Urban Olive and Vine.

**Hot Dot Green Dot** is an exhibition of sculpture, printmaking and painting by Catrin Magnusson and Genie Castro that is showing until November 27 at Cream of the Crop Artists Gallery located at 511 2<sup>nd</sup> Street. Please join them on Friday, November 7 at 5:00 p.m. for an exhibition reception and an artist talk beginning at 6:00 p.m. with Catrin and Genie. During the Friday Night Art Crawl you will get an insight on how these two artists bring bold concepts of abstract and simplicity to create a fresh gallery exhibition.

**The UW-River Falls Small Business Development Center** is offering the Entrepreneurial Training Program (ETP) as a virtual session starting in January 2026. This ten-week, virtual training takes place from Tuesday, January 6 until March 10, 2026, from 5:30 - 7:30 p.m. Each participant will come away with a 3-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. To read the full press release, [click here.](#)

**KPT Collaborative** is excited to announce "Hosted by KPT" - a reimagined way to lead workshops, classes, or networking events - without the overhead. Business owners, leaders and entrepreneurs can book our space and pay per attendee, with the option to pass that cost directly to participants. They handle the setup, hospitality, and marketing support so you can focus on delivering value. It's ideal for those testing new offerings, growing their audience, or hosting high-impact sessions without committing to a full rental fee. With flexible scheduling and a premium environment, "Hosted by KPT" makes it easy to show up, lead with confidence, and grow your business, one attendee at a time.

**Shannon Knutson and Brittany Meidinger**, owners of Twigg + Lu Design Co., are excited to be a part of the Hudson business community with their new design studio now open at 22 1<sup>st</sup> St, Ste 101 in the Riverfront Condo Building.

Please join them in touring one of their latest whole home renovation projects they just finished in Woodbury on November 15 & 16 from noon to 4:00 p.m. The homeowner wanted to add a "whimsy" flare to a Midwest vibe. Color, pattern, custom millwork, gorgeous lighting and 4 different wallpapers are just a few of the things that helped create this uniquely curated design. To see the invite, [click here.](#)

**First State Bank and Trust (FSBT)** is proud to announce a new community-focused initiative, Your Account Your Cause, aimed at making it easier for new clients to endorse positive change locally through their banking choices. Every new client who opens a deposit account with FSBT will have the opportunity to direct a **\$100 donation** to one of ten local non-profit organizations. The donation will be made automatically, on behalf of the new account holder - no extra steps. To read the full press release, [click here.](#)



ROYAL  
CREDIT  
UNION.

## OPEN A BUSINESS INDEXED MONEY MARKET ACCOUNT

- ✓ Full access to funds
- ✓ No monthly fees
- ✓ Competitive indexed rate

**OPEN NOW**

Insured by NCUA



# Thirty-Eight Years at Your Holiday Table

USDA Choice  
Aged Black Angus

RIB ROAST,  
TENDERLOIN,  
MANHATTAN ROAST

All Natural,  
Locally Raised Pork

SPIRAL SLICED HAM,  
PRIME FRENCHED PORK RACK

Hardwood Smoked  
Salmon

Artisanal Sausages

BRATWURST, SUMMER  
SAUSAGE, SNACK STICKS,  
OLD WORLD SAUSAGES

Gift Cards, Gift Boxes

In Store Bakery



1101 COULEE RD HUDSON, WI (715) 386-9291  
[WWW.RJMEATS.COM](http://WWW.RJMEATS.COM)







## HILLTOP PUMPKIN PARTY & ROTARY HALLOWEEN PARADE



## Small Business Crawl

On October 16, Hudson residents became tourists in their own city, exploring local activities, offers, and specials while supporting Hudson's businesses through our Small Business Crawl event. To wrap up the day, Ziggy's Live Music, Bar & Restaurant held an after party where grand prize winners were announced. Everyone involved had an incredible day exploring, eating, and shopping throughout Hudson.

A huge thank you to everyone who purchased passports, joined the fun, and supported our local businesses!

### A Special Thank You to Our Participating Businesses:

ABOUT HOUSE | Angel's Pet World | BackRoom Vintage | Belle Âme Vineyard | Black Rooster Bistro | Bricks Neapolitan Pizza | CBD Hudson | Chapter2 Books | Droplets of Wellness | Ember and Bean Roasting Co | et cetera | Grand Fête | Hudson Flower Shop | The Jeweler's Bench | KPT Collaborative | Knoke's Chocolates & Nuts | kudos | La Rue Marche' | Mainstream Boutique | Rose & Lavender | SEASONS Gallery | St. Croix Provisions | The 715 | The Bees Knees

### The event wouldn't have been complete without our Grand Prize baskets, generously donated by:

- kudos & Mainstream Boutique
- Chapter2 Books & Droplets of Wellness
- et cetera & La Rue Marche'
- Cream of the Crop Artists Gallery & Rivertown Tattoo
- The Bees Knees & Post-American Eatery

**And, thank you to Ziggy's Live Music, Bar & Restaurant for hosting our after party!** Your support helps make events like this possible. Thank you for celebrating Hudson's small business community with us!

## Hilltop Pumpkin Party & Rotary Halloween Parade

On October 19, we turned another leaf as we held the Hilltop Pumpkin Party & 72<sup>nd</sup> Annual Rotary Halloween Parade! Over 500 children and their families headed outdoors to Camp St. Croix DayCroix, where attendees had the opportunity to partake in a variety of activities while visiting members from businesses and organizations around the Hudson area. The event included horse-drawn wagon rides, pumpkin decorating, a petting zoo, a kid's costume contest, food trucks, and games!

This event wouldn't be possible without the hard work, generosity, and community spirit of so many people:

### Thank You to Our Hilltop Pumpkin Party & Rotary Halloween Parade Committee:

Lindsey Dantzman, Apogee St. Croix | Angel Duratti, Angel's Pet World | Tava Ellingson, Citizens State Bank | Petra Guenther Johnson, Chapter2 Books | Erica Johnson, Angel's Pet World | Dr. Amy Hamlin, Bee Healthy Chiropractic | Gillette Kempf, Chapter2 Books | Chris Kost, YMCA in Hudson | Linda La Kosky Eng, Minuteman Press - Hudson | Tara Nance, Associated Eye Care | Deb Pittman, Hampton Inn & Suites by Hilton | Tiffany Dux, Blooms for Happiness

**Thank you to our amazing volunteers** who helped make the day run smoothly and ensured families had a wonderful experience.

**Thank you to Wisconsin State Patrol, Hudson Fire and Police** for displaying your vehicles for the kids to interact with.

### Thank You to Our Sponsors:

#### Gold Sponsors:



#### Silver & Bronze Sponsors:

American Family Insurance - Tammy Belisle Agency | Bee Healthy Chiropractic | Blooms for Happiness | Chapter2 Books | ChiroWay Chiropractic of Hudson | First State Bank and Trust | St. Croix Pediatric Dentistry | Tareen Dermatology | Valley Companies | Waxing the City

**Thank you to White Pine Berry Farm** for providing the amazing pumpkins!

**We appreciate your support in helping make this year's event such a success!**



## Ribbon Cuttings



**Bethel Lutheran Church** - located at 504 Frontage Rd. The church offers worship, youth programs, and preschool classes. They have built a new playground and are excited to have it available for the preschool and youth kids. Congratulations!



**Papa Johns** - located at 2111 Coulee Rd. New owners June and John invest in their ingredients to make sure you have the best pizza for any occasion. They have recently taken over as new owners of the Hudson location. Welcome to the Chamber!



**BrightStar Care of Hudson** - located at 2200 Jack Breault Dr. They offer in-home care and medical staffing that goes above and beyond and have just opened their new location in Hudson! Congratulations!



**Rivertown Tattoo** - located at 412 2<sup>nd</sup> St. They offer a diverse range of tattoo styles, from traditional to neo-traditional, ensuring there is something for every taste and vision. Welcome to the Chamber!



**LIGHT HOUSE Yoga + Fitness** - located at 1000 Pearson Dr. LIGHT HOUSE was created to be a space that feels like home, where you can move, breathe, sweat, and grow in a way that feels authentic to you. Welcome to the Chamber!



**Security Financial Bank** - located at 1561 Commerce Ct, River Falls. They are a locally owned, community bank focused on business, agriculture, and the insurance industry. Welcome to the Chamber!

## Ambassador Visits



**8CH Print of Hudson** - A Division of Helmer Companies - located at 1401 Beaudry Blvd. Helmer Printing has helped local businesses reach their business and marketing goals for over 70 years. This family-owned business is a full-service printing firm specializing in printing, direct mail, apparel, ad specialties and promotional products. Thank you for your continued support of the Hudson Area Chamber.



**Operation HELP/Fresh Harvest Pantry** - located at 1830 Hanley Rd Ste 100. Operation HELP assists clients with rent, utilities, car repair assistance, access to safe, nutritious food through the Fresh Harvest Pantry Food Shelf and school-based food programs including Backpacks through the Hudson School District and connections to community resources and the annual Christmas program and diaper bank. Thank you for your continued support of the Hudson Area Chamber.



**San Pedro Café** - located at 426 2<sup>nd</sup> St. San Pedro Café is a Caribbean-themed restaurant and bar sharing the flavors, culture and pleasures of the Caribbean Sea with residents and visitors. The heart of their kitchen is their large wood-fired oven used to prepare fresh seafood, slow-smoked meats and vegetables, specialty pizzas and a variety of other culinary delights. Book your reservation in their heated patio pergola. Thank you for your continued support of the Hudson Area Chamber.





### Congrats to Our October Brand Champion

## Congratulations to our October Brand Champion, Melissa Pedersen with McDonald Insurance Agency

Melissa has been actively involved in the Spirit of the St. Croix Art Festival for over 7 years. She helps set up the Artist Hospitality booth arriving incredibly early in the morning on both Saturday and Sunday to greet the artists and help them start their day with coffee and treats hours before the festival opens.

In addition, Melissa has been active with the local Girl Scout Troop and makes sure that troop members come to the Chamber office so we can get our orders of cookies each year.

Thank you, Melissa, for all that you do to create, enhance, and promote a welcoming and vibrant community for all. We look forward to your 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.



### Celebrating an Anniversary

**25 Years of Sweetness** Knoke's Chocolates & Nuts is extremely proud to celebrate 25 years in the heart of Hudson! From our first 600-square-foot shop in 2000 to our newly remodeled space, every step has been possible thanks to our loyal customers and community. Over the years, we've added indoor seating, new products like popcorn, roasted nuts, and seasonal treats, and even expanded into wholesale orders for wineries and corporate clients. Through it all, our passion remains the same: creating handcrafted confections with love. On behalf of Dave Knoke and our team, thank you for 25 years of smiles, traditions, and chocolate!

## FAMILY FUN IN HUDSON STARTS HERE!



CALL TODAY  
**715-952-9959**  
TO BOOK  
YOUR STAY!

## We Appreciate Our Renewing Members



[4 North Beauty Collective](#)

[ABOUT HOUSE](#)

[Agave Kitchen](#)

[B & B Electric, Inc.](#)

[Cardinal Health](#)

[Carmichael, LLC](#)

[Carpenter St. Croix Valley Nature Center](#)

[Cream of the Crop Artists Gallery](#)

[Creative Homes](#)

[Edina Realty, Inc.](#)

[Edward Jones - Financial Advisor - Paul Simmons](#)

[FamilyMeans](#)

[Fred C. and Katherine B. Andersen Foundation](#)

[Greystone Commercial](#)

[Hartman Homes Inc.](#)

[Hudson Boosters Inc.](#)

[Hudson Flower Shop](#)

[Hudson Grocery Cooperative](#)

[Hudson Tennis Association](#)

[La Rue Marche'](#)

[Lakefront Framing LLC](#)

[Lifetime Wealth Advisors](#)

[McCabe Chiropractic & Wellness Centers SC](#)

[MPSC, Inc.](#)

[Mudge, Porter, Lundeen & Seguin, S.C.](#)

[Nan's Naughty And Nice Bloody Mary Mix](#)

[North Star Family Chiropractic](#)

[O'Connell Family Funeral Homes & Cremation Services, Inc.](#)

[Phillips Medisize, a Molex Company](#)

[Pier 500](#)

[Premier Chiropractic](#)

[Roalstad Capital](#)

[SERVPRO of The Saint Croix Valley](#)

[Sievers Creative](#)

[St. Croix Valley Popcorn, LLC](#)

## 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.

[Building Healthier Community](#)  
Sponsored by: Amy Schneider,  
[St. Croix Therapy](#)

[Joe to Go](#)  
Sponsored by: Angel Duratti,  
[Angel's Pet World](#)

[Minnesota Women's Care](#)

[Tables and Tents Rental Company](#)  
[Twigg + Lu Design Co.](#)  
Sponsored by: Bruce Lenzen,  
[Bruce Lenzen Design Build, LLC](#)

\*Members listed above joined/renewed between the dates of September 17, 2025 – October 16, 2025



## 'Tis the Season

Seasonal planters delivered to your door



**Willow River COMPANY**  
your outdoor living experts.  
(715) 386-3196  
Willowrivercompany.com

## 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](mailto:Anna@HudsonWI.org).

### Congratulations to our October Referral Chamber Check Recipients:

- Amy Schneider, [St. Croix Therapy](#)
- Angel Duratti, [Angel's Pet World](#)
- Bruce Lenzen, [Bruce Lenzen Design Build, LLC](#)





## November Calendar of Events



- 1 A Healthier Holidays**  
9:00 a.m. – 1:00 p.m.,  
Hudson Medical Center, 2561 Hillcrest Dr, 3<sup>rd</sup> Floor
- 4 Connections & Coffee**  
9:00 a.m., Citizens State Bank, 375 Stageline Rd
- 5 Ribbon Cutting - Ornament Shop**  
3:30 p.m., 215 Monroe St N Ste 401
- 6 Community Affairs Committee** 9:30 a.m., Zoom
- 7 Have a Hudson Holiday Planning** 9:00 a.m., Zoom
- 7 Ribbon Cutting - St. Croix County Government Center**  
Noon, 1101 Carmichael Rd
- 12 Retail/Restaurant Committee**  
9:00 a.m., KPT Collaborative, 522 2<sup>nd</sup> St
- 13 Ambassador Committee** 3:00 p.m.
- 14 Ribbon Cutting - Center for Ice Group**  
11:00 a.m., Hudson Hockey Arena, 1820 Hanley Rd
- 19 Let's Do Lunch!**  
Noon, Buffalo Wild Wings, 913 Pearson Dr
- 19 Tourism Committee** 1:30 p.m., Zoom
- 20 Board of Directors** 9:00 a.m., Chamber Office
- 21 Hudson Christmas Tour of Homes Dazzle Night**  
6:00 p.m. – 9:00 p.m.
- 22 Hudson Christmas Tour of Homes** 10:00 a.m. – 5:00 p.m.
- 23 Hudson Christmas Tour of Homes** Noon – 4:00 p.m.
- 25 Health & Wellness Roundtable** 11:30 a.m. – 1:00 p.m.,  
YMCA in Hudson, 2211 Vine St
- 27 Thanksgiving - Chamber Office Closed**
- 28 Plaid Friday - Support Local**
- 28 Chamber Office Closed**
- 28 Light Up Hudson** 7:00 p.m., Lakefront Park
- 29 Small Business Saturday - Support Local**

### Stay up to date on all the events.

Scan (or click) the QR code to view the full Chamber and community calendar.



## Congratulations Corner!

Congratulations to our colleague Anna and her husband Luke Lasley, who celebrated their wedding on October 24, 2025. We are so happy for you both!

## 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

**Corinna Brose**, Events & Program Coordinator

**Anna Lasley**, Membership & Programs Assistant

## Get in Touch

**Hudson Area Chamber of Commerce & Tourism Bureau**  
219 2<sup>nd</sup> Street, Hudson, WI 54016

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

**Phone:** 715-386-8411

**Email:** [Info@HudsonWI.org](mailto: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.**