



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.

In 2020, the Chamber rolled out the **We Heart Hudson Campaign**. As part of the five-year anniversary of this campaign, we are working with Christiansen Creative to refresh the program to elevate awareness of local businesses and celebrate the places that make Hudson a destination people love.

We know that supporting local strengthens the community. When residents and visitors choose Hudson businesses, they help sustain the local economy and contribute to the vibrant downtown and community life that makes Hudson unique.

We have already rolled out some of the updated materials but watch for updated graphics throughout the community in the upcoming weeks. Please support local businesses to keep dollars in our community. Your support will help businesses to grow and thrive.

21 Nails Celebrates 5 Years in Hudson



Congratulations to 21 Nails on celebrating five years in business! Since opening their doors, 21 Nails has been dedicated to providing a welcoming and elevated nail care experience where creativity, relaxation, and personalized service come together.

With a focus on quality, artistry, and customer satisfaction, 21 Nails continues to help clients feel confident and cared for through their range of nail services. We're proud to

celebrate this milestone with them and appreciate the beauty and self-care they bring to our community. Congratulations on five wonderful years, 21 Nails!

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

We appreciate your
support of this important
communications piece



BackRoom Vintage is happy to invite you to join us for the Fall 2026 Vintage Charm Tour! Collect a free charm at each of the 9 participating shops in the St. Croix Valley, complete your passport, and enter to WIN fabulous prizes! This fall, the Tour will be held for 3 weekends: Thursday, July 30-Sunday, Aug 2 Thursday, Aug 6-Sunday, Aug 9 Thursday, Aug 13-Sunday, Aug 16 Grab your friends and head out for 3 weekends of shopping fun. We can't wait to see you! For more information, [click here.](#)

Yellowstone Trail Heritage Day is on Saturday, August 8, 2026, in Hudson and throughout St. Croix County. Visitors and locals alike are in for a treat with three different car shows on Saturday from 10am - 12pm. 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. Hudson was the first stop when entering Wisconsin from the west on the Trail. Explore the County on the Yellowstone Trail Poker Run and Sociability Drive with stops at many of the county libraries, featuring history displays. Play the Poker Run with stops in Hudson, Roberts, Hammond, Baldwin and Woodville for a chance to win \$100. For more information on Yellowstone Trail Heritage Day, [click here.](#)

Experience the excitement of plein air painting in action! Join our talented **Plein Air Hudson** artists on Saturday, August 8, from 4-6 PM at Lakefront Park Toll Road for the lively Quick Paint Challenge. Watch as painters race against the clock, transforming the beautiful Hudson landscape into finished works of art in just two hours. It's a unique opportunity to see creativity unfold in real time, meet the artists, and cheer them on as they compete. Then, don't miss the Awards Reception on Monday, August 10, from 6-8 PM, where the winning Quick Paint piece will be revealed alongside Best in Show, Second Place, Third Place, and other competition awards. View the complete exhibition, celebrate the artists' accomplishments, and enjoy an inspiring evening of art and community. For more information, [click here.](#)

Attend a 5 course tasting dinner benefitting the farm program at the YMCA at **Black Rooster Bistro** on August 20th @7pm. \$50/person non-refundable deposit due to reserve your spot. Call 715-808-0560 to sign up today or [click here.](#)

For centuries growers have grafted new branches onto strong trees. Done right, a graft strengthens the tree itself. That's what **Graft** does for small businesses: practical AI and automation added to how you already work, no rip and replace. Every business has them: the manual, mind-numbing tasks that eat your evenings and pull you away from the work you actually love. Most have a simpler fix than you'd think. Graft is new to the chamber, based here in Hudson, and working with businesses across the St. Croix Valley. [Click here](#) to say hello.

Let's wrap up summer and kick off fall with a KIDSFEST-Celebrating Kindness! Sunday, August 30, 11am-1pm, all are welcome for a free, kid-friendly festival hosted by **First Presbyterian Church** on the church lawn (1901 Vine Street, Hudson)! Enjoy food trucks (free coffee and ice cream, plus \$5 lunches), music, bounce house/ inflatable slide, kids story time, kindness crafts & hands of service project, a calming corner, bubble play, back to school blessings, and more! Optional-share kindness be bringing an in-kind donation for local partners supporting kids and families with kindness in various forms. Drop in anytime and bring a friend! Learn more by [clicking here.](#)

Rent the **Bruske's Bread** Bread Garden for Your Next Company Gathering! Our centrally located Bread Garden is the perfect venue for corporate and private events. For more information, [click here.](#)

Build Practical AI Skills for the Modern Workplace with New Self-Paced Courses from **UW-Stout** Polytechnic Artificial intelligence is becoming an essential workplace tool. UW-Stout Polytechnic is offering a growing collection of fully online, self-paced AI courses designed to help professionals work more efficiently, improve decision-making, and leverage emerging technology with confidence. Courses include Prompt Engineering for Beginners, which teaches professionals how to write effective prompts for higher-quality results, save time, and improve productivity; Data Storytelling with GenAI, to turn data into clear, compelling insights; and AI Integration, to incorporate AI into everyday workflows. Flexible and practical, these courses allow busy professionals to build valuable AI skills on their own schedule. Learn more and register by [clicking here.](#)

Willow River Cemetery's Memorial Paver Program offers a meaningful way to honor and remember loved ones. Each custom-engraved paver serves as a lasting tribute, helping preserve memories for future generations. Memorial pavers are available for \$400, and Veteran pavers are offered at a discounted rate of \$300. To purchase a paver or learn more about creating a personalized memorial, contact wrca1850@yahoo.com.

The **UW-River Falls** Small Business Development Center is offering the Entrepreneurial Training Program (ETP) this September.

This ten-week training takes place from Tuesday, September 8th until November 10th, 2026, from 5:30 to 7:30 pm at the St. Croix Valley Business Innovation Center.

Successful completion of this program increases your chance of business success through a 3-year workable business plan, networking and valuable education.

Investment in this program: \$300. Any questions about the program can be directed to: maren.valentine@uwrf.edu. To register, [click here.](#)



JOIN US FOR FOOD, MUSIC, AND FAMILY FUN!



950 HWY 95 N, BAYPORT | 3:30-6:30
SEPTEMBER 10TH

FIRST STATE
BANK AND TRUST

VALLEY
AGENCIES
INSURANCE



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



Cooling Off with Cocktails at Connections & Cookout



Thank you to everyone who joined us for our second annual Connections & Cookout! It was a great evening of networking, conversation, and community connection as Chamber members gathered to enjoy the summer weather. A special thank you to Lucky Guys Distillery for hosting us and providing such a welcoming space, and to Bueno Street Kitchen for serving up delicious food for attendees to enjoy. We appreciate our local businesses who help make events like this possible! We loved seeing everyone come together and look forward to more opportunities to connect with our Chamber community throughout the year.

Learn Pickleball and Support a Good Cause!

Have you been wanting to try pickleball? This is your chance! You don't need to be an experienced player to join us at the first-ever Hudson Area Chamber Foundation Pickleball Tournament. Come learn, meet new people, and enjoy a great day supporting a great cause! The day starts with an intermediate tournament from 9:00 a.m. to noon, and opens up for a beginner tournament after a social hour at 1:00 p.m. Register as an individual and we'll pair you with a partner, or sign up as a team—no equipment needed! Best of all, proceeds from the tournament benefit the Hudson Area Chamber Foundation Scholarship Fund to support local students. Interested in getting your business involved? Contact the Chamber to learn which sponsorships are still available!

Event Details:

Date: Friday, September 18
Location: YMCA Camp St. Croix
To register, [click here](#). Registration deadline: Friday, September 11.

HUDSON AREA CHAMBER FOUNDATION
PICKLEBALL TOURNAMENT



When selling your business, chart the course that's right for you.



Selling your business isn't just a transaction, it's the payoff for everything you've built. Work with an expert who'll help you weigh your options, protect your interests, and move only when it's right for you. **Start with a free consultation, no obligation, and everything is completely confidential.**

John Dusek III Business Broker, Consultant, Commercial Realtor WI & MN
Call 612.867.8285 or email JDIII@KW.com.



RIBBON CUTTINGS



St. Croix Sailing School (SCSS) - Located at 16 First St, Hudson. The SCSS is focused on encouraging and promoting the growth of junior sailing in the St. Croix River Valley. Summer camps and trainings are focused on age six through high school, but they offer private lessons for sailing enthusiasts of all ages. Welcome to the Chamber!



Stormy's Pub & Grub - Located at 709 Rodeo Dr, Suite 100, Hudson. Husband-and-wife duo Stormy and Terri are excited to bring a classic bar-and-restaurant atmosphere and nostalgic menu items to the Hudson area while giving back to the community. Welcome to the Chamber!



Smoke on the Water Grills and Provisions - Located at 1051 Pearson Dr, Hudson. With nearly 30 years of experience building smokers and grills, and a passion for BBQ, owner Dave has created a store where you are the pitmaster. With a wide range of products and extensive knowledge, Smoke on the Water is here to assist with your BBQ needs. Welcome to the Chamber!



La Vie Est Belle - Located at 421 Second St, Hudson. La Vie Est Belle is your one-stop gift boutique with unique and meaningful gifts for all occasions. The store also serves as a gathering place to find joy and community via store-hosted events, classes, and private gatherings. Welcome to the Chamber!



Christian Community Homes and Services, Inc. - Located at 1320 Wisconsin St, Hudson. In addition to celebrating 45 years of service, they recently completed the addition of 8 new assisted living rooms at their Hudson campus, further expanding their care to seniors in the Hudson area. Congratulations and thank you for your support of the Hudson Area Chamber!



Wisconsin Army National Guard - Located at 908 Carmichael Rd, Hudson. A career with the Wisconsin Army National Guard allows individuals aged 17 to 42 to balance military service with a full-time job, family, and more. Benefits include tuition reimbursement and healthcare. Welcome to the Chamber!

AMBASSADOR VISIT



B&B Electric - Located at 620 Commerce Dr, Hudson. With over 400 state-certified electricians employed across five locations in Wisconsin and Minnesota, B&B is committed to providing excellent commercial and residential service, backed by 24-hour emergency assistance. No matter the customer, B&B is here to ensure your electrical needs are met. Thank you for your support of the Hudson Area Chamber!

Sponsorships Available!



Each winter, thousands of visitors gather in Lakefront Park to experience the magic of *Buena Vista: A Stroll in the Park*, a spectacular display of lights along the St. Croix River. This community tradition is made possible through the generous support of local businesses, families, and individuals who help bring holiday cheer to Hudson.

Businesses are invited to become sponsors and showcase their support for this beloved seasonal attraction while gaining recognition throughout the event. Sponsorship opportunities are available at a variety of levels, including Founding Corporation, Founding Family, Evergreen Tree, Food & Beverage, and Sponsor a String of Lights.

Help us continue creating a memorable experience for our community and visitors throughout the 2026-2027 season. To learn more about sponsorship opportunities, contact the Hudson Area Chamber or [click here](#).



Congrats to Our July Brand Champion

Congratulations to our July Brand Champion, Hudson Boosters Inc.

The Hudson Boosters began operations in 1952 with the creation of a boys' baseball program. Since 1954, they have hosted Hudson Booster Days as a fundraiser for local youth athletic programs, which is enjoyed by the Hudson community and visitors alike. Although the festivities have changed over the years, many traditions, including fireworks (first introduced in 1962), the Booster Days Parade along 2nd Street (first introduced in 1970), and the Hudson Belle Float (first introduced in 1972), have remained for decades as new traditions have been added.

Today, the Hudson Boosters support youth baseball, softball, and football programs. In 2025, they hosted their inaugural flag football season. They currently utilize several athletic fields throughout the Hudson area, and are in the process of bringing a new, state-of-the-art Hudson Boosters Sports Complex to the area that will include five turf fields on land owned by the Boosters in the Town of Hudson.

Thank you to the Hudson Boosters for all you do to support the Hudson community!

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.



Get Hired at the Hudson Job Fair!

The 2026 Hudson Job Fair is your opportunity to connect local businesses with talented job seekers from across the community. Job seekers are encouraged to attend and explore career opportunities with a variety of local companies, all in one convenient location.

Event Details:

Date: Thursday, August 6 | **Time:** 3:00 to 6:00 p.m.
Location: Hudson High School
To learn more, [click here](#).

Take Your Membership to the MAX

Join us at the Hudson Chamber MAX to refresh your knowledge of Chamber benefits, explore new ways to get involved, and expand your network. Prospective members are invited to learn how the Chamber supports local businesses and meet the people who make our business community thrive. Enjoy an evening of conversation, activities, and fun, with opportunities to win prizes along the way!

Event Details:

Date: Thursday, September 10 | **Time:** 4:00 to 6:00 p.m.
Location: YMCA Camp St. Croix - Royal Credit Union Discovery Center 532 County Rd F
To register, [click here](#). Registration due September 5

HIGH-YIELD Savings Account

Rates As High As

3.50% APY*

✓ No minimum balance to open

✓ Full access to funds



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WE APPRECIATE OUR RENEWING MEMBERS

[Accumark, Inc.](#)

[Art Doyle's Spokes and Pedals](#)

[Beacon Pointe](#)

[Brettin Orthodontics](#)

[Chicone's Liquor Mart](#)

[Christian Community Homes](#)

[and Services, Inc.](#)

[City of Hudson](#)

[Comfort By Design](#)

[Comfort Suites Hudson](#)

[CPR Wealth Advisors](#)

[Discovery Financial Centers, Inc.](#)

[Divine Real Estate Group](#)

[EasyITGuys](#)

[Eckberg Lammers, P.C.](#)

[First Presbyterian Church](#)

[Free Clinic of Pierce & St. Croix](#)

[Counties](#)

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

[Fairgrounds](#)

[Goodwin & Moore Team - Realty ONE](#)

[Group SIMPLIFIED](#)

[Hudson Community Foundation](#)

[Hudson Hospital & Clinic](#)

[Jerry's Foods Hudson](#)

[Keller Williams Realty Integrity](#)

[WI/MN](#)

[Maple Ridge Builders Corp](#)

[Octagon House Museum / Hudson](#)

[Area History Connection](#)

[Phillips Medisize, a Molex Company](#)

[Phipps Center for the Arts](#)

[Premier Chiropractic](#)

[Sievers Creative](#)

[St. Croix Baking Company](#)

[St. Croix National Golf & Event Center](#)

[St. Croix Therapy](#)

[St. Croix Valley Food Bank](#)

[The Resultants](#)

[Valley Orthodontics](#)

[VFW Post 2115 and Auxiliary Hudson, WI](#)

[- St. Croix County's Original VFW](#)

[Vierregge Construction](#)

[WBD Inc.](#)

*Members listed above renewed from June 27 to July 27.

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.

[Anchor Websites, LLC](#)

[Graft LLC](#)

[Lisa Buth Photography](#)

- Sponsored by Val Aune, [The Bees Knees](#)

[Paulet/Slater](#) | [Nesbit Agencies](#)

- Sponsored by Julie Stanley, [et cetera](#)

[Revolution Sustainable Solutions, 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 Info@HudsonWI.org.



Each month, on the fourth Wednesday at Noon, we meet at a local restaurant for lunch and connections. This event is open to all Chamber members, and we rotate to different member locations. Members pay for their own lunch. Join us for a chance to win either a free lunch or a gift certificate to the restaurant for future use!

Thank you to everyone who joined us in July at Black Rooster Bistro; all enjoyed delicious food and amazing conversations.



Date: August 26 | Noon
Location: Max's Social House
To register, [click here](#).



August Calendar of Events

- 3 Leadership Steering Committee Planning**
Noon, Zoom
- 3 Yellowstone Trail Planning Call**
1:00 p.m., Zoom
- 4 Connections & Coffee**
9:00 a.m., Citizens State Bank
- 4 Hudson Foundation Pickleball Meeting**
1:00 p.m., Chamber Office
- 4 National Night Out**
5:00 to 8:00 p.m., Lakefront Park
- 5 Have a Hudson Holiday Planning Call**
9:00 a.m., Zoom
- 6 Community Affairs Call**
9:30 a.m., Zoom
- 6 Hudson Job Fair**
3:00 to 6:00 p.m., Hudson High School
- 7 Spirit of the St. Croix Art Festival Planning Call**
9:00 a.m., Zoom
- 8 Yellowstone Trail Heritage Day**
Lakefront Park / Walnut St.
- 11 Yellowstone Trail Debrief Call**
2:00 p.m., Zoom
- 11 The Custom Edit Ribbon Cutting**
1:00 p.m., 521 2nd St.
- 12 Retail / Restaurant Committee Meeting**
9:00 a.m., SEASONS Gallery
- 12 Tourism Committee**
1:30 p.m., Zoom
- 13 Hilltop Pumpkin Party Planning Call**
9:00 a.m., Zoom
- 14 Good Morning Hudson: Welcome New Teachers Luncheon**
11:30 a.m., Hudson High School
- 14 North Hudson Pepper Festival**
Pepper Fest Park
- 18 Thrivent Ribbon Cutting**
1:00 p.m., 400 2nd St. S Suite 230
- 20 Ambassador Committee**
3:00 p.m.
- 26 Let's Do Lunch**
Noon, Max's Social House
- 27 Hudson Area Chamber Non-Profit Roundtable**
8:00 a.m., Carpenter St. Croix Valley Nature Center



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

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



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

Chamber Staff

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

Mary Claire Olson Potter, President

Corinna Brose, Events & Program Coordinator

Lily Van Allen, Administrative Assistant

Get in Touch

Hudson Area Chamber of Commerce & Tourism Bureau

219 2nd Street, Hudson, WI 54016

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

Phone: 715-386-8411

Email: Info@HudsonWI.org

Members can take advantage of this monthly opportunity to reach our membership by being a paid advertising sponsor. Call the Chamber office at 715-386-8411 to request information on becoming a sponsor.

Please join us in welcoming Dan Jarvis (Afton House Inn / St. Croix River Cruises) to the Hudson Area Chamber Board of Directors!

