

Message from the President

Mary Claire Olson Potter
Chamber President



Supporting Local Makes a Big Impact

When you do your holiday shopping or are looking for a great meal, visit all the local shops and restaurants right here in the Hudson area. Keeping your dollars local supports local businesses, local jobs, and brings more money into the local economy.

Shopping at local businesses gives neighbors a chance to connect with each other. Shops and restaurants provide an experience and place for people to gather.

Local businesses make our town a better and more interesting place to live, work, and visit.

To find a list of Hudson stores and restaurants, visit HudsonWI.org and support our fellow Chamber members.



SUPPORT LOCAL

Chamber Checks have been around for years, but this year they mean more than ever. Purchase Chamber Checks as gifts that can be used at most members of the Hudson Area Chamber of Commerce & Tourism Bureau. Checks come in denominations of \$5, \$10, \$20, \$25 or \$50. Let us know what you would like, and we will put them together in our special holiday packaging.

Thank you to the sponsors of the Holiday Chamber Checks: Angel's Pet World, The Bees Knees, and RJ's Meats.

On the Inside



**BUSINESS
BRIEFS**

2



**RIBBON
CUTTINGS**

5



**BRAND
CHAMPION**

6



**CALENDAR
OF EVENTS**

8



**Thank you to our
December newsletter
sponsor, County Market!**

We appreciate your support of this important communications piece.



On behalf of the Hudson Area Chamber of Commerce & Tourism Bureau Board of Directors and staff, we wish you a happy and safe holiday season and a wonderful New Year!



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.

Cambridge Senior Living is excited to introduce their new Neuro-Cognitive Memory Unit in their Hudson location! The unit opens on December 1 and is designed to support individuals with advancing cognitive needs in a secure, structured, and compassionate environment. For more information, to tour the space, or to inquire about leasing a bed, please contact Belle Legge at socialservices.hudson@cambridge.care or at 715-343-4375.

The Youth Action Hudson's Annual Holiday Craft Fair is coming up on Saturday, December 6 from 9:00 a.m. to 3:00 p.m. at the Hudson Middle School located at 1300 Carmichael Road! Shop for handmade gifts and crafts from over 150 vendors. For more information, [click here](#).

Bell Ringing for the Salvation Army has begun! This annual effort has a tremendous impact on families in need throughout the community, and the need this year is greater than ever. All funds raised stay local to help individuals and families in the community with shelter, case management, food insecurities, and rent assistance. To sign up for a shift to help raise funds, [click here](#).

The HOSA-Future Health Professionals Team at Hudson High School is doing a service project focused on supporting long-term hospital patients who are battling loneliness and isolation. Their goal is to create and deliver care boxes filled with uplifting and comforting items to remind patients that they are not alone. They are currently looking for monetary or item donations to help support their project. If you are interested in donating, please reach out to Siya Chaudhary at Chaudharysiya460@gmail.com. Items they are looking for include blankets, socks, toiletries, journals, pens, small activities, and uplifting notes.

Start the new year with clarity, strategy, and momentum at the Business Builders Workshop, hosted by KPT Collaborative. On Friday, January 16th from 9:00 a.m. to 4:00 p.m., entrepreneurs, small business owners, and community leaders will gather for a full day experience designed to refine vision, strengthen systems, and set actionable goals for the year ahead. This isn't just another workshop - it's led by five powerhouse local business owners, each bringing their own specialty to the table. From marketing and messaging to operations, finance, leadership, and growth strategy, you'll gain insights from experts who know what it takes to succeed in our community. Together, they'll equip you with practical tools and fresh perspectives to help your business not only thrive in 2025 but launch into 2026 with confidence and impact. Space is limited - [reserve your spot today](#) and invest in building the business you've always envisioned.

The Hudson Hot Air Affair balloon rally and winter festival will be February 6-8 with the theme "Sky Walkers Return to Rock". The Hot Air Affair is the premier winter hot air balloon rally in the Midwest. WESTconsin Credit Union returns as the corporate sponsor. HHAA will return to E.P. Rock for the launch field and outside events and the marketplace will be back inside the school. Hot Air Affair will participate in the Candlelight Stroll in downtown Hudson on December 5 on Locust Street. Take a picture with the balloon basket and get info on the February event. The first pre-event for the season will be a Hot Air Affair meat raffle fundraiser at Big Guy's BBQ on Friday night, December 12 at 6:30 p.m. Volunteers are always needed for Hot Air Affair events and the planning committee. Check the [website](#) and [Facebook](#) for the latest updates and additional information.

Ted Blank Luxury Travel & Adventure is planning a Shades of Ireland trip for June 14 - 23, 2026. From history-filled Dublin to the rolling green hills and dramatic coast, experience Ireland's charms on a journey through the Emerald Isle. A vibrant blend of captivating culture and stunning scenery, these are the shades of Ireland you've always imagined. To read more about the trip and its itinerary, [click here](#).

First State Bank and Trust is excited to announce the additions of Christina Nelson and Diane Wallenta to their team. Christina will take on the role of Insurance Agent and brings nearly three years of experience and a background in service and sales. Diane will work with the Mortgage Department and has over 25 years of experience in the financial industry, specializing in mortgage lending. To read Christina's press release, [click here](#). To read Diane's press release, [click here](#).

The St. Croix Valley Food Bank has started construction of a permanent facility to help support hunger relief in St. Croix, Burnett, Pierce, and Polk Counties. Thanks to the generosity of early supporters and partners, site preparation has begun at 2181 Jack Breault Drive in Hudson, the location for a permanent facility for the food bank. They are pleased to partner with general contractor Market & Johnson and architect Studio EA for this project. To read the full press release, [click here](#).

Download Our App!



County Market HUDSON

SCAN HERE



TO DOWNLOAD



Digital Exclusive Deals



View Weekly Ad

PICKUP and DELIVERY

Shop Online

www.jerryscountymarket.com



Hudson Christmas Tour of Homes Welcomed 1,650 Tourists for a Lavish Holiday Weekend

The Hudson Christmas Tour of Homes kicked off the holiday season by welcoming hundreds of visitors to Hudson. Tourgoers from near and far filled the shops and restaurants within the area, igniting the holiday spirit throughout town. We thank tour homeowners, committee members, volunteers, and business members for their efforts to help make the weekend a must-attend event.

Thank you to the following homeowners for opening their doors to inspire weekend visitors:

- Lisa & Steve Bekemeyer
- Haley Santella
- Ellen Montgomery & Tim Miner
- Linda & Larry Walbrun

In addition to visiting the beautifully decorated homes, tourgoers enjoyed a visit to the Octagon House Museum. Thank you to Katie Hentry, the museum's director, and Kyle Foss, assistant director, for reinvigorating the house for the tour, which reflected a 1940s Christmas.

Executing this event is a big commitment. As always, the Hudson Christmas Tour of Homes depends on many volunteer participants, including home hosts, decorators, ticket sellers, retailers, and other volunteers who helped.

A special thank you to the Tour of Homes Committee:

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

The Hudson Christmas Tour of Homes relies on the generosity of many Chamber members. Special thanks to the participating retailers and restaurants for arranging displays in the homes, providing product, decorating services, gift certificates, and Purple Bow door prizes:

4 North Beauty Collective | Abigail Page Antique Mall | ABOUT HOUSE | Agave Kitchen | Angel's Pet World | Applebee's Grill + Bar | Art Doyle's Spokes and Pedals | Audrey Martin Art | BackRoom Vintage | Barker's Bar & Grill | Bee Healthy Chiropractic | Belle Âme Vineyard | Beloved Makers and Company | Black Rooster Bistro | Blooms for Happiness | Brueske's Bakery | Casanova Liquors | Chapter2 Books | Chicone's Liquor Mart | County Market | Cream of the Crop Artists Gallery | Dot & Daisy | Droplets of Wellness, LLC | Eagle Eye Farm | et cetera | Fehrly Sweet & Co. | Grand Fête | Hope Chiropractic | Hudco To-Go LLC | Hudson Art Gallery LLC | Hudson Flower Shop | Hudson Tap | Ink N Threadz | Knoke's Chocolates & Nuts | KPT Collaborative | kudos | La Rue Marché | Lucky Guys Distillery | Mainstream Boutique | Pedro's Pizza Lounge | Pier 500 | Post - American Eatery | RJ's Meats & Groceries | Rose & Lavender | San Pedro Cafe | Santa's Evergreens | SEASONS Gallery | St. Croix Baking Company | St. Croix Provisions | Striker Brands, LLC | T Larsen Design LLC | The 715 | The Bees Knees | The Purple Tree | Willow River Company | YMCA Camp St. Croix | Zeuli Paint | Ziggy's Live Music, Bar & Restaurant

Thank you to the following sponsors for their generosity and support of the event:



Thank you to **Divine Real Estate Group** for sponsoring and donating the shoe bags and shoe covers.

We thank the following for their time, service, support, and donations for this special event:

- To those who donated Grand Prizes: **Angel's Pet World, The Bees Knees, La Rue Marche', and Rose & Lavender**
- **Comfort Suites Hudson, Hampton Inn & Suites by Hilton, and Holiday Inn Express & Suites** for providing hotel stays for the homeowners.
- **Baer Ridge Signs, LLC** for installing the monument sign outside of the Chamber office.
- The **North Hudson Pepper Festival Court, Hudson Women's Club,** and all volunteers who served as greeters in the home.
- The **Window Decorating Contest** judges.
- Braydn Walker with **Digital Vow Videography** for taking photos of the homes.
- The **City of Hudson, the Public Works Department,** and the **Parks Department** for distributing signs and traffic cones.
- **Tim Foster** and the **Hudson Flower Shop** for helping with directional signs, deliveries, and use of the shop van.
- **Coldwell Banker Realty, Goodwin & Moore Team, Edina Realty, Hudson Ford LLC and Quick Lane, Knoke's Chocolates & Nuts, Post – American Eatery, and RJ's Meats & Grocery** for purchasing bus banner advertising.
- **Minuteman Press – Hudson** for applying the bus banners.
- **Safe-Way Bus Co.-Wisc.** – Tom Stiles and Laurie Hein for determining the route, Zeb Holder, and all the bus drivers for the timely shuttle service.
- **Angel's Pet World, Chapter2 Books, kudos, and The 715** for serving as additional ticket-selling locations.



Light Up Hudson

Thousands of people came out to Light Up Hudson on November 28. Haven't gotten the chance to see the lights yet? Don't worry! They're up until February 15. Each day, they will turn on from 5:00 a.m. to 7:00 a.m., and again from 5:00 p.m. to midnight.



Window Decorating Contest

Congratulations to our 2025 Window Decorating Contest winners and thank you to all who participated. Your displays bring so much holiday cheer to the town! Pictured are the winners:

- Best of the Best: SEASONS Gallery
- Light Up the Town: Rose & Lavender
- Classic Christmas: The 715
- Most Whimsical: The Bees Knees
- Restaurant Display: Post – American Eatery

Ribbon Cuttings



Ornament Shop – located at 215 Monroe St. N, Ste 401. They sell personalized and hand-painted ornaments for the holidays that ship nationwide. Welcome to the Chamber and congratulations on your new space!



Bruce Lenzen Design Build, LLC & Twigg + Lu Design Co. – located at 22 1st St. Bruce Lenzen and his team have overseen the construction of the new Riverfront Square Luxury Condos in downtown Hudson, and Twigg + Lu Design Co. has helped with designing the condos for the residents. Congratulations on the project, and welcome to Twigg + Lu Design Co. to the Chamber!

Ambassador Visits



Beloved Makers and Company – located at 212 Locust St. The Ambassador Committee visited Beloved Makers this month to learn more about the different vendors you can find inside the store and get some ideas for holiday gifts. Thank you for your support of the Hudson Area Chamber!



The Jeweler's Bench – located at 216 Locust St. The Ambassadors also visited Kristen in her jewelry shop. They offer a wide range of artisan jewelry with ethically sourced gemstones, as well as cleaning and resizing of jewelry. Additionally, you can bring in your old pieces to create something new. Thank you for your support of the Hudson Area Chamber!



November Brand Champion: Hudson Daybreak Rotary & Hudson Rotary Club

Since 2023, the Annual Rotary Halloween Parade and Costume Contest has been a part of the annual Hilltop Pumpkin Party. The Hudson Daybreak Rotary Club and Hudson Rotary Club have been organizing the parade and costume contest for 72 years and joining with the Hilltop Pumpkin Party has enhanced this annual event.

This year there were 96 individuals in the contest and 13 groups that participated. Rotarians help volunteer at the event registering the participants, serving as judges and providing and presenting the winning prizes. In addition, they provide fun treat bags for all the attendees.

The October event was held at a new location at Camp St. Croix and everyone came together to help make the event a success. Thank you to the Hudson Daybreak Rotary Club and the Hudson Rotary Club for your continued partnership and continued dedication to this community tradition is greatly appreciated. Thank you for your support of the Hudson area community. We look forward to our continued work with you.



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.

\$250 BONUS

FOR NEW CHECKING ACCOUNTS!

Getting Your \$250 Is Easy!

- 1 Open your new checking account
- 2 Receive two payroll direct deposits
- 3 Get a \$250 bonus!

ROYAL CREDIT UNION. Insured by NCUA

GET OFFER

ANGEL'S PET WORLD

Tails are wagging and pets are bragging!

ANGELSPETWORLD.COM

\$5 OFF EVERY MONTH WITH ANGEL'S REWARDS

ANGEL'S GROOM ROOM CAT ADOPTION ON SITE FREE DELIVERY PRICE MATCH

SIGN UP ON OUR WEBSITE

We Appreciate Our Renewing Members



- [Adobe Acrobat](#)
[Adoray Home Health & Hospice](#)
[American Family Insurance - Tammy Belisle Agency](#)
[Applebee's Grill + Bar](#)
[Baldwin LightStream](#)
[Barker's Bar & Grill](#)
[Calming Currents Psychiatry](#)
[Defined Destinations](#)
[Discover Strength Hudson](#)
[Divine Custom Homes](#)
[Faith Community Church](#)
[Family Resource Center St. Croix Valley, Inc.](#)
[Gagnon, Inc](#)
[Hearinglife](#)
[Heywood, Cari & Anderson, S.C.](#)
[Holiday Inn Express & Suites](#)
[Innovative Planning Group](#)
[Live Nation](#)
- [Main Plate by Lock and Dam Eatery](#)
[MidWestOne Bank](#)
[Mississippi Welders Supply](#)
[North Hudson Pepper Festival](#)
[Oakwood Dental](#)
[Pahl's Designer Showroom - JH Larson Co.](#)
[Pathways Family Chiropractic, S.C.](#)
[Santa's Evergreens](#)
[SF Insurance Group](#)
[Studio EA](#)
[T Larsen Design LLC](#)
[Tattersall Distilling](#)
[The Oral Surgery Center](#)
[Uline](#)
[Valley Agencies](#)
[Viking Coca-Cola Bottling Company](#)
[Willow River Company](#)
[Zeuli Paint](#)

* Members listed above joined or renewed from October 16 to November 20.

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.

- [Ballast Properties, LLC](#)
[Better for All, LLC](#)
[Clem's Entertainment LLC "Clems Properties"](#)
[Crimson Valley Construction](#)
[Minnesota Women's Care](#)
- [Moments Hospice](#)

Sponsored by: Lisa Woletz, Christian Community Homes and Services, Inc., and Megan Harstad, The Sycamore of River Falls

[Solar Connection Inc](#)
[Tables and Tents Rental Company](#)

Chamber Member Referral Program



We are pleased 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 November Referral Chamber Check Recipients:

- Lisa Woletz, [Christian Community Homes and Services, Inc.](#)
- Megan Harstad, [The Sycamore of River Falls](#)



BackRoom Vintage 10 Year Anniversary

BackRoom Vintage celebrated 10 years in business during the month of October. This co-op of more than a dozen independent vendors shares space and partners with Chapter2 Books on Locust Street. The shop features a wide variety of antique and vintage decor, refinished and refurbished furniture, handmade gifts, framed artwork and more, displayed on two floors of the building - including the "backroom" of the bookstore. BackRoom Vintage is open 7 days a week, new items arrive daily, and they are always posted on the business Facebook and Instagram pages.



December Calendar of Events



- 2** **Connections & Coffee**
9:00 a.m., Citizens State Bank, 375 Stageline Rd.
- 4** **Community Affairs**
9:30 a.m., Zoom
- 4** **Let's Do Happy Hour**
4:00 to 6:00 p.m.,
Post – American Eatery, 225 Locust St.
- 5** **Candlelight Stroll**
6:00 to 8:00 p.m.,
Downtown Hudson, 2nd and Locust St.
- 6** **Santa & His Critters**
Noon to 3:00 p.m., Lakefront Park
- 9** **Hudson Chamber Foundation**
1:00 p.m., Chamber Office
- 10** **Retail/Restaurant Committee**
9:00 a.m., Black Rooster Bistro, 516 2nd St.
- 11** **Board of Directors & Committee Chairs Planning Retreat**
8:30 a.m. to 3:00 p.m.,
Citizens State Bank, 375 Stageline Rd.
- 14** **Visit with Santa**
Noon to 3:00 p.m.,
Thorcraft Custom Kitchens LLC, 512 2nd St.
- 17** **Let's Do Lunch**
Noon, ProteinHouse, 1047 Pearson Dr.
- 17** **Tourism Committee**
1:30 p.m., Zoom
- 24-25** **Chamber office closed**
- 30** **Health & Wellness Roundtable**
11:30 a.m. to 1:00 p.m., Location TBD

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**

According to the U.S. EPA, household waste increases by 25% during the holiday season, and millions of pounds of food, wrapping paper, and decorations end up in landfills. This season, consider giving the gift of experiences instead—chamber checks make great gifts because they can be used for a variety of different purchases, and they keep spending local to support our small businesses!

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 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.