



## CONNECTIONS NEWSLETTER

### Message from the President

**Mary Claire Olson Potter**  
Chamber President



### New Year Offers Reflections and Renewed Commitment

At its January meeting, the Chamber Board of Directors approved the Plan of Action for 2026 based upon member feedback, surveys, and discussion at the December Planning Retreat.

The mission was reviewed and remains the same for this year: "To provide value to and serve our members, promote a strong local economy, advocate for the interests of the business community, champion sustainability, and market the recreational and cultural opportunities in the Hudson area."

The Board identified five key priorities for the year:

- **Member Value:** Strengthen the Connection – members support one another, the community supports local, and the Chamber focuses on promotion and awareness.
- **Connections:** Develop and coordinate events and services that positively impact members and the community.
- **Promotion:** Increase the economic benefits of tourism by marketing Hudson to both local and tourism audiences as a community to explore, visit, and support.
- **Recruitment and Engagement:** Develop partnerships with organizations/agencies/education system to help employers attract and retain the skilled workers they need to complete.
- **Foundation:** Support the community financially with a focus on advancing education and the workforce development initiative within Hudson and the surrounding area.

[Click here](#) to review the complete 2026 Plan of Action.

Thank you for your continued investment in the Hudson Area Chamber of Commerce & Tourism Bureau. Together we will achieve the goals for 2026.

### Hudson Area Member Celebration 2025 Award Winners

We were proud to recognize several outstanding Chamber members at this year's Member Celebration. These award recipients represent the dedication, innovation, and community spirit that help Hudson's business community thrive. Please join us in congratulating this year's winners and thanking them for the positive impact they continue to make in our community.



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**

February 2026

### On the Inside



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Thank you to our January newsletter sponsor, **Hudson Physicians!**

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).

"**The Art of Garden Design**" is the topic of the Hudson Home & Garden Club's Feb. 3 program and the public is invited. Andrea Jorgenson, who manages Willow River Co's Gardenscapes division, will present an introduction to styles, design elements and inspirations for garden design. The 1 p.m. meeting is in the River Room at The Phipps Center for Performing Arts, Hudson. Join club members at 12:30 p.m. for refreshments. RSVP [kswisherhgc@gmail.com](mailto:kswisherhgc@gmail.com) or 913-777-9477. A \$5 contribution is suggested for nonmembers for meeting expenses, or consider purchasing a 2026 garden club membership for \$30. (The March 3 program is Herb Gardening.) To learn more, [click here](#).

**BRIDGE For Community Life** will host its 19th Annual BOWLARAMA Fundraiser on Saturday, April 11, 2026, at Hudson Bowling Center. This event supports year-round day services, recreational programming, and social opportunities for individuals with disabilities in the St. Croix Valley, helping build independence, confidence, and lasting relationships. Over the past 19 years, BOWLARAMA has raised more than \$500,000 thanks to generous sponsors, including the Hudson Knights of Columbus, local businesses, and community supporters. Businesses are invited to participate as Lane Sponsors, Team Captains, or by donating auction items. To get involved, call 715-381-8230, email [info@bridgecl.org](mailto:info@bridgecl.org), or [click here](#).

The **Hudson Havoc** is in need of help with sponsors and billet families for their team to ensure they have the greatest junior experience possible. Sponsors like you, other businesses in town, and families really help with making that experience rewarding. With your sponsorship you will be helping with our team's transportation needs, overnight stays, gym membership, food after away games and physical therapy health, etc. Billet families also make a real rewarding experience for our players helping them forge relationships; big brother type bonds with the kids in the home and becoming a member of the family themselves. For information on sponsorships and billet families, [click here](#).

The annual **Hudson Hot Air Affair Balloon Rally and Winter Festival** returns February 6-8 to celebrate the theme, "Sky Walkers Return to Rock". Look for Star Wars characters in the Torchlight Parade on Friday night, February 6. WESTconsin Credit Union continues as the corporate sponsor for the 17th year! More than 100 Hudson and area businesses support Hot Air Affair with paid sponsorships, and another 50+ provide support in planning the weekend. Businesses can also join the fun with parade units, smoosh boarding teams, balloon crews, and other participatory events. Volunteers are needed to crew balloons, coordinate the Friday night parade, staff the Marketplace, and more. Businesses are also encouraged to submit materials for the welcome packets that will be given to visitors staying at local hotels/motels that weekend. There is no charge to be included in the Welcome Packets. Call Hot Air Affair at 715-544-7544 for further information. For the full schedule of events and volunteer sign up, [click here](#).

**Every patient has a story** - and Volunteers at Hudson Hospital & Clinic are here to tell it in a gift that lasts for generations. Through the hospital's "My Life, My Story" (MLMS) program, hospital volunteers spend around 30 minutes with a patient getting to know them, asking questions about their life and listening to their stories. The volunteer then takes some time to review their notes and type up what they learned in a 1000-word life story. The story is aloud to the patient and gifted as a keepsake. It can also be added to their electronic medical record, allowing caregivers across the organization to know who their patient really is, and what's important to them to ensure patients are seen as people rather than a diagnosis. To learn more about My Life My Story and other volunteer opportunities at Hudson Hospital, [click here](#).

Come celebrate "**Love on Locust Street**" in beautiful downtown Hudson. Whether you are spoiling yourself or treating someone special, Locust Street has something for you! Visit each participating business on Locust Street between February 1st and 14th. Pick up a passport at any of them and collect a sticker from each one you visit. No purchase necessary. Once your passport is completed, turn in your passport to any of the participating businesses by end of day 2/14/26 for a chance to win a grand prize basket valued at over \$300. Drawing for the Grand Prize basket will be on February 15th. For more information, [click here](#).

**The Hudson Hot Air Affair balloon launch** at EP Rock School is scheduled for Saturday Feb. 7 at 7:35am, and Sunday Feb. 8 at 7:45am and 3pm. Saturday evening the popular Moon Glow/Field of Fire is set for 6:15-7:15pm. All flights are weather permitting. Because of this, there will be additional activities all weekend long, including business promotions, special meals, parties, fundraisers, and games. Find details about the events, the balloons, the sponsors and more on Facebook or Instagram, or by [clicking here](#).

Celebrate Valentine's Day at **KPT Collaborative's Expressions of Love**. On Friday, February 14th from Noon-3pm, celebrate love in its purest form - through the eyes of children. This event is a fundraiser supporting Esther Homes, an organization providing safe housing and hope for families in need. Local kids will be asked "What is love?", and the answers will come alive in artwork. Each drawing will capture love through the eyes of a child and be showcased and auctioned in a community gallery—every bid supports Esther Homes. Alongside the art auction, families can enjoy Valentine's activities, including a family dance floor, games, and interactive experiences designed to bring people together. For more information, [click here](#).

**Defined Destinations**, a family-owned travel company right here in Hudson, has a few remaining spots on three incredible small-group tours: A Taste of Turkey (April 2026), Rome-Assisi-Tuscany (May 3-13, 2026), and Croatia & the Dalmatian Coast (June 2026). Each journey is carefully crafted with local guides, great food, and itineraries designed for comfort and cultural discovery—not large crowds. If you've been dreaming of a meaningful international trip, this is a wonderful chance to join a Hudson-based group and explore the world together. See full details by [clicking here](#).



## When your care can't wait, just walk in to Urgent Care.



 **HudsonPhysicians**

**Hudson** | 365 days a year till 9PM  
**New Richmond** | Monday-Saturday

## THANK YOU TO OUR OUTGOING BOARD MEMBERS!

Thank you to the following outgoing board members for their service on the board of directors. Angel Duratti and Linda La Kosky Eng have served for six years on the board, and we are grateful for their contributions to not only the Chamber, but the community as well. Thank you for all that you have done and will continue to do.



Served as Chair of the Board; Chairs the Drive for 5 committee, which is now the Success for 6 committee; and serves on the following committees: Connections & Coffee, Have a Hudson Holiday, Hilltop Pumpkin Party & Rotary Halloween Parade, Member Celebration, Hudson Community Expo, Retail & Restaurant Committee (including past chair), Spirit of the St. Croix Art Festival, Small Business Crawl, Chamber MAX, Light Up Hudson, Santa and His Critters, National Night Out, Find Santa, and March Lucky Clover. With each of these events, she has helped coordinate, set up, work the event, and tear down.

Angel Duratti, Angel's Pet World



Served as Chair of the Board, serves as an Ambassador, and on the following committees: Connections & Coffee, Hudson Community Expo, Golf Tournament, Spirit of the St. Croix Art Festival setting up the artists' hospitality, Hilltop Pumpkin Party, and Member Celebration. Linda has attended countless ribbon cuttings and grand openings along with working on all the events.

Linda La Kosky Eng, Minuteman Press - Hudson

## MEET THE CANDIDATES - SCHOOL BOARD

Join the Hudson Library as they host a candidate forum on Wednesday, February 4 from 6:30 p.m. to 8:00 p.m. The event will be held at Hudson High School in the Auditorium. Candidates will introduce themselves and the reason for their candidacy and then respond to questions related to current issues.

## GOOD MORNING HUDSON: MEET THE CANDIDATES

Mark your calendars for February 24! Hear from the candidates running for Hudson Common Council District 2, 3 and 4. Each candidate will present opening comments and respond to questions prepared by the Community Affairs Committee. Questions will be taken as time allows. To register, [click here](#).

## BUENA VISTA: A STROLL IN THE PARK

Buena Vista: A Stroll in the Park, celebrates its seventh year in Lakefront Park. Thank you for the generous area individuals, families, business, and organizations that make this project possible.

**Founding Family:** Tom & Mary Abel | ABG Holdings, LLC | Hall Family Foundation | Have a Hudson Holiday Committee | City of Hudson | Ruthie Johnston | Last Women Standing | Lucky's Wine & More | Phillips-Medisize, a Molex Company | Thomas P. Rose

**Founding Pledge:** Pier 500 | Valley Companies | Xcel Energy

**Evergreen Tree:** Angel's Pet World/NutriSource Pet Foods | Bruce Lenzen Design Build, LLC | Citizens State Bank | Derrick Companies | Divine Real Estate Group | Debi Erickson | The Finch Family | First State Bank and Trust | Heppner's Rivercity Collision | Hudson Daybreak Rotary Club | Hudson Physicians | Max's Social House | Post - American Eatery | Realty ONE Group SIMPLIFIED | Royal Credit Union | Skogen's Festival Foods | Studio EA | Steve & Terri Wilcox Family

**Santa's Tree:** Gagnon, Inc.

**Other Donations:** Afton House Inn/St. Croix River Cruises | Boldt's Plumbing & Heating Inc. | Goodwin & Moore Team - Realty ONE Group SIMPLIFIED | Jim & Judy Freund | Guinn, Vinopal & Zahradka, LLP | Dean & Joy Knudson | Claire Johnson | Colleen Maloney | Market & Johnson | McGinnis Family | MPSC, Inc. | SavATree | Zappa Brothers

We are already making plans for the park in 2026. Please contact Mary Claire at [MaryClaire@HudsonWI.org](mailto:MaryClaire@HudsonWI.org) to learn how you can support this important community project.



## LUCKY CLOVER CONTEST

The Lucky Clover Contest returns this March, encouraging residents and visitors to shop, dine, and support local all month long! Participating businesses will be featured on the Lucky Clover passport, where shoppers earn stickers with \$10 purchases for a chance to win prizes. **Businesses are also invited to donate items or gift cards toward five Grand Prize baskets.** Don't miss this fun, high-visibility opportunity to drive traffic and celebrate shopping local!

To be included on the passport, businesses must register by February 10, 2026. To register, [fill out the Google form here](#).

## RIBBON CUTTINGS



**Crimson Valley Construction** - based out of Hudson. They were founded with the mission of building relationships with each client to build their dream project. Whether for additions, remodels, or updates, Crimson Valley provides an excellent remodeling experience. Welcome to the Chamber!



**Card My Yard** - based out of Hudson. They are a yard sign rental company that creates customized greetings for any occasion. From birthdays and graduations to celebrations of all kinds, their signs can be set up both indoors and outdoors. Welcome to the Chamber!

## HUDSON COMMUNITY EXPO - SIGN UP TODAY!

The 2026 Hudson Community Expo returns Sunday, May 3, at Hudson High School, bringing residents together to connect with local businesses and organizations. This free, high-traffic event is a great opportunity to showcase your business, share what you do, and build meaningful connections with the community. Booth space is limited, so we encourage Chamber members to sign up early to secure their spot.

[Click here](#) to complete the vendor booth application.

## AMBASSADOR VISITS



The Ambassadors celebrated the new year with a gathering at Pedro's Pizza Lounge with food and a fun trivia game. Currently, the committee is recruiting new members to join the Ambassador Committee. If you like meeting new businesses, seeing firsthand what they do and making connections, this committee is for you! Contact Ambassador Committee Chair Lisa Woletz with Christian Community Homes and Services at [lisa.woletz@cchhudson.org](mailto:lisa.woletz@cchhudson.org) to learn how you can promote your business while connecting with over 500 members.

## POWERING OUR COMMUNITIES - TOGETHER

We're proud to support the Hudson area through volunteering, local partnerships and community sponsorships that make a difference. From local events to nonprofit collaborations, we're committed to helping our neighbors thrive. We're ready to serve your business.





## Congrats to Our January Brand Champion

### Congratulations to our January Brand Champion, **Andrea Uebel!**

Congratulations to our January Brand Champion Andrea Uebel with Droplets of Wellness.

Andrea has been an active member of the Chamber since she opened her business in Hudson five years ago. She is a regular member of the Retail/Restaurant Committee, Connections & Coffee, and Let's Do Lunch. Andrea also serves on the Hudson Community Expo Planning and Have a Hudson Holiday Committees. She has been a promoter and a vendor at the Hudson Community Expo for the last four years, building connections with the attendees while promoting her products.

Andrea always brings good ideas for these events and helps to ensure that all runs smoothly.

Thank you, Andrea, for all you do to support the Hudson Area Chamber and the 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.



## 2026 MEMBER CELEBRATION

Thank you to everyone who helped make the 2026 Hudson Area Member Celebration, such a memorable evening. We are grateful to our generous sponsors for their support and to the volunteers who helped bring the event together behind the scenes. Your time, energy, and commitment play a vital role in strengthening the Chamber and celebrating the people and businesses that move our community forward.

**Platinum Sponsor:** Citizens State Bank

**Diamond Sponsor:** First State Bank and Trust

**Gold Sponsors:** County Market | Hudson Physicians | Market & Johnson | MidWestOne Bank | Royal Credit Union | WESTconsin Credit Union

**Silver Sponsors:** B&B Electric, Inc. | Beacon Pointe | CBD Hudson | Eckberg Lammers, P. C. | Hampton Inn & Suites by Hilton | Hudson Hospital & Clinic | Pier 500 | Telus Property Services + Solutions

**Bronze Sponsors:** Angel's Pet World | Baer Ridge Signs, LLC | Goodwin & Moore Team - Realty ONE Group SIMPLIFIED |

Hudco To-Go LLC | Hudson Grocery Cooperative | McNamee Real Estate Team - Realty ONE Group SIMPLIFIED | Solar Connection Inc | Valley Companies

**Venue Sponsor:** Tattersall Distilling

**Floral Arrangement Sponsor:** Hudson Flower Shop

**Candy Sponsor:** Knoke's Chocolates & Nuts




**ANGEL'S PET WORLD**

**NutriSource**

**PureVita**

**SHOP SMART. SHOP LOCAL.**

**ANGELSPETWORLD.COM**

## WE APPRECIATE OUR RENEWING MEMBERS

[4 North Beauty Collective](#)  
[Associated Bank](#)  
[Baer Ridge Signs, LLC](#)  
[Bauman Associates, Ltd.](#)  
[Bayport Marina Association, Inc.](#)  
[Beth Immanuel Messianic](#)  
[Synagogue](#)  
[Brettin Orthodontics](#)  
[Bye, Goff & ZRhode, Ltd.](#)  
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[Coldwell Banker Realty - The Johnson Group](#)  
[Coordinated Business Systems](#)  
[Dipsy Ice Cream Shoppe](#)

[Edward Jones - Financial Advisor - John Steenis, AAMS, CRPC](#)  
[G5 Construction LLC](#)  
[Hazelden Betty Ford Foundation](#)  
[Hudson Daybreak Rotary Club](#)  
[Hudson Hockey Association](#)  
[Hudson Hot Air Affair, Inc.](#)  
[Hurlburt Heating, Cooling, Plumbing & Electrical](#)  
[Jonesy's Local Bar & Grill](#)  
[Julie Heifner Real Estate](#)  
[kudos](#)  
[Minuteman Press - Hudson](#)

[National Coalition for Men, Twin Cities Chapter](#)  
[Opera House Communications & Advocacy LLC](#)  
[Redmon Law Chartered](#)  
[River Valley Catering](#)  
[SavATree](#)  
[St. Croix Cigar Co., LLC](#)  
[Steiner Plumbing, Electric & Heating, Inc.](#)  
[The Sycamore of River Falls](#)  
[Ultimissimo - Boutique Salon](#)  
[Urban Olive & Vine](#)  
[Willman Works](#)

\*Members listed above renewed from December 24 to January 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.

[BlueMist Disinfecting LLC](#)  
[Crisp and Green](#)  
[Edward Jones - Rich Morgan](#)  

- Sponsored by [John Knutson](#)

[Pine Valley Counseling LLC](#)  
[Walk to End Alzheimer's - Western Wisconsin](#)

## 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](mailto: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 January at Pier 500; all enjoyed delicious food and amazing conversations.



Date: Wednesday, February 25 | Noon  
 Location: Lolo American Kitchen & Craft Bar Hudson, 175 South 2nd Street  
 To register, [click here](#).



## February Calendar of Events

**3** **Connections & Coffee,**  
9:00 a.m., Citizens State Bank, 375 Stageline Rd.

**5** **St. Croix Valley Legislative Day,**  
Madison, WI

**6-8** **Hudson Hot Air Affair,**  
Hudson, WI

**11** **Retail/Restaurant Committee,**  
9:00 a.m., Rivertown Tattoo, 412 2<sup>nd</sup> Street

**12** **Community Affairs,**  
9:30 a.m., Zoom

**16** **Leadership Hudson Steering Committee,**  
Noon, Zoom

**17** **Hudson Community Expo Planning Call,**  
1:30 p.m., Zoom

**18** **Tourism Committee,**  
1:30 p.m., Zoom

**19** **Board of Directors,**  
9:00 a.m., Chamber Office

**24** **Good Morning Hudson: Meet the Candidates,**  
8:00 a.m., Christian Community Homes and Services, Inc. |  
Marie Blakeman Community Center, 1320 Wisconsin Street

**25** **Let's Do Lunch,**  
Lolo American Kitchen & Craft Bar Hudson, 175 South 2<sup>nd</sup>  
Street

**26** **Ambassador Committee Visits & Meeting,**  
3:00 p.m., Location TBD



**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

## 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.**