

Message from the President

Mary Claire Olson Potter
Chamber President



Thank you for your investment!

Membership is the lifeblood of a Chamber. Without membership investments and involvement, there is no Chamber. The strength of this organization is found in the members and their commitment to the mission and the role of the Chamber. Thank you for your involvement and commitment.

There are many ways for you to be involved in the Chamber. There are a number of ongoing committees, event committees, and task forces in which to participate, along with attending events held throughout the year. Please make the most of your membership by getting involved. I would be happy to meet with you and your team to review Chamber benefits and involvement opportunities.

At the Board/Committee Chair Retreat in December, the current Board and Committee Chairs spent the morning reviewing accomplishments, the membership survey results and setting plans for 2026. The 2026 Plan of Action will be approved at the January Board meeting and will be posted on the Chamber's website.

At the Member Celebration, we will publicly thank the following Board members who have completed their six years of service on the Board: Angel Duratti, Angel's Pet World and Linda La Kosky Eng, Minuteman Press – Hudson.

As a Chamber and a community working together, we made it through another year. Congratulations! We look forward to 2026 with great hope.

Board of Directors welcomes new chair and two new members



The Hudson Area Chamber of Commerce & Tourism Bureau is excited to welcome Jacob Skramstad of Cardinal Glass as the new Board Chair for 2026 and we look forward to working with him in the upcoming year.



Val Aune, Owner,
The Bees Knees

Bill Krueger, Facilities
and Safety Manager,
Croix Gear



Special thanks!

The Hudson Area Chamber would like to thank 2025 Board Chair Deb Pittman for all her hard work leading the Chamber through another successful year. Deb was instrumental in helping the Chamber exceed many of its goals for 2025. We look forward to continuing to work with Deb in the new year.



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COMING UP IN JANUARY:

Hudson Area Chamber

MEMBER CELEBRATION



**Thank you to our January
newsletter sponsor, Valley
Agencies!**

We appreciate your
support of this important
communications piece



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.

The first home in the Starter Home Project is now on the market in New Richmond. It is a two bed, two bath home that will sell for \$275,000. The objective of the Starter Home Project includes a focus on the development of new, modular homes that are efficient at a lower cost with reduced material waste. To read the press release from the St. Croix Valley Habitat for Humanity and learn more about this project, [click here](#).

Start the new year with clarity, strategy, and momentum at the Business Builders Workshop, hosted by KPT Collaborative. On Thursday, January 16th from 9:00 a.m. – 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. 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. Space is limited, reserve your spot today and invest in building the business you've always envisioned. To register, [click here](#).

Join Black Rooster Bistro on Sunday, January 18 at 5:00 p.m. for a 5 Course Coco's Heart Dog Rescue Fundraiser! Dinner is \$85/person and spots fill up fast. To sign up for this event, [click here](#).

Defined Destinations is hosting A Taste of Turkey from April 9-20, 2026. From the bustling bazaars and breathtaking mosques of Istanbul to the ancient ruins of Ephesus, the cascading white terraces of Pamukkale, and the stunning Mediterranean coast of Antalya, this trip is filled with history, beauty, and culture at every turn. To learn more, [click here](#).

Ted Blank Luxury Travel & Adventure is hosting a Shades of Ireland trip from June 14-23, 2026. This 9 day trip will take you through history-filled Dublin to the rolling green hills and dramatic coast. You will be able to stay overnight on the grounds of a stately castle, see Irish sheep dog demonstrations, experience an Irish dinner and entertainment, and more. To learn more about the trip, [click here](#).

2026 Annual Park Passes are now available! Beginning January 2, 2026, entrance and exit gates will be in operation at Homestead Park, you must have your park pass entry card with you to enter. For visitors enjoying other parks, provide your license plate number at checkout to verify your pass and keep your card face up on your dashboard. To purchase an annual St. Croix County Park Pass, [click here](#).

The Hudson Hot Air Affair balloon rally and winter festival will be February 6-8, 2026, with a Star Wars theme of "Sky Walkers Return to Rock". The annual winter celebration will go back to E.P. Rock Elementary School following a year's relocation to another school grounds due to construction. Businesses throughout the region are sponsors of the annual winter celebration while others can still participate in a variety of ways. Consider being included in the "Welcome Packets" that will be given to visitors as they check in at hotels that weekend. Please provide 525 brochures, coupons, ad specialties or flyers to be included in a Welcome Packet. The deadline to drop off materials is Monday, February 2, 2026, at the Chamber office. There is no charge to be included. Businesses best served by the Welcome Packets are retailers, restaurants, attractions, lodging properties, regional reach businesses, and businesses hosting Hot Air Affair events. To read more about the Hot Air Affair, [click here](#).

White Pine Berry Farm is hosting a benefit to support Bo Jon's Flowers and Gifts through their health challenges, as well as 11-year-old Ray LeMay, who owns and operates Rays Hen House while battling diabetic ketoacidosis. White Pine Berry Farm is asking that the community come together to support them through a Silent Auction & Meat Raffle. They are asking for donations from local businesses in support of this cause. If you would like to contribute an item, please email Robin at Robinannkoz@gmail.com. Items can also be dropped off at the Chamber Office during business hours. For more information about the benefit and to learn more about the cause, [click here](#).



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HAVE A HUDSON HOLIDAY

This holiday season, Hudson hosted many free, family-friendly events that attracted tourists and community members alike. Light Up Hudson, Small Business Saturday, Find Santa, Candlelight Stroll, Santa and His Critters, and Visit with Santa helped ignite holiday magic throughout the community. These events are only possible with the support of many of our area businesses. Thank you to our sponsors for their continued support and partnership:

Platinum: Gagnon, Inc.

Gold - Find Santa:

Art Doyle's Spokes & Pedals | Brettin Orthodontics | Hamernick's Flooring Solutions | Hudson Ford LLC and Quick Lane

Gold - Candlelight Stroll:

21 Nails | Dick's Bar and Grill | Grand Fete | Hudson Home & Garden Club | Hudson Physicians | Post - American Eatery | Skogen's Festival Foods | Telus Property Services + Solutions | Valley Companies | VFW Post 2115 Hudson, WI - St. Croix County's Original VFW

Gold - Santa & His Critters: Angel's Pet World | Black Rooster Bistro | Boldt's Plumbing & Heating Inc. | Learning Tree Academy | WESTconsin Credit Union

Silver:

Bee Healthy Chiropractic | The Bees Knees | Eagle Eye Farm | Edward Jones - Financial Advisor - Katie Robbins AAMS | First State Bank and Trust | Guinn, Vinopal & Zahradka, LLP | Hampton Inn & Suites by Hilton | Heywood, Cari & Anderson, S.C. |

Silver (Continued):

La Rue Marche' | Leverty Financial Group | Northwood Technical College | Rose & Lavender | SEASONS Gallery | Valley Orthodontics | Waxing the City | Willow River Saloon / Carbone's Pizzeria

Bronze:

The 715 | Abigail Page Antique Mall | ABOUT HOUSE | Cocobello Interiors | County Market | Hudson Flower Shop | Hudson Hospital & Clinic | Hudson Hot Air Affair, Inc. | Lakefront Framing LLC | Pier 500 | Santa's Evergreens | Spring Creek Dental | St. Croix Provisions

We would also like to thank the **Have a Hudson Holiday Committee** for their time and efforts in planning and executing these holiday events:

Marianne Buckman, Cocobello Interiors | **Angel Duratti**, Angel's Pet World | **Richelle Jader** | **Teri Larsen**, BackRoom Vintage & T Larsen Design LLC | **Deanna Lindahl**, SavATree | **Carol Marnell**, Hudson Home and Garden Club | **Shaella McLaughlin**, Rose & Lavender | **Heidi Nordquist**, Rose & Lavender | **Amy Salama**, Post - American Eatery | **Kay Timm**, Grand Fête | **Andera Uebel**, Droplets of Wellness, LLC

In addition to the Have a Hudson Holiday Committee, thank you to all who were involved in making this possible:

Mike Anderson and Deanna Lindahl, SavATree Boy Scout Troop #140
City of Hudson Public Works Department
Hudson Home and Garden Club for helping with the decorations on the light poles
North Hudson Pepper Festival Royalty SavATree Team for putting together 500 bags of candy for Light Up Hudson



RIBBON CUTTINGS



Center Ice Group - based out of Hudson. They are a player-first, development-driven organization operating competitive junior teams in the USPHL Premier League, including Hudson Havoc. Welcome to the Chamber!



St. Croix County Government Center - located at 1101 Carmichael Rd, Hudson. They have finished all renovations and expansions! Congratulations on the accomplishment and the building looks amazing.



Hillcrest Animal Hospital - located at 2215 Vine St, Ste A. They offer comprehensive veterinary services from check-ups and vaccines to dental care and illness treatment. Their recent renovation that made their space much bigger. Welcome to the Chamber!



Element Builders - based out of Hudson. They specialize in custom residential and commercial remodeling. Welcome to the Chamber!

A NIGHT OF RECOGNITION

Date: Thursday, January 22, 2026 | 5:00 to 8:00 PM
Location: Tattersall Distilling - 1777 Paulson Rd., River Falls, WI 54022
Cost: \$70 Chamber Members | \$80 Non-Members
[Register Here](#)

Hudson Area Chamber
MEMBER CELEBRATION

Last year, we packed the house with members, fun, and surprises! We invite all local businesses to join us again at Tattersall Distilling for a night of fun at the **Hudson Area Chamber Member Celebration on January 22, 2026**. In addition to exceptional food and drinks, this event will be an opportunity for teams to connect with each other and look back on 2025. Guests can purchase single tickets or an entire table with eight seats. Work teams, partners, spouses, and friends are welcome.

Did you know that sponsors receive complimentary tickets? Businesses interested in sponsoring must contact us by **January 9, 2025**. Call or email for sponsorship details and pricing.

Thank you to Citizens State Bank for being our Platinum Sponsor



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**Congrats to Our December
Brand Champion**

Congratulations to our December Brand Champion, **St. Croix Economic Development Corporation**

For many years, the Hudson Area Chamber has discussed the need for additional housing and workforce housing in the community. To help this issue move forward, the St. Croix Economic Development Corporation, led by Melissa Meshchke, started the process to completing St. Croix County's first-ever county wide housing study in 2025. A key goal for the study and the broader, county-wide focus on housing is to ensure we can help and support communities, developers, businesses, and residents to help them make the best possible decisions about housing. There will be opportunities as we move into 2026 for members to get involved with this issue. Thank you to Melissa and the SCEDC for their leadership on this important topic.

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.



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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.

[Card My Yard St. Croix Valley, WI](#)

[Cordova Cleaning LLC](#)

[Hauling It Away / Blue Moon Estate Sales](#)

[The Inside Work](#)

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.



LET'S DO HAPPY HOUR

Thank you to everyone who joined us at our first Let's Do Happy Hour! event at Post - American Eatery on December 4. It was a great night of networking over fabulous food and drink.

Thank you to Post - American Eatery for hosting this event. Additionally, attendees brought with them lots of items to donate to the St. Croix Valley Food Bank to support people in need this holiday season





January Calendar of Events



- 1 Happy New Year - Office closed**
- 6 Connections & Coffee**
9:00 a.m., Citizens State Bank, 375 Stageline Rd.
- 8 Community Affairs**
9:30 a.m., Zoom
- 8 Ribbon Cutting - Minnesota Women's Care**
1:00 p.m., 86 Coulee Rd.
- 9 Have a Hudson Holiday Debrief**
9:00 a.m., Zoom
- 13 Ribbon Cutting - Crimson Valley Construction**
11:00 a.m., 634 Commerce Dr. Ste F
- 15 Board of Directors**
9:00 a.m., Chamber Office
- 15 Hudson Chamber Foundation Board**
1:00 p.m., Chamber Office
- 15 Ambassador Orientation & Committee New Year's Gathering**
2:00 p.m., Pedro's Pizza Lounge, 212 Walnut St.
- 20 Ribbon Cutting, Card My Yard St. Croix Valley - WI**
11:00 a.m., Chamber Office
- 21 Retail/Restaurant Planning Session**
8:30 a.m., The Phipps Center for the Arts, 109 Locust Street
- 21 Tourism Committee**
1:30 p.m., Zoom
- 22 Hudson Area Chamber Member Celebration**
5:00 p.m., Tattersall Distilling, 1777 Paulson Road, River Falls
- 27 Health & Wellness Roundtable**
11:30 a.m., Brightstar Care, 2200 Jack Breault Dr.
- 28 Welcome to the Hudson Area Chamber Orientation**
9:00 a.m., WESTconsin Credit Union, 1601 Maxwell Drive
- 28 Let's Do Lunch**
Noon

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



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

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.



Hudson Area Chamber

Sustainability Corner

January is a natural time for fresh starts, but sustainability doesn't have to mean overwhelming changes. In fact, the most effective resolutions are often the smallest ones. Choosing one realistic habit, like reducing single-use items, being more mindful about energy use, or prioritizing local businesses can make a meaningful impact over time. Sustainability is about progress, not perfection. When small changes become routine, they add up to lasting benefits for our environment, our community, and our local economy. This year, consider setting one sustainable goal you can maintain all year long.