

Message from the President

Mary Claire Olson Potter
Chamber President



Elevating Tourism Throughout the Summer Season

As the summer season approaches, we will continue to see an influx of travelers to the greater Hudson area. Hudson has so much to offer to locals and tourists alike. Whether you are looking to take in live music at one of the concerts in Lakefront Park, spending a day immersing yourself in nature at Willow River State Park or one of the many city and county parks, strolling amongst our fabulous shops, or exploring various cuisine options at our award-winning restaurants, Hudson has something for everyone.

In addition to these wonderful options, our community is known for hosting an array of events, especially throughout the summer. If you are hosting an event, feel free to send us the details so we can add it to our online calendar and continue to promote all that Hudson has to offer. To explore our calendar of events, see our [website](#).

Do you have rack cards, brochures, flyers, or business cards that you would like us to offer to our summer visitors? Feel free to drop those off at our office so we can give you and your business more exposure. We are always excited to promote our valued members to community members!

Lastly, please remember to do your part to ensure Hudson remains welcoming for all those who work, live, and visit our wonderful community. We are excited for another fun summer season in Hudson!

GOOD MORNING HUDSON

Legislative Update

One of our May *Good Morning Hudson* programs featured State Senator Rob Stafsholt and Representative Shannon Zimmerman. Participants delved into the state budget and other hot topics. Thank you to everyone who join us!

Local Leaders

Our other May Good Morning Hudson program featured local municipal leaders providing updates and identifying issues to be addressed in their respective communities. Thank you to the following leaders for participating:

- City of Hudson – Mayor Rich O’Connor
- Town of Hudson – Chairman Robert Fowler
- Town of St. Joseph – Chair Theresa Johnson
- Town of Troy – Chairperson Doug Rowen
- Village of North Hudson – President Stan Wekkin

**Thank you to our Host
Sponsor for both events:**



Thank you to the sponsor of the June Newsletter, **CV Exteriors**.
We appreciate your support of this important communication piece.

On the Inside



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Congratulations to our Nacho Batalla Winner - Black Rooster Bistro!

Thank you to everyone who crunched, considered, and cast their vote. Thank you to the restaurants who participated: Bennett’s Chop & Railhouse - Hudson | Black Rooster Bistro | Bricks Neapolitan Pizza | Buffalo Wild Wings | Dick’s Bar and Grill | Dipsy Ice Cream Shoppe | Hudco To-Go LLC | Milwaukee Burger Company | Post - American Eatery | San Pedro Café

**Thank you to our event sponsor:
San Pedro Café**





The historic downtown 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 on Friday, June 6. Come for art, shopping, and dining. Have a great time in Hudson! Participating businesses include ABOUT HOUSE, Bennett's Chop & Railhouse - Hudson, Chapter2 Books, Cream of the Crop Artists Gallery, Dunn Brothers Coffee, Hudson Art Gallery LLC, Post - American Eatery, and Urban Olive & Vine. Hours vary from galleries to businesses to restaurants.

Join Black Rooster Bistro for the Summer Spirit Series! They will feature Tattersall (6/12), Keeper's Heart (7/10), and 45th Parallel Distillery (8/7). Each session starts at 6 pm and will feature spirits and food for \$55/person, plus an optional private event to pair cigars immediately following at St Croix Cigar Co. for an additional \$15. Sign up in advance for all three and save \$15/person. Call 715-808-0560 or visit [their website](#) for more information.

Chapter2 Books at Black Rooster Bistro - come meet award-winning, local author Mary Logue on June 19th as she presents for the Booze & Books event at 6 pm. Tickets are recommended, \$12/person, and include a carefully curated cocktail featuring the author's work.

Join Hudson Pride Co. in celebrating Valley Wide Pride Fest—a joyful, family-friendly celebration of love, inclusion, and community! Taking place this summer on Saturday, June 21st at Lakefront Park from 10 am to 4 pm. Valley Wide Pride Fest features music, food, art, and activities for all ages. Artists, organizations, and businesses are invited to sponsor and be part of this vibrant celebration while showing support for Hudson's and the Saint Croix Valley's LGBTQ+ community. Learn more about sponsorship, vendor spots, and volunteering at [hudsonwipride.com](#). Hope to see you there!

Looking for a fun, active, and affordable way to keep your kids moving this summer? Join Helmer Dance Studio for their Summer Dance Classes and Kids Camps (6/30 - 7/17)! With a variety of dance genres and class options for all ages and skill levels, it's the perfect opportunity to try something new or continue building skills. Whether your child is just beginning or looking to stay sharp for fall choreography, their summer session is a great fit. For more information or to register, visit [their website](#) or contact them at info@helmerdance.com or 715-377-9862.

The St. Croix Economic Development Corporation (SCEDC) announced plans to hold a series of events to share results and discuss a new study of housing issues across the county. The comprehensive survey was designed to review the current housing supply, analyze the future housing demand, define potential gaps between supply and demand, and highlight key challenges that may need to be resolved to fill these gaps. The first meeting will be on July 8 from 6:00 - 8:00 p.m. at CCH at 1320 Wisconsin Street. To read the full press release and see the full meeting schedule, [click here](#).



Members are encouraged to submit articles and press releases for inclusion in the newsletter. Members can submit a "Business Brief" of 100 words, at no charge, for inclusion in the newsletter by the 15th of the month for the next month's edition via email to info@hudsonwi.org.

If you have questions, call the Chamber office at (715) 386-8411.

Yellowstone Trail Heritage Day Sponsorships Available. Set for August 9, this event celebrates the historic Yellowstone Trail in Hudson and across St. Croix County. Auto enthusiasts and history lovers are in for a treat with three different car shows, history displays, a Poker Run, and a Socialability Drive. Sponsorships range from \$165 to \$1,100. Packages offer several levels to promote your business through an ad in the vintage newspaper, logo/listing acknowledgement in event promotional materials, and digital promotion. Sponsorship deadline is June 30. For details on levels and a sponsor form, [click here](#).

At Associated Bank, they are passionate about volunteering and giving back to the community, one way they do that is through their Workplace Financial Solutions program. They continue to work with thousands of businesses and non-profits throughout the Midwest, offering knowledge about the most relevant topics affecting people every day, including providing additional benefits for your business & employees. The program is available to Hudson Chamber Members as well as ANY of their employees. Contact Bank Manager Bobbi Stanley at 715-377-3511 or Bobbi.Stanley@AssociatedBank.com to learn how they can bring the complimentary program to you.

At SEEK Careers/Staffing, they believe that strong communities are built through strong connections between people and meaningful work. For over 54 years, they have proudly partnered with job seekers and employers throughout Wisconsin and Minnesota to help individuals find rewarding employment and support businesses in building successful teams. They take the time to understand each job seeker's unique strengths and career goals. For employers, SEEK serves as a trusted partner, delivering customized workforce solutions: from temporary to direct placements and fully managed services. From manufacturing to administrative and everything in between, SEEK delivers results with integrity, expertise, and a personalized touch.

Home Electronic Systems, a home security solutions provider in the St. Croix Valley, will have new tenant space available as early as June 2025. The commercial space is about 2500 sq ft, with options to accommodate multiple tenants as needed. Base rent is \$15 per sq ft (CAM is \$7 per sq ft). The space boasts a warm and well-maintained series of office spaces, conference rooms, bathrooms, and storage areas. Enjoy easy access from I-94 and Hwy 12, just minutes from downtown Hudson, within the Exit 4 business park. A chain-link fenced area surrounds the building, which also features 17 parking stalls.

Hudson Art Gallery celebrated their Grand Opening on May 23. The new gallery seeks to build connections between artists, collectors, designers, businesses, and community organizations in the St. Croix Valley. The space highlights regional artists, featuring all new work every 8 weeks. All net proceeds are donated for the benefit of general programming at the Phipps Center for the Arts. Hudson Art Gallery is located at 516 2nd St., Ste 102, and is open Fridays and Saturdays from 12 - 7 pm, Sundays from 12 - 4 pm, and weekdays by appointment. Visit the [virtual gallery](#).

Regal Auto Wash's full-service car wash ensures your vehicle looks its best, inside and out, while their high-quality gasoline keeps your engine running smoothly. Now you can enjoy a refreshing ice cream cone on them (4 cones per purchase), making your visit to Regal Auto Wash even more rewarding. This offer is their way of saying thank you to the Hudson community for your continued support. Bring your family and friends to take advantage of this sweet deal. Visit Regal Auto Wash today and drive away with a clean car and a smile! Regal Auto Wash - Where Quality Service Meets Sweet Rewards!

St. Croix Valley Habitat for Humanity Opens Panther Woods Homeownership Application Process. The homeowner program is an opportunity for individuals and families who meet income guidelines, have housing needs, and are willing to partner on the building of a home. The Panther Woods project is being built on Panther Drive next to Ellsworth Middle School. They are modular homes, built in the traditional style of a stick-built home, in a manufacturing plant. To read the full press release, [click here](#).

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The sunken boat along the island off the pier in downtown Hudson has been removed thanks to the efforts led by Wayne Prokosch of River City Welding, with help from Gordy and Dave Jarvis of St. Croix River Cruises & The Afton House Inn. Wayne stepped up since he had the right equipment, expertise, and team to get the job done safely and effectively. The removal typically would have cost at least \$20,000, so a GoFundMe has been set up for the community to help and give back. For more information on the boat removal and to donate to the GoFundMe, [click here](#).

Want to strengthen communication skills or unlock the potential of AI in your work? UW-Stout's Continuing Education offers practical, professional development opportunities designed to help you and your team grow. Explore options [online](#) or contact continuinged@uwstout.edu for more details today!

Willow River Cemetery: For fifty-two years, Hank Paulson has been involved as both a board member and president of the Willow River Cemetery Board. This dedication is outstanding and demonstrates his strong, personal commitment to the history and legacy of the Willow River Cemetery. Hank's service over the years has been purely voluntary, supporting this independent, non-profit cemetery, which was first established in Hudson in 1850. The Willow River Cemetery Board recently celebrated Hank Paulson and his fifty-two years of service to the cemetery and the board. Thank you, Hank for your years of dedication and service.

Seminar Series - The Nature of Branding

Thank you to everyone who joined us on Wednesday, April 30, for a branding seminar from Tricia Christiansen, owner of Christiansen Creative. Attendees heard insider information on brand vs. brand identity, common pitfalls in branding, and connecting with your customers.

Thank you to our presenter: Tricia Christiansen

Thank you to our host: **FIRST STATE[®]**
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Simply Connect - Xcel Energy

Thank you to **Xcel Energy** for sponsoring our Simply Connect event on May 2! It was a great morning for making connections and engaging in conversations. Thank you to **Carpenter St. Croix Valley Nature Center** for hosting at the Wisconsin Campus.



Seminar Series - Workforce Opportunities

Thank you to everyone who joined us on Tuesday, May 13, for a workforce seminar from Neil Kline, Executive Director of Family Friendly Workplaces. Attendees discussed our region's long-term workforce shortage, and how employers and communities can help address it.

Thank you to our presenter: Neil Kline

Thank you to our host: **VC VALLEY**
Companies

Thank you to our Chamber Members who sold **raffle tickets** for the Hudson Community Expo! Every ticket counts, but three people really rose to the challenge. A big thank you to:

- Tiffany Dux, Blooms for Happiness
- Dr. Amy Hamlin & Randi Beltz-Maroney, Bee Healthy Chiropractic

HUDSON COMMUNITY EXPO

On May 4th, the Hudson Community Expo saw 1,540 participants, including food vendors, local businesses and organizations, craft vendors, volunteers, and attendees.

The Hudson Area Chamber of Commerce & Tourism Bureau held its 22nd Annual Hudson Community Expo event in conjunction with Coco's Heart Dog Rescue's Craft Fair. Participants came out to Hudson High School to learn more about the greater Hudson area, as well as local businesses and organizations. The event housed 108 vendor booths, 54 crafters, a variety of entertainment, various raffle prize packages, an array of food, samples, giveaways, and so much more.

Thank you to the following businesses who provided wonderful items for our raffle packages: Afton House Inn/St. Croix River Cruises | Angel's Pet World | Carpenter St. Croix Valley Nature Center | Chapter2 Books | County Market | Droplets of Wellness, LLC | Eagle Eye Farm | Hampton Inn & Suites by Hilton | Hudson 12 Theatre | Hudson Hospital Foundation | Knoke's Chocolates & Nuts | NutriSource | Striker Brands, LLC | Sustain Hudson - RiverFest | The Phipps Center for the Arts | Walmart | Willman Works | Willow River Company

A special thank you to the Hudson Community Expo Planning Committee as well as the many participating groups and organizations for all their hard work to put on this successful event.

Planning Committee:

- Barb Beachey, Hudson Home and Garden Club
- Shelly DeStasio, Christian Community Homes & Services, Inc.
- Angel Duratti, Angel's Pet World
- Tiffany Dux, Blooms for Happiness
- Tava Ellingson, Citizens State Bank
- Elizabeth (Besty) Ganz, Hudson School District
- Dr. Amy Hamlin, Bee Healthy Chiropractic
- Mark Hein, Chair, Hudson Grocery Cooperative
- Linda La Kosky Eng, Minuteman Press - Hudson
- Debi Mager, Hudson Hospital & Clinic
- Deb Pittman, Hampton Inn & Suites by Hilton
- Andrea Uebel, Droplets of Wellness, LLC
- Blake Willman, Willman Works

Entertainment: 3M Visiting Wizards | Carpenter St. Croix Valley Nature Center | Hudson High School Swing Choir | Fantasy Choral Petting Zoo | The Phipps Dance Company

Thank you to the following organizations for participating in our 2025 Mascot Dance Off: HeathPartners Community Health | St. Paul Saints | University of Wisconsin-River Falls | Weathersafe Restoration, Inc. | Youth Action Hudson at the YMCA

Thank you to the following volunteers for their help with coordinating vendors on-site, welcoming attendees & passing out vendor passport cards, as well as raffle ticket sales: Angel Duratti, Angel's Pet World | Erica Johnson, Angel's Pet World | Ronda Bernarde, Associated Bank | Randi Beltz-Maroney, Bee Healthy Chiropractic | Dr. Amy Hamlin, Bee Healthy Chiropractic | Lucas Hamlin, Bee Healthy Chiropractic | Boy Scout Troop #140 | Tiffany Dux, Blooms for Happiness | Shelly DeStasio, Christian Community Homes & Services, Inc. |

Tava Ellingson, Citizens State Bank | Gwen Schewe, Citizens State Bank | Cathy Van Dong, Citizens State Bank | David Ritter, Discovery Financial Centers, Inc | Deb Pittman, Hampton Inn & Suites by Hilton | Rachel Paulose, Home Electronic Systems | Hudson Ambassadors | Mark Hein, Hudson Grocery Cooperative | Hudson Home and Garden Club | Lisa Rambo, Ink N Threadz | Amy Hauser, Leitch-McSorley Insurance Agency | Pete Keskey, Minuteman Press - Hudson | Linda La Kosky Eng, Minuteman Press - Hudson | David Hauser, Royal Credit Union | Leanne Van Allen, University of Wisconsin-River Falls | Blake Willman, Willman Works | Pam Willman

Thank you to the following staff from Hudson High School for their continuous efforts to ensure our event ran smoothly: Ryan DeLaCroix | Elizabeth (Betsy) Ganz | Randy Grass | Marcella San Filippo | Connor Whitehead

Thank you to the following sponsors for your continuous support:

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Angel's Pet World | Citizens State Bank | County Market | Hudson Grocery Cooperative | Hudson Physicians, S.C. | Royal Credit Union | Skogen's Festival Foods | WESTconsin Credit Union | Xcel Energy

Children's Area Sponsor: Hampton Inn & Suites by Hilton

Balloon Arch: Dot & Daisy

Venue Sponsor: Hudson High School

Member Anniversary!



Valley Companies is proud to celebrate their 90th anniversary this year, marking nearly a century of excellence in the transportation and logistics industry. Since their inception in 1935, Valley Companies has provided top-tier logistic solutions and innovative services to their clients. Over the years, they have grown and evolved, adapting to the changing market and technological advancements while maintaining their core values of family, accountability, commitment, trust, and serve.

As Valley Companies reflects on their journey, they are grateful for the support of their loyal customers, dedicated employees, trusted partners and the Hudson community. Together, these contributions have helped Valley achieve remarkable milestones and success. Last year, they welcomed the fourth generation into the family business, continuing their tradition of excellence and innovation. Valley looks forward to embracing new opportunities in the years to come.

Join Valley Companies in celebrating this significant milestone and the bright future ahead!

Ribbon Cuttings



Belle Ame Vineyard - located at W10829 875th St., River Falls. They have recently expanded and updated their event space! Belle Ame is a vineyard, bar, event, and celebration space set on an agricultural site with more than 2,500 grape vines. Congratulations on your expansion!



Buffalo Wild Wings - located at 913 Pearson Dr., Hudson. They are an American casual dining restaurant and sports bar franchise. Welcome to the Hudson Area Chamber!



Hudson Hospital & Clinic - located at 405 Stageline Rd., Hudson. They have recently completed a remodel in their birth center, where they can provide enhanced care and services to the families they serve. Congratulations!



Oso Clean Janitorial Service - located at 726 US Hwy 12 E Ste 102, Hudson. Oso Clean Janitorial Service has recently relocated to Hudson from River Falls. They provide regular janitorial service for small and mid-size commercial facilities. Congratulations on your new space and welcome to Hudson!



Ambassador Retention Visits



Associated Bank – located at 2200 Crest View Dr., Hudson. The Ambassadors visited Associated Bank. They are a leading Midwest banking franchise offering a full range of financial products and services. Thank you for your continued support of the Hudson Area Chamber!



Hiawatha National Bank – located at 2212 Crest View Dr., Hudson. The Ambassadors visited Hiawatha National Bank. They offer personal banking options and can help pair you with the right accounts for your lifestyle, as well as business banking and mortgage options. Thank you for your continued support of the Hudson Area Chamber!



Congratulations to our May Brand Champion, Tiffany Dux with Blossoms for Happiness

Tiffany has been an integral part of the Chamber for years, supporting numerous Chamber initiatives as an event volunteer, committee member, and Chamber Ambassador.

She serves on the planning committees for the Hudson Community Expo and Hilltop Pumpkin Party, offering crucial insights and assisting with day-of logistics.

In addition to helping with events, Tiffany's role as a Chamber Ambassador assists with building member connections and strengthening Chamber member retention. She also supports member recruitment, introducing local businesses to the benefits of the Chamber and helping potential members feel connected and supported.

Thank you, Tiffany, for all that you do! We look forward to our 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.

Welcome Our New Members



Welcome to our newest Chamber members. We're proud to have you join a network of businesses committed to progress, partnership, and community impact.

[A Lady & A Broom LLC](#)

[Full Sail CRE - Keller Williams Select](#)

• Sponsored by: Nick Vivian, [Eckberg Lammers, PC](#)

[Security Financial Bank](#)

• Sponsored by: Tiffany Dux, [Blossoms for Happiness](#)

Chamber Member Referral Program

We are thrilled to announce the launch of 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.

We Appreciate Our Renewing Members



[21 Nails](#)

[8CH Print of Hudson - A Division of Helmer Companies](#)

[Anderson Heating](#)

[Beacon Pointe](#)

[Bee Healthy Chiropractic](#)

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MARKFORTOGRAPHY

Luxury Photography

My name is Becky Thoennes, the owner and photographer behind **Markfortography**, a photography brand locally rooted here in Wisconsin. I've recently moved from Vine Street into a new studio located at 865 Hartman Circle, Hudson, Wisconsin.

Alongside capturing meaningful imagery, I also offer custom-designed albums, fine art printing services, and curated wall art collections. I work closely with families and clients to turn their images into **intentional statement pieces**—artwork that feels like part of their home, almost like furniture in its presence and impact.

The new studio is part of an upscale, thoughtfully designed building that will soon be home to a collection of high-end businesses. The space is conjoined with the renowned architectural and craftsmanship firm, **Hartman Homes**, making it a destination for quality, artistry, and elevated design.

We're planning a grand opening celebration at the end of July, with more details to come soon. I'd love for the community to stop in, tour the space, and **discover what's possible when your story is turned into visual art.**

865 Hartman Circle, Hudson, WI 54016 | markfortography@gmail.com | 715-808-2795



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Member Anniversary!



Auth Consulting /associates

This year marks a significant milestone for Auth Consulting & Associates (AC/a) as they celebrate 30 years of dedicated service in the engineering and consulting industry. As AC/a commemorates this 30-year anniversary, they reflect on a legacy of engineering excellence and look forward to continuing their mission of providing top-tier services that contribute to the growth and success of their clients and communities.



June Calendar of Events



- 5 Ribbon Cutting – ReforMedicine S.C., 3:00 p.m., 1101 Carmichael Rd Ste G601
- 9 Ribbon Cutting – Wagner CPA Solutions, 1:00 p.m., Chamber office
- 10 Business Roundtable with WMC, Noon, Valley Companies, 721 1st St
- 11 Retail/Restaurant Committee, 9:00 a.m., Bennett’s Chop & Railhouse - Hudson
- 11 Golf Committee, Noon, White Eagle Golf Course, 316 White Eagle Trl
- 12 Community Affairs Committee, 9:30 a.m., Zoom
- 12 Ribbon Cutting – Cintas, 11:00 a.m., Chamber office
- 13 Spirit of the St. Croix Art Festival Committee, 9:00 a.m., Zoom
- 17 Health & Wellness Roundtable, 11:30 a.m., CCH – Marie Blakeman Community Center, 1320 Wisconsin St
- 18 Tourism Committee, 1:30 a.m., Zoom
- 19 Board of Directors, 9:00 a.m., Chamber office
- 20 Ribbon Cutting – Hudson Art Gallery LLC, 11:00 a.m., 516 2nd St
- 23 Chamber Golf Tournament, 11:30 a.m. – 6:00 p.m., White Eagle Golf Club, 316 White Eagle Trl
- 24 Ribbon Cutting – River City Stitch, 11:00 a.m., 1415 North Acres Rd, Prescott
- 25 Let’s Do Lunch!, Noon
- 25 Ribbon Cutting – KPT Collaborative, 4:00 p.m., 522 2nd St
- 26 Ambassador Committee Retention Visits & Meeting, 3:00 pm
- 26 Ribbon Cutting – Auth Consulting Associates, 3:00 p.m., 2920 Enloe St
- 27 Ribbon Cutting – Benny’s Bigfoot BBQ, 4:00 p.m., 101 2nd St



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.**



Hudson Area Chamber Sustainability Corner

Summer sun means plenty of nice weather for outdoor adventures! As you hike, bike, or sail around Hudson, invest in a reusable water bottle to keep you hydrated. Reusable water bottles reduce the amount of plastic waste in landfills, with the added bonus of keeping your water cooler for longer. Refreshing!

Get in Touch

Hudson Area Chamber of Commerce & Tourism Bureau
219 Second 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.