HUDSON AREA CHAMBER of Commerce & Tourism Bureau

CONNECTIONS NEWSLETTER

NOVEMBER 2026

Message from the President

Mary Claire Olson Potter
Chamber President



Third Quarter Results Reflect Growth and Momentum

When the Chamber Board approved the 2026 Plan of Action, we committed to providing quarterly updates to the membership on the progress of the plan. I am pleased to report that, as we conclude our third quarter, we continue to make progress on all five of our 2026 priorities. Thank you to the board and all members for your continued involvement and support.

Membership Goal – Member Value: Continue providing recognized value that results in an increase in new members and retaining existing members.
Q3 Results:

- Thank you to the members that have renewed their membership and to the new members that have joined, we are 526 members strong! This means members have **526 businesses** with which to connect and keep the Hudson area's economy strong.
- The annual **Chamber MAX** event on September 10 welcomed 50 attendees, celebrated legacy members and recruited five new members.
- The monthly **Connections & Coffee** meetings, with 483 attendees to date, continues to be a great opportunity for members to promote their business and learn about a featured business.
- The **Let's Do Lunch** monthly program, with 218 attending to date, supports local restaurants while providing an opportunity for members to enjoy lunch and network with other members.
- Held the annual **Welcome New Teachers Luncheon** providing 20 welcome bags filled with gifts and donations from 43 members.
- 13 businesses gathered for the second annual **Hudson Job Fair** in August.
- Ambassadors attended **34 ribbon cuttings** to date welcoming new members to the Chamber and celebrating important milestones for existing members.

Chamber Programs & Services – Connections: Develop and coordinate events that address the needs and interests of members while meeting Chamber financial goals.
Q3 Results:

- The second annual **Connections & Cookout** was held at Lucky Guys Distillery with food provided by Bueno Street Kitchen.
- Over 500 Root Beer Floats were served at the annual **National Night Out event**.
- The annual **Past Chair** event was held at Pedro's Pizza Lounge.
- The **Spirit of the St. Croix Art Festival** drew 7,000 attendees to Lakefront Park.
- **Leadership Hudson** kicked off with 23 students with the first program held at White Eagle Golf Course.

Tourism – Promotion: Increase the economic benefits of tourism to the community by marketing Hudson as a community to explore, visit, and support both local and tourism audiences.
Q3 Results:

- Sent out **1,008** visitor packets to date.
- Implementing the 2026 marketing plan, which includes ad placements, social media, and website enhancements to drive visitors to Hudson.
- Promoted local community events including Hudson Booster Days, Yellowstone Trail Heritage Day, North Hudson Pepper Festival, Hudson Hometown Music Fest
- Welcomed **364 visitors** to date at the Chamber office offering suggestions of all there is to do in Hudson and answered **312 phone calls** to date requesting tourism information.
- With the help of Christiansen Creative the **We Heart Hudson** campaign was refreshed including new graphics installed at businesses throughout the community. Thank you also to Citizens State Bank, WESTconsin Credit Union and Baer Ridge Signs, LLC for partnering with the Chamber on this initiative.

Workforce Development – Recruitment and Engagement: Develop partnerships with organizations/agencies/educational systems to help employers attract and retain the skilled workers they need to compete.
Q3 Results:

- Started the planning for **October Manufacturers Month** events.
- Continue to promote job openings for members on the Chamber's website.

Chamber Foundation – Workforce Development: Support the community financially with a focus on advancing education and workforce development initiative within Hudson and the surrounding area.
Q3 Results:

- Organized and held the first annual **Pickleball Tournament** event to raise funds for scholarships for students entering the trades. Foundation worked with the Hudson Community Pickleball Association (HCPA) to organize the event that drew 45 participants held at YMCA Camp St. Croix.

Thank you to all members for your continued involvement in Chamber programs and events. With your participation, we will continue to provide value to the members and meet our objectives.

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Thank you to our November sponsor, RJ's Meats and Groceries!
We appreciate your support of this important communications piece

The **Hudson Home & Garden Club** is accepting applications for grants of up to $500 to support local beautification, gardening, environmental education, and conservation projects. Eligible applicants include local residents, community organizations, nonprofits, and educational projects serving the Hudson area.
Applications are due Friday, January 29, 2027. Recipients will be notified by March 15.
To request an application or learn more, contact Jackie Steinhoff at hhgcgrants@gmail.com.

Make a Difference Through Mentorship at **EP Rock Elementary**. Who changed your life growing up? Be that person for a student in our community! EP Rock Elementary is seeking volunteer mentors to help students build confidence, strengthen relationships, and envision a bright future. Volunteers commit just 45 minutes per week, preferably between 11 a.m. and 1:35 p.m. Activities include games, crafts, reading, and support with school goals. Volunteers must be 18 or older and pass a district background check.
Interested in getting involved? Contact School Social Worker Alissa Miller at 715-377-3840, ext. 2252, or milleram@hudsonraiders.org.

Royal Credit Union is excited to open its new Hudson office on November 16 at 1670 Crest View Drive. The new location reflects Royal's ongoing commitment to supporting the businesses, individuals, and families that help drive the St. Croix Valley's growth and success. Designed to provide greater convenience and expanded opportunities for personalized financial guidance, the office creates space for meaningful conversations about business banking, lending, treasury management, and long-term financial goals. Learn more at rcu.org/NewHudsonOffice. Insured by NCUA. Loans subject to credit approval.

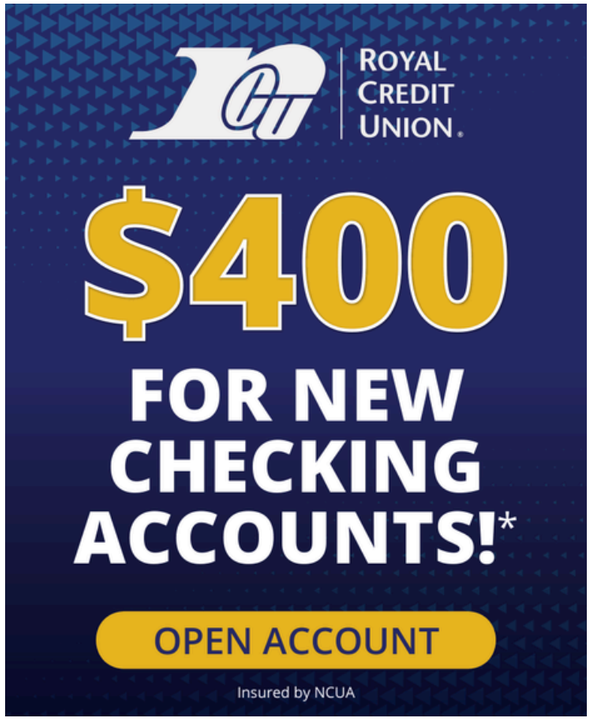
The Phipps Center for the Arts, **Hudson Area Public Library**, **Hudson YMCA**, and **First Presbyterian Church of Hudson** are hosting a series of FREE workshops on the art of storytelling and how stories connect communities. A "Tips & Tricks for Crafting Your Story" workshop this Thursday, November 5, 6:00-7:30pm, at the library (Room 219, 700 1st Street, Hudson, WI 54016) kicks off the first of three workshop cycles, each ending in a Story Slam at the Phipps. Led by Moth GrandSLAM champion Andrea Roske-Metcalfe, the series requires no experience or registration. Attend one session or all. More information available at www.fpchudson.net/events/a-storytelling-series/

Print builds local trust, while digital keeps your business visible online. Together, they give customers more chances to see and remember your message. Try the **Inter-County Cooperative Publishing Association's** 12-week Entry Level Program: a 2x3 black-and-white print ad in one zone 33,000 hh plus 20,000 programmatic display impressions per month. At $580 per month, this is a practical fit for businesses introducing a new service, promoting seasonal offers, or looking to expand their local visibility. December paper ads are due November 23, and January paper ads are due December 24. To learn more, contact Pam Vlasnik at (715) 566-2975 or PamVlasnik@ICCPAWI.com

SEASONS Gallery invites you to our November First Friday celebrating the opening of our holiday collection. Discover one-of-a-kind pieces, unique gifts, and artwork that brings a little extra magic to the season. Stop by the gallery on November 6th from 5-8pm to enjoy live music, refreshments, and holiday cheer.

Get ready for an unforgettable night: Home for the Holidays: A Winter Fantasy with Aria Nouveau comes to Trinity Lutheran Church in Stillwater, MN, Saturday, December 19 at 7:00 PM. Billboard-charting soprano Laura Auer and tenor Jay Dref, dubbed the new voices of pop-opera, bring the same soaring, classical-crossover sound that's made Andrea Bocelli, Sarah Brightman, and Josh Groban household names for an evening of holiday favorites with **St. Croix Valley Opera**. It's part of our Bridge to Growth 2026 campaign. Grab tickets and details at https://www.scvopera.org/home-for-the-holidays. This is one holiday night you won't want to miss!

Create an unforgettable holiday or New Year's celebration without the last minute stress. Host your private party at a **Live Nation** venue and we'll handle every detail from exclusive entertainment and private performances to exceptional culinary experiences. Make this season's gathering one your guests will be talking about long after the countdown.
To book the celebration of the season, contact the Special Events Sales Team at MinneapolisEvents@livenation.com or (612) 524-1930.





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 Annual Witches Night Out!



Thank you to everyone who joined us for our first-ever Witches Night Out on October 22! Formerly known as the Small Business Crawl, this reimagined event brought a festive Halloween twist to an evening of shopping, dining, and supporting local businesses.

Thank you to the participating businesses: Abigail Page Antiques Mall | BackRoom Vintage | Bricks Neapolitan Pizza | Chapter2 Books | Cream of the Crop Artists Gallery | Droplets of Wellness | et cetera | Grand Fete | Grey and Grove | INK N THREADZ | Kelly's Pub and Grill | Knoke's Chocolates & Nuts | kudos | La Rue Marché | La Vie Est Belle | Lucky Guys Distillery | Mainstream Boutique | One Drop Refillery | Rose & Lavender | SEASONS Gallery | The 715 | The Bees Knees | The Custom Edit | The Jeweler's Bench | The Purple Tree | Twigg + Lu Design Co.

Thank you to the businesses who donated to the Trick or Treat Bags: Chapter2 Books | Cream of the Crop Artists Gallery | Droplets of Wellness | et cetera | Grand Fete | INK N THREADZ | Kelly's Pub and Grill | Knoke's Chocolates & Nuts | kudos | La Rue Marché | La Vie Est Belle | Mainstream Boutique | One Drop Refillery | Rose & Lavender | SEASONS Gallery | The Bees Knees | The Jeweler's Bench | The Purple Tree

Thank you to this year's grand prize donors: Agave Kitchen | Grey and Grove | La Rue Marche | Lisa Buth Photography | One Drop Refillery | SEASONS Gallery | The Bees Knees | The 715

Thank you to the Small Business Crawl Taskforce: Angel Duratti - Angel's Pet World | Gillette Kempf - Chapter2 Books | Andrea Uebel - Droplets of Wellness | Julie Stanley - et cetera | Cory Bonte - Grand Fete | Kay Timm - Grand Fete | Shelli Erck - Hudson Flower Shop | Shaela McLaughlin - Rose & Lavender | Angel MacMenamin - SEASONS Gallery | Val Aune - The Bees Knees

Thank you to our Event Sponsor: Security Financial Bank

Hilltop Pumpkin Party

On October 17, we held the Hilltop Pumpkin Party & 73rd Annual Rotary Halloween Parade! Over 750 children and their families headed outdoors to Camp St. Croix DayCroix, where attendees had the opportunity to partake in a variety of activities while visiting members from businesses and organizations around the Hudson area.

This event wouldn't be possible without the hard work, generosity, and community spirit of so many people:

Thank you to our Hilltop Pumpkin Party Committee: Angel Duratti - Angel's Pet World | Tiffany Dux - Blooms for Happiness | Tava Ellingson - Citizens State Bank | Erica Johnson - Angel's Pet World | Dr. Amy Hamlin - Bee Healthy Chiropractic | Matt Holle - Associated Bank | Chris Kost - YMCA in Hudson | Linda La Kosky Eng - Minuteman Press - Hudson | Deb Pittman - Hampton Inn & Suites by Hilton | Bobbi Stanley - Associated Bank | Leanne Van Allen - University of Wisconsin-River Falls

Thank you to our amazing volunteers who helped make the day run smoothly and ensured families had a wonderful experience.



Thank you to our sponsors:

Gold: Angel's Pet World | Associated Bank | Associated Eye Care | Citizens State Bank | Edina Realty | Hampton by Hilton | Jerry's Foods

Silver & Bronze Sponsors: Bee Healthy Chiropractic | Blooms for Happiness | Xcel Energy | Chapter2 Books | ChiroWay Chiropractic of Hudson | First State Bank and Trust | Octagon House Museum / Hudson Area History Connection | Pine Valley Counseling LLC | St. Croix Kidds Pediatric Dentistry

Food Sponsor: Willow River Saloon/Carbone's Pizzeria

Pumpkins from White Pine Berry Farm sponsored by: Minuteman Press



Thank you to the Wisconsin State Patrol, Hudson Police Department, Hudson Fire Department, and Lakeview EMS for displaying your vehicles for the kids to interact with

We appreciate your support in helping make this year's event such a success!

RIBBON CUTTINGS



Los Campeones - Located at 1450 Swasey St, Hudson. Los Campeones is headquartered in the Twin Cities, with nine local locations and six more nationwide. Their gym community is built on intensity, discipline, and results, attracting competitive bodybuilders, powerlifters, Olympic lifters, strongman athletes, and everyone committed to pushing their limits. Welcome to the Hudson Area Chamber!



Long Term Care Counsel - Owner Denise supports older adults and individuals with disabilities by helping them create a personalized plan for their future care, whether that means safely aging at home or transitioning to the right facility. She is here to coordinate with families, providers, and facilities to ensure a client's needs are properly met and that they receive the quality of care they deserve. Welcome to the Hudson Area Chamber!

AMBASSADOR MEETING

This month, our Ambassador Committee met for their monthly meeting at **Agave Kitchen** before enjoying the opportunity to make connections and strengthen relationships during our October 15 Let's Do Happy Hour! event.

Thank you to **Edward Jones - Cody Uhrhammer** for sponsoring the event, and thank you to Paul and the team at Agave Kitchen for providing appetizers and for your excellent hospitality throughout the evening.







Chamber Foundation Pickleball Tournament



The Hudson Area Chamber Foundation's first ever Pickleball Tournament was a great day of friendly competition, connection, and fundraising. Thank you to all the players who participated! A special thank-you to the Hudson Community Pickleball Association (HCPA), especially John and Deanna DeGraff, for their partnership, planning assistance, and volunteer support, as well as our host for welcoming us to the courts.

Thank you to our Gold Sponsors: First State Bank and Trust | Speer Bast Real Estate

Thank you to our Silver Sponsors: Comcast Business | Jonesy's Local Bar & Grill

Thank you to our Hydration Sponsor: Premier Chiropractic



Congratulations to our October Brand Champion, Amy Bast!

Amy has served on the Chamber Foundation Board of Directors for several years and most recently as chair for the past two years. She has worked hard to focus the foundation on supporting workforce initiatives, community programs, and to strengthen relationships with the Hudson School District and other partners.
To help raise funds for scholarships, Amy suggested a Pickleball Tournament, with the first event held in September. The board worked with the Hudson Community Pickleball Association to coordinate the event, and it was a fun day for all the participants. With her leadership, the foundation has increased the number of scholarships awarded to students.
Amy is past chair of the Chamber Board of Directors and continues to support the Chamber in many ways, including as a long-time attendee of the annual Christmas Tour of Homes.
Thank you, Amy, 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.

Advertise Your Business at the Hudson Christmas Tour of Homes!

This year, we are celebrating 40 years of the Hudson Christmas Tour of Homes! If you'd like to help support this long-standing holiday tradition that brings nearly 2,000 people to Hudson for shopping, dining, and kicking off the holiday season, consider purchasing a bus banner! Bus banners are $100 each and will be prominently displayed on the free shuttle service provided on Saturday, November 21 and Sunday, November 22. To claim your bus banner before November 6, email info@hudsonwi.org.

Manufacturer's Expo



As part of Manufacturing Month, in partnership with Hudson High School, an Expo was held on October 23 featuring four organizations. Students had the opportunity to learn about career opportunities and next steps following high school.

2027 Community and Membership Guide

Reminder: Take a few minutes to check your business' page on the Hudson Area Chamber website and make sure your information is current! Update your business description, contact information, hours, website, social media links, and other details so customers and fellow members can find the most accurate information about your business.
Keeping your profile up to date helps make sure your business is represented accurately as we work on updating the Community and Membership guide for 2027. If you need help accessing or updating your profile, contact the Chamber office at 715-386-8411 or info@hudsonwi.org.

WE APPRECIATE OUR RENEWING MEMBERS

Agave Kitchen
Audrey Martin Art
B&B Electric, Inc.
Baldwin LightStream
Benny's Bigfoot BBQ
BNA Realty, LLC
Carbone's Pizza Downtown Hudson
Carpenter St. Croix Valley Nature Center
Coordinated Business Systems
Cream of the Crop Artists Gallery
Crimson Valley Construction
Divine Custom Homes
Dot & Daisy
Dunn Brothers Coffee
MPSC, Inc.
Mudge, Porter, Lundeen & Seguin, S.C.
North Hudson Pepper Festival
Edward Jones - Allison Butler
Fred C. and Katherine B. Andersen Foundation
Grand Fete
Hampton Inn & Suites by Hilton
Hearinglife
Hope Chiropractic
Hudson Tennis Association
Inter-County Cooperative Publishing Association
Joe to Go
Lakefront Framing LLC
Main Plate by Lock and Dam Eatery
O'Connell Family Funeral Homes & Cremation Services, Inc.
Opera House Communications & Advocacy LLC
Pier 500
Redmon Law Chartered
SERVPRO of the St. Croix Valley
Speer Bast Real Estate
St. Croix Provisions
St. Croix Valley Popcorn, LLC
Tables and Tents Rental Company
The Sharing Tree
Twigg + Lu Design Co.
Viking Coca-Cola Bottling Company
White Pine Berry Farm
Willow River Company
Xcel Energy

*Members listed above renewed from September 26 through October 26.

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.

Defiant Fitness and Wellness
Hughes Recruiting and Consulting
Huntington Bank
Kraus-Anderson Realty Company - Plaza 94 Shopping Center
Olos Medicine
The Remedy Mental Health

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 October at Stormy's Pub & Grub; all enjoyed delicious food and amazing conversations.

LET'S DO LUNCH

Date: November 18
Location: Pedro's Pizza Lounge
To register, **click here.**

November Calendar of Events

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

4 **Hudson Area Chamber Foundation Board Meeting**
1:00 p.m., Hudson Chamber Office, 219 2nd St

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

5 **Raider Media Ribbon Cutting**
11:00 a.m., Hudson Chamber Office, 219 2nd St

5 **Hudson Christmas Tour of Homes 40th Anniversary Party**
6:00 to 8:00 p.m., Belle Ame Vineyard, W10829 875th St, River Falls

6 **Have a Hudson Holiday Planning Call**
9:00 a.m., Zoom

9 **Renew Strategy Solutions Ribbon Cutting**
1:00 p.m., Hudson Chamber Office, 219 2nd St

11 **Retail/Restaurant Committee Meeting**
9:00 a.m., Dick's Bar & Grill, 111 Walnut St

12 **Health & Wellness Roundtable Meeting**
9:00 a.m., Marie Blakeman Center - Christian Community Homes and Services, Inc., 1320 Wisconsin St

12 **Ambassador Committee Meeting**
3:00 p.m.

17 **Leadership Hudson - Business & Industry**
8:00 a.m. to 3:30 p.m.

18 **Let's Do Lunch!**
Noon, Pedro's Pizza Lounge, 212 Walnut St

19 **Hudson Area Chamber Board of Directors Meeting**
9:00 a.m., Hudson Area Chamber Office, 219 2nd St

20 **Hudson Christmas Tour of Homes Dazzle Night**
6:00 to 9:00 p.m.

21 **Hudson Christmas Tour of Homes**
10:00 a.m. to 5:00 p.m.

22 **Hudson Christmas Tour of Homes**
Noon to 4:00 p.m.

24 **Tourism Committee Meeting**
9:00 a.m., Zoom

26 **Thanksgiving - Chamber Office Closed**

27 **Plaid Friday - Support Local**

27 **Chamber Office Closed**

27 **Light Up Hudson**
7:00 p.m., Lakefront Park

28 **Small Business Saturday - Support Local**

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

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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.