



Message from the President

Mary Claire Olson Potter
Chamber President



Second 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 second 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.

Q2 Results:

- Thank you to the members that have renewed their membership and to the new members that have joined, we are **520** members strong! This means members have 520 businesses with which to connect and keep the Hudson area's economy strong.
- The monthly **Connections & Coffee** meetings, with 261 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 137 attending, supports local restaurants while providing an opportunity for members to enjoy lunch and network with other members.
- Presented **Good Morning Hudson** program with the Local Municipal Government Leaders.
- Ambassadors attended 19 ribbon cuttings welcoming new members to the Chamber.

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

Q2 Results:

- **Hudson Community Expo** drew 2,585 attendees with 121 vendor booths, 5 food vendors and 45 craft booths through Coco's Heart Dog Rescue.
- Over \$7,000 was spent locally and kept within the community through the **March Lucky Clover Contest** with over 50 businesses participating.
- April featured the **Small Business Crawl** with local activities, specials, and demonstrations throughout the community with an after-party at Max's Social House.
- The **Golf Tournament** was a picture-perfect weather event at Kilkarney Hills Golf Course with 140 golfers!

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.

Q2 Results:

- Sent out 643 visitor packets.
- Gathered all the general managers of hotel/motel properties to share best practices and plans for the summer.
- Welcomed 157 visitors at the Chamber office offering suggestions of all there is to do in Hudson and answered 157 phone calls requesting tourism information.

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.

Q2 Results:

- Over 30 Hudson High School students with faculty toured two manufacturing facilities to learn about careers and opportunities here in the Hudson area.
- **Manufacturers & Trades Roundtable** met at Baer Manufacturing on May 21 to tour and discuss challenges and opportunities.
- 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.

Q2 Results:

- Presented two \$500 **scholarships** to Hudson graduate who plans to attend a two-year program and/or technical school.

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.

On the Inside



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Thank you to our July sponsor, Max's Social House!

We appreciate your support of this important communications piece



SEASONS Gallery is excited to host the 11th Annual Plein Air Hudson Exhibit. Join us on Friday, July 10, for a day of live artist demonstrations from 10am to 6pm throughout downtown Hudson. Visitors will have the opportunity to watch talented artists at work, learn about the plein air painting process, and experience creativity in action. The first collection of completed paintings will also make its debut that day and will be on display and available for purchase at Seasons Gallery. We look forward to celebrating the start of this annual tradition with you!

Coco's Heart Dog Rescue hopes to have you join them on Monday, July 13th at the beautiful St. Croix National Golf Course for our 3rd Annual Pars For Paws Golf Tournament. Register as a foursome, or sign up as an individual, twosome, or threesome. Everyone is welcome on the course! The day will feature fun course challenges, the 19th Hole "Barking Bullseye" challenge, the always-entertaining "Putt Around the Poop" mini golf challenge, silent auction, and of course adoptable dogs! Event Timing: • Check-In Begins: 11:00 AM • 18-Hole Shotgun Start: 12:30 PM Whether you join in for the golf, the dogs, or simply to support a great cause, we'd love to see you there. Register today by [clicking here.](#)

Willow River Cemetery is proud to partner with Blooms for Happiness this July. From July 16-31, \$5 from every Bud's Bloom purchased will benefit Friends of the Willow River Cemetery. As an independent, nonprofit organization, we rely on grave sales and generous donations to maintain our grounds, preserve local history, and support families during difficult times. This partnership is a meaningful way to give back while supporting a local business. Each purchase helps sustain our mission and strengthens our community. Thank you for helping us honor the past and care for those we serve daily with compassion and respect.

Mark your calendar for the annual **RiverFest** on July 22-25, designed to inspire residents to celebrate and protect the river. This year's event starts on Wednesday, July 22 and includes a river cleanup, Scrappy mascot refashioning, Carpenter Nature Center program, Hudson Area Public Library activities, MN DNR invasive species demonstration, National Park Service mussel rehabilitation, and history tours of the Birkmose Mounds. Thursday's schedule includes library programs, St. Croix Valley Community Band concert and RiverFest display booths at Lakefront Park. Friday includes paddling the Willow River, a program about microplastics, the Pop Up-Players Street Water Show for children, and the family movie night. Saturday includes Native American, bison viewing at Belwin Conservancy and Indigenous art, culinary and history offerings downtown Hudson, Dakota/Lakota and Ojibwe poetry, singing and dancing at the Lakefront Park Bandshell from 1 to 4 pm. Pow-wow food will be for sale along with Native American books, arts and crafts, a Belwin Conservancy display about prairie restoration, plus bison brats and jerky will be available for tasting. St. Croix RiverFest is a partnership including the Hudson Daybreak Rotary to celebrate the community's St. Croix River awareness. View event details by [clicking here.](#)

It's never too early to start planning your holiday party. Deck your private event with all that glitters this holiday season at **Live Nation's** unique venues. To plan holiday magic and team with their event experts, [click here.](#)

Data Storytelling with GenAI online training this August through UW-Stout Data is only as powerful as the story it tells—and for business leaders, clear insights drive smarter decisions. In **UW-Stout's** August 6th online training, chamber members can learn how to use generative AI tools to analyze data, uncover meaningful trends, and communicate results with confidence. This interactive, 2-hour online session delivers practical, immediately applicable skills that can be used to enhance reporting and decision-making and support strategic growth. No prior experience is required. Walk away with tools to turn everyday data into actionable insights—and a digital badge to showcase your expertise. Early bird discount is available through July 30.

There's never been a better time to become a member at **WESTconsin Credit Union!** Now through July 31, new members who open an eSmart Checking Account and complete ten transactions in August and September will receive \$400!* Plus, WESTconsin will donate \$100 to charity! We make it easy! Open your new Membership Savings and eSmart Checking accounts online or in person at any of our 15 office locations throughout the region! Learn more by [clicking here.](#)

Turn your passion for fitness and yoga into impactful instruction. **LIGHT HOUSE Yoga & Fitness** is launching its 50-Hour Yoga Sculpt Teacher Training this July. This immersive program is designed to develop confident, intentional instructors through hands-on practice, coaching, leadership development, and teaching methodology. Whether you're looking to teach or simply deepen your personal practice, this training will challenge, inspire, and empower you. Space is limited. Learn more and apply at LIGHT HOUSE Yoga & Fitness. For more information, [click here.](#)

Hazelden Betty Ford recently celebrated 1 year of our outpatient treatment center being in Hudson! We're excited to share we are in-network with Anthem Blue Cross Blue Shield Wisconsin and Carelon Behavioral Health, in addition to a wide range of other insurance providers. Individuals can now access Day Treatment (PHP) in person, Intensive Outpatient Program (IOP) both in person and virtual (statewide) and virtual outpatient psychiatry for our patients. Our Hudson clinic provides high-quality care, specializing in integrated mental health and substance use treatment designed to support individuals while they continue managing work, school and family responsibilities. We are currently accepting patients in all groups! To arrange admission, verify insurance benefits or inquire about programming specifics: Call [1-855-348-7018](tel:1-855-348-7018) or email Hope@HazeldenBettyFord.org

Looking for a meaningful team-building opportunity? **Operation HELP's** Fresh Market Pantry in Hudson is seeking local businesses, civic groups, and organizations interested in volunteering together to help serve families in our community. Group volunteers assist with pantry operations, client support, and keeping our Fresh Market Pantry running smoothly. Flexible volunteer shifts are available, making it easy for teams to give back while strengthening connections with one another. Interested in learning more? Contact us at volunteers@operationhelpstcroix.org to explore volunteer opportunities at our Fresh Market Pantry, located at 1830 Hanley Road, Hudson.

COME FOR DINNER. STAY FOR THE MUSIC.

GREAT FOOD MAY BRING YOU IN, BUT IT'S THE ATMOSPHERE THAT KEEPS YOU COMING BACK. LIVE MUSIC AND GENUINE HOSPITALITY MAKE EVERY VISIT MEMORABLE.



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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.



2026 CHAMBER GOLF TOURNAMENT

Thank you to everyone who joined us for the 29th Annual Hudson Area Chamber Golf Tournament! We enjoyed a wonderful day of golf, networking, and friendly competition at Kilkarney Hills Golf Course.



Thank you to our sponsors:

- Platinum:** Lucky's Wine & More | MidWestOne - A Division of Nicolet National Bank
- Gold:** Bywater Business Solutions LLC
- Silver:** Hamernick's Flooring Solutions | LIGHT HOUSE Yoga + Fitness
- Lunch:** Associated Eye Care
- Hole:** Baer Ridge Signs, LLC | Barker's Bar & Grill | Citizens State Bank | Derrick Companies | Discover Strength Hudson | First State Bank and Trust | FNC Bank | Hiawatha National Bank | Hudson Hospital & Clinic | Hudson Physicians | Jerry's Foods Hudson | Mudge Porter, Lundeen & Seguin S.C. | Pedro's Pizza Lounge | Royal Credit Union | San Pedro Cafe' | Spectrum Insurance Group LLC | WESTconsin Credit Union
- Beverage Cart:** Willman Works
- Driving Range:** The Back Nine Golf - Hudson, WI
- Putting Green:** Guinn, Vinopal & Zahradka, LLP
- Green:** Eckberg Lammers, P.C. | River City Stitch | Pier 500 | Valley Agencies | Valley Companies

Thank you to our volunteers: Karrie Abbott | Joette Barr | Paul Berning | Shelly DeStasio | Pete Keskey | Shannon Knutson | Linda La Kosky-Eng | Jessica Langness | Maria Machtemes | Brittany Meidinger | Tara Nance | Deb Pittman | Rachel Renner | Maria Schmitt | Sara Schultz | Blake Willman | Lisa Woletz | Kaitlyn Zignego

Thank you to our committee: Allison Butler | Blake Willman | Christopher Ferguson | Deb Pittman | Joette Barr | Kaitlyn Lambeck | Karrie Abbott | Linda La Kosky Eng | Maria Machtemes | Chair, Maria Schmitt | Paul Berning | Peter Goodwin

Congratulations to the winners:

- First Place:** Chris Gonsior, Samantha Lang, Warren Schneider, Tyler Westfield (Home Electronic Systems)
- Second Place:** Bywater Business Solutions
- Third Place:** Dan Jarvis, Bobby Finn, Theron Von Brehren, Brett Stinson (Afton House Inn/ St. Croix River Cruises)
- Longest Putt:** Bob Herman (Full Sail CRE - Keller Williams Select) | Julia Atkins (Hiawatha National Bank)
- Longest Drive:** Jenelle Dehmlow (Security Financial Bank) | Mike Leonard (Hamernick's Flooring Solutions) | Darla Klementz (Hudson Hospital & Clinic) | Cameron Curtis
- Closest to the Pin:** Chris Wood | James Kulzer (Willman Works)

The 2026 - 2027 Leadership Hudson Application is open!

The Hudson Area Chamber of Commerce & Tourism Bureau's premier community leadership program, Leadership Hudson, brings together high-caliber current and emerging leaders from all sectors of the Hudson area to study issues impacting our community. Learn about your personal and leadership strengths, and how to use them more effectively.

For more information and to complete the application, [click here](#)

Net-working at its Finest: Become a Pickleball Tournament Sponsor Today!

Showcase your business while supporting a great cause at the first-ever Hudson Area Chamber Foundation Pickleball Tournament on Friday, September 18, 2026. Hosted in partnership with the Hudson Pickleball Association, this event will bring together Chamber members and the local business community for a day of friendly competition to raise funds for the Hudson Area Chamber Foundation Scholarship Fund.

To view sponsorship opportunities, [click here](#).

For more event information, [click here](#).

RIBBON CUTTINGS



Hudson Hair Company - Located at 836 Carmichael Rd, Hudson. They believe that the time you spend at the salon is more than just a haircut or color, but rather an investment in yourself. The team at Hudson Hair Company is committed to ensuring every client looks and feels their best when they walk out the door. Welcome to the Chamber!



The Inside Work - Owner Kelly is dedicated to helping small and mid-sized businesses optimize their operations through the creation and implementation of workflow systems, standard operating procedures, team training programs, and more. Welcome to the Chamber!



Friends of Willow River and Kinnickinnic State Parks, Inc. - Located at 1034 County Rd A, Hudson. We recently joined them to celebrate the grand opening of their new Universally Accessible Kayak and Canoe Launch, the first of its kind in St. Croix County. Congratulations on this new addition to Willow River State Park that will improve access for all!



Kelly's Pub & Grill - Located at 517 Second St, Suite 100, Hudson. They are a new family-owned restaurant located in one of downtown Hudson's most storied historic buildings. The team at Kelly's Pub & Grill takes pride in creating a friendly, casual atmosphere where each guest feels like a part of the family. Welcome to the Chamber!



KindNest - Kelly is dedicated to assisting families with aging-in-place and downsizing decisions. Whether her clients are looking to stay at home or are preparing to move, Kelly is here to assist through the entire process. Welcome to the Chamber!



Embodi Wellness Studio - Located at 619 Second St, Unit 4A, Hudson. This is a new pole and dance fitness studio featuring small class sizes, a supportive training environment, and offerings to fit a wide range of ages and abilities. Welcome to the Chamber!

AMBASSADOR VISIT



Apogee St. Croix - Located at 2321 Jack Breault Dr, Hudson. They are a learning studio focused on alternative education through a combination of project-based learning, goal setting, Socratic dialogue, fitness & physical development, outdoor free play, and more. Thank you for your support of the Hudson Area Chamber!

Good Morning Hudson: Welcome New Teachers Luncheon

Join us for Good Morning Hudson: Welcome New Teachers Luncheon as we welcome new teachers and administrators from the Hudson School District, Trinity Academy, and St. Patrick's School to the community. This annual event is a great opportunity to make a positive first impression on those who will be shaping the next generation. Chamber members who would like to promote their business can contribute a promotional item to the 20 teacher welcome bags or become an event sponsor.

Welcome bag items are due to the chamber by August 5. Deadline to pledge welcome bag items is July 29th, 2026. Fill out the form by [clicking here](#). To register, [click here](#).



Congrats to Our June Brand Champion

Congratulations to our June Brand Champion, Lisa Woletz

Lisa stepped up to chair the Ambassador Committee in 2025. She encourages committee members to participate in ribbon cuttings and other events. Lisa also follows up with members to invite them to upcoming activities and programs. She meets with businesses to motivate them to join the Chamber and visits current members to invite them to upcoming events and marketing opportunities. Lisa actively attends the monthly Connections & Coffee, suggesting that all attendees become ambassadors.

She helps with registration at many events, including Health & Wellness, the Golf Outing, and the Hudson Chamber Member Celebration. Lisa also serves on the Leadership Hudson Steering Committee, Non-Profit Roundtable, and the Success for 6 Committee.

In addition, she is a great Chamber promoter at community gatherings. Thank you, Lisa, 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.



Grow Your Business at the 2026 Hudson Job Fair!

Secure your booth today to showcase your company and attract potential employees who are eager to join dynamic teams like yours. The Hudson Job Fair will take place on Thursday, August 6 from 3:00 p.m. to 6:00 p.m. at Hudson High School at 1501 Vine Street. The deadline to apply for a booth is Friday, July 31.

To reserve your spot, [click here.](#)

Please make checks payable to: Hudson Area Chamber of Commerce & Tourism Bureau 219 Second Street Hudson, WI 54016. Payment must be received with your application. For payment by credit card, call the Chamber office at 715-386-8411.

For more event information, [click here.](#)



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| Adoray Home Health & Hospice | Ember and Bean Roasting Co | People Ready |
| American Red Cross - Northwest WI Chapter | Finken Water dba Croix Crystal Water Treatment | Spectrum Insurance Group LLC |
| Beanie's Marina | Heppner's Rivercity Collision | St. Croix Cigar Co., LLC |
| Bee Healthy Chiropractic | Hudson Area Senior Center | St. Croix Valley Habitat for Humanity |
| Boldt's Plumbing & Heating Inc. | Lake Mallalieu - Willow River Apartments | St. Croix Valley Magazine |
| BrightStar Care of Hudson | Leitch-McSorley Insurance Agency | Steele Brothers Real Estate - Edina Realty, Inc. |
| C3 Church | LIGHT HOUSE Yoga + Fitness | The Bees Knees |
| ChiroWay Chiropractic of Hudson | Mainstream Boutique | Tropical Wings |
| Culver's of Hudson | Market & Johnson | ZenBusiness |

*Members listed above renewed from May 27 to June 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.

- [Animal Care Center of Hudson](#)
 - Sponsored by Angel Duratti, [Angel's Pet World](#)
- [Bueno Street Kitchen](#)
- [Daymakers Moving & Storage](#)
- [Fit Real Estate Group](#)
- [Rachel Renner/CoHo Collab](#)
- [Stormy's Pub & Grub](#)
- [The Fortress Project](#)
 - Sponsored by Lisa Woletz, [Christian Community Homes and Services, Inc.](#)
- [Wisconsin Army National Guard](#)

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 June at Old Southern BBQ; all enjoyed delicious food and amazing conversations.



Date: July 22 | Noon
Location: Black Rooster Bistro
To register, [click here.](#)



July Calendar of Events



- 2 Community Affairs**
9:30 a.m., Zoom
- 7 Connections & Coffee**
9:00 a.m., Citizens State Bank, 375 Stageline Rd.
- 7 Yellowstone Trail Event Planning**
1:00 p.m., Zoom
- 8 Retail / Restaurant Committee Meeting**
9:00 a.m., Max's Social House, 302 2nd St.
- 8 St. Croix Sailing School Ribbon Cutting**
1:00 p.m., 16 1st St.
- 8 Golf Committee Debrief Meeting**
3:00 p.m., Pier 500, 500 1st St.
- 9 Stormy's Pub & Grub Ribbon Cutting**
4:00 p.m., 709 Rodeo Dr. Suite 100
- 9 Minnesota Orchestra**
7:30 p.m., Lakefront Park
- 15 Welcome to the Hudson Chamber Membership Orientation**
9:00 a.m., WESTconsin Credit Union, 1601 Maxwell Dr.
- 15 Smoke on the Water Grills and Provisions Ribbon Cutting**
10:30 a.m., 1051 Pearson Dr.
- 15 Tourism Committee Meeting**
2:00 p.m., Zoom
- 15 Connections & Cook Out**
4:00 p.m., Lucky Guys Distillery, 101 2nd St. S
- 16 Hudson Chamber Board of Directors**
9:00 a.m., Hudson Chamber Office
- 16 Ambassador Committee**
3:00 p.m.
- 16 La Vie Est Belle Ribbon Cutting**
4:00 p.m., 421 2nd St.
- 17 Spirit of the St. Croix Art Festival Planning Call**
9:00 a.m., Zoom
- 22 Let's Do Lunch**
Noon, Black Rooster Bistro, 516 2nd St.
- 29 Christian Community Homes Ribbon Cutting**
3:45p.m., 1320 Wisconsin St.

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

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.



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