

ST. CROIX COUNTY SHERIFF'S OFFICE

1101 Carmichael Road, Hudson, WI 54016

715-381-4320 Fax: 715-386-4606

www.sccwi.gov



Scott L. Knudson

Sheriff

Brent Standaert

Chief Deputy

Field Services

Investigations, Patrol, Court Services

715-381-4320 Fax: 715-386-4606

Corrections

Jail, Huber

715-386-4752 Fax: 715-381-4402

Support Services

Emergency Communications

Emergency Management, Records

715-386-4751 Fax: 715-386-4389

PRESS RELEASE

August 5, 2025

TOWN of Erin Prairie –

The St. Croix County Emergency Communication Center received a call at about 11:20 a.m. on Friday, July 25, 2025, reporting a two vehicle crash involving a pickup truck and a semi truck in the 1900 Block of County Trunk Highway (CTH) G, in Erin Prairie Township.

Deputies arrived on scene and located a 2004 Chevrolet Silverado had been traveling westbound on CTH G, and collided with a 2009 Peterbilt Semi pulling a trailer filled with corn, traveling eastbound on CTH G.

From roadway markings and witness statements, the driver of the 2004 Chevrolet Silverado had crossed the center line, striking the semi and causing the semi to tip on its side.

- **The driver of the 2004 Chevrolet Silverado is identified as Ashlie A. Rosen, age 42, from Clear Lake, WI.**
- **The driver of the 2009 Peterbilt Semi is identified as Louis F. Colling, age 40, from Somerset WI.**

Ashlie Rosen was extricated from her vehicle, and flown from the scene by Life Link III Helicopter to Regions Hospital in St. Paul. On Friday, August 1, 2025, she died as a result of the injuries sustained in this crash. She was not wearing a seatbelt at the time of the crash.

Louis Colling was treated for non life threatening injuries at Westfields Hospital in New Richmond. He was wearing a seatbelt at the time of the crash.

The St. Croix County Sheriff's Office was assisted by the Wisconsin State Patrol, United Fire Department, Baldwin EMS, New Richmond Fire and EMS, and the St. Croix County Highway Department.

This incident represents the eighth traffic fatality recorded by St. Croix County in 2025.

This crash remains under investigation.