



**2020 Annual Meeting
Sheraton Saint Paul Woodbury
676 Bielenberg Drive
Woodbury, MN 55125**

Step Up, Lead Forward

Tuesday, February 11

- 3:00 p.m.** Check in available – if you will be arriving before 3:00 pm, call the hotel Tuesday morning to check on availability.
- 4:00 p.m.** **MCCE Board Meeting - RiverCentre**
- 4:00 p.m.** **Session Priorities Briefings and Dinner**
St. Paul RiverCentre
175 W Kellogg Boulevard, Saint Paul
Buses will depart from the Sheraton at 3:30 and 4:30 p.m.
- 9:00 p.m.** **Post-event Reception**
The St. Paul Grill and/or Red Rock Bar & Grill at the Sheraton
Bus has been reserved for the group to transport guests back to the hotel/Red Rock Bar & Grill at 9:00 pm from the RiverCentre (Kellogg Boulevard exit)

Wednesday, February 12

- 7:00 a.m.** **Breakfast buffet – Red Rock Bar and Grill**
- 8:00 a.m.** **Welcome to Woodbury**
Laurie Staiger, president, Woodbury Area Chamber of Commerce
Mayor Anne Burt, City of Woodbury
- 8:15 a.m.** **Introductions and conference overview**
Angie Whitcomb, IOM, president, Shakopee Chamber and Visitors Bureau; chair-elect, Minnesota Chamber of Commerce Executives
- 9:00 a.m.** **Leading a future-focused chamber**
Desiree Bennyhoff, IOM, ACE, President and CEO, Edwardsville/Glen Carbon Chamber of Commerce
Desirée became CEO in January 2013 and oversees the strategic direction of the St. Louis MSA-based, 500-member organization – one of the largest pro-business organizations in the Metro East region. She is a frequent speaker on the subjects of chamber successes and will share her knowledge of what it takes to ensure a strong and successful chamber for the future.
- 10:30 a.m.** **Break**

10:45 a.m.	<p>All policy and politics are local: How national horizon topics impact your community Lauren Doroghazi, policy director, Council of State Chambers Doug Loon, president, Minnesota Chamber of Commerce <i>What are the major national issues coming to Minnesota and how will they impact your local community? From privacy issues and workplace mandates to legalization of marijuana, leaders must be prepared to ensure businesses are represented in the discussions.</i></p>
11:45 a.m.	<p>Annual Meeting luncheon and program <i>The success of MCCE is directly attributable to its volunteer leadership. A dedicated board, and leadership sets the direction and guides this organization. The Annual Meeting luncheon is an opportunity to recognize those leaders and celebrate our success.</i></p>
12:45 p.m.	<p>Small group breakouts – By industry tenure</p> <ul style="list-style-type: none"> • Rookies – Two years or less: Facilitated by Lisa Peterson, president, Northfield Area Chamber of Commerce and Tourism • Crackerjacks – Two to seven years: Facilitated by Robin Anthony, IOM, executive director/president, Greater Stillwater Chamber of Commerce • Old Dogs – More than seven years: Facilitated by Lori Higgins, IOM, president, MetroNorth Chamber of Commerce
1:45 p.m.	<p>Small group breakouts – By specialty topic</p> <ul style="list-style-type: none"> • Ag committees and programs: Facilitated by Brad Gruhot, chamber director, Marshall Area Chamber of Commerce • Membership retention and recruitment: Facilitated by Janelle Jones, president/CEO, Lake County Chamber of Commerce • Operations, finances, and governance: Facilitated by Jennifer Harmening, president, Burnsville Chamber of Commerce • Tourism development: Facilitated by Nort Johnson, president and CEO, Faribault Area Chamber of Commerce and Tourism
2:45 p.m.	Break
3:00 p.m.	<p>How will Minnesota compete in the future Commissioner Steve Grove, Minnesota Department of Employment and Economic Development</p>
3:45 p.m.	<p>Best practices panel: Policy, economic development, workforce development</p> <ul style="list-style-type: none"> • Economic development: Barry Wilfahrt, IOM, president/CEO, The Chamber Grand Forks and East Grand Forks • Public policy: Jennifer Gale, president, River Heights Chamber of Commerce • Workforce development: Shannon Full, IOM, president TwinWest Chamber of Commerce
4:45 p.m.	Adjourn for day
5:45 p.m.	Reception hosted by Velocity – Red Rock Bar & Grill
6:30 p.m.	<p>Dinner, golf, games - Birdi Golf <i>Shuttles will transport attendees to and from the hotel throughout the evening</i></p>

Thursday, February 13

7:30 a.m.

Breakfast buffet – Red Rock Bar and Grill

8:30 a.m.

Leading with vision in 2020

Erik Therwanger, founder, Think GREAT

Erik is the founder of Think GREAT and the author of The Think GREAT Collection. As the vice president of a media company, Erik developed a team of leaders and designed the systems necessary to achieve over 300% annual sales growth. He now teaches business leaders how to reach new levels of success based on his unique experiences as a United States Marine, executive business leader, sales professional, and entrepreneur.

10:00 a.m.

Break

10:15 a.m.

Member investment expectations: We'll join if you do this!

Joe Effertz, president, Black Forest Ltd, Owatonna

Michele Engdahl, director government affairs, Thomson Reuters, Eagan

Bill Keegan, president, Dem-Con Companies, Shakopee

A panel of business leaders share their expectations and candid feedback on what a strong return on investment must be for their business. Why do they join local chambers? What sets chambers apart from other organizations?

11:00 a.m.

Standout

Rob Dalton, CEO and brand therapist, Dalton Brand Catalyst

Organizations waste money (most of the time, anyway) on marketing that doesn't get noticed and doesn't bring in new members or business. "Stand Out" covers how organizations determine exactly what they want their marketing to achieve...how to determine and overcome the barriers that prevent them from reaching their goals...standing out in a hyper-competitive marketplace and attracting the members and customers they really want. Every participant will receive a toolkit (for later use) to help conduct four brainstorm sessions and customize a Communications Guide with their leadership teams.

12:00 p.m.

Wrap-Up

12:15 p.m.

Adjourn