

## Fall Conference: The Great Outdoors

September 22-24, 2021

Grand Ely Lodge

400 N. Pioneer Road, Ely, MN 55731

### WORKING AGENDA

#### Wednesday, September 22, 2021

- 11:00 a.m.**                    **Registration open**
- Noon**                            **Buffet luncheon and first time attendee orientation – Sunrise Room**
- 1:00 p.m.**                    **Conference welcome and introductions – Sunset Room**  
Barry Wilfahrt, chair, MCCE; president, The Chamber Grand Forks East Grand Forks
- 1:45 p.m.**                    **Mining: Minnesota’s natural resources and economic growth**  
*Kelsey Johnson, Iron Mining Association*  
*Frank Ongaro, Mining Minnesota*
- 2:30 p.m.**                    **Tour of North Shore Mining - Cleveland Cliffs – Babbitt, MN** (*all guests must have proof of COVID-19 vaccination*)
- 5:00 p.m.**                    **Bus returns: Break and check-in**
- 6:00 p.m.**                    **Reception, tour & dinner**
- 8:00 p.m.**                    **Hospitality suite– The Bear Den**

#### Thursday, September 23, 2021

- 7:30 a.m.**                    **Breakfast buffet - available anytime from 7:30 to 8:30 a.m. – Sunrise Room**
- 8:30 a.m.**                    **Community development: What it means and the importance of leading core mission strategies – Sunset Room**
- **Advocacy**
  - **Economic development**
  - **Workforce solutions**
- 8:45 a.m.**                    **A Perspective on the Future of Chambers**
- 9:45 a.m.**                    **Community development: Economic development**  
Why chambers must lead community and economic growth
- **Andrea Zupancich, z'UP North Realty and Mayor of Babbitt**
  - **Joe “Ragnar” Juranitch , Razor Edge Systems (invited)**
- 10:30 a.m.**                    **Break**

- 10:45 a.m. Community development: Workforce solutions**  
 10:45 a.m. – Understanding the Page Amendment proposal  
*Nevada Littlewolf, Executive Director and Campaign Manager, Page Amendment*  
 11:15 a.m. - Innovative best practices and solutions in the region  
*Elissa Hansen, president & CEO, The Northspan Group*  
 11:35 a.m. - NEXT and the Applied Learning Institute  
*Claire Peterlin, Itasca Area Schools Collaborative STEM Coordinator/NEXT Career Pathways*  
*Roy Smith, director of talent development, Iron Range Resources/Minnesota State Colleges*
- 12:15 p.m. Lunch**
- 1:00 p.m. Breakout Session I**
- 1 to 200 members – facilitated by Brooke Sticha, New Prague Chamber
  - 201 to 500 members – facilitated by Christie Ransom, Winona Area Chamber
  - 501 and more members – facilitated by Lori Higgins, MetroNorth Chamber
- 2:15 p.m. Breakout Session II**
- Membership do's and dues
  - Operational challenges: HR, employee retention, management, and remote work transitions
  - Digital marketing and communications: What every organization should be doing
- 3:30 p.m. Adjourn for Free Time**  
 Ely offers the Bear Center, Wolf Center, Pioneer Mine Museum, and eclectic shopping along with the outdoor and natural beauty that can only be found in Northern Minnesota. Grand Ely Lodge Grand has a full marina offering free use of canoes, kayaks, paddle boats, paddle boards, fishing tackle and hydro bikes. Fishing boats and pontoon boats for available for rent.
- 3:45 p.m. Board of directors meeting – Sunrise Room**
- 6:00 p.m. Costume-themed reception and evening of fun: The Great Outdoors**
- 7:00 p.m. Dinner**
- 8:00 p.m. MCCE scholarship auction**
- 9:00 p.m. Grand Ely Lodge Bar**

**Friday, September 24, 2021**

- 7:30 a.m. Breakfast Buffet – Sunrise Room**  
*Available anytime from 7:30 to 8:30 a.m.*
- 8:30 a.m. Community development: Advocacy - alliances and activism – Sunset Room**  
 8:30 a.m. - 2021 Legislative Review  
*Laura Bordelon, Minnesota Chamber*  
 8:45 a.m. – Legislative Panel  
*Representative Spencer Igo (5B)*  
*Representative Dave Lislegard (6B)*  
*Moderator: Laura Bordelon, Minnesota Chamber*  
 9:30 a.m. – Alliances and Activism: How advocacy is changing
- 10:15 a.m. Break**

- 10:30 a.m.**                    **Leading for the long haul: Our world sprints, but leadership is a marathon**  
This interactive keynote will engage attendees on the important topics of managing change, increasing resilience, and having maximum impact in these challenging times. They will learn, reflect and discuss what actions they can take for themselves and their organizations.  
*Jerritt Johnston, True North Consultants*
- 11:30 a.m.**                    **Punch card prize drawing**
- 11:45 a.m.**                    **Conference adjourns**

**Additional information:**

- ❖ As listed above, all guests who want to participate in the tour of North Shore Mining - Cleveland Cliffs must show proof of vaccine.
- ❖ For those interested in extending their stay, discount pricing is available for Giants Ridge Golf Course and US Hockey Hall of Fame. Contact Allie Hancock for details (ahancock@mnchamber.com).
- ❖ Donations for the auction are now being accepted. Proceeds benefit MCCE's conference scholarships and the annual internship program.
- ❖ Attendees who collect stamps for all sessions will be entered into a drawing for a chance to win a scholarship to the 2022 Annual Meeting in January.

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