

2022 Annual Meeting  
Best Western Premier Nicollet Inn  
14201 Nicollet Ave, Burnsville, MN 55337

## Engage Every Chamber Professional

### Monday, January 31, 2022

- 11:15 a.m. **Optional workforce session coordinated by the Minnesota Chamber Foundation**  
*Registration required*
- 3:30 p.m. **Buses depart hotel for Saint Paul RiverCentre**  
*Bus will loop back for an additional ride to the RiverCentre at 4:30 p.m. if needed*
- 4:00 p.m. **Issue briefing: Introduction to the 2022 gubernatorial candidates**
- 4:30 p.m. **Reception**
- 6:00 p.m. **Session Priorities dinner and program**
- 8:15 p.m. **Buses depart Saint Paul RiverCentre for hotel**
- 8:45 p.m. **Morgan's Farm to Table (hotel restaurant and bar)**

### Tuesday, February 1, 2022

- 7:00 to 8:00 a.m. **Breakfast buffet**  
Registration and sponsor check-in
- 8:00 a.m. **Welcome, introductions and conference overview**  
*Brad Gruhot, President, Marshall Area Chamber of Commerce; Chair-elect, Minnesota Chamber of Commerce Executives*
- 8:30 a.m. **Chambers of the future**  
*Frank Kenny, Owner, Frank J. Kenny, LLC*  
Want to know what the future holds for your chamber? While we can't be certain what the future looks like, we can look at and discuss the latest numbers from the chamber and association world. Join us for this interactive training and discussion around membership trends, retention, non-dues revenue, events, engagement, marketing, and more.
- 9:30 a.m. **Change is hard but it doesn't have to be: A peer panel discussion**  
*Matt Baumgartner, President, Duluth Area Chamber of Commerce*  
*Ken Warner, IOM, President, Willmar Lakes Area Chamber of Commerce*  
*Angie Whitcomb, IOM, Executive Vice President, Minneapolis Regional Chamber*
- 10:00 a.m. **Break**
- 10:15 a.m. **How to get Gen X, Millennials, and Gen Z to work together as one well-oiled machine**  
*Glenn Shepard, Owner, Glenn Shepard Seminars*

- 11:15 a.m.**                               **2022 Minnesota elections: A view from the top of the ticket**  
*David Hann, Chairman, Minnesota Republican Party*  
*Ken Martin, Chairman, Minnesota Democratic-Farmer-Labor Party*  
*Moderator: Doug Loon, President and CEO, Minnesota Chamber of Commerce*
- Noon**                                       **2022 state and federal policy briefings**  
*John Kirchner, Executive Director, Congressional and Public Affairs, U.S. Chamber of Commerce*  
*Doug Loon, President and CEO, Minnesota Chamber of Commerce*
- 12:30 p.m.**                               **Annual Meeting lunch, program and networking**  
 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 is an opportunity to recognize those leaders and celebrate our success.
- 1:15 p.m.**                               **Break**
- 1:30 p.m.**                               **Afternoon sessions – Choose from either one of the workshops or three of the breakout sessions**
- 1:30 - 4:30 p.m.**                       **Focused workshops**
- A. Membership – Sales and retention strategies  
*Facilitated by Bruce Nustad, President, Minnesota Retailers Association*  
 Spend time diving into the mechanics of membership with this highly intensive and interactive workshop aimed at driving revenue for your organization. Topics will include owning your community and your message, mechanics and infrastructure, sales and retention processes, and communication best practices.
  - B. Programs and events – Driving value through programming and events  
*Facilitated by David Minor, President and CEO, Eau Claire Area Chamber of Commerce*  
 Find out what the top chambers across the nation did to survive and thrive throughout the pandemic by changing their programming and events, driving value to their members, and leading innovation for their community’s future.

**OR CHOOSE ONE IN EACH SEGMENT BELOW**

- 1:30 p.m.**                               **Small group breakouts**
- A. How to deal with difficult people and problem personalities  
*Glenn Shepard, Owner, Glenn Shepard Seminars*
  - B. Foundations – How to establish one for your chamber  
*Zach Crain, Shareholder & Chair, Corporate & Transactional Services, Nilan Johnson Lewis*
  - C. Flash mob of new ideas – let’s share  
*Brad Gruhot, President, Marshall Area Chamber of Commerce*
- 2:30 p.m.**                               **Small group breakouts**
- A. How to deal with difficult people and problem personalities  
*Glenn Shepard, Owner, Glenn Shepard Seminars*
  - B. Strategic Planning – Best practices sharing  
*Brad Meier, President/CEO, Owatonna Area Chamber of Commerce*
  - C. Mental health and wellness – taking care of you  
*Jill Wiedemann-West, MA, Chief Executive Officer, People Incorporated*

**3:30 p.m.**

**Small group breakouts**

- A. Social media strategies to engage your members  
*Roger Sievers, Founder, Sievers Creative*
- B. Candidate recruitment – How to prepare for impacts from redistricting and retirements  
*Sarah Anderson, President and CEO, BOMA Greater Minneapolis*  
*Brian Cook, Director of Energy and Elections, Minnesota Chamber of Commerce*
- C. Organizational issues – Bylaws, governance, volunteer engagement and everything in between  
*Michelle Larson, Executive Director/President, Red Wing Area Chamber of Commerce*

**4:30 p.m.**

**Adjourn**

**6:00 p.m.**

**Reception, dinner and entertainment**

**Wednesday, February 2, 2022**

**7:30 to 8:30 a.m.**

**Regional breakfast buffet**

*Take time for breakfast with your peers located within your region*

**8:30 a.m.**

**The changing face of Minnesota**

*Dr. Eric Guthrie, Senior Demographer, Minnesota State Demographic Center*

**9:15 a.m.**

**Is your community prepared for growth?**

*Justin Erickson, Economic Development and Labor Specialist, The Brookshire Company*

**10:15 a.m.**

**Break**

**10:30 a.m.**

**Diversity, equity and inclusion – Are you a welcoming community and chamber?**

- *Whitney Harvey, Senior Director of Workforce Diversity and Inclusion, Minnesota Chamber of Commerce*  
*Doug Loon, President and CEO, Minnesota Chamber of Commerce*
- *A local case study and crisis management 101*  
*Kristy Barse, President, Hastings Area Chamber of Commerce*  
*Mike Zipko, Co-founder and Principal, Velocity Public Affairs*

**11:45 a.m.**

**Adjourn**