

Fall Conference Agenda: There's no place like home

September 21-23, 2022

Sugar Lake Lodge

37584 Otis Lane, Cohasset, MN 55721

Tuesday, September 20

5:30 p.m. Board of Directors meeting and dinner

Wednesday, September 21

11:45 a.m. Registration opens

Noon First time attendee orientation – Facilitated by Brad Gruhot and Kristy Barse

Noon Buffet luncheon

1:00 p.m. Conference welcome and introductions
Brad Gruhot, Chair, MCCE; President, Marshall Area Chamber of Commerce

1:30 – 5:00 p.m. **Membership workshop: Everything you need to know**
Shari Pash, Strategic Solutions for Growth

- Current state of the Chamber brand and how others are doing it differently
- Post-pandemic member engagement and recruitment strategies
- Messaging to communicate value

2:15 p.m. **Dues strategies panel of peers**

- Traditional model – *Robin Anthony, Executive Director/President, Greater Stillwater Chamber of Commerce*
- Tiered dues pioneer – *Ken Warner, President, Willmar Lakes Area Chamber of Commerce*

3:00 p.m. Open discussion on the “everyone is a member” concept

3:15 p.m. Break

3:30 p.m. **What is a membership growth session without the 5 steps of the recruitment and renewal sales process?**
Strategies for dropped member analysis, prospect list development, targeting sustainable members and member databases

5:00 p.m. Adjourn and check-in

6:00 p.m. Reception hosted by Sugar Lake Lodge

7:00 p.m. Dinner

8:00 p.m. **John Cosgrove, Comedy Trivia**
Sponsored by G.L. Berg

9:00 p.m. Campfire and hospitality suite

Thursday, September 22

- 7:30 a.m.** **Breakfast buffet - Available anytime from 7:30 to 8:30 a.m.**
- 8:30 a.m.** **Natural resources in Minnesota**
Commissioner Sarah Strommen, Minnesota Department of Natural Resources
- 9:00 a.m.** **The importance of forestry in Minnesota's economy**
Overview of the forest products industry in the state (jobs, economic impact, trends)
Rick Horton, Executive Vice President, Minnesota Forest Industries
- 9:30 a.m.** **Board buses and depart for tour**
- 10:00 a.m.** **Forestry tour**
Please wear sensible shoes that work on forest roads and dress for the weather
Rick Horton, Executive Vice President, Minnesota Forest Industries
Sawyer Scherer, Forest Ecologist, UPM Blandin Paper Company
- How the logging system works (public vs. private timber sales, permits, logging/hauling, supply chain integration)
 - Sustainable forestry (certification, forestry standards and guidelines, compliance, audits)
 - Ecological forestry management
 - Carbon markets
 - Conservation easement
 - Workforce concerns
- 12:00 p.m.** **Buses return for lunch**
- 12:45 p.m.** **TED Talks (15-minute briefings on key issues)**
- **Accreditation** – *Brad Meier, President/CEO, Owatonna Area Chamber of Commerce & Tourism*
 - **Leadership programs 1.0 and 2.0** – *Mary Hodson, President, Hutchinson Area Chamber of Commerce and Tourism*
 - **Recession proof you chamber – Lessons from 2008** – *Barry Wilfahrt, President and CEO, The Chamber Grand Forks East Grand Forks*
 - **Social media and marketing** – *Brooke Sticha, Executive Director, New Prague Chamber of Commerce*
 - **Talent development – Finding and keeping our own** – *Nort Johnson, President and CEO, Faribault Area Chamber of Commerce and Tourism*
 - **Telling your community story** - *Carrie Johnston, President, Detroit Lakes Regional Chamber of Commerce*
- 12:45 to 3:30 p.m.** **Membership one-on-ones with Shari Pash**
Time must be reserved in advance
- 2:30 p.m.** **Breakout session by membership size**
- **1-200 members** – *Facilitator: Sara Hoffner, Executive Director, Melrose Area Chamber of Commerce*
 - **201-500 members** – *Facilitator: Michelle Larson, Executive Director/President, Red Wing Area Chamber of Commerce*
 - **501 and more members** – *Facilitator: Brad Gruhot, President, Marshall Area Chamber of Commerce*
- 3:30 p.m.** **Adjourn for free time – Golfing, watersports, shopping, Judy Garland Museum and more**

- 6:00 p.m. **The Wizard of Oz costume-themed reception “There’s no place like home” and evening of fun**
- 7:00 p.m. **Dinner**
- 8:00 p.m. **MCCE scholarship auction**
Auctioneers Scott Hanson and Brad Gruhot
- 9:30 p.m. **Lobby bar**
- 10:00 p.m. **Karaoke**

Friday, September 23

- 7:30 a.m. **Breakfast buffet - Available anytime from 7:30 to 8:30 a.m.**
- 8:30 a.m. **The future of democracy: Advocacy and politics**
 - *Advocacy 101: Policy and politics do’s and don’ts – Laura Bordelon, Senior Vice President, Advocacy, Minnesota Chamber of Commerce and Chris Tiedeman, Partner, Weber Johnson*
 - *Challenges in your local community - Janelle Jones, Executive Director, Lake County Chamber of Commerce and Mike Zipko, Co-founder and Principal, Velocity Public Affairs*
 - *The importance of cultivating community leadership – Representative Spencer Igo, 5B*
 - *Elections and policy outlook at the state and federal levels – Doug Loon, President and CEO, Minnesota Chamber of Commerce and Ethan Hellier, Manager Congressional and Public Affairs, U.S. Chamber of Commerce*
- 10:30 a.m. **Break**
- 10:45 a.m. **Happiness is: Having the right peeps in our jeeps**
Steve Fredlund – The Safari Dude
- 11:30 a.m. **Closing comments – Brad Gruhot**
- 11:45 a.m. **Conference adjourns**

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