

Annual Meeting

Agenda

February 1 – 3, 2023

Treasure Island Resort and Casino
5734 Sturgeon Lake Rd, Welch, MN 55089

Breakthrough to Excellence

Wednesday February 1

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| 10:45 a.m. | Board of Directors meeting |
| 11:45 a.m. | Registration opens |
| Noon | First time attendee orientation
<i>Facilitated by Kristy Barse and Robin Anthony</i> |
| Noon | Networking luncheon |
| 1:00 p.m. | Conference welcome and introductions
<i>Kristy Barse, Chair-elect, MCCE; President, Hastings Area Chamber of Commerce & Tourism Bureau</i> |
| 1:30 – 4:45 p.m. | It's time to shine: Professional headshots available for those interested <i>(Pre-sign-up required)</i>
<i>Chris Klett, JMC Advertising</i> |
| 1:45 p.m. | Workforce development workshop
Workforce challenges remain one of the top issues impacting your members. Demographics are not in our favor and the lack of population growth and migration to Minnesota are not likely to change in the next decade. Helping drive solutions in your community is a major value proposition for your Chamber. |
| 1:45 p.m. | Technology skills
<i>Katie McClelland, Director of Policy and Research, Minnesota Technology Association</i>
Technology skills, and basic aptitude, are critical for the workforce of today, and more so, tomorrow, yet Minnesota ranks last in the nation in the percentage of high schools that each foundational computer science. According to CompTIA, Minnesota is projected to rank 46th in net tech employment growth over 2018-2028. Learn how we can change course and accelerate technology skills and talent in Minnesota. |
| 2:25 p.m. | Retaining students, and workers, in Minnesota
<i>TBD</i>
Southwestern Minnesota Workforce Development Scholarships Pilot is a proposal modeled after South Dakota Builds. This effort, started by a group of Mayors in southwestern Minnesota is in response to the exodus of students taking advantage of a program in South Dakota that pay tuition for high demand careers if students work in South Dakota for a period of time. Learn about similar pilot being proposed for the 2023 Legislative Session. |
| 3:05 p.m. | Break |

3:20 p.m.

Innovation in Redwood Falls

Anne Johnson, Executive Director, Redwood Area Chamber and Tourism

The Business Education Network in Redwood Falls is designed to bring together employers and students for career exploration, exposure, and experiences, and to address the economic and workforce needs of the Redwood Area. The program facilitates career readiness opportunities by exposing students to local careers, businesses, and future employers. Redwood Valley High School students gain essential workplace skills for successful transitions into local and regional careers, and build social capital with local employers.

3:55 p.m.

Creating inclusive workplaces and communities

Whitney Harvey, Senior Director of Workforce Diversity and Inclusion, Minnesota Chamber; Ken Warner, President, Willmar Lakes Area Chamber; and Kristie Lazenberry, DEI Collaborative Program Director, St. Paul Area Chamber

Minnesota's workforce is becoming increasingly diverse, making the effective engagement of underrepresented demographics in the workforce and creation of inclusive workplaces an economic imperative. Hear from local chamber leaders on how they've made diversity, equity, and inclusion a priority, the relationships they've created, the challenges they've experienced and the benefits they've seen in their communities.

4:45 p.m.

Closing remarks

5:00 p.m.

Adjourn and check-in

6:30 p.m.

Reception

7:15 p.m.

Dinner

8:30 p.m.

Bowling

10:00 p.m.

Hospitality suite

Thursday, February 2

7:30 a.m.

Breakfast buffet

Available anytime from 7:30 to 8:30 a.m.

8:30 a.m.

Beyond grit: Embracing passion and perseverance to gain the high-performance edge

Dr. Cindra Kamphoff

Despite all the factors that we cannot control, we can choose to lead with grit, purpose, and passion. In this keynote, Dr. Cindra will discuss tools to help us see the opportunity, practice self-leadership, savor the good, and commit to leading with grit for the future.

9:30 a.m.

Legislative preview: What to expect this 2023 Legislative Session

Doug Loon, President and CEO, Minnesota Chamber of Commerce

The 2023 legislature is off to a quick start on a number of issues impacting businesses. Proposals for paid sick and safe leave, predictive scheduling, legalization of marijuana, and more are moving forward. And none of these are priorities of the business community. Learn more about the issues facing our state's economy.

10:15 a.m.

Break

- 10:30 a.m.** **How to work with your legislator**
Former MN Representative Barb Haley, 21A
A core purpose of any chamber is representing the interests of the business community, and relationships with your local legislators are critical to your success. Hear from a former legislator about how you can put your best foot forward to be an effective advocate.
- 11:15 a.m.** **How to ADVOCATE – COMMUNICATE – MONETIZE your advocacy efforts: Peer panel discussion**
Jessica Beyer, President, Greater Mankato Growth; Mary Hodson, President, Hutchinson Area Chamber and Tourism; and Colleen Roth, President, River Heights Chamber
You now know the issues and how to build relationships; the next step is to create value around your advocacy work. Hear from industry peers on their best approach and turn their best practices into action.
- 12:00 p.m.** **Annual Meeting luncheon and awards program**
- 1:15 p.m.** **Breakout sessions**
- How to start a Foundation: *Christie Ransom, President/CEO, Winona Area Chamber*
 - The new frontier of membership or rather engagement: *Shannon Full, President and CEO, Fargo Moorhead West Fargo Chamber*
 - Boards and bylaws: You love ‘em, you hate ‘em, you need ‘em. Discuss governance and board management best practices, post-pandemic engagement strategies, and more. *Lori Higgins, President, MetroNorth Chamber*
 - Media relations 101: *Anne Mason Yoder, Senior Director, Communication and Marketing, Minnesota Chamber*
- 2:15 p.m.** **Breakout sessions – repeated as above**
- 3:15 p.m.** **Breakout sessions by size**
- 1 – 200: Facilitated by *Shanna Gutzke-Jupp, Executive Director, Lonsdale Chamber*
 - 201 – 350: Facilitated by *Nannette LaNasa, Executive Director, Forest Lake Area Chamber*
 - 351 – 600: Facilitated by *Elaine Hansen, President, Austin Area Chamber*
 - More than 600: Facilitated by *Julie Lunning, President, St. Cloud Area Chamber*
- 4:30 p.m.** **Adjourn**
- 5:30 p.m.** **Dinner**
- 7:00 - 9:00 p.m.** **Elvis with Anthony Shore – Parlay Lounge**

Friday, February 3

- 7:30 a.m.** **Breakfast buffet**
Available anytime from 7:30 to 8:30 a.m.
- 8:30 a.m.** **Culture First Mindset**
Joe Schmit, KSTP
The elite organization today creates an environment where employees enjoy being there, being productive and being valued. This happens ONLY when organizations create an atmosphere of compassion, connection, and clarity.
- 10:00 a.m.** **Break**

10:15 a.m.

Ted Talks – 15-minute briefings on key topics led by industry peers

- How to Grow Minnesota!® - *Jennifer Harmening, President, Burnsville Chamber*
- Making a world-class, community event happen – *Robin Anthony, President, Greater Stillwater Chamber*
- The best of – *Christine Fenner, Waconia Chamber*
- Ambassadors 2.0 – *Debbi Rydberg, President, Elk River Chamber*
- Making sense of industry acronyms – *Brad Gruhot, President, Marshall Area Chamber*
- How to get a raise! – *Angie Whitcomb, Vice President, Minneapolis Regional Chamber*

11:45 a.m.

Closing comments and raffle drawing

Kristy Barse

12:00 p.m.

Conference adjournment

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