

**2019 Summer Refresh
SPEAKER BIOGRAPHIES
(In order of appearance on the agenda)**



Bob Harris, CAE

There are more than 150,000 associations and chambers of commerce in the USA. Bob Harris, CAE, has been dubbed the guru or Sherpa by many of them. For 30-years he has guided associations to increase performance and set a direction.

He's also been called the "Martha Stewart of association management" for providing tips and templates that make governance and management easier.

Outside the USA he has worked with associations in England, Jordan, Japan, Egypt, Ukraine, Lebanon, Belarus and Cambodia.

He is on the faculty of the US Chamber, teaching at the Institute for Organization Management.

He has studied performance criteria throughout the world, including the US Baldrige Award, EFQM, ISO 9000 and King Abdullah's Center for Excellence. To improve associations he created a self-assessment process used by more than 20,000 organizations.

He believes nonprofit organizations should be as efficient and effective as any commercial business or franchise.

For 32 years he has worked in the hospitality industry for Hyatt Hotels in Florida.

He promotes the importance and impact of nonprofits in America; and shares the tools of success, free at his website (www.nonprofitcenter.com).

bob@rchcae.com / 850-570-6000



Teresa Bohnen

President, St. Cloud Area Chamber of Commerce

Teresa Bohnen has been President for the St. Cloud Area Chamber of Commerce for 18 years. During her tenure, the Chamber has expanded membership, attained the prestigious 5-Star Accreditation status from the US Chamber, and has been nationally recognized for excellence in programming and government advocacy.

Prior to the chamber, Teresa served five years as Executive Director of United Way and ten years as National Product Manager for Coldspring. She serves on many industry and community boards and is a Rotarian. She holds a Marketing degree and MBA from St. Cloud State University.

Bohnen is married with one adult daughter.

1411 W. St. Germain, Suite 101, St. Cloud, MN 56301 | tbohnen@StCloudAreaChamber.com | 320-656-3804



Lisa Barnett
COO, GrowthZone

Lisa Barnett’s experience spans from the highly strategic down the execution of detailed work in multiple aspects of SaaS and technology. Lisa is the Chief Operating Officer of GrowthZone where she specializes in driving the powerful connections between product development, sales effectiveness and customer success. She describes her purpose as “allowing the organization and individuals to *execute* the steps that ensure we meet our goals – in part by getting things done directly, but more important, by helping team members to effectively execute in their roles.”

Prior to joining GrowthZone, Lisa served as Chief Executive Officer of Atomic Learning (now hoonuit), a technology-based education and data analytics company. In that role, Lisa provided the overall strategic direction, leadership and oversight to ensure Atomic Learning was focused on delivering solutions that empowered learning through technology. Prior to the CEO role at Atomic Learning, Lisa served as the company’s Chief Operating Officer.

Lisa’s draws upon her 20+ years of leadership experience in marketing, product management/ development and operations. She is Pragmatic Marketing certified and holds a B.S. in communications from Bemidji State University.

24400 Smiley Road, Suite 4, Nisswa, MN / Lisa.Barnett@GrowthZone.com / 800-825-9171



Abby Nichols
Assistant Controller, Federated Mutual Insurance Company

Abby Nichols is the Assistant Controller for Federated Mutual Insurance Company in Owatonna. Her primary responsibilities consist of overseeing financial reporting, accounting policies, and the accounting intern program. She was the Chair of the Owatonna Y-Pro Committee in 2018 and has since remained a Y-Pro Committee member. Abby is also the treasurer for the Land O’ Lakes Chapter of IASA and is a member of the Owatonna Junior Achievement board.

ajnichols@fedins.com / 507-455-5504

Ellen Heydon
Development Manager, Two Rivers Habitat for Humanity

Ellen Heydon is the Development Manager for Two Rivers Habitat for Humanity. Her duties include fundraising for the next house build as well as raising awareness of the affordable housing crisis. Ellen is an avid quilter and crafter that prefers to spend her time outside of work exploring new quilt shops. She is the current chair of the Young Professionals and sat as the Vice Chair in 2018.

ehaydon@tworivershabitat.org



Tamara Murphy
Legal Counsel, Federated Mutual Insurance Company

Tamara Murphy is Legal Counsel for Federated Mutual Insurance Company in Owatonna. Her primary responsibilities consist of managing the company’s compliance with data security laws, drafting and negotiating contracts, and reviewing corporate advertising material for legal compliance. She was the Chair of the Owatonna Y-Pro Committee during its inaugural year in 2017 and has since remained a Y-Pro Committee member. Tamara also sits on the Owatonna Chamber’s Public Policy Committee and volunteers with Junior Achievement.

tjmurphy@fedins.com / 507-444-6532



Jessica Ptacek

Visitor Center and Office Coordinator, Alexandria Lakes Area Chamber of Commerce

My name is Jessica Ptacek, I grew up in and graduated high school from Parkers Prairie, Minnesota. After high school I moved to Alexandria and started working at McDonalds while attending Alexandria Technical and Community College (ATCC). In 2015 I graduated from ATCC from the Fashion Management and Marketing and Sales programs. After college, I continued to work at McDonalds as the People Department manager, doing the hiring, scheduling and training. I volunteered in my spare time at Love In the Name of Christ (Love INC), where I helped at their front desk, answered calls, worked on their social media sites and helped plan events.

In May of 2016 I started my career with the Alexandria Lakes Area Chamber of Commerce as the Visitor Center & Office Coordinator. In my position I work at the front desk, answer phones and greet guests, plan and manage some of our events and programs and organize and stock the Visitor Center with our Chamber member information. I am so grateful that I get to work so close with the Alexandria community. In May of 2017 I joined the Alexandria Jaycees and in 2018 joined the board of directors as secretary. In September of 2017 I joined the board of directors for the Red Willow Arts Coalition allowing me the chance to help choose the bands that play on the Courthouse lawn over the summer at our free community concerts. I have also been active with other organizations such as Habitat for Humanity, Someplace Safe Advocacy, and the Downtown Merchants Association, periodically volunteering my time.

My husband, Kevin, and I have been married for 3 years and have a house in Alexandria with 2 adopted cats. I have 10 beautiful nieces and nephews that keep me busy and family get-togethers very exciting. In my free time I enjoy watching Netflix with my husband, video games, painting my nails and spending time with my family! Last year I completed my first 5K and this year am training to do it again.

206 Broadway St., Alexandria / info@alexandriamn.org / 320-763-3161



Emily Bertram

Social Media and Marketing Specialist, Visit Greater St. Cloud

Emily is a self-proclaimed marketing nerd with 8+ years of experience in digital marketing and social media management. A St. Cloud State graduate, Emily worked in account management for several different marketing firms, most recently at Flint Group Marketing Agency, where she experienced all facets of a successful marketing strategy. In her current role at Visit Greater St. Cloud, Emily focuses on marketing the Greater St. Cloud area as a fabulous tourist destination, as well as the perfect place to host events, sports tournaments and more. She manages all of the marketing for Visit Greater St. Cloud, and also operates all of their social media pages. When she's not posting on Instagram or designing a new magazine ad, she's spending time outdoors with her husband, daughter, and golden retriever.

1411 West St. Germain Street, Suite 104, St. Cloud / emily@visitstcloud.com / 320-202-6729



Debbi Rydberg

Executive Director, Elk River Chamber of Commerce

Debbi Rydberg is a 20 year veteran of the chamber world, working on staff in Alexandria for 10 years before moving to Elk River in 2008 as the executive director. She has earned her CFM (Certified Festival Manager) and IOM and loves to create new experiences for her audiences. From parades to street dances to "polar" plunges, she has created memorable community events in multiple communities. She has also created (and cancelled) numerous holiday events, themed events, networking events, and programs.

509 Highway 10, Elk River / Debbi@elkriverchamber.org / 763-441-3110



Colleen Dols

Executive Assistant and Office Coordinator

Colleen has been with the Brainerd Lakes Chamber since 2015. She works directly with the Board of Directors, Government Affairs Committee, LakesProud Committee and the Destination Downtown Judging committee. She coordinates ChamberNet, the Chamber's networking group which meets twice monthly. She also serves as the Chamber representative on the Crow Wing Energized Workplace Wellness committee.

Colleen holds a Bachelor of Science degree in Marketing from St. Cloud State University. Prior to her work at the Chamber she worked in retail finance and coaching.

She is a licensed instructor of Zumba and Zumba Toning. She has volunteered in Children's Ministry for 20 years and plays bass guitar and vocals in the worship band.

224 West Washington St., Brainerd / cdols@brainerdlakeschamber.com / 218-822-7107



Gina Vetter

Project/Volunteer Coordinator, Little Falls Area Chamber of Commerce

Gina Vetter is the Project/Volunteer Coordinator at the Little Falls Area Chamber of Commerce since January 2000. Prior to returning to her hometown she worked at both the Fargo, ND Chamber of Commerce and Dickinson, ND Chamber of Commerce, having over 20 years of Chamber work experience. She still loves what she does and looks forward to see all Chamber's

continue to grow and change to meet the changing needs of Chamber Members as the world we do business in changes every day.

200 1 St NW, Little Falls, MN 56345 / ginav@littlefallsmnchamber.com



Nicole McCarthy

Director of Membership, Dakota County Regional Chamber of Commerce

Nicole McCarthy joined the Dakota County Regional Chamber of Commerce as the Director of Membership in January 2018. Her background includes extensive work in strategic partnerships, business development, and community engagement in both non-profit and private-sector organizations. She graduated from Minnesota State University, Mankato with a Major in Mass Communications/ Public Relations and a Minor in Speech.

Nicole resides in Farmington with her husband Chad, and two small children. When she's not busy selling, she enjoys gardening, reading and being a mom.

3352 Serman Court Ste. 201, Eagan / NMcCarthy@dcrchamber.com / 651-288-9200