



MINNESOTA CHAMBER OF
COMMERCE EXECUTIVES

**2019 MCCE Annual Meeting
Doubletree St. Paul Downtown
411 Minnesota Street**

Wednesday, January 9

- 3:00 p.m.** Check in available – if you will be arriving before 3:00 pm, call the hotel Wednesday morning to check on availability.
- 4:00 p.m.** **Session Priorities**
St. Paul RiverCentre
175 W Kellogg Boulevard
- 9:00 p.m.** **Post event reception**
The St. Paul Grill or the Rival House at the DoubleTree
Hotel shuttle has been reserved for the group to take guests back to the hotel/Rival House at 9:00, 9:15, and 9:30 pm. It will pick you up on Kellogg Blvd outside the RiverCentre. If you wish to go somewhere else after the dinner, you can still request a shuttle ride later in the evening by calling 651-291-8800.

Thursday, January 10

- 7:00 a.m.** **Breakfast available**
- 7:15 a.m.** **Board of Directors Meeting (Board only)**
- 8:00 a.m.** **Welcome & Overview**
The Swami & his crystal ball: What does 2030 look like for you?
*Matt Kilian, president & CEO, Brainerd Lakes Chamber of Commerce
Chair Elect, Minnesota Chamber of Commerce Executives*
- 9:00 a.m.** **Saint Paul: the chambers' critical role in regional economic development**
B Kyle, president & CEO, Saint Paul Area Chamber of Commerce
- 9:30 a.m.** **Minnesota's demographic outlook: What does it mean for your community and our state?**
Susan Brower, PhD, Minnesota state demographer, State Demographic Center
- 10:15 a.m.** **Break**
- 10:30 a.m.** **Bridging generational gaps in the chamber, and the marketplace**
Farah Habad, "Millennial" and Keynote Speaker, Bridgeworks
- 12:00 p.m.** **Strategies to prepare for the future**
*Nort Johnson, president, Faribault Chamber of Commerce
Ashley Nerhus, president, Thief River Falls Chamber of Commerce*
- 12:30 p.m.** **Annual Meeting Luncheon**
- 1:00 p.m.** **Annual Meeting Program**

1:30 – 4:30 p.m.

Issue tracks (choose one)

The future for chambers

Designed for: Execs and senior leaders

Facilitated by: Matt Kilian, Brainerd Lakes and Shannon Full, TwinWest with assistance from Pat MulQueeney, Eden Prairie and Teresa Bohnen, St. Cloud Area

Topics covered:

- Role that chambers can play in the future of Minnesota
- Demographic trends
- ACCE's Horizon initiatives videos
- The future for local chambers

Membership sales and retention

Designed for: Execs and membership staff

Facilitated by: Larry Dowell, Dowell Management, Christie Ransom, Willmar Lakes Area, Brad Gruhot, Marshall Area

Topics covered:

- Membership investment models and trends
- Recruitment strategies
- Retention strategies

Events and community festivals

Designed for: Execs and events staff

Facilitated by: Maureen Scallen Failor, Dakota County Regional, Kristy Barse, Hastings Area, Carrie Johnston, Detroit Lakes Regional, and Randy Dewitz, Fanfare Attractions, LLC

Topics covered:

- Pros and cons of your chamber leading a major community event or festival
- Community events and festivals A to Z: Legal issues, liabilities, volunteer management, ASCAP regulations, and more!

Leading a small chamber

Designed for: Chambers with two or fewer staff

Facilitated by: Ed Lee, St. Peter, Sharon Henning, Jackson Area, Janelle Jones, Two Harbors Area and Sue Olmscheid, Buffalo Area

Topics covered:

- Events that work for us (and those that don't!)
- Managing a small office - How do you connect with your members and get your work done at the same time?
- Other organizations in town - collaborators or competitors?
- Recruiting volunteers. Volunteers are critical with a small staff - how do you recruit and recognize their efforts?

6:00 p.m.

Dinner and entertainment – PUBLIC kitchen

Friday, January 11

7:30 a.m.

Breakfast available

8:30 a.m.

The Des Moines Partnership: A regional approach

Jay Byers, president, Des Moines Partnership

9:30 a.m.

2019 legislative outlook

Doug Loon, president, Minnesota Chamber of Commerce

10:15 a.m.

Effective local chamber advocacy programs panel discussion

Darlene Macklin, Worthington Area Chamber

Patrick Baker, Greater Mankato Growth, Inc.

Deb McMillan, TwinWest Chamber

11:00 a.m.

Working with the Walz Administration

Chris Schmitter, chief of staff, Governor Tim Walz

11:45 a.m.

Adjourn