

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Mayo Clinic and the Chamber's Supplier Diversity Conference Attracts the Economic Engines of Southeast Minnesota

WHAT Supplier Diversity Conference

WHEN Tuesday, July 14, 8:30am-4:30pm

WHERE Doubletree Hotel, Downtown Rochester

WHO IS INVITED This event is free and open to the public; however, attendees must register in advance

The [Supplier Diversity Conference](#) is part of an effort to provide small businesses and minority, women and veteran-owned enterprises in SE Minnesota better access to opportunities in the region's economy. The event is being run under the [Supplier Diversity Initiative](#) (SDI), a collaborative effort of the [Rochester Area Chamber of Commerce](#), the [City of Rochester](#), [Mayo Clinic](#) and [Rochester Area Economic Development, Inc.](#) (RAEDI). The SDI is designed to provide education and networking opportunities to these businesses, and to foster relationships between these suppliers and buyers in larger organizations.

The primary aims of the conference are to inform attendees of the value of becoming certified to do business as a woman, minority or veteran-owned business and how to do business as suppliers for some of Southeast Minnesota's key economic powerhouses. Representatives from Mayo Clinic, Hormel, Knutson Construction, Fastenal, Viracon and Custom Alarm will be in attendance to connect with these suppliers. DMC and the City of Rochester will also be represented, along with numerous government and private small business support organizations.

According to Rob Miller, President of the Rochester Area Chamber of Commerce, "this conference is a step toward creating a more inclusive and cohesive economic region in Southeast Minnesota—the conference is complimentary to goals of the Journey to Growth (J2G) initiative."

The all-day conference features Jeff Ettinger, CEO of Hormel, as the keynote speaker. Mr. Ettinger's keynote is entitled, "**What does diversity mean to Hormel and the community in a globally competitive world?**"

The conference will take place on Tuesday, July 14 from 8:30am-4:30pm, at the Doubletree Hotel in downtown Rochester. This event is free and open to the public, but attendees must register in advance. Business owners interested in registering and finding out more about the conference can visit the Chamber's website:

<http://business.rochestermnchamber.com/events/details/supplier-diversity-conference-gaining-a-competitive-advantage-1513427>

The Rochester Area Chamber of Commerce is a membership organization representing more than 1,450 businesses throughout SE Minnesota. The Chamber provides networking, marketing, public advocacy and educational opportunities to its membership, and works to represent the business community on economic and governmental issues. The Chamber's mission is "to lead, inform, advocate and advance business interests for members, and to promote a healthy community and a growing economy." More information can be found at www.rochestermnchamber.com

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More information on the Chamber's Diversity in Business efforts can be found at www.rochestermnchamber.com/pages/Diversity.

PARTNERS Collaborative partners and sponsors include: Mayo Clinic, the Rochester Area Chamber of Commerce, the Southern Minnesota Initiative Foundation, Custom Alarm, MLT Group, the City of Rochester, Rochester Area Economic Development, Inc., the Chicano Latino Affairs Council, Council on Black Minnesotans, Salute Minnesota, U.S. Small Business Administration, the Small Business Development Center, the Women's Business Development Center of Minnesota, DMC, North Central Minority Supplier Diversity Council, and MN-PTAC.

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