

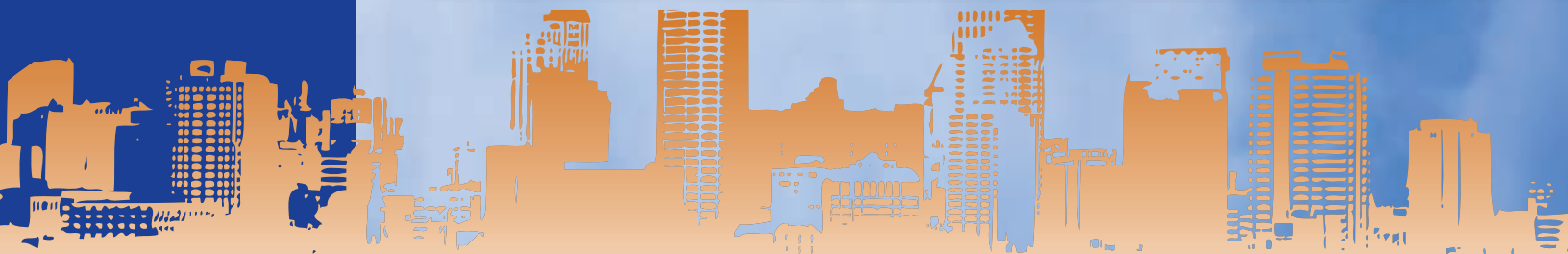
ROCHESTER AREA  
CHAMBER OF COMMERCE

2010-2011 Annual Report

Develop

Grow

Prosper





Dear Friends,

The Rochester area is recognized for not only our resilient economy, but also for our standing as one of the best cities in the U.S.A. to live, work and learn. While we have much to be proud of, our future growth depends on the investments we make today to build a truly globally competitive community and region.

Our Chamber is committed to advancing commerce by ensuring that ours is a community where business can develop, grow and prosper. While our 1,300+ members employ over 100,000 people, it's interesting to know that over half of our members have four or fewer employees. The growth of small business is vitally important to a healthy economy, and we are committed to small business development and expansion.

Our mission relies on our three pillars: **membership development**, **advocacy** and **workforce and education**. We offer superior networking and marketing opportunities for our members, and provide high quality legislative advocacy on behalf of the business community. If we are going to compete successfully in a world-wide economy, we need a well-educated and well-trained workforce. The Chamber Foundation is committed to leading through collaborative initiatives that develop, attract and retain the workers businesses need now and in the future.

Together, we will build a community that we are proud of for years to come, ensuring that we are not only known as home to the world's premier destination medical center, and a community that is renowned for hope, health and hospitality, but a community that is committed to being a great business destination center that generates the resources necessary to fuel our continued growth.

John Wade  
President

Alan De Keyrel  
Chair of the Board

## Chamber of Commerce Board of Directors

### **Chair of the Board**

Alan De Keyrel, *CWS, Inc.*

### **Chair-Elect**

Scott Heck, *RBC Wealth Management*

### **Past Chair**

Melissa Brinkman, *Custom Alarm/Custom Communications, Inc.*

### **Treasurer**

Therese Armstead, *Atlas Insurance Brokers, LLC*

### **Secretary**

Brent Buchan, *Energy Products & Design, Inc.*

### **Board Members**

Aaron Benike, *Alvin E. Benike, Inc.*

Mark Carlson, *IBM Corporation*

Lisa Clarke, *Mayo Clinic*

Kelly Engler, *Eastwood Bank*

Elaine Garry, *People's Cooperative Services*

Sheryl Good, *Grandeville at Cascade Lake*

Scott Hoss, *Dunlap & Seeger*

Greg House, *House Chevrolet*

Dave Kilburn, *Crenlo*

Tessa Leung, *Sontes*

Paul Mackin, *Think Mutual Bank*

Kevin Patton, *Flowers by Jerry*

Steve Prigge, *Pro Image Promotions & Apparel*

Dharani Ramamoorthy, *Xylo Technologies*

Duane Sauke, *RE/MAX of Rochester*

Sue Reinke, *Minnwest Bank - Rochester*

Myron Salz, *Best Western Soldiers Field*

Ahmad Siddiqui, *Sana's Gifts & The UPS Store*

Gary Smith, *Rochester Area Economic*

*Development, Inc.*

Mark St. Peter, *City Auto Glass*

Mitch Stevenson, *Paragon Chateau Theater*

Tim Weir, *Olmsted Medical Center*

# CHAMBER MEMBERSHIP

a wise investment

Directed by a Plan of Action developed by the Board of Directors, the Chamber and its staff provide networking, marketing, public advocacy and educational opportunities to the membership. The Chamber works to represent the business community on economic and governmental issues through various committees and task forces.

## Our Mission:

To lead, inform, advocate and advance business interests for members; and to promote a healthy community and a growing economy.

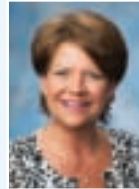
## The Chamber Represents...

- The interests of all businesses in the greater Rochester area
- More than 1,360 member businesses
- Small, medium and large organizations
- Businesses from more than 30 industries and sectors

## And Delivers...

- Referrals to member companies
- Premier leadership training and business development courses
- High-quality networking and marketing opportunities
- Chamber signature events
- Advocacy and access to Legislators
- Opportunities to make your voice heard on pending legislation
- Opportunities to serve on education, health, policy and economic development committees
- Direct-cost savings to Chamber members
  - Member-to-Member discount program
  - Free conference room use
  - Complimentary listing in the Chamber's online and printed directory
  - Complimentary Certificates of Origin
  - Ribbon cutting and ground breaking ceremonies
  - Business newsreel via our monthly newsletter
- Resources to develop, retain and attract a globally competitive workforce
- Connections to new markets and area suppliers

## Chamber of Commerce Staff



**Judy Braatz**  
Membership  
Development Director



**Cindy Dunbar**  
Administrative  
Specialist



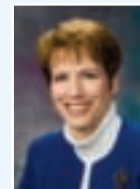
**Julie Fiesel**  
Government Affairs  
Director



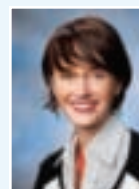
**Loree Flick**  
Development &  
Communications Director



**Paula Hofstad**  
Operations Specialist



**Melanie Hoppenworth**  
Operations Director



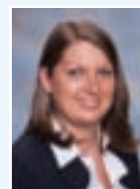
**Jessica Ihrke**  
Vice President  
Education/Workforce



**Laurie Mona**  
Communications  
Manager



**Jessi Strinmoen**  
Education/Workforce  
Manager



**Allison Weckman**  
Events Coordinator

Lead  
inform  
advocate  
advance

# THE FOUNDATION

building a competitive workforce

The Rochester Chamber Foundation works to ensure that you have access to a globally competitive workforce.

**Our Mission:** To support and advance the charitable interests of the Rochester Area Chamber of Commerce through education and workforce development initiatives.

## ROCHESTER CHAMBER of Commerce FOUNDATION

### How do we do this?

- By staying informed and connected to key issues that affect your access to a globally competitive workforce
- By developing strategic partnerships and initiatives with schools, businesses, community leaders and other supporters

### Why should you care?

Our ability to prepare, attract and retain a globally competitive workforce is vital to your business and our community prosperity.

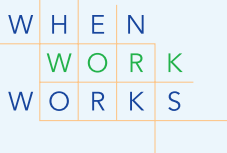
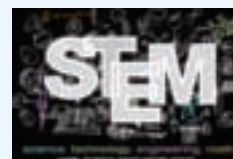
#### Key Facts:

- More than two-thirds of new jobs created between now and 2018 and high-growth jobs in demand will require some education beyond high school. (*Help Wanted: Georgetown University Center for Education and the Workforce*)
- Eliminating the need for remedial education among new college students would save MN \$89 million annually. (*Alliance for Excellent Education, 2010*)
- More than 36,000 new jobs are expected to be created in STEM fields between 2006 and 2016. Additionally, STEM occupations will require more than 50,000 new workforce entrants to replace people who will retire or otherwise leave their occupation in the next 10 years. (*DEED Labor Market – MN*)

### How can you be involved?

- VOLUNTEER or participate in an education or workforce development program
- ADVOCATE for our initiatives at your workplace and in the community
- INVEST an individual gift or sponsorship donation\* from your business

\*The Chamber of Commerce Foundation is a 501(c)(3) organization supported by tax-deductible contributions, which allow us to offer our programming to the greater Rochester community at little to no cost.



# WORKFORCE & EDUCATION

## accomplishments

**Workforce 2020.** The Chamber Foundation took a leadership role in convening a broad-based group of community leaders to promote a competitive educational and workforce development system for all.

**Learn. Do. Earn.** Over 3,000 high school students, 2,200 middle school students and 1,500 Rochester area 3rd-graders learned the importance of taking rigorous courses, working hard and staying in school thanks to the efforts of teachers, parents and community and business members.

**STEM.** The annual STEM SUMMIT encouraged 1,800 middle and high school students to pursue science, technology, engineering and math careers by connecting them to businesses and higher educational institutions which offer STEM courses. We also helped further develop a local Lego Robotics League for students age 5-14.

**Educators In the Workplace.** We connected over 70 area educators with local Chamber businesses in a three-day institute focused on developing the college and career-ready graduate. EIWI is designed to help educators learn about the workforce needs of area businesses so that they can help prepare and educate their students.

**When Work Works.** This national initiative focuses on recognizing and developing workplaces that effectively attract, retain and develop their employees. In 2011, the U.S. Chamber, Families and Works Institute and the TWIGA and Sloan Foundations recognized 11 area businesses with the Alfred P. Sloan Award for Business Effectiveness in Workplace Flexibility. By providing you these tools and resources, we can help you assess and improve your workplace to better meet the needs of your employees.

**Business Learning Network.** In partnership with local higher education providers, the BLN connected members to a variety of continuing education opportunities through our online BLN calendar and Speaker's Bureau.

**Diversity In Business.** To build a more inclusive community, the Chamber created this initiative to encourage business growth by local entrepreneurs, specifically women and minorities. In 2011, we broadened our reach to all entrepreneurs with the launch of the Evolve series – "thriving and surviving in today's economy." The resulting local supplier diversity program, *Marketforce*, connects local suppliers and buyers and increases their competitive edge. Special interest diversity roundtables, such as the women entrepreneurial roundtable, also meet monthly.

**MLK, Jr. Breakfast.** A signature event of the foundation, this annual breakfast engages over 360 community leaders each January. A highlight is the keynote address delivered by a local diversity champion who exemplifies the ideals and delivers a message inspired by the life, work and wisdom of Martin Luther King, Jr. The goal is to encourage community leaders to take an active role in cultivating an inclusive workplace and community.

**Leadership Greater Rochester.** To meet the need for a strong succession of leaders, local participants have challenged themselves in the community's premier leadership program for over 30 years. In 2011, 37 new graduates enhanced their leadership skills through networking and educational sessions, by developing a greater understanding of the community, and by initiating positive change in Rochester through an original community impact project - in 2011, raising awareness of youth homelessness.

### Advocacy

The Chamber serves as the lead advocate for business at all levels of government. By developing positions on issues of public policy and communicating these positions, the Chamber creates value for its members. The Chamber provides a forum for the business voice to be heard. As a result, state, local, and federal leaders seek the audience of our members and their opinion with regard to public policy.

### Did you know?

More than 50 percent of the over 1,360 Chamber members have four or fewer employees.

### Rochester on Tour

Our annual Rochester on Tour event brought hundreds of community members together at the state Capitol to promote the importance of the Rochester area to the economic vitality of the state.

### Redesign of City Development Services

A Chamber-initiated study of the city development and permitting process led to the establishment of a task force charged with review and recommendations for improvement. Led by Mayoral appointee Jerry Williams, the task force's work will continue into 2012.

### Legislative Highlights

#### Economic Development

- Right to vote: Rochester received approval to ask local voters to approve an extension of the half-cent local option sales tax to fund transportation infrastructure, higher education and economic development.
- Tax exemption for data centers: This will enhance Minnesota's ability to compete against other states.

#### Health Care

- Provider Tax Phase Out: The 2% provider tax paid by medical institutions is slated for eventual elimination, which will have an eventual positive economic impact to the Rochester area of over \$60 million.
- Defeat of proposed Medicaid surcharge: The Governor-proposed increase in the MA Surcharge would have cost Rochester-area medical institutions \$45 million.
- Minnesota Partnership: U of M and Mayo Clinic collaboration funding was maintained.

#### Education and Workforce Development

- Teacher Evaluation: Evaluations will be required annually for probationary teachers (first three years) and every three years for tenured teachers.
- Literacy: Students will be required to read at grade level by the time they complete third grade. Early intervention will be provided for students who are struggling to read, and parents will be informed about the progress of their children starting in kindergarten.

#### Government Reform

- Government County mandate relief: gives counties greater flexibility.
- Pay for performance: Creates a system that reviews and rewards employees based on performance.
- Analytics: State will use for smart buildings, fleet management and to better collect state taxes and debts.

### Events

Hosted many government affairs events, including Eggs & Issues, Legislative Previews and Recaps, Cruising with Local Leaders, Local Leaders Breakfast and more.

# MEMBERSHIP DEVELOPMENT

## accomplishments

### Events

Hosted more than 45 premier networking events, bringing together over 6,700 Chamber members at gatherings including AM Espresso, Business After Hours, Annual Member Celebration, Annual Golf Outing, Business After Hours EXTRA, New Member Receptions, Chamber 101, Facebook for Business and more.

Brought together more than 500 new members to network, learn more about the Chamber and share more about their business at our bimonthly New Member Receptions.

Held more than 85 ribbon cuttings and ground breakings for members with new businesses, new locations, significant anniversaries, etc.

### Membership & Communications

Completed another year exceeding budget and prior year in new memberships sold.

Reached 1,360 members for the first time in the organization's history.

Maintained an 89% member renewal rate, up 8% from last year and remaining well above the national average.

Recognized 15 area businesses for giving cash and/or in-kind contributions to charitable organizations amounting to 2% or more of their pretax earnings through our Rochester Business Gives program.

Completed more than 500 member surveys through our Ambassador program.

Contacted over 248 new members three times each through our New Member Outreach committee to welcome them and touch base with them during their first year as a new member.

**Fuel Rochester** is the Young Professionals membership group of the Chamber. In 2010-11, over 300 members participated in a variety of social networking and professional development events throughout the year, and were also connected to area events and initiatives of interest to young professionals.



Fuel's mission is to inform, network and connect aspiring community leaders in order to help make Rochester a better place to live, work and thrive. A community influenced by young people will attract and retain young people. In its third year, Fuel's membership continues to grow and benefit from your support.

### Ambassadors

Our ambassadors are local business people committed to promoting Chamber activities and membership. Ambassadors attend more than 85 ribbon cuttings and grand openings each year.

#### 2011-12 ambassadors

Mo Amundson  
Charlie Brannon  
Lynn Clarey  
Michael Currie  
Sheila Daley  
Julie Domaille  
Joseph Duda  
Wes Duellman  
Neal Engelman  
Peter Erickson  
David Fischer  
Barb Flicker  
Tim Geise  
Denny Gilgenbach  
Sheryl Good  
Cristofer Gore  
Calvin Guyer  
Jeff Hagge  
Tom Haley  
Shaun Hall  
Karen Hanson  
Tammy Hester  
Mark Hettinger  
Jan Hoag  
Jeff Jensen  
Paul Jewison  
Annalissa Johnson  
Rob Landgraf  
Ken MacIver  
John McMahan  
Mike Nassif  
Dan Nelson  
Matt Nigbur  
Bill Nystrom  
Tessa Olive  
Kevin Patton  
Joe Powers  
Mike Pruett  
Jaimi Stejskal Kent  
Tom Torkelson  
Dana Wright

# ROCHESTER AREA

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## CHAMBER OF COMMERCE

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[www.rochestermnchamber.com](http://www.rochestermnchamber.com)



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