







# 2019-2020 Chamber Board

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Scott Eggert Broadway Plaza

Jessica Eidem IBM Corporation

Cathy Fraser Mayo Clinic

Greg Griffiths Dunlap & Seeger, P.A.

Lizzy Haywood\* People's Food Cooperative

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Marge Kelley Express Employment Professionals

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Sarah Miller White Space

Matt Morehead Carlson Capital Management

Michael Muñoz Rochester Public Schools

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Ryan Nolander Rochester Area Economic

Development, Inc.

Nate Nordstrom Brandhoot

Jack Priggen Cardinal of Minnesota

Joselyn Raymundo Rochester Home Infusion

John Reed\* Rochester Airport Co.

**Therese White** Think Mutual Bank

\*Denotes at large members of the Executive Committee

# **MISSION**

# VISION

# VALUES

Collaboration | Diversity | Innovation Integrity | Proactivity



**PRESIDENT** 507-288-1122



**DIRECTOR** OF PROGRAMS 507-424-5687



**ASSISTANT** 



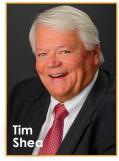
**DIRECTOR OF OPERATIONS** 507-424-5699



**MEMBER SERVICES COORDINATOR** 507-424-5670



**GOVERNMENT AFFAIRS MANAGER** 507-424-5666



**DIRECTOR OF SALES** AND DEVELOPMENT 507-424-5663

Cover: A record number of attendees gathered for a special Holiday Business After Hours hosted by One Discovery Square and supported by Labovitz MBA Program.

# Calendar of Events

- February 7 AM ESPRESSO

**Location** Bear Creek Services

3108 US-52 Rochester, MN 55901

**Time** 7:30 am - 9:00 am

Sponsor Bear Creek Services, Hy-Vee Barlow Plaza, and

**Country Financial** 

February 11 EquityLogic for Growing

and March 10 Businesses Series 2.0

Location RCTC Heintz Center | Room HC2308

Time 7:30 am - 10:00 am

Sponsor Diversity Council, Workforce Development Inc.

February 19 COMMUNITY MATTERS

Location RCTC Heintz Center
Time 11:30 am - 12:45 pm

Sponsor Workforce Development Inc., Mayo Clinic,

Bremer Bank, Rochester Public Utilities

February 20 BUSINESS AFTER HOURS -

Location River Valley Power & Sport Marine Building

5327 E Frontage Rd Rochester, MN 55901

Time 5:00 pm - 7:00 pm

**Sponsor** River Valley Power & Sport

February 21 WOMEN'S ROUND TABLE ¬

**Location** Rochester Area Chamber of Commerce

220 South Broadway, Suite 100

Rochester, MN 55904

**Time** 7:30 am - 9:00 am

**Sponsor** Mayo Clinic, Think Bank

March 6 AM ESPRESSO

Location Ability Building Community

1911 14th St. NW, Rochester, MN 55901

**Time** 7:30 am - 9:00 am

Sponsor Ability Building Community

March 19 BUSINESS AFTER HOURS -

**Location** Haley Comfort Systems

4320 Hwy 52 N W Frontage Rd,

Rochester, MN 55901

**Time** 5:00 pm - 7:00 pm

Sponsor Haley Comfort Systems

- March 20 EGGS & ISSUES

Location Rochester Golf and Country Club

Time 7:30 am - 9:00 am

Sponsor Mayo Clinic, SMMPA

March 20 WOMEN'S ROUND TABLE -

Location Rochester Area Chamber of Commerce

220 South Broadway, Suite 100

Rochester, MN 55904

**Time** 7:30 am - 9:00 am

Sponsor Mayo Clinic, Think Bank

March 27 AM ESPRESSO

Location Pescara

150 S. Broadway, Rochester, MN 55904

**Time** 7:30 am - 9:00 am

Sponsor Nova Restaurant Group

# A special **Thank You** to this month's **COMMUNITY BUILDERS**



















Workforce













# Dear Members,

On December 10, the Chamber hosted the Economic Summit: 2020 Forecast. We are very grateful to the many participants who shared their expertise and perspectives on the future economy. From Mayo Clinic's CFO Dennis Dahlen's discussion of the Clinic's 2030 strategy, to the wit and wisdom of Hubbard Communication Chairman and CEO Stanely Hubbard, to the insights provided by three focused panels, the purpose of this conference was to provide information and insights to assist attendees with their 2020 business planning.

Focusing on entrepreneurism and the three major sectors of our local economy – health care, small business, and agriculture – the Summit covered both macro and microeconomics of our region and, to some extent, the country.

### Four major themes pulled through the program:

- Risk should be calculated/defined as realistically as possible and managed against.
- Reward/profit should be invested when you have a well thought out plan.
- Resiliency comes from working your plan taking smart risk while focusing on both the processes and projects of your business.
- A strong entrepreneurial ecosystem is both essential and growing in our region.

While the Economic Summit is about sharing information, it is also about seeking information. We are very grateful to the many attendees who answered our survey – their responses are helping to define the strategic objectives of the Chamber for 2020. We will define the 2020 Public Affairs Strategic Objectives in the next edition of Advantage. In the meantime, please read on for a fuller report on the Economic Summit: 2020 Forecast or you can find it on our website at www.rochestermnchamber.com.

# Sincerely,

### Kathleen Harrington





# Market Highlights

# Bob Dickey, Technical Strategist, RBC Wealth Management

- Bull market continues. Market quadruples in next 10 years. (2019-27,000/2029 -100,000)
- Interest rates are at the lowest in history and will remain low.

# See his full presentation: http://bit.ly/MarketMapsRACC

# Mayo Clinic 2030 Strategic Plan

**Cure:** Mayo Clinic will differentiate itself through the discovery, delivery, and diffusion of the next generation of diagnosis, treatment, and cures.

**Connect:** Mayo Clinic will create digital care delivery capabilities with a human touch and virtually integrate its care to create a system that is more accessible, scalable and affordable.

**Transform:** Mayo Clinic will transform healthcare through platforms, leveraging data and technology to redefine health care.

"To make our bold vision a reality, partnership with the community is critical. We must work together."

Dennis Dahlen, CFO, Mayo Clinic

# Going it Together: Small Business Panel



From Left to right:

### **Aaron Benike**

President, Benike Construction

### Jack Priggen

President, Cardinal of Minnesota

### Kathleen Harrington

President, Rochester Area Commerce

### **Bucky Beeman**

Owner / Licensed Real Estate Salesperson, Realty Growth Incorporated

### Joselyn Raymundo

Pharm.D. Founder / President, Rochester Home Infusion

### **Positives**

- Rochester really is a land of opportunity with a welcoming business community, which is what I try to show businesses deciding whether or not to come here. (B. Beeman)
- In terms of the pressure, it really helps to be part
  of a good team. A piece of advice: Always
  make sure that you focus on (and satisfy) the
  needs of your customers. (A. Benike)

# Challenges

 Cost of doing business, competition from larger companies, workforce supply, and government red tape.

- Coming from a minority demographic, my advice would be to go for it like barriers don't exist. Not that they don't matter, but don't let them intimidate you. I've found that Rochester has been a very welcoming community, so it wasn't a huge issue here. (J. Raymundo)
- We can all benefit from looking at small businesses that have won the Baldrige award and copying best practices they follow. (J. Priggen)

Outlook: Bullish - good year for expansion (ALL)
"If you are not growing, you're dying." (J. Priggen)

# State of Local Entrepreneurial Ecosystem

# **Positives**

- Rochester is well underway to developing a healthy ecosystem for entrepreneurs. We are attracting companies that are attracting other companies that want to work with them.
   (L. Clarke)
- The ecosystem components exist within Rochester.
   Services such as human resources, IT, IP law, and marketing, as well as physical components (laboratories, office space, and cafeteria space).
   Startups can leverage these rather than hire staff or rent space of their own. (N. Nordstrom)
- People outside Rochester are "catching the buzz" about our business environment. (L. Clarke)
- There are some who have significant others in stable jobs who are then more willing to take a risk on a new business. (C. Lukenbill)

## Challenges

- Finding talented hires for startups is challenging in Rochester due to lack of a 4-year college. (C. Lukenbill)
- Employees want to join companies in cities that have many other companies and jobs to offer, should their employment not work out. (T. Downs)
- It is difficult to fill director/executive level positions because Rochester doesn't yet have enough "critical mass" to consistently attract that type of talent. (S. Russell)
- Rochester struggles with fewer individuals that both have the necessary experience and are willing to try something new/take the entrepreneurial risk.
   (C. Lukenbill)

Outlook: All panel members were positive on the 2020 economic outlook for their businesses and the continuing strength of our community's entrepreneurial ecosystem.



From Left to right:

Chris Lukenbill - Co-founder, Shrpa | Nate Nordstrom - Founder, BrandHoot | Traci Downs (Facilitator) Executive Director, Collider Foundation Lisa Clarke - Executive Director, Destination Medical Center EDA | Stephen Russell - Founder, Director, CEO, and President of Vyriad

# RENEWING MEMBERS

# Thank you for your continued investment in our community.

**AARP** 

AbiliT Holding - Meadow Lakes Senior

Living Community

Advanced Financial Consultants

Alan C. Anderson, Chartered CPA

**Biaelow Homes** 

Carlson Capital Management

Castle Community LLC

City Auto Glass

Cravath Homes LLC

Eagle Bluff Environmental Learning

Center

First Steps Academy

Fresh Thyme Farmers Market

Gamut Handyman Services

International Union of Painters and Allied

Trades-Local Union #681

Knight's Chamber Men's Clothiers

Luther-Park Place Motor Cars

Midwest Signtech of Rochester

Minnwest Bank

Ohly Law Office

ONB Bank-Hwy 14 West & Circle Drive

Opportunity Services

Overhead Door Company of Olmsted

County

Plumbers and Steamfitters Local 6

**PossAbilities** 

Rochester Home Infusion

Schmidt Goodman Office Products

**SCORE** 

Southeastern Minnesota Building &

Construction Trades Council

Thrive by LeVel - Raquel Johnson -

Independent Brand Promoter LV-2325

Travel Leaders - Market Square

Trillium Spinal Care

Village on the Green 1 Townhomes

Condominium Association

Visiting Angels

Workforce Development, Inc.

# WELCOME TO NEW MEMBERS

# Thank you for your investment in our community.

### **Icon Constructors**

(507) 458-5437 | http://www.iconbridgellc.com

ICON Constructors, LLC is a Minnesota-based

bridge and heavy highway/civil contractor that specializes in slab, concrete girder, steel superstructure and timber bridges, as well as structural concrete, sheet piling, pile driving, and concrete paving. ICON is dedicated to providing quality services to County, State and private entities throughout the states of Minnesota and lowa...

# Oakman Construction

(507) 218-4800 | http://oakmanllc.com

Oakman Construction & Remodeling
LLC is a licensed, bonded, and
insured residential contracting
company specializing in general
and finish carpentry including deck
construction and redecking, fence, window, door, trim,
and flooring installation. We enjoy the process of working
with you to realize the full potential of your project.

### **Journie**

http://www.journieproject.weebly.com

Journie is a Rochester-based non-profit that prepares foster and at-risk youth for life and leadership. Central to this goal is an intensive, 4-week workshop designed



to address gaps in knowledge and skills common to youth with history in chaotic or traumatic environments. In addition, Journie also provides an ongoing, supportive, vibrant, and engaged community for youth after they complete the program.

# **Epic**

(608) 271-9000 | http://www.epic.com

Founded in a basement in 1979 with 1½ employees, Epic develops software to help people get well, help people stay well, and help future generations be healthier



# Exploring our Economic Ecosystem

The LGR class gathered on Thursday, December 19 at One Discovery Square for a day-long session exploring our regional economy.

Sponsored by Subaru of Rochester and hosted by the University of Minnesota, Rochester, this session featured walking tours, speakers representing the major sectors of the economy (agriculture, healthcare, small business, hospitality), breakout sessions with community leaders, and an examination of the local entrepreneurial ecosystem.

Following the session, the class joined alumni, chamber members, and community members for the special Holiday Business After Hours party in the main One Discovery Square atrium.



# STEM Forward Outstanding Educator Award Banquet

# Annual Dinner Recognizes Innovative STEM Teachers

Congratulations to the nominees and winners of the STEM Forward Outstanding Educator Award. Hosted by Southeast Service Cooperative's STEM Forward, this annual dinner and awards presentation recognized teachers from Southeast Minnesota who are taking innovative approaches to STEM education and training.

### 2020 Awardees:

Angela Heitman, Zumbrota Mazeppa Schools Burke Enger, Albert Lea Public Schools



# We believe that Rochester's ideas and innovators will change the world.

Supporting the Rochester entrepreneurial ecosystem through:

- Events
- Education
- Space
- Storytelling



collider foundation.org info@collider foundation.org

# **Election Events**

Presidential Nomination Primary - March 3, 2020

State and Local Primary - August 11, 2020

General Election - November 3, 2020

Election judges are always needed to help serve voters at the polls on Election Day.

Consider applying today!

As a reminder to employers, an individual who is selected to serve as an election judge pursuant to Minn. Stat. § 204B.21, subdivision 2 may, after giving an employer at least 20 days' written notice, be absent from a place of work for the purpose of serving as an election judge without penalty.



Visit rochestermn.gov/vote to learn more.





FOR THE LIFE OF YOUR BUSINESS

**SCORE** is a national organization of volunteers that provides FREE Mentoring to entrepreneurs and existing small businesses, including non-profits.

Rochester's SCORE Chapter, with over 20 volunteers, covers SE Minnesota, to Austin and into Northern Iowa and Eastern Wisconsin.

## SCORE provides:

- Free mentoring (one-on-one advice and support)
- Reference guides and other materials (available on-line, 24/7)
- Classes, workshops, and events (both for fee and free)



**Volunteer Spotlight:** As a SCORE Volunteer, Jamie Bjerke brings over 15 years of sales and marketing experience when she mentor's clients one-to-one or provides a marketing workshop.

Jamie is a business owner who enjoys sharing her experience and expertise with the local business community. Jamie helps busy entrepreneurs identify and accomplish their goals through strategic marketing efforts.

To request a Mentor or become a SCORE volunteer Mentor visit https://seminnesota.score.org/

# Attention Hospitality Members: Upcoming Rochester Sports Events

The following events provide sales and service opportunities for you

February 1-2: Frostbite Volleyball

February 7-9: Hiawathaland Figure Skating

**February 8-9:** Heart of Gold Gymnastics

**February 8-9:** Presidents Day Volleyball

**February 15-16:** Presidents Day Volleyball

**February 14-16:** Vince Herring Classic Swim Meet

February 22-23: RCTC Dome Softball

February 15, 21-22: MSHSL Section Wrestling

February 22-23: RCYBA Girls Basketball

February 21 - March 1: Luther College Dome Softball

February 28-29: Varsity All Star Dance

Feb. 28 - March 1: Rochester Swim Club - MRC Championship

February 29 - March 1: RCYBA Boys Basketball

February 24 - March 7: MSHSL Girls Section Basketball

# Business After Hours Holiday Party

# One Discovery Square Supported by Labovitz MBA | December 19

Capping off 2019 with a great Business
Hours, attendees enjoyed delicious food and refreshments from Grand Rounds and Cafe
Steam, while exploring all three floors of the new One Discovery Square. The fun was matched by the generosity and contributions of those attending to the Salvation Army Red Kettle Campaign. With matching contributions from Mayo Clinic and Chamber staff, multiple thousands of dollars were raised.

"One Discovery Square's partnership with the Chamber to host December's Business After Hours Holiday Party exceeded our expectations. The collaboration allowed us to celebrate and share the mission of One Discovery Square with nearly 200 people, fulfilling our mission to bring diverse groups together to foster new relationships and a culture of innovation."

# Meghann Southwick

Community Events Manager, One Discovery Square













# **AM Espresso**

# Rochester Golf and Country Club January 10

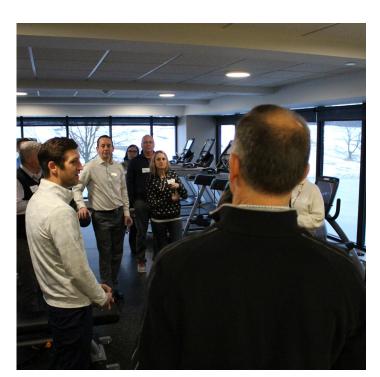
# New Year, New Format, New People -Still Great Networking

Carl Granberg, General Manager, Rochester Golf and Country Club and his team hosted the first AM Espresso of 2020, providing attendees an inside view of the new additions and improvements to RGCC. Attendees saw first-hand a state-of-the-art golf simulator - learning how to improve their own game - a brand new workout facility, complete with personal training services, an entertaining and engaging child care facility, and the new and improved Tillie's Bar & Grill.

"WOW, what an outstanding experience it was to host AM Espresso! This experience allowed the Club to showcase our new offerings and renovations. We are so appreciative for the opportunity to showcase our family-friendly club."

# Carl Granberg

General Manager, Rochester Golf and Country Club



The Rochester Area Chamber of Commerce and our Ambassadors are honored to celebrate with the following organizations who are investing in our community, providing quality jobs, and contributing to our strong economy. Ribbon Cuttings are celebrations to help promote each business – highlighting their special event with marketing and enhanced social media promotion.



**01** Ability Building Community

(507) 281-6262 | www.abcinc.org



**02** First Steps Academy

(507) 282-5437 | www.firststepsmn.com



03 River Bend Senior

(507) 282-1550 | www.riverbendrochester.com

# Thirteen Mayor's Medal of Honor Recipients Honored During Ceremony

Mayor Kim Norton was joined by recipients, their friends, and families on December 12, 2019 for the Mayor's Medal of Honor program. In total, thirteen individuals were recognized. 2019, marked the 36th year of the Mayor's Medal of Honor.

Mayor Kim Norton states, "The Mayor's Medal of Honor is a longstanding opportunity to recognize the outstanding contributions of our community members. Today, we had the chance to recognize the contributions of thirteen marvelous individuals who make our community a better place to live, work, and play."

The Mayor's Medal of Honor recognizes residents who have gone above and beyond to serve the community. The Mayor collected nominations from community members. In total, more than 50 nominations were received.

# Mayor's Medal of Honor Recipients

Category	Honoree
Artistic / Cultural Achievement Award	Tyler Aug
Excellence in City Service Award	Steven Schmidt
Community-Wide Service Award	Danielle Teal
Champion of Diversity Award	Miriam Goodson
Educational Excellence Award	Natalia Benjamin
Excellence in Industry Award	Naura Anderson
Human Services Award	JoMarie Morris
Legacy Award	George Thompson
Mayor's Award	Jere Lantz
Personal Achievement Award	Andy Brownell
Senior/Elder Achievement Award	Jeanette Fortier
Sustainability Award	Ivan Idso
Youth Serving Community	Anjali Donthi

### **WSB Chris Petree**

WSB is pleased to welcome Chris Petree as the director of Rochester operations. As the former public works director for the City of Rochester, Petree joins



the firm with more than two decades of experience working for municipalities. He will lead operations and projects in Rochester, oversee the firm's work in southeast Minnesota, and support clients across all offices by sharing best practices around project management, quality control and client engagement.

# White Space



WHITE SPACE

2020 marks the nine year anniversary for White Space. Launched in 2011, White Space has helped helped hundreds of businesses such as the Rochester Downtown Alliance, Little Thistle Brewery, Destination Medical Center, Spark, Bar Buffalo, and Benike Construction with brand development and communication strategies...

In addition to celebrating nearly a decade in business, Sarah Miller, founder of White Space is excited to announce the addition of two new team members. "This expansion allows us to form a deeper relationship with our partners. Starting with brand development that is tied to business strategy, then continued communications and engagement is now a necessity for organizations of every size. "Miller currently serves as a board member for the Rochester Area Chamber of Commerce and the Downtown Neighborhood Association.

### Christi Jorde, Brand Strategist

Christi has over 17 years of experience building relationships and brands by linking creative strategy and messaging with execution. She loves bringing a brand's personality to life and helping companies position themselves for



success. She is also an advocate for the local community as a board member for the Rochester Children's Museum. Having grown up in Winona, she attended Winona State University and majored in Mass Communications. Christi moved from the Minneapolis area back to Rochester in 2010 to be closer to family.

### Audrey Hunt, Brand Designer

White Space is excited to transition Audrey as a freelance designer to full-time Brand Designer. Armed with a degree in Interdisciplinary Design from Iowa State University, Audrey has used her talents in the graphics, branding



and packaging world. After spending months diving into brand development and design for a variety of partners at White Space, Audrey is eager to continue building her design and illustration skills in the community her and her husband now call home.

# **Olmsted County**

### **Paul Fleissner**

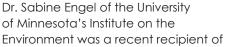




Housing and Human Services Paul Fleissner was named to the St. Paul & Minneapolis Foundation advisory committee to manage the Minnesota Homeless Fund, launched by Governor Tim Walz & Lt. Governor Peggy Flanagan. "I am excited to serve on the advisory committee managing the Minnesota Homeless Fund and be connected to the larger Minnesota Winter Homeless Initiative," said Fleissner. "Homelessness is an issue in virtually every community. I am grateful that Governor Walz is bringing people together to explore solutions in Minnesota to this critical and challenging problem."

### **University of Minnesota**

### Dr. Sabine Engel





the Republic of Germany highest civilian award, the "Order of Merit." Germany Counsel General Moessinger presented the award at a ceremony at the University of Minnesota. Dr. Engel was recognized for a distinguished life of service with particular emphasis on her outstanding Minnesota/ Germany policy exchange programs in the areas of healthcare, workforce, and most especially renewable energy all of which have had Rochester Area Chamber member participation.



On December 31st, the Minnesota Children's Museum of Rochester hosted their annual "Noon Years Eve" event at the Apache Mall celebrating not only the new year but a relocation to the mall along with a big name change.

With a planned summer 2020 opening, the all-new, 7,000-square-foot play space will feature the new name: Spark. Visitors will explore a variety of interactive exhibits, including an immersive climbing structure, an international bazaar and a one-of-a-kind water play experience.

Playful learning will be at the heart of the new Spark experiences, along with three focus areas: STEAM (science, technology, engineering, art and math), health and wellbeing, and cultural connections. Spark will continue to work with local partners to rotate in new attractions that provide hands-on learning opportunities for young learners and their families. To learn more about Spark or become a partner, please visit SparkRochesterMN.org

# Please Mark Your Calendars 2020 Major Chamber Programs

3rd LGR Applications Open AM Espresso AM Espresso 19th Business After Hours **11th** EquityLogic<sup>™</sup> Series 2.0 20th WE Forum\* **13th** WE Forum\* 25th Shop Local First Class\*\* 19th Community Matters #1 20th Business After Hours 11th Community Matters #3 25th Shop Local First Class\*\* 17th WE Forum\* 18th AM Espresso AM Espresso 22nd Shop Local First Class\*\* **10th** EquityLogic<sup>™</sup> Series 2.0 24th Business After Hours **19th** Business After Hours 19th WE Forum\* 20th Eggs & Issues #1 **2nd** AM Espresso 27th AM Espresso 9th Eggs & Issues #4 15th WE Forum\* 31st Shop Local First Class\*\* 20th Shop Local First Class\*\* **3rd** Annual Member Celebration 22nd Business After Hours **14th** EquityLogic<sup>™</sup> Series 2.0 16th Business After Hours 16th WE Forum\* **6th** AM Espresso 21st Shop Local First Class\*\* **19th** Business After Hours 24th Community Matters #2 19th WE Forum\* AM Espresso 1st LGR Applications Close 18th MN Legislative Session Ends **TBD** Economic Summit 21st Business After Hours 4th AM Espresso 21st WE Forum\* **17th** Business After Hours 21st LGR 2019/20 Graduation 26th Shop Local First Class\*\* 29th Eggs & Issues #2 **5th** AM Espresso 17th Business After Hours

- \* WE Forum led by Kabara Institute for Entrepreneurial Studies and RAEDI in partnership with the Rochester Chamber.
- \*\* Shop Local First Class is led by the Rochester Chamber in partnership with Kabara Institute for Entrepreneurial Studies and RAEDI.

To see the full 2020 calendar, please visit: http://bit.ly/RACCEvents2020

6th LGR 2020/21 Cohort selected

**26th** Legislative Recap

22nd Chamber Golf Outing

- 10th AM Espresso
- **15th** Business After Hours
- 16th WE Forum\*
- 21st Shop Local First Class\*\*
- 31st Eggs & Issues #3



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# MY GOAL IS FOR YOU TO MEET YOURS -

With years of experience in the areas of wills, trusts, estate planning and probate, I enjoy working with individuals, families, business owners and foundations, helping them see what is possible when it comes to their financial future and then putting a plan in place to reach those goals.



Masood Dehnavifar, J.D. Trust Department Manager

### We can help with:

- **Investment Management**
- 401(k) and other Qualified Plan Administration for Employers
- **Retirement Solutions**
- **Business and Farm Succession Planning**

- Serve as Trustee for Revocable, Irrevocable, Charitable, Special Needs or Insurance Trusts
- Probate and Estate Administration
- Daily Finance Management under a Power of Attorney
- **Estate Plan Counseling**

Put our Trust experts to work for you and discover the Merchants Bank difference.

