

**BOARD OF DIRECTORS**

Friday, October 26<sup>th</sup>, 2018

8:30 a.m. – 11:00 a.m.

Board Chair Scott Singer

Thomson Reuters  
610 Opperman Drive, Eagan, MN 55123

**AGENDA**

- |  |               |
|--|---------------|
| 1. Call to Order (Scott Singer)  | 8:30          |
| 2. Introductions (Scott Singer)  | 8:30 – 8:35   |
| 3. Approval of Meeting Minutes (Scott Singer) * <ul style="list-style-type: none"><li>July 20<sup>th</sup>, 2018</li></ul> | 8:35 – 8:40   |
| 4. Financial Update (Ed Foppe)   | 8:40 – 8:45   |
| 5. Event Update (Patty Carruth) <ul style="list-style-type: none"><li>MN Venture Conference</li><li>Tekne Awards</li></ul> | 8:45 – 8:55   |
| 2018 ACE Presentations   | 9:00 -10:50   |
| 1. MHTA Engagement Opportunities   |               |
| 2. Border-to-Border: Getting Minnesota 100% Covered  |               |
| 3. MN.IT Value & Public Perception Challenges  |               |
| 4. Missed Connections  |               |
| 5. SOS SoS   |               |
| 6. Apprenticeship: A Playbook for Sustainability   |               |
| 6. Presentation of ACE Graduation Certificates (Margaret Anderson Kelliher)  | 10:50 – 10:55 |
| 7. Other Business (All)  | 10:55 – 11:00 |
| 8. Adjourn   | 11:00         |

\*Denotes item with Board Action

**Next MHTA Board Meeting:**  
December 7<sup>th</sup>, 2018 8:30 – 10:30 a.m.  
Location: Unisys, 3199 Pilot Knob Road, St. Paul, MN 55121

**UPCOMING EVENTS:**

**Upcoming Events Listing**

**November**

- 1 CIO Forum
- 7 MN Venture Conference
- 16 MHTA Executive Committee
- 29 Tekne Awards

**December**

- 7 MHTA Board of Directors Meeting
- 12 CIO Panel
- 14 MHTA Executive Committee

## Board of Directors Minutes

Scott Singer  
8:30 am to 10:30 am  
Friday, July 20<sup>th</sup>, 2018

Associated Benefits & Risk  
6000 Clearwater Drive, Minnetonka, MN 55343

**Present:** Margaret Anderson Kelliher, Kevin Boeckenstedt, Doug Carnival, Trent Clausen, Amy Fisher, Todd Hauschildt, Karen Hudson, Patrick Joyce, Harlan Kragt, Jake Krings, Michael Lacey, Sandy Lee, Chuck Lefebvre, Barry Mason, Paul Mattia, Tyler Middleton, Cy Morton, Samuel Prabhakar, Matt Reck, Chris Rence, Pat Ryan, Lisa Schlosser, Scott Singer, Dee Thibodeau, Paul Weirtz

**Absent:** Jacquelyn Crowhurst, Jill Farrington, Ed Foppe, David Frazee Milla Hautman, Jay Heath, Bob Hirsch, Sridhar Koneru Rick Krueger, Mac Lewis, Joy Lindsay, David Minkinen, Vinicius (Vinny) Silva, Ken Voss, Susanna Woods **Staff:** Claire Ayling, Patty Carruth, John Dukich, Ray Hoover, Noah Myers (intern), Lonni Ranallo, Mo Schriner, Becky Siekmeier **Presentation:** Jennifer Carlson

### 1. Call to Order

Patrick Joyce called the meeting to order.

### 2. Introductions

### 3. Approval of May 18<sup>th</sup>, 2018 Meeting Minutes

Doug Carnival moved to approve the May 18<sup>th</sup> meeting minutes, Todd Hauschildt seconded the motion, the motion carried and the minutes were approved.

### 4. Financial Update

Lonni Ranallo gave a financial update. Membership income running behind plan by 61K. New membership is behind plan by 27K with renewal behind by 34K. We have at least 25K in renewals that will be coming in through June. SBIR Business Development Grant was finalized later than planned and so there may be some un-reimbursable expenses happening in 2018. Most expenses running right at or under plan. Overall net income off 56K to budget plan. The IRS form 990 has been uploaded to the Board web portal for review, please review by August 3<sup>rd</sup> at which time if there are no comments the form will be filed.

### 5. Event Update

Patty Carruth gave an events update. The Bids & Bytes Benefit is planned for September 13<sup>th</sup> at the Aria Event Center. Patty asked the board to attend the event, donate an experience or sponsor the event. The Minnesota Venture Conference will be held on November 7<sup>th</sup>, with an updated look and agenda. Patty asked for help with introductions to the Boards corporate venture contacts and to recommend speakers for panels, also sponsorships are available. The Tekne awards will be held on November 29<sup>th</sup> and we are asking the board to get the word out that applications close August 3<sup>rd</sup>.

**6. Scitechspierience Update**

Becky Siekmeier gave an update on the Scitechspierience program, now in its 7<sup>th</sup> year. The program continues to grow and fund more interns. We will place over 360 interns in 2018. Becky reviewed a map of Minnesota and where the internships reside.

**7. Presentation – Jennifer Carlson, Executive Director, WTIA Workforce Institute & Apprenti**

Jennifer Carlson gave a presentation on the Washington Technology Industry Association's Apprenti program, a separate program that started in Washington to place people in tech sectors in apprenticeship programs. Also on the phone was Jason Johnson of Microsoft to explain the employer role.

**8. Other Business**

Sandy Lee asked if the Board members involved with the ACE group could stay for a few minutes to discuss the project.

**9. Adjourn**

The meeting was adjourned.

### MHTA P&L vs Budget Sept 2018

	Jan - Sep 18	YTD Budget	Projected YE	Annual Budget	\$ Over Budget
Total Membership	537,806	599,833	552,763	614,790	(62,028)
Total Promotion / Events	186,444	208,408	323,484	345,448	(21,964)
Total STEM Programs- Scitech/SBIR	302,611	315,999	471,112	484,500	(13,388)
Sub Total	1,026,861	1,124,240	1,347,359	1,444,738	(97,379)
Operate MHTA & Public Policy	1,021,791	1,085,052	1,375,604	1,438,865	(63,260)
Net Income	5,070	39,189	(28,246)	5,873	(34,119)

	Jan - Sep 18	YTD Budget	Projected YE	Annual Budget	\$ Over Budget
<b>Income</b>					
Total Membership	537,806	599,833	552,763	614,790	(62,028)
Total Promotion / Events	326,422	386,435	712,577	772,590	(60,013)
Total STEM Programs- Scitech/SBIR	1,094,535	1,078,599	1,477,536	1,461,600	15,936
Total Other Income*Sales & Marketing	16,044	13,760	17,284	15,000	2,284
<b>Total Income</b>	1,974,807	2,078,627	2,760,160	2,863,980	(103,820)
<b>Expense</b>					
Total Administration	147,948	149,642	193,545	195,240	(1,695)
Total · Association Staffing	833,330	880,449	1,122,506	1,169,625	(47,119)
Total · Sales & Marketing	22,057	34,220	30,837	43,000	(12,163)
Total Event Expenses	139,978	178,027	389,093	427,142	(38,049)
Total STEM Program expense- SciTech/SBIR	791,924	762,600	1,006,424	977,100	29,324
Total Public Policy	34,500	34,500	46,000	46,000	0
<b>Total Expense</b>	1,969,737	2,039,438	2,788,405	2,858,107	(69,701)
<b>Net Income</b>	<b>5,070</b>	<b>39,189</b>	<b>(28,246)</b>	<b>5,873</b>	<b>(34,119)</b>

400 S 4<sup>th</sup> Street, Suite 416  
Minneapolis, Minnesota 55415  
Phone: 952.230.4555  
Fax: 952.230.4550  
Website: www.mhta.org



**MHTA President Report  
Oct. 26, 2018**

**ACE LEADERSHIP**

We are recruiting for the 2019 ACE Leadership cohort. Please recommend names and forward information about the program to people in your organization or professional network who would be good candidates for the program.

Due to increased expenses, it will be necessary to increase the cost of ACE Leadership tuition in 2019 to \$3,350 for members. We have had a long relationship with one of our vendors, a very valuable part of the program, and those rates are now increasing. We understand that there are Board members that may have already planned for the 2019 session at the previous pricing, and we will honor a smaller increase of \$3,100 if attendee's are enrolled by Dec. 1, This is only available to Board members.

**BIDS & BYTES – Sept. 13**

Thank you to all of our Board members and volunteers for their gracious donations. The Bids & Bytes event was a great evening of networking, bidding, and raising funds to help continue all of the great work our foundation does.

**WLIT – Oct. 23**

The final WLIT program event on Oct. 23 had the highest number of attendees of previous programs, with over 270 registered. Kim Skanson of Cargill, current advisory board chair, is stepping down at the end of 2018. Robin Cook, also of Cargill, and Alyssa Lawson, of Robins Kaplan, are new advisory board members.

**MINNESOTA VENTURE CONFERENCE – Nov. 7**

Our current sponsorship stands at \$11,000, with DEED at \$10,000 and WeWork at \$1,000.

Registration is currently at 113, with about half as paid participants. We need your help to promote registration. Please forward emails and share social posts being sent to the board today (Oct. 26).

**TEKNE – Nov. 29**

We had a record number of award applicants. Thank you for supporting that effort. We will award Tekne's in 16 categories. Please save the date (Nov. 29) and promote purchases of tables at the Tekne Awards.

We are seeking an additional \$17,500 in sponsorships. Ray Hoover is targeting companies that are purchasing tables to upgrade to a Bronze sponsorship.

**Workforce Development**

Several outreach efforts are underway: We have started a board committee interested in apprenticeships. An ACE Leadership group will present at the board meeting today on this topic. Ray is developing a CIO Roundtable to follow up with the Workforce survey with DEED, MSP TechHire and the City of Minneapolis. Aug. 31 was the second date for the skills academy for the Greater Metropolitan Workforce Council (GMWC), where I serve on the IT working group.

## **Broadband Task Force**

The Governor's Task Force on Broadband released its final annual report earlier this month. The report details policy recommendations for the next governor and legislature to consider during the 2019 Legislative Session. The report can be found here: [https://mn.gov/deed/assets/2018-bbtf-report\\_tcm1045-354312.pdf](https://mn.gov/deed/assets/2018-bbtf-report_tcm1045-354312.pdf). Since the start of the state's Broadband Development Grant Program, the state legislature has invested \$85.2 million, leveraging \$110.6 million in matching local/private broadband investment to connect 34,000 households, 5,200 businesses and 300 community institutions with broadband.

## **MEDIA/SPEECHES/IMPACT**

Highlights include:

- Media: Aug. 29, 2018 – quoted in Civil Eats, a national trade publication, on startup Green Garden Bakery
- Speech: Sept. 17 – Great North Labs Startup Ecosystem Kickoff, presenting and participating in a panel. Great North Labs is a St. Cloud-based venture capital fund focused on Midwest startups.
- MN Cup: Oct. 8, 2018 – part of the judging panel to choose finalists; Announcement of finalists was a sold-out event for TC Startup Week
- Northstar Science Film Festival: Oct. 18, 2018 – lead discussion about “Inventing Tomorrow” film along with Bakken Museum's executive director
- MN IT Symposium (hosted by EFM, which has trade partnership with MHTA): Nov. 1, 2018 – scheduled for lunch-time presentation during day-long event at Marriott, Mall of America

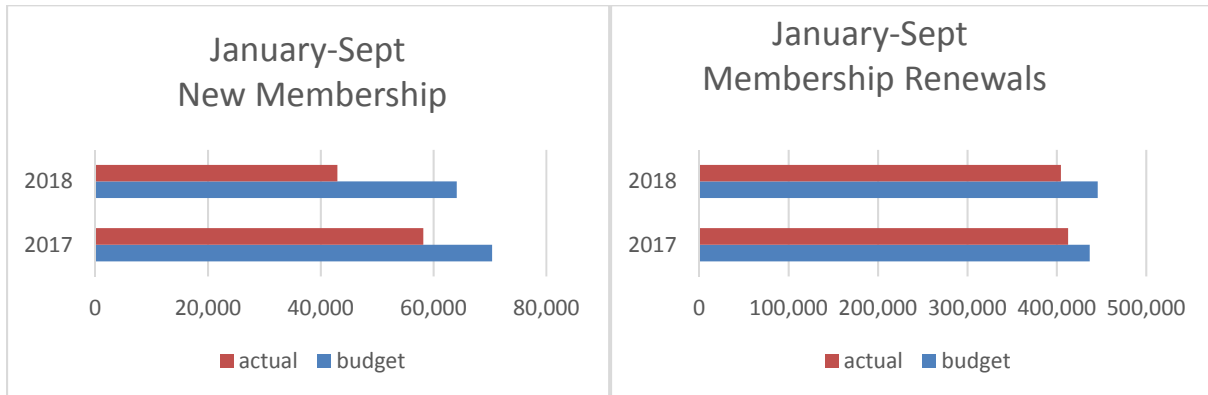


## MHTA STAFF REPORT

September 2018

**New MEMBERSHIP** <http://www.mhta.org/about/members>

vXchnge	Cofense
---------	---------



**New Membership**  
 New membership budget: 90,000  
 New membership PTG: 52,425

**Renewals**  
 Current budget target: 515,381  
 Renewal PTF: 485,380

**Membership Initiatives**

- Monthly webinars for sponsorship and membership being held on the first Thursday and Friday mornings of the month respectively.
- Membership committee engagement more directed. Meetings held the first Tuesday of the month.
- LinkedIn program, initiated by membership committee, will be expanded to executive committee and board. I have done individual searches for contacts in two tiers (target companies and all tech firms), and gone through those names with members to determine if the relationship is sufficient enough to make an introduction to me. Email language has been developed and distributed as well.
  - The first resulting meeting of this program, with CHS, took place yesterday. Great thanks to Lisa Schlosser for following through.
- In order to increase outreach I put the beginnings of an ambassador program together. One of the ACE Leadership groups decided on that as a project, and are building out the program in order to launch in winter.
- Personalized membership packets are now prepared for all registered non-member attendees to specific gatherings.

**Notes**

- I have reflected the new onboarding process and increased primary contact roles in Salesforce in order for us to better bucket employees and communicate on initiatives.



- Traction with past months' renewals are troubling. Few large amounts are outstanding, however there are many unresponsive smaller companies.
- Research is being conducted into costs for data sets and appends to fill out existing data sets and add contact information for additional targets.
- By email, phone, or in person, we have now reached out to more than 100 new potential members so far in 2018. Meetings have been conducted with representatives from 47 companies. All stalled negotiations have been invited to events, membership webinars, and additional meetings to bring them over the finish line.
- I am in discussions with Sprint, The Vikings, Endevevan, WeWork, MentorMate, Protocol 46, CHS, Wells Fargo, 75F, VisionOne, WSB Engineering, Demand Chain and US Bank on Membership.

**OUTREACH & EVENTS**

**ACE:**

- Final Board presentations are Oct 26. (6 groups)
- 2019: First session scheduled at Oak Ridge Feb 21-22.

**WLIT:**

Record registration for the final WLIT event on Tues, Oct 23: 278! *Search Inside Yourself* presentation by Heather Wray-Isquierdo was well received.

2018 WLIT results: Exceeded registration goal, sponsorship was down, expenses will be less than budget.

**Minnesota Venture Conference: Wed, Nov 7 at the Radisson Blu Downtown**

Event Planning Status

- Speakers: 3 keynotes and 3 investor panels including moderators. Three of the Blockchain panelists are from Chicago.
- Entrepreneurs: 18 pitch companies
  - 8 AI/Data Analytics. 5 from MN, 2 from WI, 1 from IA
  - 5 Blockchain. 4 from MN, 1 from MI
  - 5 Cybersecurity. 4 from MN, 1 from OH
- Conference app in full development. Profiles for all attending entrepreneurs will be posted. Those making pitches will be featured in a separate section within the app.
- Will incorporate polling feature of the conference app following each of the pitches.
- Attendees will have the ability to make 1:1 appointments thru the conference app.

Sponsorship Progress

Budget	\$45,000
Actual	\$11,000
Delta	-\$34,000

Registration Progress

	Attendees	Fees
Budget	250	\$67,130
Actual (as of 10/24/18)	111	\$18,661
Delta	-139	-\$48,469

### Registration Action Plan (Marketing)

- Postcard mailing sent to 2674
- Social media posts daily since mid-September
- Updates on MHTA.org and MNVenture.org, including Q&As with speakers and profiles on presenting companies
- Advertising in progress: Minne Inno and Twitter
- News release distributed PR Newswire on 10/8/18
- Postcard/candy baskets delivered to 10 co-working locations for Startup week
- Hand-addressed USPS mailing sent to 115 investors 10/12/18
- Weekly targeted emails to distinct groups: Investors, Entrepreneurs, General
- Digital tool kits for speakers, presenting companies, MVC Committee and MHTA BOD with content to make it easy to encourage registration via email and sharing on social media

### Tekne: Thursday, Nov 29 at the Minneapolis Convention Center

#### Event Planning Status

- Gathering Finalist information for video production and printed programs
- Paul Douglas will return as emcee
- Ongoing event publicity thru Padilla

#### Sponsorship Progress

Budget	\$105,000
Actual	\$92,800
Delta	-\$12,200

#### Registration Progress

62% of headcount goal

45% of fee goal. (Sponsors are included in the below headcount, and their revenue is captured under sponsorship.)

	Attendees	Fees
Budget	725	\$109,275
Actual (as of 10/24/18)	446	\$49,035
Delta	-279	-\$60,240

### CIO Panel: Dec 12 at the Metropolitan Ballroom

- Two speakers are confirmed: Tom Butterfield, TCF Bank and Tammylynne Jonas, Holiday Companies, Kevin Baartman, Lund Food Holdings.
- Dee is finalizing remaining speakers
- No sponsors to date.

### 2019 Events

- Legislative Reception scheduled at Osborn370 on Tues, Jan 22. (Former Ecolab Building)
- Tech.2019: Workforce theme. Hyatt Regency MOA on Thur, Feb 28.
  - Mac Lewis will chair the Board Committee for this event. Initial discussion held on Oct 4.

## **WORKFORCE DEVELOPMENT** {[www.mhta.org/educate/](http://www.mhta.org/educate/)}; {[www.mhta.org/work/](http://www.mhta.org/work/)}

IT Apprenticeship Program: As we explore building an IT apprenticeship program, we continue our conversations with Apprenti and are building a working group of board members interested in apprenticeships. The board's first apprenticeship working group meeting is on Tuesday, September 18. Nine board members have indicated an interest in participating on this working group. We have had conversations with Apprenti, the Department of Labor and Industry (DOLI) and the Department of Employment and Economic Development (DEED) regarding funding to cover startup costs of the program. Unfortunately, neither DOLI nor DEED have funds to cover these costs; we are exploring alternative funding options. An ACE Leadership group is also working on developing a business plan for MHTA to start and grow an IT apprenticeship program, and will be presenting at the October board meeting.

IT Workforce Survey: As a follow-up to the Workforce survey conducted with DEED, MSP TechHire, and the City of Minneapolis, Ray has been developing a CIO Roundtable to announce and then discuss the results of the Survey. As a follow-up, we asked respondents if they would participate in focus groups, and more than 50 responded that they would be willing. This event will take place at the beginning of October and we expect 80 to attend.

### **getSTEM**

The [getSTEM site](#) continues to facilitate connections between educators and the business community with Asks/Offers. Weekly emails with new Asks/Offers are sent out to subscribers. Year to date, the website has had almost 3,800 new users come to the site. We continue to promote posts, particularly "Offers". For example, a November event to promote female students to pursue STEM careers, hosted by Trailblazers (with MHTA member Keyot as partner), had 120 views.

### **SciTechsperience Internship Program**

- The 2018PY ended on a very high note: We placed 369 students – a huge jump over the 293 placed in the 2017PY. We'll be pulling final stats together over the next month or so, so stay tuned for more fun facts.
- We completed 88 employer site visits; most of those meetings took place after July 4<sup>th</sup> and ended before Labor Day. That's a lot of miles! It was exciting to see the breadth of work happening around the state. We have learned one very important thing during these meetings: this program changes lives. You can check out stories of the site visits at [SciTechMN.org/Blog](http://SciTechMN.org/Blog) – select "Internship Spotlight" as the category.
- Our new program year began on 9/1/2018. We hope to place 390 interns this year and already have 20 placements. We are approaching 1300 all-time placements.
- We are still wrapping up reimbursements for the 2018 program year but hope to receive all claims by the end of October.
- Fall career fairs begin September 12 – staff will be attending dozens of on-campus events over the next few months to recruit new talent. Registration for winter and spring career fairs is underway as well – this is a VERY busy time for the program staff!
- Our work with Belmont Partners, to help SciTech with some PR analysis and strategic planning, is complete. BP provided us with in-depth analysis of our current messaging as well as comparisons of similar workforce programs as well as best practices for creating an "influencer toolkit." We received a comprehensive list of industry influencers and media contacts which we can share with MHTA and SBIR. We also conducted message testing with employers to improve our marketing communication.

## **MN-SBIR** ([www.mhta.org/mn-sbir](http://www.mhta.org/mn-sbir))

MN-SBIR is the Governor's designated resource for SBIR/STTR assistance to support innovation, investment and commercialization of technologies.

- Started new program year on September 30, 2018 – key metrics include: \$25M in SBIR/STTR requests; agency specific proposal preparation courses (18); and kickoff of three new SBIR Hubs (Moorhead, Bemidji and Winona).
- Kicked off the MICC SBIR Hub in Mankato on September 19, 2018 – great success out of the gate.
- Held Naval Sea Systems Command SBIR/STTR meeting on September 28<sup>th</sup> with company one-on-one meetings that went well.
- Preparing SBA Final Report for 2017-2018.

## **COMMUNICATIONS**

Extensive efforts are underway for marketing MN Venture Conference (see events details). In the past 10 days, there have been over 1,600 new visitors to the MnVenture.org site.

Announcement of the Tekne Award finalists are generating positive media for MHTA, both in traditional news and social media.

### **Social media update:**

- Twitter followers: Continuing on upward trend 4,497 (up 479 followers since Jan 2018).
- Notable new Twitter follower: Optum (corporate verified account). Notable sharing: Wells Fargo shared MHTA's Workforce Wednesday report.
- LinkedIn followers: Continuing on upward trend 2,305 (up 333 since Jan 2018). 1972 Engagement of followers, with likes and shares, are trending upward as well.

### **News media:**

Tekne finalists that are small businesses have distributed press releases using a template provided by MHTA. This coverage as a finalist is important as it helps raise public visibility and for startups, it is a useful way to draw the attention of investors. Press releases published:

- Agosto – press release on being finalist in IT healthcare consulting  
<https://www.agosto.com/press-release/agosto-finalist-2018-tekne-awards/>
- CarrotHealth – as a MN Cup winner who is also a Tekne finalist  
[http://www.einnews.com/pr\\_news/464499835/carrot-health-named-top-healthcare-startup-in-2018-minnesota-cup](http://www.einnews.com/pr_news/464499835/carrot-health-named-top-healthcare-startup-in-2018-minnesota-cup)
- EnergyPrint – startup in building and infrastructure  
[https://www.prweb.com/releases/energyprint\\_named\\_finalist\\_for\\_2018\\_tekne\\_awards/prweb15806372.htm](https://www.prweb.com/releases/energyprint_named_finalist_for_2018_tekne_awards/prweb15806372.htm)
- GrowthZone's press release was reported in the Brainerd Dispatch  
<http://www.brainerddispatch.com/business/announcements/4510001-innovative-ams-growthzone-selected-2018-tekne-award-finalist>
- TCB Magazine (Tekne media partner) reported the finalists  
<http://tcbmag.com/news/articles/2018/september/finalists-selected-for-minnesota-high-tech-associa>

- Medical Design & Outsourcing e-newsletter reported on health finalists  
<https://www.medicaldesignandoutsourcing.com/four-medtech-startups-vie-for-minnesota-high-tech-awards/>

Padilla is working with MHTA to plan and execute media strategies for Tekne – this is trade agreement, with Padilla receiving Tekne Gold sponsorship value in the trade

**Broadband news was covered by:**

- Minnesota News Network <https://minnesotanewsnetwork.com/governors-task-force-recommends-35m-year-to-extend-broadband-internet/>
- KWLM Radio News in Willmar [https://www.willmarradio.com/news/governor-s-task-force-recommends-m-yr-to-extend-broadband/article\\_719491ec-c70b-11e8-9475-139035884004.html](https://www.willmarradio.com/news/governor-s-task-force-recommends-m-yr-to-extend-broadband/article_719491ec-c70b-11e8-9475-139035884004.html)
- KDAL Radio News in Duluth <https://kdal610.com/news/articles/2018/oct/03/task-force-recommends-broadband-expansion/>

**MHTA programs in the news:**

Neal St. Anthony, Star Tribune business columnist, posted on his “Inside Track” blog about MN-SBIR program seeking more small tech businesses, and featured Andamio Games, which landed a \$1.1 million SBIR grant from NIH (Mo provided Andamio assistance with its SBIR press release). <http://www.startribune.com/minnesota-seeks-more-small-technology-business-grant-applications/493310601/>

SciTechsperience news release on new 2018-2019 program year, produced by SciTech marketing specialist Piper Cleaveland, with Mo Schriener providing review and coordination, was carried in the Winona Post. <https://www.medicaldesignandoutsourcing.com/four-medtech-startups-vie-for-minnesota-high-tech-awards/>

**OPERATIONS & FINANCIAL**

September YTD financials are showing net income at \$5,070 vs a budgeted net of \$39,189 net income running behind plan by 34K. Total income running under plan by \$103K. Membership is running behind plan by \$62K, with events running behind by \$60K, and STEM running ahead of plan by \$16K. Expenses running under plan by \$69K, mainly in the events (\$38K and sales and marketing at -12K.

We are anticipating making up some ground especially in the membership renewal category. There will also be some adjustments to income with the SBIR program having to do with an additional reimbursable Business Development Grant that was received.

We are currently projecting year end net income to come in close to -41K vs budgeted net of 6K.

We are in the process of working on a benefit comparison study.