



BOARD OF DIRECTORS MEETING

Friday, August 20th, 2021
8:30 a.m. – 10:30 a.m.

Board Chair, Patrick Joyce
Zoom Conference Call

AGENDA

- | | |
|---|----------------------|
| 1. Call to Order (Pat Joyce) | 8:30 |
| 2. Approval of May 21 st , 2021 Meeting Minutes (Pat Joyce) | 8:40 – 8:45 |
| 3. Financial Report (Ed Foppe) | 8:45 – 8:55 |
| 4. CEO Report (Jeff Tollefson) | 8:55 – 9:15 |
| 5. Tech Inclusion Alliance | 9:15 – 9:30 |
| • Mike McNamara, Target | |
| 6. Discussion on MnTech Role with TIA | 9:30 – 9:45 |
| 7. Committee Updates | 9:45 – 10:00 |
| • Policy (Matt Bailey/Doug Carnival) | |
| • Governance (Michael Lacey) | |
| • Programming (Jamie Thingelstad) | |
| 8. Other Business/General Discussion (All) | 10:00 – 10:30 |
| 9. Adjourn | 10:30 |

Next MnTech Board Meeting:
October 8th, 2021 8:30 am – 10:30 am

Zoom conference call



Board of Directors Minutes

Board Chair Patrick Joyce

8:30 am to 10:30 am

Friday, May 21st, 2021

Zoom Conference Call

Present: Jeff Tollefson, Daniel Abdul, Dr. Sameer Badlani, Matthew Bailey, Teddy Bekele, Tawanna Black, Kevin Boeckenstedt, Douglas Carnival, Jacquelyn Crowhurst, Sarah Engstrom, Amy Fisher, Ed Foppe, Stephanie Hammes-Betti, Todd Hauschildt, Tammylynne Jonas, Patrick Joyce, Sridhar Koneru, Jake Krings, Michael Lacey, Rebecca Martin, Cyrus Morton, Anudeep Parhar, Tim Peterson, Matthew Reck, Christopher Rence, Ritu Sharma, Scott Singer, Jamie Thingelstad, Paul Weirtz **Absent:** Trent Clausen, Karen Hudson, Matt Johnson, Chuck Lefebvre, Michael Mathews, Paul Mattia, Rakhi Purohit, Vinny Silva, **Staff:** Jade Denson, Lonni Ranallo **Guests:** Heidi Tatro, CLA; Sean O'Neil, MN Chamber of Commerce

1. Call to Order

Patrick Joyce called the meeting to order.

2. New Board Member Introductions

Dan Abdul and Rebecca Martin introduced themselves.

3. Approval of February 19th, 2021 Meeting Minutes

Doug Carnival moved to approve the February 19th meeting minutes, Michael Lacey seconded the motion, the motion carried and the minutes were approved.

4. Financial Report

Ed Foppe gave the year-to-date financial update. Ed stated that the President's report in the Board packet has a good financial update included. Overall net income is running 10K better than plan. This is due to income running ahead of plan by 6K and expenses running under plan by 4K. Membership renewal is running behind plan, and we believe this is a timing issue. Ed explained how membership dues are accrued throughout the year. There are four budgeted events that have occurred in the first quarter, ACE came in ahead of plan and all other events except for Tech Talent have come in close to plan. All grant programs are running on target, and all expenses are running to plan. Cash and liquidity is strong with over 745K in the bank. Ed introduced our auditing firm, CLA and Heidi Tatro, who will present the 2020 audit.

5. 2020 Audit Presentation, CLA

Heidi Tatro of CliftonLarsonAllen presented the 2020 audit.

Patrick Joyce made a motion to approve the 2020 audit as presented, Michael Lacey seconded the motion, the motion passed and the 2020 audit is approved.

6. CEO Report

Jeff reported on the highlights of the written CEO report. New membership is going very well, Jeff provided a list of current new members and soon to be new members. Open renewals were reviewed. Reviews of programming items were discussed, virtual (zoom) fatigue seems to be developing. We are updating our current website and hope to have that completed in the next few months. The Tech Connect event agenda and platform is up, Jeff will send out an email to all board members to encourage participation from the board companies. The Tekne awards are being planned as an in person event at the Depot. Tekne categories are similar to last year. Current sponsorship revenue was reviewed.

7. Presentation: Minnesota 2030 Report – Sean O’Neil, Minnesota Chamber of Commerce

8. Tech Inclusion Alliance

Jeff gave an introduction to the Tech Inclusion Alliance and Jake Krings provided background on Target’s directive from Mike McNamara, CIO at Target. This is a CIO employer led consortium committed to working together to nurture and expand a diverse pool of local technology talent. There are currently 18 companies working together to foster greater diversity in the technology sector. Jade Denson gave an update on the working group that is looking at data analytics, building work streams and charters. They will also be solidifying short and long term goals. Jake will also be working with an advisory board.

9. Committee Updates

Doug Carnival gave a Policy Committee update. The legislature will have a special session on June 14th. All MnTech issues are moving along well. SciTech at current funding rate is included in both bills, we are just waiting to see which fund it will come out of. The Angel Investment tax bill, LaunchMN, and Broadband funding are included in current legislation. Michael Lacey gave a Governance Committee update. The Governance Committee is currently reviewing board composition and clarifying the board process for executives that are in transition. Jamie Thingelstad gave an update on the Program Committee. They are working on a charter, and reviewing in-person event planning.

10. Other Business/ General Discussion

Jeff Tollefson asked if the board would be open to an in-person social event some Thursday in September. Chris Rence brought up the Executive Order on Improving Cyber Security that was recently issued and how MnTech could respond. A board sub-group was discussed. The Let’s get to Work event on May 26th was mentioned.

11. Adjourn

Michael Lacey made a motion to adjourn, the meeting was adjourned.

Minnesota Technology Association Profit & Loss Budget Performance July 2021

	Jan - Jul 21	YTD Budget	\$ Over Budget	Annual Budget
Income				
Membership				
4010 · New	114,178.50	101,798.00	12,380.50	120,000.00
4011 · Renewals	395,439.51	408,327.00	-12,887.49	433,179.00
Total Membership	509,618.01	510,125.00	-506.99	553,179.00
Promotion / Events				
4084 · ACE Leadership	116,100.00	83,750.00	32,350.00	83,750.00
4090 · CIO Panel	0.00	0.00	0.00	36,065.00
4088 · CIO Forum	8,000.00	8,000.00	0.00	16,000.00
4110 · Tech Connect	97,840.00	74,000.00	23,840.00	74,000.00
4126 · TechTalent	32,300.00	44,000.00	-11,700.00	44,000.00
4121 · Tekne Awards	0.00	0.00	0.00	208,350.00
4123 · Women Leading in Technology	16,667.00	24,250.00	-7,583.00	56,000.00
4180 · Promotion Other	0.00	10,000.00	-10,000.00	10,000.00
Total Promotion / Events	270,907.00	244,000.00	26,907.00	528,165.00
Grant/STEM Programs				
4240 · SBIR/STTR	56,664.00	60,000.00	-3,336.00	93,185.00
4241 · SBIR - Spons/Bus Dev Grant Reim	40,000.00	40,000.00	0.00	40,000.00
4226 · STEM Projects/Donations	10,000.00	10,000.00	0.00	10,000.00
4232 · Foundation STEM support	20,000.00	20,000.00	0.00	40,000.00
4235 · SciTechsperience Grant				
4236 · SciTechsperience Grant Match	183,426.00	150,000.00	33,426.00	560,000.00
4235 · SciTechsperience Grant - Other	173,587.00	176,762.00	-3,175.00	293,932.00
Total 4235 · SciTechsperience Grant	357,013.00	326,762.00	30,251.00	853,932.00
Total Grant/STEM Programs	483,677.00	456,762.00	26,915.00	1,037,117.00
Other Income*Sales & Marketing				
4325 · Misc Contribution Income	660.00	40.00	620.00	120.00
4340 · Advertising Income (TechTues)	1,000.00	750.00	250.00	1,000.00
4310 · Interest earned	37.32	210.00	-172.68	360.00
Total Other Income*Sales & Marketing	1,697.32	1,000.00	697.32	1,480.00
Total Income	1,265,899.33	1,211,887.00	54,012.33	2,119,941.00
	1,265,899.33	1,211,887.00	54,012.33	2,119,941.00
Expense				
Administration				
5040 · Dues & Subscriptions	2,250.00	2,900.00	-650.00	2,900.00
5065 · Leases - Equipment	6,510.91	5,078.00	1,432.91	9,443.00
5010 · Bank Charges	348.00	300.00	48.00	300.00
5020 · Board of Directors	0.00	0.00	0.00	1,000.00
5030 · Business Insurance	4,006.24	4,000.00	6.24	4,000.00
5080 · Meetings	100.00			
5126 · Telecom	3,340.43	3,325.00	15.43	5,700.00
5150 · Storage	0.00	0.00	0.00	532.00
5310 · Courier	80.46			
5235 · Postage	113.80	220.00	-106.20	295.00

Minnesota Technology Association Profit & Loss Budget Performance July 2021

	Jan - Jul 21	YTD Budget	\$ Over Budget	Annual Budget
5410 · General Office Supplies	300.75	1,800.00	-1,499.25	3,200.00
Total 5220 · Office Rent- MGEX	29,113.70	29,113.70	0.00	49,909.20
Pro. Services				
5115 · Merchant Card Service Fee	9,395.09	9,800.00	-404.91	16,800.00
5300 · Annual Audit	14,409.55	14,260.00	149.55	14,313.00
5350 · Payroll	1,697.70	1,802.00	-104.30	2,887.00
5355 · 401k	750.00	750.00	0.00	1,000.00
5390 · IT Service/support/subscribtion	9,591.04	6,755.00	2,836.04	11,836.00
5392 · Website Maintenance & Support	12,543.40	3,500.00	9,043.40	6,000.00
5394 · Legal Service	0.00	500.00	-500.00	500.00
5501 · Consultants/Contract Services	0.00	5,000.00	-5,000.00	5,000.00
Total Pro. Services	48,386.78	42,367.00	6,019.78	58,336.00
Total Administration	94,551.07	89,103.70	5,447.37	135,615.20
5000 · Association Staffing				
5502 · Gross Wages	471,671.05	470,692.00	979.05	786,928.00
5550 · Tax Expenses	40,543.00	40,009.00	534.00	66,890.00
5540 · Profit-Sharing/Retirement	16,497.00	16,497.00	0.00	28,482.00
5515 · Bonus	23,330.00	23,330.00	0.00	40,000.00
Total Insurance & Benefits	59,753.70	64,215.00	-4,461.30	110,790.00
5610 · Prof Dev Seminars/Education	180.00	1,000.00	-820.00	1,000.00
5620 · Staff Recognition	237.99	200.00	37.99	600.00
Total 5000 · Association Staffing	612,212.74	615,943.00	-3,730.26	1,034,690.00
5400 · Sales & Marketing				
5802 · Direct Marketing	0.00	6,500.00	-6,500.00	7,500.00
5804 · Community Relations	200.00			
Total Outreach & Meetings	146.60	3,000.00	-2,853.40	3,800.00
Total 5400 · Sales & Marketing	346.60	9,500.00	-9,153.40	11,300.00
Promotion / Event Expenses				
5805 · ACE Leadership	23,644.92	20,700.00	2,944.92	21,000.00
5918 · CIO Panel	0.00	0.00	0.00	13,002.00
5907 · CIO Forum	0.00	325.00	-325.00	325.00
5930 · Sponsorship/ New Mem Breakfast	0.00	500.00	-500.00	500.00
5954 · Tech Connect	25,022.06	36,645.00	-11,622.94	36,645.00
5968 · TechTalent	3,647.58	8,220.00	-4,572.42	8,220.00
5962 · Tekne Awards	0.00	0.00	0.00	168,316.00
5924 · Women Leading in Technology	864.90	375.00	489.90	20,962.00
5964 · Cvent registration	0.00	0.00	0.00	0.00
Total Promotion / Event Expenses	53,179.46	66,765.00	-13,585.54	268,970.00
STEM Program expense				
5958 · SciTechsp general Expense	14,400.87	16,000.00	-1,599.13	23,170.00
5956 · SciTechsperience Co. Reim.	183,425.81	150,000.00	33,425.81	560,000.00
5991 · SBIR/STTR Program Expense	15,935.16	26,000.00	-10,064.84	30,000.00
Total STEM Program expense	213,761.84	192,000.00	21,761.84	613,170.00
Public Policy				

Minnesota Technology Association Profit & Loss Budget Performance

July 2021

	<u>Jan - Jul 21</u>	<u>YTD Budget</u>	<u>\$ Over Budget</u>	<u>Annual Budget</u>
5972 · Government Relations	<u>26,833.31</u>	<u>26,833.31</u>	<u>0.00</u>	<u>45,999.96</u>
Total Public Policy	<u>26,833.31</u>	<u>26,833.31</u>	<u>0.00</u>	<u>45,999.96</u>
Total Expense	<u>1,000,885.02</u>	<u>1,000,145.01</u>	<u>740.01</u>	<u>2,109,745.16</u>
Net Income	<u>265,014.31</u>	<u>211,741.99</u>	<u>53,272.32</u>	<u>10,195.84</u>

Minnesota Technology Association
Balance Sheet Prev Year Comparison
As of July 31, 2021

	<u>Jul 31, 21</u>	<u>Jul 31, 20</u>	<u>\$ Change</u>	<u>% Change</u>
ASSETS				
Current Assets				
Checking/Savings				
1050 · Wells Fargo	65,556.18	46,999.43	18,556.75	39.48%
1150 · Merrill Lynch Savings	619,965.43	323,880.61	296,084.82	91.42%
1060 · Sunrise Bank	4,492.00	0.00	4,492.00	100.0%
Total Checking/Savings	<u>690,013.61</u>	<u>370,880.04</u>	<u>319,133.57</u>	<u>86.05%</u>
Accounts Receivable				
1350 · Accounts Receivable	124,226.00	106,317.00	17,909.00	16.85%
Total Accounts Receivable	<u>124,226.00</u>	<u>106,317.00</u>	<u>17,909.00</u>	<u>16.85%</u>
Total Other Current Assets	<u>22,475.92</u>	<u>49,411.58</u>	<u>-26,935.66</u>	<u>-54.51%</u>
Total Current Assets	<u>836,715.53</u>	<u>526,608.62</u>	<u>310,106.91</u>	<u>58.89%</u>
Total Fixed Assets	<u>13,080.29</u>	<u>11,369.30</u>	<u>1,710.99</u>	<u>15.05%</u>
TOTAL ASSETS	<u>849,795.82</u>	<u>537,977.92</u>	<u>311,817.90</u>	<u>57.96%</u>
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
2000 · Accounts Payable	23,604.03	32,943.77	-9,339.74	-28.35%
Total Accounts Payable	<u>23,604.03</u>	<u>32,943.77</u>	<u>-9,339.74</u>	<u>-28.35%</u>
Credit Cards				
Total 2005 · Merrill Lynch Credit Card Accou	1,435.26	6,510.19	-5,074.93	-77.95%
Total Credit Cards	<u>1,435.26</u>	<u>6,510.19</u>	<u>-5,074.93</u>	<u>-77.95%</u>
Other Current Liabilities				
Total Dues Paid In Advance	98,457.00	66,834.00	31,623.00	47.32%
Total Future Events Paid in Adv	118,433.00	179,185.00	-60,752.00	-33.91%
2006 · Due to Foundation	0.00	620.00	-620.00	-100.0%
2100 · Payroll Liabilities	0.00	1,340.92	-1,340.92	-100.0%
2150 · Accrued Vacation	20,989.00	15,175.98	5,813.02	38.3%
2290 · Accrued Bonus	23,330.00	32,375.00	-9,045.00	-27.94%
2300 · Accrued Profit Share Contr	16,497.00	18,767.00	-2,270.00	-12.1%
Total Other Current Liabilities	<u>277,706.00</u>	<u>314,297.90</u>	<u>-36,591.90</u>	<u>-11.64%</u>
Total Current Liabilities	<u>302,745.29</u>	<u>353,751.86</u>	<u>-51,006.57</u>	<u>-14.42%</u>
Long Term Liabilities				
2560 · PPP Loan	183,000.00	0.00	183,000.00	100.0%
Total Long Term Liabilities	<u>183,000.00</u>	<u>0.00</u>	<u>183,000.00</u>	<u>100.0%</u>
Total Liabilities	<u>485,745.29</u>	<u>353,751.86</u>	<u>131,993.43</u>	<u>37.31%</u>
Equity				
3900 · Net Assets Unrestricted	99,036.22	118,969.38	-19,933.16	-16.76%
Net Income	265,014.31	65,256.68	199,757.63	306.11%
Total Equity	<u>364,050.53</u>	<u>184,226.06</u>	<u>179,824.47</u>	<u>97.61%</u>
TOTAL LIABILITIES & EQUITY	<u>849,795.82</u>	<u>537,977.92</u>	<u>311,817.90</u>	<u>57.96%</u>



Minnesota Technology Association

CEO Report

Board of Directors Meeting

August 20, 2021

OVERVIEW

What a month this has been. Not only did we receive confirmation a couple weeks ago that our federal Payment Protection Plan (PPP) loan in the amount of \$183,000 has been fully forgiven, this week we also exceeded our annual goal for new membership revenue in just the first 7½ months of the year. Combined with receiving a few membership renewals where companies have asked us to increase their membership dues beyond the levels for which we invoiced as a function of increased company revenues, there have been more than a few “high fives” on Microsoft Teams of late as we celebrate these wins.

But as much as I want to fully celebrate the good news of recent weeks, I’m equally cognizant of areas of organizational risk and programmatic challenges. This includes our relative lack of attention over the past 18 months to our Advocacy/Policy pillar compared to the progress we’ve made in Community-Building and Tech Talent, an issue I was reminded of this week as we likely lose a member due to perceived lack of commitment to policy initiatives.

I also found myself disappointed last week by the lower number of Tekne Award submissions received despite what I believed to be a relatively strong marketing effort. This is covered later in this report, but suffice it to say that after we produce and deliver a first-class Tekne Awards gala on November 17th, we need to step back and re-envision what these innovation awards could and should like in years to come.

And finally, I find myself thinking about MnTech team dynamics as we move from fully remote work to a hybrid model starting after Labor Day. How will we optimize our planned two days a week together in the office? Do we have the right people in the right roles? Where are our gaps? And what if we lose key talent? While these are issues and challenges not uncommon to us all, more proactive thinking and planning in this regard can now take place as our revenue goals are mostly achieved.

So yes, it’s been a great year thus far and we have much to celebrate, but challenges remain and I look forward to working with you to ensure that our success is sustainable.

In the pages that follow, we have summarized the status of key initiatives and programming ahead of Friday’s board meeting. Please don’t hesitate to reach out with any questions, concerns, or requests for additional information ahead of that meeting.

1. MEMBERSHIP UPDATE

As mentioned earlier, we continue to attract new member companies to the Minnesota Technology Association as they recognize the benefits of membership and the importance of supporting our mission of building a stronger and more inclusive tech ecosystem in our state.

We have now welcomed 39 new member companies to MnTech since the beginning of the year, representing \$165,550 of annualized membership dues revenue. The amount of new member revenue recognized on our books through July 31st is \$114,798 and with the inclusion of three new member commitments where payment is expected in the coming weeks, we will have exceeded the \$120k revenue goal we set for the year.

To the right is a listing of all new members joining in 2021 with corresponding annual dues. We are particularly pleased to welcome back to MnTech companies like 3M, Ameriprise, Starkey, Horizontal, and Pearson VUE, organizations that chose not to renew their memberships in recent years due to lack of perceived value. The work we have collectively done to refocus our programming, curate and deliver impactful events, and message a new vision for the important role MnTech can and must play in driving Minnesota's innovation economy forward, has clearly paid off and we look forward to attracting even more companies to our mission and movement in the months and years to come.

2021 New Members	Dues	Date Joined
3M	\$ 12,500	invoiced
Abbott	\$ 12,500	8/9/2021
Cargill	\$ 12,500	5/4/2021
Polaris	\$ 12,500	invoiced
Starkey	\$ 12,500	6/8/2021
Ameriprise	\$ 10,000	7/26/2021
Horizontal Digital	\$ 10,000	invoiced
Jamf	\$ 10,000	4/5/2021
Pearson VUE	\$ 10,000	3/31/2021
Surescripts	\$ 10,000	3/29/2021
U.S. Bank	\$ 10,000	1/15/2021
Sirius Computer Solutions	\$ 5,000	4/28/2021
Total Expert	\$ 5,000	7/7/2021
Be The Match / NMDP	\$ 4,000	3/5/2021
Blue Cross/Blue Shield MN	\$ 4,000	5/3/2021
Bloomington Public Schools	\$ 3,500	6/11/2021
Leadpages, Inc.	\$ 2,500	3/1/2021
RBA Consulting	\$ 2,500	2/16/2021
Renodis	\$ 2,500	8/10/2021
Trisential	\$ 2,000	7/8/2021
Perrill	\$ 1,500	2/11/2021
Digital Mass	\$ 1,000	7/19/2021
Holmes Murphy & Associates	\$ 1,000	5/17/2021
MN State Centers of Excellence	\$ 1,000	7/16/2021
Platform 3 Solutions	\$ 1,000	5/14/2021
Qlik	\$ 750	2/2/2021
Workers' Comp Reinsurance Ass.	\$ 750	1/8/2021
Code Savvy	\$ 500	4/8/2021
IDA Ireland	\$ 500	3/11/2021
IT Career Lab	\$ 500	4/22/2021
Saffron Capital & Technology	\$ 500	4/22/2021
CyberNINES	\$ 450	6/10/2021
EPAM Systems	\$ 450	7/20/2021
ProCircular	\$ 450	2/2/2021
Railbox Consulting	\$ 450	2/26/2021
Ellingson Companies	\$ 300	7/23/2021
Capstone	\$ 300	6/10/2021
Gadget Homie	\$ 300	3/3/2021
Libre Technologies	\$ 300	1/26/2021
Total Annual Dues YTD	\$ 165,500	

To put our new membership revenue growth in perspective, on the following page is a chart showing new member revenue over the course of the past five years in comparison to the first seven months of 2021.



We are especially proud of the fact we have accomplished this despite having terminated, and not replaced, our Membership Director last fall. I have found that direct outreach from myself to senior leaders at targeted companies is far more impactful, particularly when coupled with a timely assist from MnTech board members. Thanks to all that have helped with connections and joined me to help pitch prospective new members.

And speaking of the “pitch”, here is a link to the brief [presentation deck we use when meeting with a new member prospect](#) for your review. We look forward to your continued help as we work to gain additional new members in the coming months.

There is a relatively large number of tech-enabled companies in Minnesota we believe could benefit from our programming and should be supportive of our community-building initiatives as members of our association. To this end, on the following page I’ve included some of the companies (and leaders) with whom I intend to engage in the coming months as we strive to convert these companies to new MnTech members by the end of 2022. Highlighted companies are ones where I could use board member help with an introduction and even your participation in a Zoom meeting pitch.

As it relates to existing membership renewals, our attrition is tracking pretty close to plan with \$395k of renewal revenue versus a budget of \$408k. Once we receive payment on a couple of larger outstanding invoices that we’ve been told are in process, we should be right on track as it relates to renewal revenue.

Minnesota Technology Association			
TOP NEW MEMBER PROSPECTS			
Company	Est. Dues	Contact	Title
Agiliti Health	\$ 10,000	Matt Neale	CIO
Allina Health	\$ 4,000	Jonathan Shoemaker	CIO
Andersen Windows	\$ 10,000	Lance Whitacre	CIO
Arctic Wolf	\$ 10,000	Nick Schneider	CEO
Bremer Bank	\$ 10,000	Elwin Loomis	Head of Digital
Cambria	\$ 10,000	Ben Davis	Chief Digital Officer
Coherent Solutions	\$ 10,000	Nick Hernandez	Business Dev. Executive
Data Recognition Corporation	\$ 5,000	John Bandy	CIO
Datasite	\$ 12,500	Dixon Gould	CIO/CISO
Digi International	\$ 12,500	Ron Konezny	CEO
Donaldson Company	\$ 12,500	TBD	CIO
ECMC Group	\$ 4,000	Rahoul Ghose	CIO
General Mills	\$ 10,000	Don Monk	CIO
Graco	\$ 10,000	Dean Cress	SVP Information Systems
H.B. Fuller	\$ 12,500	Faith Tang	CIO
Health Partners	\$ 4,000	Gina Hall	CIO
Kraus-Anderson	\$ 7,500	Tony Peleska	VP, IT
MentorMate	\$ 5,000	Bjorn Stansvik	CEO
Metropolitan Airports Commission	\$ 4,000	Eduardo Valencia	CIO
nVent Electric	\$ 12,500	Aravind Padmanabhan	CTO
Patterson Companies	\$ 12,500	Dave Lardy	CIO
Pentair	\$ 12,500	Phil Rolchigo	CIO
Piper Sandler	\$ 10,000	Shawn Quant	CIO
Proto Labs	\$ 12,500	Rich Baker	CTO
Schwan's Food Company	\$ 10,000	Kathy Persian	CIO
Sezzle	\$ 10,000	Charlie Youakim	CEO
Sleep Number	\$ 12,500	Hunter Saklad	CIO
SportsEngine	\$ 5,000	Brian Bell	CEO
Stratasys	\$ 12,500	TBD	
Strategic Education, Inc.	\$ 4,000	Loren Brown	CIO
Sun Country Airlines	\$ 7,500	Jeff Mader	CIO
Thrivent Financial	\$ 10,000	Brett Brunick	CTO
Travelers	\$ 10,000	Diana Rehnberg	VP, Business Analytics
UCare Minnesota	\$ 4,000	David Albright	CIO
United Natural Foods, Inc.	\$ 10,000	Jack Clare	CIO
Wells Fargo	\$ 10,000	TBD	
Werner Electric	\$ 5,000	Tina Thousand	CIO
TOTAL ANNUAL POTENTIAL	\$ 346,500		

2. PROGRAMMING AND EVENTS

We have been experiencing lower attendance numbers for virtual events over the summer, but hopeful the numbers will jump back up beginning in September. We intend to use the next programming committee meeting to discuss ways to reach the right target audiences within member companies in order to drive stronger engagement numbers this Fall.

With fewer events scheduled in July and August, we've had the opportunity to focus more on non-event member engagement, including the on-boarding of new member companies. We will be hosting a MnTech "town hall" meeting for member company representatives and champion teams with a goal of energizing our ambassadors and seeking feedback for our programming moving forward.

For events and programming held to date, we have exceeded our net margin goal by just over \$50k (\$247k actual vs. \$197k budget) fueled by the success of Tech Connect and our ACE Leadership program.

2021 Events	Budgeted Income	Actual Income	Budgeted Expense	Actual Expense	Budgeted Net Income	Actual Net Income	Variance
ACE Leadership	\$ 83,750	\$ 116,100	\$ 21,000	\$ 23,645	\$ 62,750	\$ 92,455	\$ 29,705
TechTalent	44,000	32,300	8,220	3,648	35,780	28,652	(7,128)
Tech Connect	74,000	97,840	36,645	25,022	37,355	72,818	35,463
WLIT	56,000	38,500	20,962	865	35,038	37,635	2,597
CIO Forums	16,000	16,000	325	400	15,675	15,600	(75)
Other (EFM, Bids & Bytes)	10,000	-	-	-	10,000	-	(10,000)
Total	\$ 283,750	\$ 300,740	\$ 87,152	\$ 53,580	\$ 196,598	\$ 247,160	\$ 50,562

We have four revenue-producing events remaining in 2021, with the Tekne Awards the most prominent and critical of these events. A brief summary of the status of each follows.

A. 2021 Tekne Awards

Tekne Award applications were due last Friday and once again, the number of submissions were somewhat disappointing. Despite what we believed to be a strong marketing push, 2021 marks the lowest number of submissions received in the past 10 years. That said, the overall quality of the submitted applications is very good and there will be many deserving Tekne recipients taking home awards on November 17. We will need to step back and re-evaluate our strategy for this signature event before we embark on its 25th year in 2022.

We will present Tekne Awards in 13 categories this year, a reduction from the 16 categories last year and for which we solicited applications this year (see below). Due to the number of applications received, we dropped Advanced Manufacturing and the Retail/Supply Chain/Distribution award categories. Two award categories, Tech Talent - Corporate Initiative and Tech Talent - Solution Provider, will be combined into one category, now simply Tech Talent.



2021 TEKNE AWARDS CATEGORIES

BUSINESS ENABLEMENT THRU TECHNOLOGY

- AI/Machine Learning
- Data Analytics
- Data Security
- Digital Marketing
- Digital Transformation
- Edge Computing & IoT

INNOVATION IN MINNESOTA'S LEADING INDUSTRIES

- Advanced Manufacturing
- Financial Services Technology
- Healthcare Information Systems
- Medical Technology & Devices
- Retail, Supply Chain, and Distribution
- Sustainable Resources

VIBRANT TECH ECOSYSTEM

- Tech Talent - Corporate Initiative
- Tech Talent - Solution Provider
- Tech for Good
- Technology Partnership

Additional awards include ones for Lifetime Achievement, Rising Stars, and Public Service, which we will discuss at Friday's board meeting.

The Renaissance Depot—site of this year's Tekne Awards--adheres to the state's prevailing pandemic protocols and staff vaccination is well above the state average. The spacious Pavilion room has 30' ceilings and ample square footage to adapt as needed. We are closely monitoring the continued COVID-19 health risks and assessing what other groups and venues are requiring as they return to in-person events. For example, Twin Cities Start-Up Week next month will require proof of vaccination or negative COVID test results within 72 hours of attending an in-person event and masks will be required for all indoor events except for when eating and drinking. Our event plan needs to be in place next month as we launch registration and table sales and will include a livestream option for those not comfortable attending in-person.

We are 70% of the way towards the Tekne sponsorship goal (\$74k vs. \$105k budget). To date, we have received sponsorship commitments from Optum, Thomson Reuters, DigiIneer, Target, AT&T, Robins Kaplan, Comcast Business, Medtronic, and Total Expert, with Padilla providing in-kind PR support. We strongly urge all board members to consider a sponsorship and at a minimum, purchase a table and host your teams for a great evening of fine food, wine, and celebration. Learn more about Tekne Awards sponsorship opportunities [here](#).

B. Women Leading in Technology (WLIT)

The combination of a solid line-up of guest speakers and a virtual format that reduced barriers to participation has resulted in excellent engagement by our WLIT community this year. All WLIT events will remain virtual for the remainder of this year and we will offer a virtual component for all future speaker-centered events.

The WLIT steering team is working on an international-level speaker for our October event and we hope to be in a position to announce this in the coming weeks. As a recap, here are the speakers and attendance numbers for our previous 2021 events.

<u>Date</u>	<u>Speaker</u>	<u>Attendance</u>
February 16	Teresa Sande	521
May 18	Julie Sweet	422
June 22	Leadership Panel	210
August 10	Jana Shortal	147

After Julie Sweet spoke at the May 18 event, Accenture committed a donation of \$20,000 for scholarship awards to under-represented individuals pursuing tech careers. The award is intended to fully fund at least two scholarships to tech training academies and award selection will be coordinated with the WLIT steering team.

Learn more about sponsorship opportunities for future WLIT events [here](#).

C. CIO Forums

The virtual format has worked well for CIO Forum events with more CIOs and CTOs attending than ever before. Our Q1 session drew 52 attendees with the Q2 forum drawing 48 executives.

Topics and panelists for the remaining 2021 Forums are as follows:

- September 14: “Straight Talk on Emerging Technologies”
 - o Jamie Thingelstad - CTO, SPS Commerce
 - o Dan Abdul – CTO, Medica
 - o Rachel Lockett - CIO, Pohlad Companies
 - o John Avenson - SVP Technology, Minnesota Twins Baseball Club
- November 4: “Creating a Value Stream”
 - o Sameer Badlani - Chief Digital Officer, Fairview Health Services
 - o Teddy Bekele - CTO, Land O’Lakes
 - o Dean Cress - CIO, Graco

We encourage all board members to register for and attend these interactive virtual forums.

D. CIO Panel

The last of our major 2021 events will be the annual CIO Panel, currently scheduled for the morning of Tuesday, December 7, at the Metropolitan Ballroom. Dee Thibodeau is once again organizing speakers with the eventual roster including 6-7 executives in a CIO, CTO, or CDO role.

Comcast Business, Digiener, Qlik and Appian have committed to sponsorships to date, resulting in \$32.5k in sponsorship income, exceeding our budget goal of \$27.5k.

In addition to the events outlined above, other recent initiatives and updates from our programming team include the following:

MnTech Job Board:

- We have had more than 2,500 postings on the job board from 158 different employers, including 9 employers with direct XML feeds that update positions automatically, including Target, Optum, Ecolab, and C.H. Robinson, among others. With the job board now hitting critical mass, we no longer allow non-member companies to utilize this tool.
- Horizontal Talent reconsidered its lapsed membership due to the job board benefit and is now rejoining as a member, with its \$10k membership dues more than covering the \$7,800 annual licensing fee for the job board platform. We intend to find a job board sponsor for 2022 to cover most, if not all, of the annual cost to operate.
- We hosted our first job board event in July to increase traffic to the site. Optum and York Solutions hosted the event with over 60 people in attendance. More than 200 applications have been made to job postings via the MnTech job board.

Intern Peer Forum:

- We are launching an Intern Peer Forum where we will bring together those responsible for college and high school internship programs to share best practices and improve programming.
- The initial advisory team will consist of people who work with interns at Surescripts, Best Buy, Target, and Carleton College and interns who work at CHS, BC/BS and Xcel Energy.
- The first Intern Peer Forum will take place in September with the date nearly finalized.
- For other Peer Forums planned in the coming months, including those for Data, Infrastructure, Service Desk, Product Owners, Security, and Quality Engineers, [check out our events calendar here](#).

Events Statement:

- In partnership with the board's programming committee, we've drafted a preliminary statement regarding MnTech events protocol moving forward.
- The draft statement reads "Minnesota Technology Association events, forums, and conferences will be hosted online, and depending on the purpose of the event, some may have an in-person component paired with the event. If the programming is designed to facilitate connection, relationship-building, or any other purpose that's best achieved in person, MnTech will provide an in-person component that also includes livestreaming capabilities for a virtual audience."
- We're also developing an event and programming code of conduct which will be finalized at the next meeting.

3. MARKETING & COMMUNICATIONS

- **Website Revamp:** [The Guerrilla Agency](#) continues its work transforming the [MnTech website](#) into a more user-friendly and brand-cohesive experience. The web redesign project is currently in its final stages as TGA is finishing up designing the interior pages. It is set to launch within the next month. From there, we'll move into implementing a backend membership portal and look into a new event management/registration system.

- **New Blog Segments:** In continued efforts to expand member engagement and foster strengthened relationships within the tech community, our team has launched a few new story-telling segments (in addition to the Member Impact Spotlight, Non-traditional Talent Feature, and Board Member Highlight) that are strategically designed to celebrate the stories of our members, tech practitioners, stakeholders, etc.
 - **MiniTech Talks:** Short presentations and videos released biweekly where collaborators from member companies can share their knowledge/expertise on a current tech trend, challenge, or issue. The first MiniTech Talk was created in collaboration with Kunal Sen at U.S. Bank and covers the topic of [Digital Transformation & Customer Interface Trends](#). Upcoming MiniTech Talks include a four video series in collaboration with [Serna Social](#) around the importance of social media governance, what tech companies can do to better leverage social media, how companies can ensure best practices in cybersecurity, etc.
 - **#TAKEOVERTHURSDAY:** In rethinking how we use our Instagram and Facebook platforms, we rolled out a social media takeover campaign this month to showcase our members, who they are, and what they do in a more youthful, energetic, and vibrant way. Explaining a role to someone doesn't always paint the most detailed picture - so the MnTech Instagram account is hosting weekly "takeovers" otherwise known as #TakeoverThursday. During these takeovers, an employee at a member company will give MnTech social followers an exclusive look into 'a day in the life' of a (insert role here) at (insert company here). They show current projects, meetings, their office set up, their teammates, etc. to provide a more authentic view into the personalities and interests of tech leaders in our community. This initiative is also meant to draw in a younger audience and give aspiring tech practitioners a better idea of what it's like to work in technology on a daily basis. A highlight reel of the past two #TakeoverThursdays is available for viewing on the [MnTech Instagram page](#).
- **Brand Awareness:** MnTech is in the process of creating branded merchandise such as high-quality t-shirts, backpacks, jackets, Yeti mugs, and more to further brand presence and loyalty. These will be available to MnTech members, and the hope is that further visual exposure to our brand will drive more conversation around what the Minnesota Technology Association is and what we do. In addition to wearable merchandise and accessories, MnTech will offer branded website badges to member companies that can be displayed on their respective websites to publicly showcase their status as a valued MnTech Member.

4. GRANT-FUNDED PROGRAMS

1. SciTech Internship Program

- At the end of the legislature's Special Session in June, SciTech secured state funding through 2023 at \$831,250 per year, the same amount as the current level. The majority of this funding goes toward the 50% wage reimbursement provided to small employers who hire interns through the program.
- 235 interns were placed in the 2021 program year (goal was 200). Although available funding for wage matches was fully allocated by May 4th, there are 30

more hires on a waiting list in case funds are available after all 2021PY reimbursements are processed. We hope to be able to fund 6-8 of these wait-list positions.

- Our SciTech Student Outreach Coordinator, Molly Mitchell, announced recently that she is making a move to Austin, Texas. Rather than hiring a replacement, we are consolidating her duties with that of our Communications Manager, Piper Cleaveland, to create a new position: Student Outreach and Communications Manager. These changes take effect at the end of the month and training is underway.
- Virtual summer site visits are underway. By the end of August, we will have engaged with nearly half of the interns hired during the 2021 program year. It's a great way to check in and learn more about the companies and students using the program. Check out stories from these internships on the SciTech [blog](#).
- With the launch of our 2022 program year on September 1, we are looking at ways to celebrate SciTech's 10th anniversary and the more than 2,100 interns placed since the program started in 2012.

2. Minnesota SBIR/STTR Accelerator

- The Small Business Administration renewed our grant option year to continue until September 29, 2022. In addition to this \$125,000 FAST grant, financial commitment letters were secured from the University of Minnesota's Technology Commercialization Office (\$10,000 cash and \$40,000 In-Kind) and from DEED for \$30,000. We expect an additional \$10,000 from the Mayo Clinic.
- The Minnesota SBIR/STTR Accelerator™ facilitates commercialization of deep tech ideas by assisting their creators to secure federal research and development funds available only to small businesses. The business may collaborate with academia, industry, and government in developing its idea for future commercialization.
- Program metrics for the current program year through June include:
 - 50+ clients across key industries and spinoffs from UMN and Mayo Clinic.
 - 52 projects submitted for funding
 - \$40M+ in funding requests
 - \$6,577,290 in funding awards
- The program supported 12 companies with outside consulting services to support technical, budget and commercialization plans. Financial support totaled \$11,225.
- Launched SBIR/STTR Graduate Course at the Mayo Clinic with the first course kicking off on July 15th and running through September 10th. Pat Dillon is a co-instructor of this course with funding from the Mayo Clinic, Office of Entrepreneurship.

5. MNTECH FOUNDATION SCHOLARSHIPS

The MnTech Foundation recently awarded scholarships totaling \$42,500 to nine college students pursuing STEM degrees and careers in Minnesota, including two students named as AT&T Scholars. The students and the schools they are attending are as follows:

<u>Name</u>	<u>School</u>	<u>Major</u>	<u>Amount</u>
Hodan Ahmed	Augsburg College	Computer Science	\$5,000 (AT&T)
Kody Bertram	College of St. Scholastica	Cybersecurity	\$5,000
Ivan Miranda	Metropolitan State University	Computer Science	\$2,500
Lucas Reece	University of MN – Twin Cities	Computer Science	\$5,000
Noah Stanis	University of MN – Twin Cities	Computer Science	\$5,000
Genevieve Tester	University of St. Thomas	Civil Engineering	\$5,000
Samuel Wang	University of MN – Twin Cities	Chemical Engineering	\$5,000
Ying Zhou	St. Olaf College	Computer Science/Math	\$5,000
Yibeltal Wattero	University of MN – Twin Cities	Computer Science	\$5,000 (AT&T)

After funding these scholarships, the Foundation has approximately \$240k in net assets available to fund initiatives and programming in support of STEM education in our community. We look forward to working with our Foundation board to develop a plan for the optimal use of this funding (and avenues for raising additional funds) in the coming months.

6. FINANCIAL REVIEW

MnTech’s year to date financials through July are running ahead of plan, with net income tracking ahead of budget by \$53k. New membership revenue is \$12k ahead of plan, with renewals currently \$12k behind. With additional new member revenue booked in early August, we have already exceeded our annual membership goal for the year and expect to close the gap on renewals.

The favorable revenue variance comes from programs and events, with ACE Leadership and Tech Talent sponsorships coming in higher than plan as detailed earlier. Grant program activity (SciTech and MNSBIR) is running to plan.

The balance sheet is strong with \$850k in assets (of which \$690k is cash or cash equivalents) against total liabilities of \$485k, resulting in net equity of \$364k. The PPP loan of \$183k was officially forgiven in August and this liability will be removed from the balance sheet and booked as other income in our next financial statements.

The 2020 audit is now complete as is the Form 990, and I want to commend Lonni for her outstanding work in this regard.

In summary, 2021 is shaping up to be one of our best from a programmatic and financial perspective. It’s important we finish strong by maintaining momentum related to new memberships, ensuring renewal rates stay within the budgeted levels of attrition, and achieving revenue targets for sponsorships and table sales for the upcoming Tekne Awards. The continued support of MnTech board members in helping advance these three initiatives is greatly appreciated and we thank you in advance for your efforts in this regard.

See you on Friday!