

## BOARD OF DIRECTORS

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

8:30 a.m. – 10:30 a.m.

Best Buy  
7601 Penn Ave S., Richfield MN 55423

### AGENDA

1. **Call to Order (Lisa Schlosser)** **8:30**
2. **Introductions (Lisa Schlosser)** **8:30 – 8:35**
3. **Approval of Meeting Minutes (Lisa Schlosser) \*** **8:35 – 8:40**
  - December 8<sup>th</sup>, 2017
4. **Financial Update (Ed Foppe) \*** **8:40 – 8:55**
  - 2017 Financials & 2018 Budget Presentation
5. **MHTA Board of Directors 2017 – 2018 \*** **8:55 – 9:05**  
**(Margaret Anderson Kelliher, Lisa Schlosser)**
  - Election of Board Officers
  - Board of Directors term renewal
6. **Legislative Agenda (Doug Carnival, John Dukich) \*** **9:05 -9:20**
7. **MHTA Membership Update (Ray Hoover)** **9:20 – 9:30**
  - Membership Retention & Growth
  - Membership Committee Formation
8. **Event Update (Patty Carruth)** **9:30- 9:40**
  - Tech.2018
  - Spring Conference
9. **President's Report (Margaret Anderson Kelliher)** **9:40 – 9:50**
  - ACE
  - Staffing
  - DC Fly - In
  - Future Meeting Speakers

\*enclosures – Presidents Report, Staff Report
10. **Other Business (All)** **9:50 – 9:55**
11. **Adjourn** **10:00**

**\*Denotes item with Board Action**

**Next MHTA Board Meeting:**  
**March 23<sup>rd</sup>, 2018      8:30 – 10:30 a.m.**

**Location: Associated Benefits & Risk**  
**6000 Clearwater Drive, Minnetonka, MN 55343**

**UPCOMING EVENTS:**

**Upcoming Events Listing**

**Jan**

- 23 WLIT Happy Hour
- 26 MHTA Board of Directors

**Feb**

- 16 MHTA Executive Committee
- 21 Tech.2018
- 22 ACE Session I
- 23 ACE Session I

**March**

- 13 WLIT
- 14 MHTA Foundation Board
- 15 CIO Forum (Caribou)
- 16 MHTA Executive Committee
- 22 ACE Session II
- 23 MHTA Board of Directors

**April**

- 10 Spring Conference
- 19 ACE Session 3
- 20 MHTA Executive Committee

**May**

- 3 CIO Forum (Holiday Ind.)
- 8 WLIT
- 11 MHTA Executive Committee
- 16 MHTA Foundation Board Meeting
- 18 MHTA Board of Directors

**June**

- 14 ACE Session 5
- 15 MHTA Executive Committee

**July**

- 11 MHTA Foundation Board Meeting
- 13 MHTA Executive Committee
- 20 MHTA Board of Directors

**August**

- 17 MHTA Executive Committee
- 21 WLIT

**September**

- 13 Bids & Bytes
- 14 MHTA Executive Committee
- 20 CIO Forum (Winnebago)
- 20 ACE Session 6

**October**

- 10 MHTA Foundation Board Meeting
- 12 MHTA Executive Committee
- 23 WLIT
- 26 MHTA Board of Directors

**November**

- 1 CIO Forum
- 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

Chair Lisa Schlosser

8:30 am to 10:30 am

Friday, December 8<sup>th</sup>, 2017

Unisys

3199 Pilot Knob Road, St. Paul, MN 55121

**Present:** Margaret Anderson Kelliher, Kevin Boeckenstedt, Doug Carnival, Trent Clausen, Amy Fisher, Ed Foppe, , Bob Hirsch, Karen Hudson, Sridhar Koneru, Harlan Kragt, Jake Krings, Rick Krueger, Sandy Lee, Chuck Lefebvre, Paul Mattia, Mac Lewis, Joy Lindsay, David Minkkinen, Cy Morton, Samuel Prabhakar, Chris Rence, Pat Ryan, Lisa Schlosser, Scott Singer, Dee Thibodeau **Absent:**, Jacquelyn Crowhurst, Jill Farrington, David Frazee, Todd Hauschildt, Milla Hautman, Jay Heath, Patrick Joyce, Michael Lacey, Tyler Middleton, Mike Sivo, Ken Voss, Susanna Woods **Guests:** Vinicius (Vinny) Silva **Staff:** Claire Ayling, Patty Carruth, John Dukich, Ray Hoover, Ted Modrich, Lonni Ranallo, Becky Siekmeier

### 1. Call to Order

Chair Lisa Schlosser called the meeting to order.

### 2. Introductions

### 3. Approval of October 27<sup>th</sup>, 2017 Meeting Minutes

Karen Hudson moved to approve the October 27<sup>th</sup> meeting minutes, Kevin Boeckenstedt seconded the motion, the motion carried and the minutes were approved.

### 4. Financial Update

Ed Foppe gave the financial update through October. The projected year end column is showing an estimated net income of -33K. On the income side membership is running behind by 25K, with the majority in new memberships. Events are all mostly running right at plan, the exception being the Venture Conference which came in under net by 60k. All of our large events, Spring, Tekne, Tech.2017 all came in at plan. Most expenses running right at plan, showing a year to date net income as of October as 22k.

### 5. Presidents Report

Margaret Anderson Kelliher gave an update to the Tekne awards. Sponsorship is running right at plan with ticket sales slightly below plan. The Bids & Bytes benefit brought in close to 50K for the MHTA Foundation and was a crowd pleasing event in its 2<sup>nd</sup> year. MHTA will host a sponsorship breakfast at Microsoft in December. The CIO Panel has a great panel lined up with sponsorship just slightly below plan. Margaret handed out a report on the MSP sector analysis for IT jobs, this report was done with RealTime Talent.

### 6. Legislative Update

John Dukich reported to the board on the internet privacy legislation issue. Legislative hearings on this issue have already begun, and with the session starting in February, we will need a Board motion in regard to this item.

Dee Thibodeau makes a motion to add to the legislative agenda the position of MHTA to support upholding the Minnesota existing internet privacy statues.

The motion passed.

The second issue that MHTA is asked to support was brought in by Lyft wanting MHTA to join a ride sharing coalition. A discussion took place about MHTA's mission and if this would align. This item will not be finalized until Lyft makes a presentation to the Government Affairs Committee regarding specific legislation.

Mac Lewis asked about MHTA having a position on net-neutrality. Discussion took place on that this is a congressional level issue and if it would be subject to Federal or State legislation.

#### **7. MHTA Board of Directors 2017-2018**

Margaret Anderson Kelliher stated that Board of Director renewal of terms and Officer Election will take place at the January meeting. The Conflict of Interest form and the Board Commitment and Engagement forms were passed out for signatures.

#### **8. Presentations – Innovation & Entrepreneur Programs, Membership Update**

Margaret Anderson Kelliher presented the current and future direction of the innovation and entrepreneur programs. Margaret highlighted the Scitechspereience program, the Venture Conference, and the SBIR/STTR program. An overview of each program was done including the history of each, the current state, and looking forward what directions can be perfected.

Ray Hoover presented on the state of membership, its retention and growth. An overview of the membership budget, membership categories, count and amount, and an overview of industries were discussed. Also presented were the 2018 plan for renewal and retention and the use of Talent Neuron / RealTime Talent for leads and information.

#### **9. Breakout Session**

The Board broke into two groups to discuss ideas and refinement relating to the Innovation & Entrepreneur Programs and Membership development, with an emphasis on Board involvement.

A summary of the breakout by each group was presented.

#### **10. Other Business**

Margaret reminded the Board to submit candidates for the 2018 ACE class.

#### **11. Adjourn**

Pat Ryan made a motion to adjourn, Dee Thibodeau seconded the motion, the motion carried and the meeting was adjourned.

**MHTA P&L vs Budget December 2017**

	<b>Jan - Dec 17</b>	<b>Annual Budget</b>	<b>\$ Over Budget</b>
<b>Total Membership</b>	594,360	618,721	(24,361)
<b>Total Promotion / Events</b>	307,365	370,105	(62,740)
<b>Total Programs- STEM, Scitech, SBIR</b>	444,529	412,813	31,716
<b>Sub Total</b>	1,346,254	1,401,639	(55,385)
<b>Operate MHTA &amp; Public Policy</b>	1,356,982	1,392,393	(35,411)
<b>Net Income</b>	<b>(10,728)</b>	<b>9,246</b>	<b>(19,974)</b>

	<b>Jan - Dec 17</b>	<b>Annual Budget</b>	<b>\$ Over Budget</b>
<b>Income</b>			
<b>Total Membership</b>	594,360	618,721	(24,361)
<b>Total Promotion / Events</b>	665,449	757,650	(92,202)
<b>Total STEM Programs</b>	1,215,725	1,155,500	60,225
<b>Total Other Income*Sales &amp; Marketing</b>	14,875	15,600	(725)
<b>Total Income</b>	2,490,408	2,547,471	(57,063)
<b>Expense</b>			
<b>5090 · Strategic Planning</b>	20,296	19,000	1,296
<b>Total Administration</b>	193,349	194,053	(704)
<b>Total 5000 · Association Staffing</b>	1,078,769	1,099,940	(21,171)
<b>Total 5400 · Sales &amp; Marketing</b>	33,443	49,000	(15,557)
<b>Total Promotion / Event Expenses</b>	358,084	387,545	(29,461)
<b>Total STEM Program expense</b>	771,196	742,687	28,509
<b>Total Public Policy</b>	46,000	46,000	(0)
<b>Total Expense</b>	2,501,137	2,538,225	(37,088)
<b>Net Income</b>	<b>(10,728)</b>	<b>9,246</b>	<b>(19,974)</b>

## MHTA P&L vs Budget 2017 w 2018 Proposed Budget

	2017 Annual Budget	\$ Over Budget	Jan - Dec 17 Prelim	2018 Proposed Budget
<b>Income</b>				
<b>Membership</b>				
4010 · New	90,000	(25,374)	64,626	90,000
4011 · Renewals	528,721	1,013	529,734	524,789
<b>Total Membership</b>	<b>618,721</b>	<b>(24,361)</b>	<b>594,360</b>	<b>614,789</b>
<b>Promotion / Events</b>				
4089 · SBIR Seminar	4,500	(1,400)	3,100	0
4084 · ACE Leadership Income	76,250	(800)	75,450	79,800
4087 · Ad'l Event			14,210	
4090 · CIO Panel	27,000	1,404	28,404	32,750
4088 · CIO Forum	16,000	(8,000)	8,000	16,000
4967 · MVFC - Income	141,500	(71,490)	70,010	112,130
4125 · Session Preview - plus	10,875	2,725	13,600	0
4110 · Spring Conference	192,000	(22,411)	169,590	192,100
4126 · tech.2017- 2018	28,000	1,375	29,375	45,535
4121 · Tekne Awards	194,775	(6,240)	188,535	214,275
4123 · Women in Technology	53,750	1,025	54,775	67,000
4180 · Promotion Other	13,000	(2,600)	10,400	13,000
<b>Total Promotion / Events</b>	<b>757,650</b>	<b>(92,202)</b>	<b>665,449</b>	<b>772,590</b>
<b>STEM Programs</b>				
4240 · SBIR/STTR	80,000	47,309	127,309	125,000
4241 · SBIR - Sponsorship	50,000	10,000	60,000	65,000
4226 · K12 Projects/Donations	10,000	5,000	15,000	10,000
4231 · STEM Education - Other	500	0	500	500
4232 · MHTF STEM Initiatives Coordinat	50,000	0	50,000	50,000
4235 · SciTechsperience Grant				
4236 · SciTechsperience Grant Match	662,500	21,080	683,580	804,100
4235 · SciTechsperience Grant - Other	302,500	(23,163)	279,337	407,000
<b>Total 4235 · SciTechsperience Grant</b>	<b>965,000</b>	<b>(2,083)</b>	<b>962,917</b>	<b>1,211,100</b>
<b>Total STEM Programs</b>	<b>1,155,500</b>	<b>60,226</b>	<b>1,215,726</b>	<b>1,461,600</b>
<b>Total Other Income*Sales &amp; Marketing</b>	<b>15,600</b>	<b>(725)</b>	<b>14,875</b>	<b>15,000</b>
<b>Total Income</b>	<b>2,547,471</b>	<b>(57,062)</b>	<b>2,490,409</b>	<b>2,863,979</b>
<b>Expense</b>				
5090 · Strategic Planning	19,000	1,296	20,296	0
<b>Total Administration</b>	<b>194,053</b>	<b>(704)</b>	<b>193,349</b>	<b>195,240</b>
<b>Total 5000 · Association Staffing</b>	<b>1,099,940</b>	<b>(21,171)</b>	<b>1,078,769</b>	<b>1,169,625</b>
<b>Total 5400 · Sales &amp; Marketing</b>	<b>49,000</b>	<b>(15,557)</b>	<b>33,443</b>	<b>43,000</b>
<b>Promotion / Event Expenses</b>				
5959 · SBIR Seminar	400	44	444	0
5805 · ACE Leadership	35,000	(6,795)	28,205	30,860

5910 · Ad'l Event	0	13,498	13,498	0
5918 · CIO Panel Exp	5,000	3,582	8,582	13,484
5921 · Member Networking Event Expense	500	(500)	0	500
5907 · CIO Forum	1,450	(647)	803	1,233
5967 · MVFC - Expense	50,000	(10,654)	39,346	66,872
5906 · Seminar/ L&L	1,500	(79)	1,421	1,500
5925 · Session Preview/ plus	3,710	2,075	5,785	0
5930 · Sponsorship/ New Mem Breakfast	1,000	(304)	696	500
5954 · Spring Conference Expenses	102,000	(21,424)	80,576	94,865
5968 · tech.2017	15,417	(6,839)	8,578	20,232
5962 · Tekne Awards Exp	133,500	(875)	132,625	153,320
5924 · Women Leading in Technology	36,068	(641)	35,427	43,275
5964 · Cvent registration	2,000	100	2,100	500
<b>Total Promotion / Event Expenses</b>	<b>387,545</b>	<b>(29,461)</b>	<b>358,084</b>	<b>427,141</b>
<b>STEM Program expense</b>				
5958 · SciTechsp general Expense	74,687	(15,466)	59,221	140,000
5956 · SciTechsperience Grant - Co	662,500	21,080	683,580	804,100
5991 · SBIR/STTR Program Expense	5,000	21,170	26,170	32,500
5952 · getSTEM	500	1,725	2,225	500
<b>Total STEM Program expense</b>	<b>742,687</b>	<b>28,509</b>	<b>771,196</b>	<b>977,100</b>
<b>Total Public Policy</b>	<b>46,000</b>	<b>(0)</b>	<b>46,000</b>	<b>46,000</b>
<b>Total Expense</b>	<b>2,538,225</b>	<b>(37,088)</b>	<b>2,501,137</b>	<b>2,858,106</b>
<b>Net Income</b>	<b>9,246</b>	<b>(19,973)</b>	<b>(10,727)</b>	<b>5,873</b>

**Science and Technology Infrastructure**

<b>Goal:</b> Strengthen Minnesota’s science and technology infrastructure through funding for research and development, and financing for entrepreneurs.
<b>Action:</b> Fund the Angel Investment tax credit at \$20 million/year and remove the sunset date.
<b>Action:</b> Establish a state-funded matching grant program for recipients of awards from the federal Small Business Innovation Research (SBIR) or Small Business Technology Transfer (STTR) programs.
<b>Action:</b> Establish an elective state R&D tax credit that mirrors the federal alternative simplified R&D tax credit.

**Software and Cybersecurity**

<b>Goal:</b> Grow Minnesota’s software industry and protect digital assets.
<b>Action:</b> Establish a legislative cybersecurity commission to develop legislation to support and strengthen Minnesota’s cybersecurity infrastructure.
<b>Action:</b> Support legislative efforts to enhance the State of Minnesota’s cybersecurity infrastructure, using proven private-sector solutions where appropriate.

**Broadband and Telecommunications**

<b>Goal:</b> Expand the availability and use of broadband technology to grow new markets, enhance educational access, improve quality of life, and provide Minnesota citizens and businesses the capabilities necessary to compete in a dynamic global marketplace.
<b>Action:</b> Support the recommendations of the Governor’s Task Force on Broadband: <ul style="list-style-type: none"> <li>• Provide \$71.48 million in on-going biennial funding for the Border-to-Border Broadband Development Grant Program, until the state achieves its broadband speed goals.</li> <li>• Provide the Office of Broadband Development with \$500,000 on-going biennial funding and maintain the existing partnership with the Minnesota Department of Commerce, until the state achieves its broadband speed goals.</li> </ul>
<b>Action:</b> Uphold Minnesota’s existing Internet privacy statutes and regulations and encourage any clarification or refinement of statues and regulations pertaining to the Internet to occur at the federal level.

**University-Based Science and Technology Research and Education**

<b>Goal:</b> Support strong and vibrant STEM research and education at the state’s institutions of higher education.
<b>Action:</b> Support the University of Minnesota’s capital requests of: <ul style="list-style-type: none"> <li>• \$10.5 million for Greater MN Academic Renewal</li> <li>• \$24 million for Pillsbury Hall Capital Renewal</li> </ul>
<b>Action:</b> Support Minnesota State’s capital requests of: <ul style="list-style-type: none"> <li>• \$6.4 million for the Applied Technology Center at Century College</li> <li>• \$0.7 million for the Technology and Business Center at Inver Hills Community College</li> <li>• \$2.4 million for Effective Teaching and Learning Labs at Northland Community &amp; Technical College</li> </ul>
<b>Action:</b> Support Minnesota State’s \$21 million request for a next-generation ERP



# Public Policy Principles

The Minnesota High Tech Association (MHTA) advocates for public policy that strengthens Minnesota’s technology-based economy and positions Minnesota as a global leader through the development and use of advanced technologies.

MHTA develops, supports and advocates for policies that promote the long-term growth, sustainability and global competitiveness of Minnesota’s technology-based economy.

MHTA believes that strong, consistent, focused leadership from the private sector, working in collaboration with academic, nonprofit and government partners, is the critical link in driving our state’s development and recognition as a global technology leader.

MHTA will advocate for policies that strengthen Minnesota’s science and technology workforce, as well as those that leverage technology to increase government efficiency and improve and sustain Minnesota’s infrastructure.

MHTA will sponsor, support and/or respond to legislation that furthers these principles. Additionally, MHTA will respond to issues and potential legislation that affect member companies and technology businesses in Minnesota as they arise.

**MHTA**  
400 SOUTH 4<sup>TH</sup> STREET  
SUITE 416  
MINNEAPOLIS, MN  
952-230-4555  
[WWW.MHTA.ORG](http://WWW.MHTA.ORG)

**Margaret Anderson Kelliher**  
President & CEO

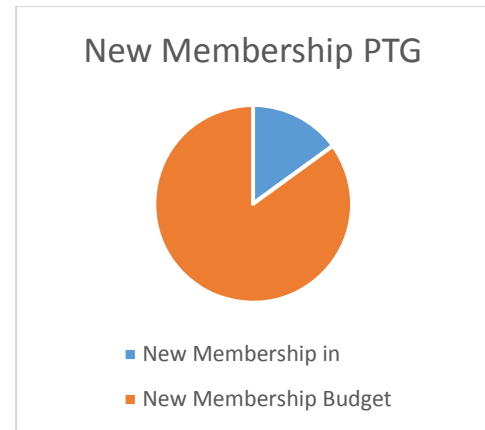
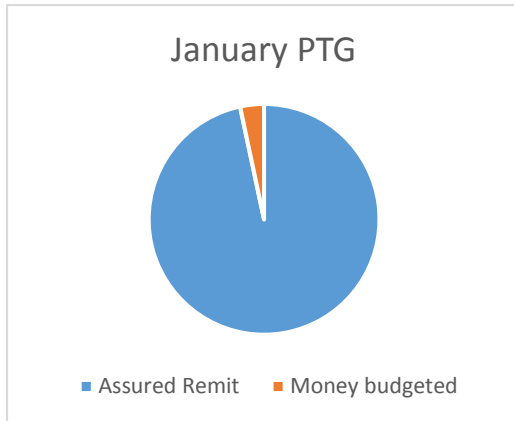
**Lisa Schlosser**  
MHTA Board Chair

**Doug Carnival**  
MHTA Board Secretary

**David Minkkinen**  
Chair – MHTA Government  
Affairs Committee

**John Dukich**  
Director of Public Policy &  
Research

## January Membership Dashboard



### Details:

January renewals: 137,280

Assured remit: 132,700

New Membership budget: 90,000

New Membership January: 13,500

### Membership Committee

Documents have been prepared to launch the membership committee, which will assist me in the functions of recruiting new members and renewing current members. Committee members will be expected to help make introductions and act as ambassadors in bringing members to the organization, and advise on the creation of new content for recruitment purposes. A target list I have prepared is attached below.

### Other notes

- Membership materials have been revised and will be sent to the printer in advance of upcoming meetings.
- I have met with representatives from the following companies, and am hoping to close membership and sponsorship deals with some of them in the next month.
  - Dunham Engineering
  - Cushman & Wakefield
  - Redpath
  - Bank of America
  - US Bank
  - Novella Clinical
  - Nutanix
  - Advanced Robotics for Manufacturing Institute
- A New Member breakfast has been scheduled for February 9.



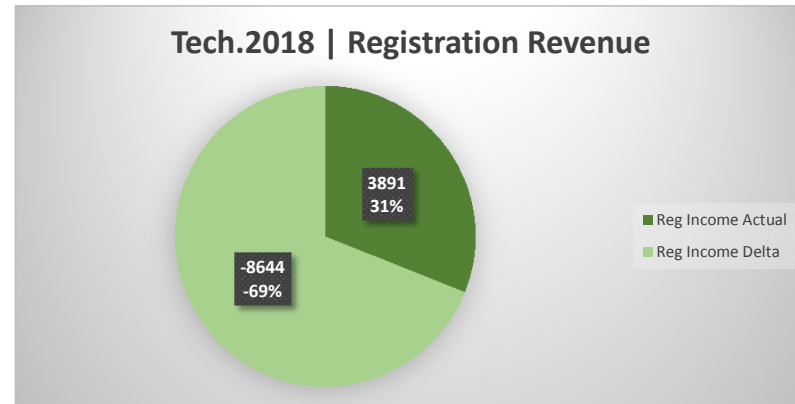
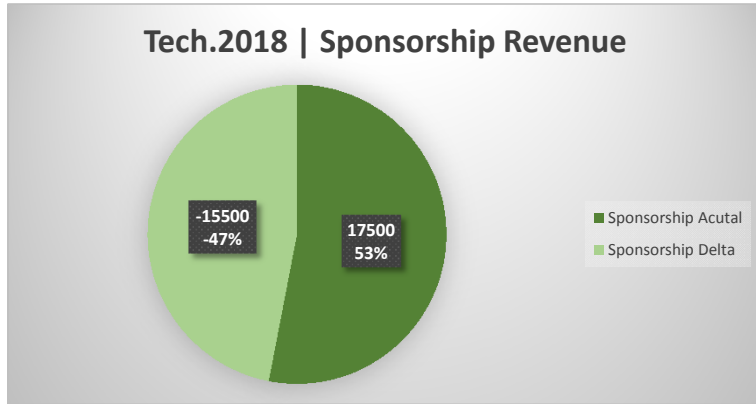
**Wednesday, Feb 21, 2018**

University of St. Thomas, James B. Woulfe Alumni Hall, Anderson Student Center  
St. Paul, MN

**Overview**

<b>Tech.2018 Board Committee</b>	Chair: Scott Singer, PaR Systems  Mac Lewis, Sherpa Partners Cy Morton, Robins Kaplan Samuel Prabhakar, Elite Custom Solutions
<b>Keynote Speaker</b>	Jack Uldrich, Global Futurist. "Business as Unusual: The Big AHA!"
<b>Panels</b>	<p><b>Emerging Technologies</b>          Moderator: Troy Cardinal, CIO, RSM  <u>Panelists:</u>          Mark Gill, St. Cloud State University          Matt Paschal, IBM          Ruth Poole, Mayo Clinic</p> <p><b>Logistics</b>          Moderator: Scott Singer  <u>Panelists:</u>          Kris Wilmunen, Unisys          Mark Botticelli (or an alternate), PeopleNet          Scott Schwalbe, NimbeLink</p> <p><b>Cyber Security</b>          Moderator: Brian Isle  <u>Panelists:</u>          Bryce Austin, TCE Strategy          Stefanie Horvath, U.S. Army National Guard          Austin O’Brion, Token of Trust          Jennifer Smith, MN Department of Human Services</p>
<b>Registration</b>	Attendee goal: 225. Actual to date: 79. (35% attainment) Registration fee goal: \$12,535. Cvent to date: \$3891. (31% attainment)
<b>Sponsorship</b>	Sponsorship Goal: \$33,000 Sold: \$17,500. (53% attainment)  Platinum Sponsors: Robins Kaplan & RSM Bronze Sponsor: Supply Chain Services
<b>Other</b>	May consider Tech Horizons MN as a rename for Tech.2019

Date	Event	Registered	Registration Goal	Reg Income Actual	Reg Income Budget	Reg Income Delta	Sponsorship Acutal	Sponsorship Goal	Sponsorship Delta	Actual Total Income	Total Income Budget	Total Income Delta
2/21/2018	Tech.2018	47	215	\$ 3,891.00	\$ 12,535.00	\$ (8,644.00)	\$ 17,500.00	\$ 33,000.00	\$ (15,500.00)	\$ 21,391.00	\$ 45,535.00	\$ (24,144.00)



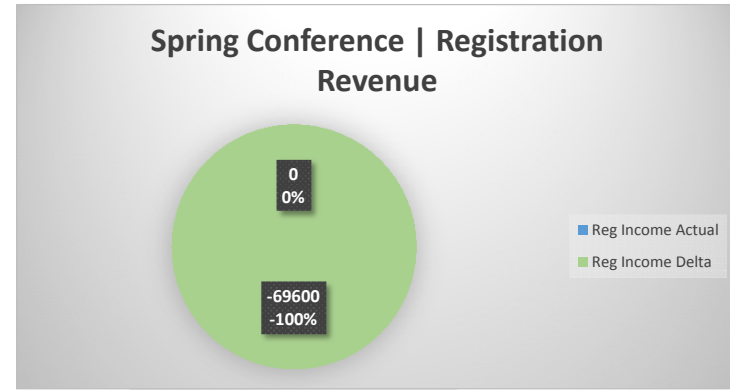


**Tuesday, April 10, 2018**  
 Minneapolis Marriott Northwest - Brooklyn Park, MN

**Overview**

<b>Spring Board Committee</b>	<p>Co-Chairs:          Jacquelyn Crowhurst, Microsoft and Jake Krings, Target</p> <p>Kevin Boeckenstedt, Best Buy      Ty Middleton, Entrust Datacard          David Frazee, 3M                      Pat Ryan, sSpectrum          Karen Hudson, Grant Thornton</p>
<b>Keynote Speakers</b>	<p>Morning: Bruce Robertson, Gartner – CIO Research Group          Afternoon: Stacy Trackey Meagher, Microsoft Regional VP, Enterprise Commercial</p>
<b>Workshops</b>	<p>Call-for-Speakers created on Formstack 12/17/18          1300 views at submission deadline          68 proposals received:</p> <ul style="list-style-type: none"> <li>• Digital transformation (16)</li> <li>• Block chain (5)</li> <li>• Cyber security (11)</li> <li>• IoT (5)</li> <li>• Machine learning/AI (6)</li> <li>• Data estate/big data (5)</li> <li>• Other (20)</li> </ul>
<b>Other Content</b>	<p>VIP Dinner on April 9 – Will be scheduled once sponsor steps up          CIO Breakfast – Sponsored by Virteva (trade)          Expo</p> <ul style="list-style-type: none"> <li>• Open at 7:30 a.m.</li> <li>• Dedicated exhibit time: 11 a.m. (1 hr) and 1:45 p.m. (30 min)</li> <li>• Conference app will include voting for “best” in class</li> <li>• Demo stations tied to expo for hands-on approach (e.g.: VSI Labs/autonomous driving technology)</li> </ul>
<b>Promotion</b>	<p>Hold-the-date communication sent 1/9/18          Event registration – soft open on 1/24/18          Posted in TECHtuesday and Thursday events update weekly. Will now include registration link</p>
<b>Sponsorship</b>	<p>Sponsorship Goal: \$102,500          Sold: \$32,500 (31.7% to goal)</p> <p>Platinum Sponsors: Optum, Thomson Reuters          Bronze: Virteva          Supporting: Microsoft</p> <p>Exhibitor Goal: \$20,000          Sold: \$0 (promotion has not yet begun)</p>
<b>Conference Rename</b>	<p>Currently underway with goal to announce new name at this year’s conference.          Names being considered:</p> <ul style="list-style-type: none"> <li>• Tech-<sup>X</sup></li> <li>• TechNextMN</li> <li>• TechNexus</li> </ul> <p>May consider Tech Horizons MN as a rename for Tech.2019</p>

Date	Event	Registered	Registration Goal	Reg Income Actual	Reg Income Budget	Reg Income Delta	Sponsorship Acutal	Sponsorship Goal	Sponsorship Delta	Actual Total Income	Total Income Budget	Total Income Delta
4/10/2018	Spring Conference	0	500	\$ -	\$ 69,600.00	\$ (69,600.00)	\$ 32,500.00	\$ 122,500.00	\$ (90,000.00)	\$ 32,500.00	\$ 192,100.00	\$ (159,600.00)



**Note:**

\$102,500	Sponsorship Goal
\$20,000	Exhibitor Goal
<u>\$122,500</u>	

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Website: [www.mhta.org](http://www.mhta.org)



**MHTA President Report  
January 19, 2018**

**TECH.2018**

Tech.2018 is off to a great start, thanks to Patty and our Board committee. Registration is open — check out the full agenda and sign up at <https://www.mhta.org/event/tech-2018/>

**SPRING CONFERENCE**

We extended the deadline for our Call for Speakers to Monday, January 22. Please send any potential speakers our way! Registration and more information will be available soon. <https://www.mhta.org/event/spring/>

**ACE LEADERSHIP**

Applications are open for this year's ACE class, with the first session scheduled for February 22-23. Applications are running a bit behind schedule, so please be thinking about who in your company should be part of the next ACE class. <https://www.mhta.org/educate/ace-leadership/>

**STAFFING**

Ted Modrich has accepted another position and has left MHTA — his last day was January 18. Ted has done great work for the past three years here at MHTA and we're excited for him and his new opportunity.

We have already posted the Manager of Marketing and Communications position and have some great applicants. We're hoping to hire someone as soon as possible.

**GOVERNOR'S BROADBAND TASK FORCE**

The task force released the annual report last week and received solid press coverage. The full report can be found at [https://mn.gov/deed/assets/2017-bbtf-annual-report\\_tcm1045-323417.pdf](https://mn.gov/deed/assets/2017-bbtf-annual-report_tcm1045-323417.pdf) and the press release at <https://www.mhta.org/governors-task-force-on-broadband-releases-annual-report-3/>.

**MEDIA/SPEECHES/IMPACT**

Highlights include:

- Selected as one of Twin Cities Business Magazine's 100 People to Know in 2018: <http://tcbmag.com/honors/articles/2017/the-tcb-100-people-to-know-in-2018/overachievers>
- Quoted in press release from Comcast on speed increases: <https://www.businesswire.com/news/home/20180109005823/en/Comcast-Increase-Internet-Speeds-Twin-Cities-Customers>
- Star Tribune on Broadband Task Force report: <http://www.startribune.com/minnesota-task-force-says-35-7-million-needed-annually-to-expand-broadband/468878033/>



## MHTA STAFF REPORT

December -January 2017 - 2018

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

Grant Thornton, LLP	Lyft Inc.
Charter Communications	Avaya, Inc

### **OUTREACH & EVENTS**

**ACE:** ACE Leadership Program applications are open. There are currently four (4) participants. The budget calls for 28 participants. Applications close on Friday, January 26<sup>th</sup>. The first session will be February 22-23 at the Oakridge Hotel & Conference Center.

**WLIT:** The next WLIT event is a happy hour (networking only) on Tuesday, Jan 23 at Pinstripes in Edina. Registration is right on target with 148. We are still in need of sponsors—both annual and event sponsors. Kari Toft, Mayo resigned her position on the WLIT Advisory Committee. The committee is pursuing a replacement for her position and will bring this up during the happy hour event. To date, 4 candidates have applied.

**Tech.2018:** Takes place on Wednesday, Feb 21 from 1:00-6:00 p.m. at the University of St. Thomas in St. Paul. The Board Committee has completed their speaker outreach. Event promotion is in full swing—48 registered to date with a goal of 225. Keynote speaker is Jack Uldrich, a global futurist. Panel topics are emerging tech, logistics, and cyber security. Robins Kaplan & RSM are platinum sponsors. We are at 45% of sponsorship goal.

**CIO Forums:** The first CIO Forum will be Thursday, March 15<sup>th</sup> at Caribou Coffee in Brooklyn Park. The topic is *Innovation: Idea to Implementation*. Speakers include Tina Thousand of Caribou Coffee, Marc Kermisch of Red Wing Shoes, and Kurt Svendsen of Toro. Computex is an event sponsor; seeking one more sponsor for the March event. New this year: the CIO Forum schedule is posted on our website. Interested CIOs are directed to contact Claire for an invitation.

**Spring Conference:** Takes place on Tuesday, April 10 at the Marriott Northwest in Brooklyn Park. Keynote speakers are secured from Gartner and Microsoft. A call-for-speakers is open until 1/22/18 for workshops—40 proposals received as of 1/16/18. Hold-the-date communication has been sent. Registration will begin in February. Exhibitor promotion will also begin in February. Conference rename is underway with a goal to announce the new name at this year's event. We are currently at 32% of sponsorship goal.

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

#### **Hi-Tech Alliance**

**MSP TechHire** is working with MHTA and DEED to conduct a survey of IT firms around recruiting, hiring, and retention of workers. The survey should be sent out in late January/early February. Additionally, a regional IT sector strategy convening was hosted by MHTA in conjunction with TechHire and MSPWin in late December. The meeting provided an



overview of current IT worker demand, sharing of current and future investments and outcomes by attendees, and discussion of a regional strategy approach. In 2018, this group will join efforts with the recently reconstituted Greater Metro Workforce Council to develop a regional strategy for IT workforce development.

The PIPELINE apprenticeship project is now a full-fledged program of the MN Department of Labor. In addition, the Youth Skills Program has replaced elements of the Youth Career Connection Project. The 2017 Legislature passed a law to enable more high school students to participate in skills-based training at employer sites. The new Youth Skills Training Program will support locally-based programs for “student learners,” age 16 and older, participating in paid work experiences, including internships, apprenticeships, and other programs where they receive on-the-job training directly from employers.

MHTA continues to publish a weekly [MN Workforce report](#) available at the MHTA website and covering IT, Life Sciences, Science & Engineering, and overall STEM occupations. In association with Real Time Talent, MHTA sponsors [an MHTA portal](#) to the [Real Time Talent Exchange, an](#) employer/employee matching service.

**getSTEM**

getSTEM capped our 9<sup>th</sup> year in December. We nearly matched last year’s record-breaking connections between educators and the business community. There has been a steady rate of new accounts and activity in ASKS and OFFERS since the start way back in January 2009. We have helped just under 1,900 educators served over 66,400 students through requests asked for by teachers and answered by our technology community. The getSTEM site also received an upgrade to a new technology platform this fall.

	2018 (YTD)	2017 (YTD)	2017 Total
Unique Site Visits	755	234	7,911
Accounts created	26	1	190
Asks/Offeres	14	19	431
Connections	7	6	337
Students Served	245		11,795

Schools and businesses have been signing up for [Tech Experience Tours](#) throughout this winter. [Talent Software Services](#) is our Presenting Sponsor. There are still funds available in the form of [field trip scholarships](#) through a generous grant from the AT&T Foundation. The funds help with feed and transporting students to the company tour sites. We will continue to make matches for the 2017-2018 school year.

**STEM Funder & Supporter Network**

The STEM Funder & Supporter Network met in November and outlined collective projects for the new year. The new projects will begin in the new year.

**MHTA Foundation**

**Science & Technology Festival**

The Foundation board have begun logistical work for the Festival including work on branding, organizing advisory panels, and recruiting additional organizations to participate in the Festival. Board members are encouraged to contact Matt Hill at [festival@mhta.org](mailto:festival@mhta.org).

**Bid & Bytes Benefit**

Planning has begun for the September 13, 2018 event. Thomson Reuters has already agreed to serve as the Presenting Sponsor and Unisys will be the Printing Sponsor again. A full slate of unique auction experiences will be offered by leading C-level Technology executives. Three non-profit partners will again provide exciting social hour activities/competitions. Past & current scholarship winners, Foundation volunteers, and other stakeholders will participate as well.

**STEM Scholarships**

The 2018 STEM Scholarship application period will opened on February 1, 2018. Deadline for submissions will be April 1, 2018. The review process will begin in April and will conclude with final selections in July.

## The SciTechsperience Internship Program

- As of December 31, we've placed 51 students (25 more than last year at this time). We anticipate placing about 340 students this year so there's "only" 289 to go!
- Company recruiting: 79 companies have applied since 9/1/17; this is 13 more than this time last year, and on par with where we need to be to meet our goals. We're always looking for additional companies, so please share this free resource with others.
- Student recruiting: 508 students have applied since 9/1/17; last year at this time we had 416. The volume of student applicants ramps up considerably in January and will last through April; many of these are leads from spring career fairs that begin in February.
- Planning is underway for the 4<sup>th</sup> annual *Jump Start Your STEM Job Search* event at Augsburg University on February 24. This half day program connects students to experts and employers. The content is designed to help students understand what employers are looking for in the hiring process from resumes to interviews.
- SciTech staff teamed up with The Software Guild to record three educational webinars earlier this month. Topics included crafting excellent cover letters and emails, interviewing tips, and STEM resume dos and don'ts. These recordings are available on the SciTech Spotlight Blog (<https://scitechmn.org/blog/>).
- We are launching our most robust statewide outreach plan ever this month. Formats will include both digital and print ads, direct mail, and radio. Listen for a mention of SciTech on *MarketPlace Tech*. We continue to get leads from monthly DEED promotional emails as well.
- The 2017 Program Year Report, which will incorporate recruitment and placement stats, photos, quotes, and survey results is in the final proofing stages and is expected to go to press next week.

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

MN-SBIR is the State's focal point to seed, early stage, emerging and existing firms to access federal research and development funding to support innovation, investment and commercialization of technologies.

- Continue to build the Minnesota Innovation and Commercialization Consortium with Hubs in Rochester, Mankato, St. Cloud and Duluth. The Consortium and the Hubs will work together to drive innovation and commercialization of new products and services by leveraging the annual \$2.5B federal Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Programs.
- St. Cloud – Identified two startups to pursue SBIR/STTR funding from the National Institutes of Health
- Rochester – Working with the newly created Office of Entrepreneurship at Mayo Clinic.
- Rochester - Participated in a survey of business needs in Rochester to support Destination Medical Center and entrepreneurs.
- Wrote letter of support for the University of Minnesota, MIN-Corps, in support of its funding proposal to the National Science Foundation (NSF). The NSF I-Corps program prepares scientists and engineers to extend their focus beyond the university laboratory, and accelerates the economic and societal benefits of NSF-funded, basic-research projects that are ready to move toward commercialization. MIN-Corps' courses are available to promising companies in the MN-SBIR client portfolio.

**Outreach** – The Director continues to hold office hours at the following locations:

- University Enterprise Laboratories
- University of Minnesota, Office for Technology Commercialization

- Mayo Clinic Business Accelerator and Collider

**Education**

SBIR Group Discussion (December 6, 2017 and January 10, 2018 – Total of 11 attendees)

**Coaching and Mentoring:**

The Director delivered coaching and mentoring via email and face-to-face meetings to numerous clients during December and January. MN-SBIR has three new clients.

Women-Owned	0
Minority-Owned	0
Minority/Women	0
Small Business	3
U of M/Mayo Clinic	0

**Federal Awards and Proposal Activity:**

**Awards:**

1 pending award – NIH - \$225,000 -

**Proposal Submissions:**

City	Program	Phase	Agency	Request	Academic Collaborations
Afton	STTR	1	NIH	\$225,000	John Hopkins
Minneapolis	STTR	1	NSF	\$224,426	U of M Spinoff
Minneapolis	SBIR	1	NSF	\$225,000	
Minneapolis	SBIR	1	NSF	\$225,000	
Minneapolis	SBIR	1	NSF	\$225,000	
Minneapolis	SBIR	1	NSF	\$225,000	
Minneapolis	SBIR	1	DOE	\$150,000	U of M Spinoff
Minneapolis	SBIR	1	NIH	\$680,000	
Minneapolis	SBIR	1	NIH	\$225,000	Tufts University Collaboration
Minneapolis	SBIR	1	NIH	\$224,455	
Minneapolis	SBIR	2	NIH	\$1,498,017	U of M Spinoff
Minneapolis	SBIR	1	NIH	\$225,000	
Rochester	STTR	1	NIH	\$225,000	Mayo Clinic Affiliation
Rochester	STTR	1	NIH	\$225,000	Mayo Clinic Affiliation
Rochester	STTR	1	NIH	\$225,000	Mayo Clinic Affiliation
Rochester	STTR	1	NIH	\$225,000	Mayo Clinic Affiliation
St. Paul	SBIR	1	NSF	\$204,598	
			<b>Total</b>	<b>\$5,456,496</b>	<b>\$5,456,496</b>

## **PUBLIC POLICY** {[www.mhta.org/advocate](http://www.mhta.org/advocate)}

The Government Relations Committee has met multiple times throughout the autumn and early winter, working on a legislative agenda for the 2018 Legislative Session. The committee approved the 2018 legislative agenda at the January 12 meeting. The agenda will go before the board of directors on January 26 for final approval. The 2018 Legislative Session begins on February 20.

## **COMMUNICATIONS**

With 2018 here, we are actively promoting Tech.2018 and our Spring Conference. Recent media coverage has continued to be strong with stories on the Venture Conference and Tekne Awards. For the third year in a row, MHTA and the Tekne Awards were trending locally on Twitter. We also received more coverage than past years on the release of the annual report by the Governor's Task Force on Broadband, which Margaret chairs.

Our social media presence continues to grow. MHTA's Twitter account gained 24 followers in December and 7 so far in January. Our follower count has jumped over 4,000, now up to 4,018. Our LinkedIn page gained 17 followers in December, and another 19 so far in January, up to a total of 1,972.

### **MHTA Recent Media Coverage:**

#### **December 2017**

TCB – MAK as one of the 100 People to Know in 2018: <http://tcbmag.com/honors/articles/2017/the-tcb-100-people-to-know-in-2018/overachievers>

#### **January 2018**

Crow River Media on Venture, Tekne:

[http://www.crowrivermedia.com/hutchinsonleader/news/business/startups-see-success-in-state/article\\_578b4bbf-ae9d-5f3f-99a4-d16a54ebdbf2.html](http://www.crowrivermedia.com/hutchinsonleader/news/business/startups-see-success-in-state/article_578b4bbf-ae9d-5f3f-99a4-d16a54ebdbf2.html)

Comcast speed increase (MAK quote):

<https://www.businesswire.com/news/home/20180109005823/en/Comcast-Increase-Internet-Speeds-Twin-Cities-Customers#.WlUghT-w1vY.twitter>

Star Tribune on Broadband Task Force report release: <http://www.startribune.com/minnesota-task-force-says-35-7-million-needed-annually-to-expand-broadband/468878033/>

Mankato Free Press on broadband: [http://www.mankatofreepress.com/news/broadband-task-force-renews-push-for-high-speed-access/article\\_cef1daco-f70e-11e7-99cb-e70321291513.html](http://www.mankatofreepress.com/news/broadband-task-force-renews-push-for-high-speed-access/article_cef1daco-f70e-11e7-99cb-e70321291513.html)

## **OPERATIONS & FINANCIAL**

MHTA finished 2017 with a net income of -10K. New membership came in 24K behind plan, with renewals

right at plan. Event income was 92K behind plan, with expenses also under by 29K. This put event net at 307K vs a budgeted net of \$370. The Venture Conference was the main difference in this category. The STEM area's of SciTech and SBIR came in at or close to plan. Overall a very good year with the exeption of the Venture Conference.

The 2018 proposed budget is complete, and will be reviewed by the Executive Committee on January 19<sup>th</sup>. The 2018 audit fieldwork is scheduled for April 23<sup>rd</sup>.

MHTA is gradually replacing old computers/workstations and is updating it's wifi and firewall. We are gearing up for the superbowl and making sure that everyone has virtual access to all office and work functions.