

MAKING AN INPACT ONE YEAR AS THE MINNESOTA TECHNOLOGY ASSOCIATION





April 2020 - 2021 | www.mntech.org

TO OUR MNTECH COMMUNITY:

On April 29, 2020, we announced our name change to the Minnesota Technology Association (MnTech) and unveiled a new logo, website, and expanded member programming. Now twelve months later, we want to briefly share a few highlights from our first year as MnTech in the pages that follow.

To say our world has changed over the past year would be an understatement. While the COVID-19 pandemic continues to impact lives and disrupt our economy in ways we couldn't have imagined last April, it has also highlighted the critical role technology plays in society today.

Accordingly, our work to ensure that Minnesota's technology-driven companies have access to exceptional talent, dedicated public policy advocates, and are part of an innovative, inclusive tech ecosystem has never been more important. While proud of what we accomplished in our first year as MnTech, much work remains, and we look forward to working together to build the stronger and more inclusive tech community we all aspire to see.

IN PARTNERSHIP,

JEFF TOLLEFSON President & CEO



REBRAND AND Shift to Virtual

A NEW LOOK FOR A Changing World

Of all the lessons learned in 2020, the ability to adapt and adapt quickly was one that proved most helpful. In April of last year, the Minnesota High Tech Association (MHTA) became MnTech, ready to tackle this vastly changing world in the best way possible: with community and technology.

As everyone went into lockdown, all in-person events switched to virtual. In many ways, this opened the door for more regular and inclusive opportunities.

Tech leaders from across the state could now speak at MnTech events, broadcasting live from the comforts of home. Entrepreneurs and tech enthusiasts, whether they be just south of the Canadian border, or deep in Southern Minnesota, could network, collaborate, and learn with their peers at one of the 49 free, online events that MnTech offered.

mhta

mntech



A NEW VISION

MHTA served us well for many years. Today, MnTech's new branding, focus, and programming reflects our revitalized commitment to building a more vibrant and inclusive technology ecosystem in our state.

Through our core pillars of <u>Advocacy</u>, <u>Talent</u>, and <u>Community</u>, we aim to enable the public policies, training, and partnerships needed to help our tech community thrive.



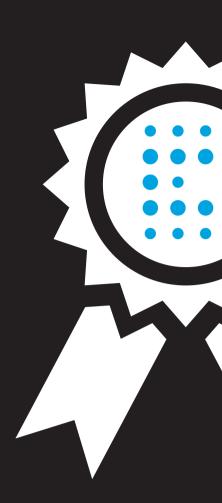


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RETHINKING MEMBER ENGAGEMENT

2020 paved the way for the creation of **MnTech Champion Teams**: groups of employees within member companies that serve as internal ambassadors and "champions" of MnTech communities, programs, and events. Champion Team members encourage their colleagues to tap into professional development opportunities and increase their company's visibility through leadership, networking, and speaking engagements.

Champion Team members include leaders interested in driving a culture of learning within their company, individuals looking for leadership development opportunities, and anyone with a passion for creating a more inclusive and vibrant technology ecosystem in Minnesota.



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Click to read the full story:

CREATING A VIBRANT WORKFORCE THROUGH MEMBER ENGAGEMENT

Meaghan Kirk & Cynthia Virnig from **C.H. Robinson** share how they have leveraged their MnTech membership to create a diverse and collaborative learning environment in the work place.

RECORD ENGAGEMENT THROUGH VIRTUAL SIGNATURE EVENTS

TECH CONNECT

On September 23, 2020, MnTech welcomed **567 attendees** to its first ever fully virtual conference. The half-day event provided unique opportunities for members of Minnesota's tech community to connect via 1-1 networking and small group discussions, all from the comforts and safety of home.



More than **75 speakers** shared their innovative tech applications and enriched business models. Conference keynotes included:

Beth Ford | CEO, Land O' Lakes The Large Venue "Game Day" Panel: John Avenson | VP - Technology, Minnesota Twins Douglas Hegley | Chief Digital Officer, Minneapolis Institute of Art Jim Ibister | VP - Facility Administration, Minnesota Wild David Kingsbury | Director of IT, U.S. Bank Stadium Eduardo Valencia | CIO, Metropolitan Airports Commission

RECORD ENGAGEMENT THROUGH VIRTUAL SIGNATURE EVENTS

THE TEKNE AWARDS

At-home viewing parties replaced the traditional black-tie gala this year, but despite its virtual broadcast, the Tekne Awards remained as spectacular as ever. **526 attendees** tuned in on November 18, 2020 to see which Minnesota tech companies would have the honor of taking home a Tekne Award for their outstanding innovation.



Lifetime Achievement Award

John

CIO, UnitedHealth Group:

EVP. Optum Technology

With **16 award categories**, plus a special COVID-19 Community Response award, **19 remarkable recipients** would look back on that night with pride.

<u>Rick King</u> of Thomson Reuters and John Santelli of UnitedHealth Group were recognized with a Lifetime Achievement Award while Tarah Beyers of Tarket, Ja'keh Clark of Best Buy, and Michelle Hermanson of Land O' Lakes were celebrated with the 2020 <u>Rising Star Award.</u>

RECORD ENGAGEMENT THROUGH VIRTUAL SIGNATURE EVENTS

TECHTALENT

On March 4th, 2021, MnTech welcomed **350 attendees** to the third annual, first virtual, TechTalent conference.

Minnesota employers, educators and solutions providers alike came together to address the state's technology workforce challenges and plan for a stronger, more-inclusive future.



Throughout the event, guests could move between three discussion rooms:

- <u>INSPIRE</u> Attendees learned why it is important to inspire more youth to pursue STEM careers, the challenges faced by those addressing this issue, and how our business community can help.
- <u>HIRE</u> Guests heard new approaches to sourcing, hiring, and onboarding talent at a time of remote work and changing priorities.
- <u>DEVELOP & RETAIN</u> Participants explored how leading companies are developing and optimizing their talent and creating inclusive cultures where people want to work and choose to stay.

VIRTUAL EVENTS RECAP

TECH CONNECT



TEKNE AWARDS 526 attendees 19 award winners 14 sponsors **3 rising stars** 2 lifetime achievement recipients

350 attendees

TECH TALENT



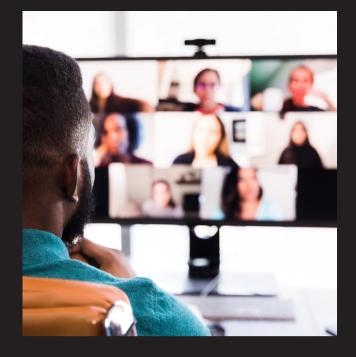


3 sponsors



CONNECTING THROUGH COMMUNITY

No doubt, one of the biggest changes to come out of MnTech's rebrand was the introduction of our <u>Communities of Interest.</u>



MnTech Communities are designed to help members connect with likeminded people within our tech ecosystem, to learn about and engage with the topics that interest them. There are three community styles:

LABS

Members collaborate to contribute new ideas and initiatives to our broader Minnesota technology ecosystem.

HYBRIDS

A combination of the two, programming leads to tangible deliverables and moments for collaborating in a relaxed social setting.

GATHERINGS

Ideal for networking, members connect with others based on shared passion and interest in a particular topic.

COMMUNITIES OF INTEREST



AI IN MANUFACTURING

Using AI & peer collaboration to transform the way Minnesota companies approach manufacturing



ADVANCED TECHNOLOGIES

Exploring current and emerging technology game changers and their implications for our tech community.



TECH CAREERS 1.0

Where early-stage technology professionals meet to learn and continue mapping out their careers in technology, together.



<u>TECH FOR GOOD</u>

Deepening community impact through technology and passionate people.



<u>tech talent</u>

Developing effective strategies to inspire, hire, develop, and retain technology talent.

"Thanks for hosting a great event! Pleasure to be a part of and I was excited about all the great data insights and engagement of everyone during the event."

Sarah Seger Technology Transformation Tech Talent Leader Best Buy

mntech

"Enjoyed being part of this group to discuss pitfalls & challenges of machine learning. It is great to see how vibrant Minnesota's technology culture is."

> Ashwin Rao VP of Al | Target Adjunct Professor | Stanford Universi

WOMEN LEADING IN TECHNOLOGY (WLit)



The source of MnTech's most attended programming, Women Leading in Technology (WLiT), never fails to draw a crowd. 2020 was no exception. With dynamite speakers and premium audience engagement, WLiT brought in **1,487 attendees** across four virtual events.

Established in 2011 to provide networking opportunities for women in tech, WLiT events are open to both women and men interested in promoting, educating, empowering, and advancing women in technology.

The WLiT mission to "Connect, Educate, & Reach Back" promotes community through networking and conversation as well as a philosophy that "no one stands alone."









EVENT HIGHLIGHTS:

- A Conversation with Corie Barry | CEO, Best Buy
- Let's Redefine a Victory with Sonya Roberts | President, Cargill Salt
- Utilizing Storytelling to Engage, Motivate, & Influence with Patrick Finnegan | Market Director & Senior Trainer, Dale Carnegie of North Central US
- Find Your Fierce & AIM for Success with Teresa Sande | CEO, Mirror Mirror Strategies with a special welcome message from Sheryl Sandberg | COO, Facebook and Founder, LeanIn.Org

ACE LEADERSHIP

Those aspiring for a new perspective in leadership need look no further than <u>MnTech's ACE Leadership Program.</u>

27 tech professionals participated in the ACE Cohort in 2020 and over the course of eight months, they met virtually, strengthened their knowledge of Minnesota's tech ecosystem, collaborated on projects, and developed their leadership talents.

Program Highlights:

- Every ACE member is paired with a mentor for one-on-one guidance, someone of note from Minnesota's tech community with extensive leadership experience and a passion to help others succeed.
- Coursework focuses on recognizing one's leadership style, driving innovation, building a strong leadership brand, public speaking, negotiation, developing tech talent, inclusion in tech, and more.
- Leaders work on small group strategy-based projects (supporting local non-profits through their work), which culminates with a presentation to MnTech's Board of Directors.

100%

of ACE graduates surveyed agreed that after participating in the 2020 ACE leadership program, they walked away with new insights for their leadership toolkits.



2020 ACE class' first and only inperson meet up, February 2020



ACE TESTIMONIALS

"ACE Leadership was one of the best things I've been privileged to do in my career. The leadership skills, negotiation exercises, and the relationship building were second to none. If you are a leader and want to deepen your leadership skills or if you have up & coming leaders, ACE is an excellent program!"

> JENNIFER SIMON Solution Specialist | Microsoft

> > "It was amazing to meet so many leaders throughout this program. I plan to leverage these connections going forward. Thanks ACE!"

"I am beyond impressed with the agility shown by Jade and the presenters to adapt to 2020 and provide real value to the ACE leaders. Thank you!"

Click below to learn more:

ACE IN ACTION Meet 2020 Graduates Kim Boesen and Eric Grose

SCITECH INTERNSHIP PROGRAM



A BIG WIN FOR SMALL BUSINESSES AND STUDENTS IN STEM

Small companies truly proved their adaptability in 2020. Thanks to remote-office options and covid-safe protocols, **295 SciTech internships** were able to go forward.

Since 2012, the <u>SciTech Internship</u> <u>Program</u> has helped connect college STEM majors with paid, industry opportunities at small to mid-sized companies across the state. Small business owners not only find the top talent they need, but can hire them more affordably with the 50% wage reimbursement they receive when they hire interns through the program (up to \$2,500 per student).

2020 BY NUMBERS:

1,549 STUDENTS APPLIED FOR SCITECH



238 COMPANIES APPLIED FOR SCITECH



295 INTERNS WERE PLACED







SciTech IMPACT

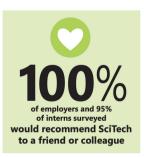
"We've found that the interns we bring in have natural curiosity, and it is worth its weight in gold to have them with us. Mohamed [Noor] was persistent, and everybody who met him when he came to interview said 'yeah, we need to get that guy in.' Everybody is massively winning with SciTech. Mohamed is getting experience as an Engineering Manager, and we are getting a talented worker."

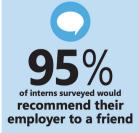
CHRIS BENYO

CEO Lift and Store, Ramsey Samuel Hohenshell • 2nd Software Engineer at Third Wave Systems 2d • 🕲

Today was the last day of my internship at Third Wave Systems! Felt supported, respected, and appreciated by the wonderful team there. Only problem was the grueling commute from my bed to my desk on the other side of the room. Thank you Third Wave Systems and SciTech Internship Program for the fantastic opportunity :)







999% of employers surveyed say the quality of students in the SciTech pool meets or exceeds their expectations



97% of employers surveyed say the number of students in the SciTech pool meets or exceeds their expectations







(5) \$14.5 Million SOCIAL IMPACT form all interns placed through 2019

...



MNSBIR

Every year, nearly \$4 billon of federal Small Business Innovation Research and Small Business Technology Transfer investments (SBIR/STTR) are made to bring technological innovations to worldwide markets. Minnesota innovators, entrepreneurs and small businesses seeking a piece of the federal R&D pie can turn to nationally recognized expert, Pat Dillon, Director of the <u>Minnesota SBIR/STTR Accelerator</u> (MNSBIR), to learn how to access federal R&D funding.

Designed to help startups and small businesses access federal funding to transform their ideas into marketable products, the Accelerator's support leads to SBIR/STTR funding that contributes to angel and venture capital investments, jobs, intellectual property, strategic alliances, and novel products, services and processes with domestic and international market opportunities.

Through business and technical assistance, mentoring, and partnering with other organizations, the Accelerator aims to:

- increase the number of proposals submitted and awarded,
- prepare funded companies for commercialization success,
- and increase technology transfer opportunities from the University of Minnesota, the Mayo Clinic, and other institutions.

IN 2020, THE ACCELERATOR:



coached nearly 100 startups & small businesses



coached & facilitated

in investments among 20 small businesses



coached & facilitated \$46,315,996

in SBIR/STTR funding requests across **65 projects**



secured **\$290,829 of** Launch Minnesota SBIR/STTR Phase II Matching Program funding that amplified

\$9,788,571

of SBIR/STTR investments and

\$4,317,000 of private investments

delivered the first-ever graduate level SBIR/STTR education at the Mayo Clinic

MNSBIR TESTIMONIALS

"Pat Dillon and the Minnesota SBIR/STTR Accelerator were instrumental in helping Radwave Technologies create a successful NSF SBIR application. She helped us navigate the NSF requirements with her deep knowledge and timely feedback. This accelerator program is a great resource for companies to tap into non-dilutive federal grants and grow the Minnesota startup ecosystem."

ANDREW BROWN

Cofounder, CEO Radwave Technologies Inc.





MAYO CLINIC

Office of Entrepreneurship



U.S. Small Business Administration



HOLMES CENTER for entrepreneurship

CARLSON SCHOOL



The Accelerator is funded in part through a Federal and State Technology Partnership Cooperative Agreement with the U.S. Small Business Administration, a grant from the Minnesota Department of Employment and Economic Development; the University of Minnesota, Technology Commercialization, and the Holmes Center for Entrepreneurship, and the Mayo Clinic, Office of Entrepreneurship.

INNOVATE® MINNESOTA

Thanks to a partnership with **INNOVATE® and MnTech. INNOVATE®** Minnesota was published in July 2020 to celebrate and chronicle the people, companies, organizations and ventures that are bringing change and innovation to the land of 10.000 lakes.

The book. available both in hardcover and digital, features over 300 pages of tech-enabled, custom-designed spreads covering the best Minnesota technology has to offer.

Everything from:

- THOUGHT LEADERS
- FUTURE CITIES
- HEALTHCARE
- GREEN TECH AND ENERGY
- **ACCELERATORS AND INCUBATORS**
- **AND SO MUCH MORE!**





WHERE ACADEMIC **RIGOR MEETS RKETABLE SKILLS**













TARGET: PREPARE TO LAUNCH

Hope and inspiration were needed more than ever in 2020. That's why MnTech was proud to partner with the Target Women in Science and Technology (TWIST) program to support Prepare to Launch: a four-session virtual series designed to give high school and college students skills that can help them effectively launch into corporate careers.

The series was 100% free, 100% virtual via Zoom, and open to everyone and anyone who wanted to participate. Speakers from **Apple, 3M, Best Buy, Optum** and, of course, **Target** were just a handful of the tech professionals that took the time to share their insights, experiences and encouragement.



MNTECH JOB BOARD

In an effort to address the state's evolving tech workforce challenges, our team is proud to launch our newest member benefit: The MnTech Job Board. As an association. we're deeply committed to helping Minnesota's tech-driven companies inspire, hire, develop, and retain exceptional talent.

Our hope is that the job board will serve as a highly beneficial platform for connecting companies/tech leaders with emerging talent.

With this tool, we're looking forward to continuing our shared goal of diversifying and strengthening Minnesota's tech workforce. HOW TO: Post a Job on the MnTech Job Board!

HOW TO: Apply for roles using the MnTech Job Board!

Check out these videos to learn how to leverage this new member benefit!



BOARD OF DIRECTORS

Dan Abdul CTO - Medica

Teddy Bekele *CTO* - Land O' Lakes

Doug Carnival Partner - McGrann Shea Carnival Law Firm

Sarah Engstrom CISO - CHS Inc.

Stephanie Hammes-Betti SVP of Innovation - U.S. Bank

Matt Johnson VP of Development & Operations - Seagate

Sri Koneru *CIO* - Winnebago Industries

Chuck Lefebvre Executive Director, Twin Cities Technology - Unisys

Paul Mattia VP of Research & Development - Ecolab

Rakhi Purohit Director of Technology -Thomson Reuters

Ritu Sharma Chief Data & Analytics Officer - Securian

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Scott Singer CEO - CyberNINES

Paul Weirtz State President - AT&T



THANK YOU

Of all the years to launch a new brand, 2020 wouldn't have been the most logical choice. And yet, the first 12 months of MnTech were a complete success, all thanks to the incredible support of our members, allies, and friends within Minnesota's tech community.

We want to thank everyone who engaged with us online, attended a webinar, watched a virtual fireside chat, and joined us remotely for one of our many online events.

We've learned a lot from this experience and are looking forward to applying these learnings to MnTech's approach to advocacy, talent and community in the years to come.



JEFF TOLLEFSON President & CEO



LONNI RANALLO VP, Finance & Administration



JADE DENSON VP, Programming & Member Experience



BECKY SIEKMEIER SciTech Internship Program Director



OUR TEAM

JACKIE SPIESS Member Engagement Coordinator



PIPER CLEAVELAND SciTech Marketing & Communications Manager



PATTY CARRUTH Program & Events Director



MOLLY MITCHELL SciTech Student Outreach Coordinator



ADRIANA NGUYEN Marketing & Events Manager



PAT DILLON MNSBIR Director