

RESILIENCE | REIMAGINING | REENGAGING | RECONNECTING | REDEFINING | RESETTING THE TABLE

WE ARE RESILIENT

2022 REPORT TO OUR COMMUNITY

re·sil·ience
/ri-'zil-yən(t)s/
noun
the ability to absorb
stress and thrive in
altered circumstances

ST PAUL
AREA CHAMBER

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WE ARE RESILIENT

LETTER FROM CHAMBER PRESIDENT AND BOARD CHAIR


We look back on this past year as one filled with unrelenting uncertainty. The world, this region, is experiencing a level of disruption and business risk not seen in generations. While some companies suffered and even had to close their doors, others innovated, advanced, and even thrived.

Our members recognize that resilience goes beyond current issues and challenges. It's also about creating a healthy culture fortified with technology and digital tools that enable us to see around corners, to be ready for changes that are yet to come. The very definition of resilience — the ability to absorb stress and thrive in altered circumstances — is being grown within us with great speed. And now is not the time to hit pause.


Few businesses have enjoyed full recovery. And it might take the balance of the next year — or two? — to establish that next normal. Your Chamber is no different. 2021 was challenging in ways we never could have imagined. We, too, are redefining our organization and what it means to be of service to our members. All while holding onto the priority we value most: creating connections that count.

There is no going back. A next normal is ahead, and it will be different. Paradoxically, for us to go forward together, it is important that we also look back. And remember. Indeed, for us, this is the year of RE: resilience, reimagining, reengaging, reconnecting, redefining, resetting the table.

We look forward to you joining us. Together we can face 2022 with fortified optimism.



B Kyle
President and CEO
St. Paul Area Chamber



Marcia Droege, Board Chair
Director, Real Estate & Facilities
Land O'Lakes, Inc.



B Kyle



Marcia Droege

ST. PAUL AREA CHAMBER LEADERSHIP & BOARD OF DIRECTORS

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Land O'Lakes, Inc.

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Immediate Past Chair
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Vice Chair
U.S. Bank

Scott Rynda
Finance Chair
Travelers

B Kyle
Treasurer
St. Paul Area Chamber

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Baker Tilly

Lea Hargett
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Courtney Henry
KCB Corporation

Lara Juras
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Ron Orlando
Comcast

Jim Pearson
Xcel Energy

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Twin Cities
Public Television

Andy Barkley
Wells Fargo Bank

Kate Blair
Marathon Petroleum

Sandra Buehler
Pope Architects

Mike Burbach
St. Paul Pioneer Press

Marc Cove
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First Resource Bank

Andre Creighton
TurnSignl

Rita Dibble
Women's Professional Committee Chair
Metropolitan State University

Elizabeth Emerson
Public Policy Committee Chair
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Redpath & Company

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Nancy Haas
Messerli & Kramer, P.A.

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Goff Public

John Jensvold
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KSTP-TV

Amanda Knutson
Foundation Board Chair
Launch My Health

Chad Kulas
Midway Chamber
of Commerce

Matt Lemke
Flint Hills Resources

Rayanna Lennes
Treasure Island/Prairie
Island Indian Community

Allie Lenzmeier
Infor

Abel Lubbertyn
MN Black Chamber
Blue Cross Blue Shield

Lisa Maloney-Vinz
Ecolab

Kiel McElveen
Fredrikson & Byron, P.A.

Mike Miller
Taft

Paula Montgomery
Gillette Children's
Specialty Healthcare

Hue Nguyen
Target

Johnny Opara
JO Companies

Richard Pakonen
PAK Properties

Carolyn Payne
Young Professionals Committee Chair
Ecolab

Jeff Pellegrom
Minnesota Wild

Vince Rivard
HealthPartners

Kathy Robideau
Minneapolis/St. Paul
Business Journal

Sally Saba
Medtronic

Kelly Sam
Grand Casino Hinckley/
Mille Lacs Corporate
Ventures

Tony Sanneh
Sanneh Foundation

Kathryn Sarnecki
Saint Paul Port Authority

Steve Schemenauer
Stinson LLP

Eric Schneeman
Securian Financial

Tony Schwartz
Ambassador Committee Chair
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Aaron Sillanpa
CHS, Inc.

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Joe Spencer
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Downtown Alliance

Dan Stoltz
Marketing Committee Chair
SPIRE Credit Union

Michael Stroik
Equity Committee Co-Chair
3M

John Swanholm
M Health Fairview

Tiyo Symalla
Bremer Bank

Patty Voje
SPOT

Tom Whaley
St. Paul Saints

John Wilgers
Greater Twin Cities
United Way

Yao Yaj
Minnesota Hmong
Chamber of Commerce

2022 Foundation Board of Directors

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Board Chair
Launch My Health

Karyn Berg
Ramsey County
Workforce Solutions

Justin Bieganek
Mercury Creative Group

Dana Cottrell
Xcel Energy

Nicki Donlon
Baker Tilly

Therese Gales
Catholic Charities

Peter Jandric
Baird

Julia Jenson
Western National

B Kyle
St. Paul Area Chamber

James Lockwood
Neurosign

Emily Post
Securian Financial

Tamara Prato
Connect The Dots, LLC

Rachael Reiling
Immediate Past Board Chair
Venture Solutions

Scott Rynda
Travelers

Suchi Sairam
Kala Vandanam

Patrick Sievert
Boyum Barendscheer

Sara Swenson
Goff Public

Carol E. Wilkie
University of St. Thomas

Thank you to those who serve to help make our community resilient.

REIMAGINING WE ARE IN THIS TOGETHER

Ours is a chamber that represents the world's largest companies — and the smallest. We are reimagining how to create powerful synergy here, maximizing the benefits of both.

Our members, large and small, bear witness to this region's reputation for civic engagement. We lead the nation in this characteristic.

We are harnessing the strength, power, resources of large members in service to the small. This thinking is sprouting innovative ideas in terms of sharing resources, purchasing power, employee resource groups, and building new connections.

We are learning from our small businesses, who demonstrate on a very personal level what it means to commit. These leaders consistently fight above their weight in terms of community engagement, volunteerism, and commitment. They are the innovators, entrepreneurs, and fastest growing organizations. They show up because they are absolutely invested in the survival and growth of their business.

SPECIFICALLY, IN 2021, WE:

- **Grew our WorkStream division**, harnessing our strengths in service to smaller, mission-aligned organizations.
- **Continued our pivot to online resources and programming.** Our small businesses especially needed every opportunity for business development and connection opportunities.
- **Heavily invested in our digital communications strategy.** In a remote work environment, timely communication was even more critical, and we were committed to providing that.

2021 BY THE NUMBERS:

Your Chamber is the **oldest chamber** in the state, and second only to the Minnesota Chamber by revenue.



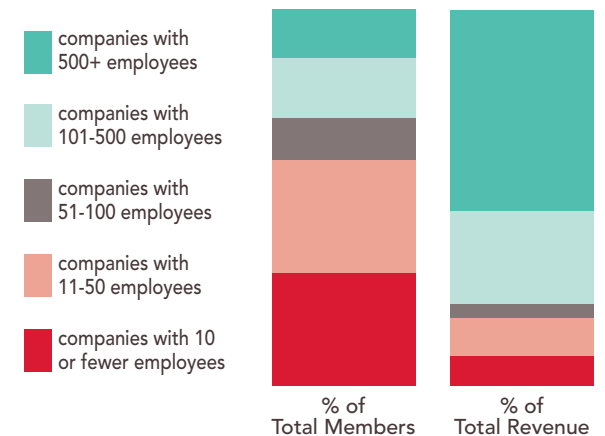
17% 
INCREASE IN
TOTAL REVENUES

 **118** SMALL BUSINESS MEMBERS
Due to financial impacts of the pandemic.

1550+ MEMBER COMPANIES REPRESENT OVER

3 MILLION
EMPLOYEES

MEMBERSHIP NUMBERS VS. REVENUE



CHAMBER AMBASSADORS REENGAGING

Chamber Ambassadors provide essential contact and connection with our members. From calling to check in on member businesses to collecting suggestions and candid feedback regarding our programming, our Ambassadors are an invaluable extension of the Chamber. They help bolster attendance and promotion for Chamber sponsored ribbon cuttings where we celebrate new, newly-renovated, or expanded member businesses and anniversary celebrations — and enjoy making connections that count.

Throughout the pandemic, Ambassadors helped develop and host new virtual ways to connect with members and prospective members through our Business Learning Toolbox (BLT) sessions and Cocktails & Conversation Happy Hours. In response to their input, the Chamber will launch a new Small Business Committee in 2022 to amplify and serve the priorities — and struggles — specific to small businesses.

RIBBON CUTTINGS

Celebrating new, newly-renovated, or expanded member businesses and anniversary celebrations.



1/2: Springboard for the Arts
3/4: Bremer Bank 5: Duck Donuts
6: Architectural Advantage

RECONNECTING

EXECUTIVE RECEPTION | EQUITY LEADERSHIP SERIES | GOLF CLASSIC

We entered 2021 anticipating that we would emerge from COVID and reestablish a new normal. But the world had different plans for us. Like our members, we adapted ... quite well. There were moments we were able to gather in person, and other moments that surprised us in that they continue to be even more successful in a virtual environment.

We were able to gather in person for our **Executive Reception**, among the most impactful networking opportunities the Chamber offers, as we welcomed the newest C-suite executives to the Twin Cities. These executives are honored and introduced to each other, Chamber Board members, and sponsors in an exclusive reception that is both intimate and fun.



Our **Equity Leadership Series** thrived in a virtual environment, allowing our members to enroll employees from across their platforms – into Greater Minnesota and beyond! We love this accessibility and will continue to deliver the Series virtually moving forward.



We cherish the moments we were able to gather in 2021. These smiles from the **Chamber Golf Classic** are a reminder of the joy that comes from making connects that count.



HOLIDAY OPEN HOUSE | YOUNG PROFESSIONALS BOAT CRUISE

80
EVENTS
EXECUTED

75% 
INCREASE
IN REVENUE
compared to 2020 event revenue

85%
HYBRID
OR VIRTUAL

This is a wave the Chamber is embracing moving forward, using new technology.

We were grateful to offer our **Holiday Open House** and enjoy samples from member restaurants and celebrate this holiday tradition together.



Our **Young Professionals** network has gone regional! This network is fast-growing and connects young leaders across the Twin Cities through engaging events and leadership development.

Our goal is to provide a resource for companies across our region, to provide a pathway for their personal and professional development of their next generation leaders.

Despite the pandemic, we were able to continue growing a network and engaging a broader group of young people in partnership with other chamber communities. A highlight of the year was the boat cruise on the Mississippi River.



RESETTING THE TABLE

EQUITY AT THE CENTER

We know that diversity of thought, culture, personal identity, lived experience, and perspective are needed to create a truly vibrant and globally competitive region that works for all of us. Everyone needs to be at the table — and, in some cases, we need to reset the table entirely; the future of our economy depends on how we address equity and inclusion today.

Our **Equity Leadership Continuum** is our equity statement in action: a suite of programs designed to develop equity-informed leaders at all career stages, from front-line workers to C-suite executives, who can lead in all of those spheres.

When we think about equity, we think about three spheres in which this work must take place: within ourselves, throughout our organizations, and across our region. Our members are showing up to do this work, walking the walk and committing real resources to their efforts. We see it in their actions, and in their investment in the Chamber.



2021 EQUITY SUMMIT:

OVERALL
SATISFACTION: **4.6/5**

89% would "definitely"
recommend to a friend

Equity Leadership Continuum events are consistently our most highly attended and bring in more sponsorship than any other event series.

"Many organizations and consultants are good at getting people excited about DEI, and then they fizzle out. I often leave trainings and sessions agreeing with all I have learned, and yet not knowing what to do next. The Chamber is different. The Equity Leadership Series goes so much further by promoting conversation and sharing resources and ideas to actually start the work. This series has real impact for those of us who attend and take these resources back to work and our communities."

JoAnn Hawkins, Women's Advocates

REDEFINING OUR WORK

Our **WorkStream division** continues to grow, redefining our work and the value proposition of the Chamber. We now provide tailored professional services and serve as the connector between ideas and execution to a growing list of client-partners.

THE RICE & LARPELLEUR ALLIANCE

The Rice & Larpenteur Alliance is one of the best examples of **WorkStream** in action. In the three years since the Cities of Roseville, Maplewood, and St. Paul came together to hire WorkStream to lead the implementation of their shared vision for the future of the neighborhood, the area has transformed with new sidewalks, roadway improvements, parks, public art, business investments, and housing construction and preservation. Perhaps most importantly, a committed Community-Based Advisory Board has formed, inclusive of neighborhood residents and businesses, to work together and keep the momentum building.

CHAMBER ALLIANCES

We also have grown our partnerships with the **Minnesota Hmong Chambers of Commerce** and **Minnesota Black Chamber of Commerce**. These two statewide Chambers serve a growing segment of our business community, and we are honored to partner with them to provide administrative and consulting services to fill their unique staffing needs. As a result of our partnership, our Chamber community is growing more connected and inclusive through affiliations and shared resources. Both Chambers have built strong foundations from which to grow and serve their member communities. Watch for a Hmong Business Summit from the MN Hmong Chamber and upcoming IGNITE Black Business Summit hosted by the MN Black Chamber this year.



“The creation of WorkStream was a stroke of genius to diversify revenue streams, further solidifying the Chamber’s position operationally and within the broader chamber community. The Chamber identified its strengths and has found an inventive way to monetize it while serving its primary mission.”

Jeff Pellegrom, CFO, MN Wild
WorkStream Chair, St. Paul Area Chamber

WORKSTREAM PARTNERSHIPS



Leaders in Local Government Awards

Each year we host the Leaders in Local Government Awards with other East Metro Chambers to honor innovative leaders in public service.



- 1: Land Use and Public Works winners from the City of Hastings
- 2: Elected Official of Note Mayor Jo Emerson of White Bear Lake
- 3: Burnsville Police Chief Tanya Schwartz and Burnsville Mayor Elizabeth Kautz
- 4: Burnsville Police Department representatives from the new Behavioral Health Unit, which was selected in the Public Safety category

ADVOCACY

The Chamber's advocacy work amplifies the voice of our members to prioritize economic vitality across the region.

Over the last year we advocated fiercely on behalf of our members and the employer community, ensuring that business perspectives are heard in a broad array of policy debates at all levels of government.

Priorities included the ballot campaign to encourage a NO vote on Rent Control in St. Paul and successfully lobbying for Minnesota state tax conformity for the Payroll Protection Plan grants.

We actively engaged with members and elected officials, providing them with accurate and trustworthy information, advancing our initiatives, and sharing the employer perspective on policy considerations.

To create more opportunities for discussion and connection, we offered more than 20 time-sensitive roundtable Issue Forums and member-only meetings with legislators.

ISSUE FORUMS AND MEMBER-ONLY MEETINGS

These meetings with leaders, peers, and elected officials give members the opportunity to quickly articulate very specific needs. Smaller group gatherings created two-way conversations and allowed us to be both nimble and hyper-focused in response to emerging issues.

A few topics from our Issue Forums lineup included:

- The Future of Corporate PACs
- Public Safety for Business
- Tax Consequences of Remote Workers
- Elimination of Parking Minimums
- How Businesses take on Controversial Positions

FOUNDATION

The Chamber's Foundation continues to advance education and workforce development initiatives in our community.

In 2021, the DEI Collaborative officially transitioned from the Wilder Foundation to the Chamber Foundation. With this change came Victoria Ford, who brought her expertise as its program manager to the DEI Collaborative and the Chamber. Under her leadership, our Equity Leadership Series & Summit grew alongside the Equity Committee. She has also facilitated Diversity, Equity, and Inclusion reflections for the Chamber Staff.

This past year, the Chamber Foundation staff and Board members continued to support the Chamber's workforce development initiatives, fielded 40+ individual requests from businesses and Leadership St. Paul Alumni to connect with one another, and supported several fiscal sponsored organizations.



LEADERSHIP ST. PAUL

The Foundation supports its mission to grow strong leaders through its flagship program, Leadership St. Paul.



Leadership St. Paul (LSP) is the premier program in the Twin Cities for emerging and current civic and business leaders that prepares, challenges and engages emerging and existing leaders to strengthen the St. Paul/East Metro region.

In 2021, LSP had another strong year and, while hopes of meeting in-person initially were dashed, the cohort was able to meet in-person at the end of the year with an impactful day of reflection and service at Neighborhood House.

DON'T MISS A THING!

Check out the online
Chamber events calendar ▶



MAKING CONNECTIONS THAT COUNT

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