



Weekly Club Meeting Minutes

Meeting Date: March 7, 2018

Overall Comments:

- Reflection of the Day (Kim) substituting for Bob - hat trick of quotes focused on leadership, blessings, and positive attitude
- Song (Alex) - From his winter camping experience - The Bare Necessities

Meeting Details:

Guests - introduced by various members:

- Phil - Brian Nelson, Dunwoody VP of Advancement
- Allie - David Lyman(?) (past president), work colleague of Allie's
- Steve - Peggy Quam, Dunwoody YCAP program staff and Rodrigo Herrera from YCAP program at Dunwoody
- Carol - Mystery Guest, Augmented reality, plans to join
- John - Bill Jackson, formerly Mortenson, & Engineers Without Borders
- Jim - Jeremy Strickler, Loaves & Fishes
- Collette - Nicki Carens, investment management
- Greg - Tom, returning from last week

Apologies for incorrect spellings and names!

President's Comments and General Meeting Announcements:

Announcements

- Brock - District Conference in May "heck of a fun time" May 21st
- John - Performance invitation Thursday
- Gail - Peer Group get-together at 6:45 am, Jim Eaton guiding a conversation on professional and personal development
- Scott - March 15th, Urban Debate League needs judges
- Chris - Vocational Services Committee meets next week after Wed morning meeting and April 19th Mock Interviews at 3:30 pm at Dunwoody with about 20 students
- John - COLR History Quiz - Anniversary Party 3/29 at Normandy Inn Happy Hour, preceded by new member orientation

New Member Induction - Brock inducted Amy Crawford into COLR, sponsored by Jean Johnson. Works with non-profits on leadership, strategic planning, etc. Board member Advocates for Human Rights and Bancroft Foundation. Amy spoke about her passion for community and service as well as her past experience of seeing Rotarians work.

Vocational/Happy Bucks:

Vocational

Dick gave his vocational and brought the house down!! (Note: He also served as Recorder for the meeting, so take this with a large grain of salt!)

Happy Bucks - no Happy Bucks segment

Program/Speaker:

Day Chair

Gail - just started her own business, related to learning and development. Her Rotary moment was with some other COLR members giving away books to small children, who didn't have lots of opportunity to have them. Interest to ask her about is target shooting with muzzle loading rifle.

Speaker

David Mortenson, President of Mortenson Construction. 18th largest contractor in the world. Large portfolio of types of buildings, including solar and wind. They donate 5% of pre-tax revenue to charity. Very active community member, including a trustee of UMN Foundation and MN Business Partnership.

David began by pointing out the many connections he and his company have with people in the room and various organizations represented. Discussed his commitment to the community and to leadership from the heart.

1. Tri-sector leadership - Philanthropy, government, and business need to work together. Super Bowl LII is a great example of public/private partnerships to make hosting events such as the Super Bowl possible. Impressive that the event started with 52 weeks of giving - indicative of MN culture. Relationships are foundational to such partnerships, which begin by meeting with government officials. Must remember to thank them for their public service. Community challenges require we all lean in.
2. Systems change - While philanthropy and money is good, it really doesn't lead to fundamental change. Systems change is needed to make a real difference and requires tri-sector leadership and collaboration. Example included the focus on economic development through job training. Could have approached this by affecting individual lives (e.g., hire people, etc.) however, to change the economic dynamics of north Minneapolis this would not be enough. Discovered a disconnect with MN DEED and business needs. Brought the UMN into the mix to identify a new way for DEED and businesses to coordinate workforce development with workforce needs over the long-term.
3. Daily opportunities - To have a big impact, must think about doing things at scale, not enough to volunteer in free time. How do we integrate systems change with business models and operations? With Target Field and US Bank Stadium, set aggressive targets for minority employment - hit 37% of US Bank Stadium. Each of us has a responsibility to ask ourselves about how we can close the prosperity gap by finding synergy with our daily work.

David closed by thanking COLR members for their community involvement at the club and individual levels.



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Questions:

1. What % of those employed at US Bank Stadium are still in construction? Some (15-20%) are Mortenson Construction employees. They do track those who stay with Mortenson and recognize that to meet current and future goals their talent pool needs to diversify. These challenges are even greater among engineers, especially women and people of color. To affect this, they are reaching into middle and high schools.
2. What are the challenges of siting wind turbines? Wind industries rely on three basic things: wind needs to blow, close to transmission, and close to demand. The biggest consumer of wind energy is in Texas. Model is to lease agricultural land at \$6-15K per turbine. Wind is the future - coal is not coming back. Coal is \$23/megawatt, whereas wind is \$18/megawatt - 20% less. Xcel wants to be 85% carbon free by 2030. Prices of wind and solar are dropping. Bullish on renewable energy.
3. Many demographic indicators intersect - generational poverty, low birth rate, education, etc. - if you had a magic wand, what would you do? The things that work are not inexpensive - successful programs and institutions work with families to create stable housing, consistent employment, and maintain health. Northside Achievement Zone (NAZ) is a national model for this work. Must remain patient, persistent, and determined.
4. What can we do to reduce over-credentialing? Too often we use a college degree as the minimum credential for positions, even where not required. We can all review our own HR practices to effect his change.
5. What is it about MN culture that creates our civic engagement culture - MN Rotary Clubs (along with others) are the most generous in the world? A professor at the UMN did a study to compare MN with WI re: large companies. At one time, they were equal - in the next 30 years, we created 40 Fortune 500 companies and lost 30. People make a deeper commitment to place here.

Gail thanked David and asked him to sign a book for the Way to Grow program, along with giving him a bookmark made by a staff member at partner school in Haiti.

Next Week's Program:

Jennifer Bielstein from the Guthrie Theater will be the speaker on March 14, 2018.

The meeting was adjourned with a ring of the bell by President Kurt at 8:30am

Reporter: Dick Senese