



## League of Women Voters of Minnesota Records

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LOOKING  
AHEAD **20** YEARS:

*Minnesota  
★ Meeting*

THE ISSUES THAT WILL  
SHAPE A GENERATION

Get info, sign-up

[www.mnmeeting.com](http://www.mnmeeting.com)

See **John McCain**,  
**Madeline Albright** and  
**Carly Fiorina**, and that's  
just the first month!

*Look inside for details...*

# Minnesota Meeting's 20th Anniversary Season



## ★ John McCain

U.S. Senator

*A Politics for the Next Generation: A Conversation About America's Future*

**September 4, 2001**

11:30 a.m. – 1 p.m. luncheon  
Minneapolis Marriott  
City Center  
30 South 7th Street  
Minneapolis

Presented in partnership with  
the Humphrey Institute Policy  
Forum, University of Minnesota.



## ★ Carly Fiorina

Chairman, President and CEO,  
Hewlett-Packard Company

*Technology, Business and Our  
Way of Life: What's Next?*

**September 26, 2001**

6 – 7 p.m. reception  
7 – 9 p.m. dinner  
Minneapolis Marriott  
City Center  
30 South 7th Street  
Minneapolis



## ★ Madeline Albright

Former U.S. Secretary  
of State

*Toward a Civil Society*

**October 1, 2001**

10 – 11 a.m. address *FREE*  
Schoenecker Arena  
University of St. Thomas  
2115 Summit Avenue  
St. Paul

This is a free event. Presented  
in partnership with the House of  
Hope, Macalester College  
and the University of St.  
Thomas.



## ★ Hardwick Simmons

CEO, The NASDAQ Stock  
Market

*The New, New World:  
Globalized or Gobbled Up?*

**October 30, 2001**

11:30 a.m. – 1 p.m. luncheon  
The Depot  
225 Third Avenue South  
Minneapolis

Presented in partnership with the  
Minnesota Business Partnership.

## Events in progress...

### ★ Paul O'Neill

U.S. Secretary of the Treasury

*The U.S. as the World's Sole Economic Superpower:  
Where Are We – and the Global Economy – Headed?*

### ★ Rodney Paige

U.S. Secretary of Education

*Leave No Child Behind: A National Agenda for  
Education Reform*

Presented in partnership with the Humphrey Institute Policy Forum,  
University of Minnesota.

### ★ Daniel Patrick Moynihan

Former U.S. Senator

### ★ Richard Parsons

Co-Chief Operating Officer, AOL-Time Warner

*Reforming Social Security: Recommendations for a  
Generation of Change*

Senator Moynihan and Mr. Parsons are co-chairmen of the President's  
Commission to Strengthen Social Security. Presented in partnership  
with the Humphrey Institute Policy Forum, University of Minnesota.

### ★ Franklin Raines

Chairman and CEO, Fannie Mae

*The Face of Minnesota in 2020: One State of Many?*

Presented in partnership with The Minneapolis Foundation, Public Radio  
International and the Greater Minneapolis Chamber of Commerce.

### ★ Chris Matthews

Host of MSNBC's *Hardball*

*Media and Popular Culture: The Coarsening of America*

Mr. Matthews moderates a roundtable discussion with local and national  
leaders.



## President George W. Bush

Minnesota Meeting's 20th Anniversary  
Dinner

Minnesota Meeting joins a *Who's Who* list of  
community and civic organizations to host a very  
special anniversary program with President  
George W. Bush.

People who join Minnesota Meeting will be  
given priority access to this special event, which  
will sell out in days.

## Sign-up today...

Go to [www.mnmeeting.com](http://www.mnmeeting.com)

★ Sign-up for the events you want to attend. You must  
pre-register for all events.

★ Get more information about speakers and events.

★ Join Minnesota Meeting and get priority notice of future events –  
including the dinner with President Bush. Anyone can join FREE.

You may not receive any more mailings from Minnesota Meeting, but  
go to [www.mnmeeting.com](http://www.mnmeeting.com) and we'll keep you posted!

Luncheon events are \$25.

Dinner events are \$65.

Reserved tables of 10, marked with  
your organization's name, can  
be purchased for any event.

Get info, sign-up

[www.mnmeeting.com](http://www.mnmeeting.com)

LOOKING  
AHEAD **20** YEARS:



# About Minnesota Meeting

Minnesota Meeting is our state's premier public affairs forum. For 20 years, the world's leading speakers — from Colin Powell and Alan Greenspan to Jesse Ventura and Harvey Mackay — have spoken to the people of Minnesota from the Minnesota Meeting platform.

Minnesota Meeting celebrates its 20th anniversary with its most impressive series of speaking events yet, held from September 2001 to spring 2002. The full season focuses on **Looking Ahead 20 Years: The Issues That Will Shape A Generation**. Minnesota Meeting events are attended by our community's leaders, from business, government, academia, the professions, community groups and the media. And the whole community is involved, via fully interactive Webcasts and live broadcasts on Minnesota Public Radio. Plus, ten percent of all seats are provided free to educators, students and nonprofit leaders.

For more details — and the latest information on upcoming events — go to [www.mnmeeting.com](http://www.mnmeeting.com).

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[www.mnmeeting.com](http://www.mnmeeting.com)

LOOKING  
AHEAD

20 YEARS:



219 Main Street SE  
Suite 500  
Minneapolis, MN 55414  
[www.mnmeeting.com](http://www.mnmeeting.com)  
612.617.1117

Presorted  
First Class Mail  
U.S. Postage  
**PAID**  
Minneapolis, MN  
Permit #3723

Memorandum

To: Albright Tickets

From: Carol Frisch  
7025 Comanche Court  
Edina, MN 55439

Date: August 22, 2001

Subject: Ticket request

Please send four tickets to me at the above address for Madeline Albright,  
October 1, 2001 at the University of St. Thomas.

*Minnesota  
★ Meeting*

## **Concept Paper**

Proposed New Direction of Minnesota Meeting,  
2000-2001 Season

## Goals

For the last two years, the Minnesota Meeting Board has worked to redefine the organization with four major goals in mind:

- ❑ To build attendance, especially among senior business leaders
- ❑ To attract world-class speakers
- ❑ To broaden our reach and access, specifically via the Internet
- ❑ To enhance our visibility and public image, especially among business leaders and opinion makers.

These goals are mutually reinforcing: A broader reach attracts top-level speakers. Top speakers attract higher-level audience. Big events with big name speakers attract attention, which reinforce the entire circle.

In this paper, we propose a strategy and tactics to accomplish these goals in the 2000-2001 season, building on the phenomenal season we had in 1999-2000. As a matter of fact, our goal is to institutionalize much of what we learned in 1999-2000, to recreate the Minnesota Meeting as the premier public affairs speakers' forum in this community, with a major presence on the national, and even the world, stage.

## Strategy

Our strategy is to focus on the quality of our programs, over quantity. We propose convening six Minnesota Meeting events in 2000-2001, not the usual eight to ten. The events will be larger, more significant and more impactful than the typical Minnesota Meeting. In many ways, we will be calling back to our roots. In Minnesota Meeting's early years, we convened just six events a year, featuring major speakers on the global stage, such as heads of state or major business leaders. Our approach in 2000-2001 will adopt this focus, but with even broader reach and impact. We see convening two types of Minnesota Meeting events—three "National Town Hall Forums," each with a major "marquee-level" speaker and a national online component, and three "New Idea Forums," featuring compelling speakers addressing new developments on topics of particular interest to business leaders.

□ **National Town Hall Forums Presented by the Minnesota Meeting**

These forums will be based on this season's highly successful events with Fed Chairman Allen Greenspan, Governor Jesse Ventura and the upcoming June 13 meeting with General Colin Powell. All these events accomplish our goals: They truly differentiated the Minnesota Meeting from competing forums. They were truly national events originating from the Twin Cities. In room audiences numbered in the range of 1,000, with significant attendance by major CEO's and attracted a national online audience in the range of 1,000 attendees. And they generated front-page and significant television news coverage locally and, to a lesser degree, nationally. For all these reasons companies were eager to buy sponsorship packages for these events and receive the enhanced visibility these events generate. The cornerstone of these events' success was the marquee status of the two-dozen or so people in the world who generate the kind of excitement we need to generate that local and national interest.

3 The online component has several benefits. It increases access to the Minnesota Meeting to those who otherwise cannot attend. It generates a sense of excitement at the event. It provides our speakers and sponsors with a national audience. And it has a "high-tech cache" that excites sponsors, speakers and the media. The events truly are national forums, with the online audience having a full meeting experience. They see and hear the speaker and get to send in questions and respond to instant polls that are conveyed to the speaker. Sponsors are provided with a full report of the online participation, allowing them to follow-up with this new group of interested people. The online component also has the flexibility of bringing in new people to the Minnesota Meeting, depending on the specific appeal of the speaker. The Powell event, for example, will appeal to the faith community, as well as business and community leaders. The Greenspan event appealed to economics educators as well as Fed watchers. And the Ventura event brought in a large statewide audience and many school kids.

- 3 □ **New Ideas Forums.** These events will not have the online component, but will attract significant audiences and the senior people we are targeting. With only three such events per season, we will be able to audition speakers, that is be much more selective in deciding who is offered this valuable speaking platform. We will seek out excellent orators with new ideas of particular interest to business leaders. The high-profile nature of the National Town Hall Forums will also contribute to the cache of these events.



## Tactics

Of course, to attract three marquee speakers of the quality of Alan Greenspan or Colin Powell will require the active leadership of board members. We propose creating three committees; each will have the charge of using their combined connections and in-roads to help land one marquee speaker. Board members will be personally involved in recruiting such high-level speakers, or, if they choose, can designate a high-level executive in their companies to take the lead for them on this exciting project. We see each committee having a broad focus:

- ❑ **Political Leadership Committee.** This committee will help create an event similar to the Ventura program with another political leader of major, national prominence.
- ❑ **Business and Technology Committee.** This committee will help create an event like the Alan Greenspan program, with a focus of landing a major business or new technology CEO, guru or policy maker.
- ❑ **Culture and Social Policy Committee.** This committee will help create an event like the Colin Powell program and its call to action to the corporate and faith-based communities to help change the way we help at-risk kids. They would work to land a similar high-level speaker with that kind of national appeal.

In addition, each committee will have control over one "New Ideas" speaker. Staff will propose ideas to the committee for speakers and topic areas under their broad category and they can select the best ones to pursue.

## Funding the Plan

In 1999-2000, the major Town Hall events were funded on an ad hoc basis by securing event sponsors for each event, with most of the funding provided by current sponsors. Under the new direction, we propose incorporating the additional funding needed into the regular annual budget. This would be accomplished by creating two tiers of Minnesota Meeting sponsors. Annual dues for companies with annual revenue exceeding \$200 million would increase to \$10,000. Annual dues for smaller sponsors, those with annual revenue lower than \$200 million, would remain at \$5,000. This would be the first dues increase for Minnesota Meeting sponsors in 10 years.

## Next Steps

- ❑ Board approves/rejects new direction, as modified.
- ❑ Board members assigned to speaker selection committees, (as attached)
- ❑ Co-chairs selected for each committee.
  - ✓ Regularly survey members on their progress; managed by Minnesota Meeting Staff
  - ✓ Have full nagging rights
  - ✓ Can remove speaker from consideration/re-prioritize list, based on progress.
- ❑ Committee members develop a prioritized list of Marquee Speakers for their category.
  - ✓ Develop recruitment strategy for each, including tapping key people in their companies, other networks. Go-to person/key committee contact assigned to each speaker target.
  - ✓ Minnesota Meeting staff drafts all necessary communications, fully supports committee efforts
  - ✓ Go get speakers!
- ❑ Committee members develop/approve non-Marquee, "New Ideas" speakers from their category
  - ✓ Same process/support



## *Membership Benefits*

"Minnesota Meeting membership is an excellent value. Our members not only get the chance to see, hear, and meet some of today's best speakers, but they also have the opportunity meet other business leaders in the Twin Cities market. On top of that, they are members of a truly national speakers forum with a national reputation for excellence and an amazingly broad reach – from students and activists to corporate leaders and professionals."

Jayne Marecek, Executive Director

- **The chance to interact with some of the leading newsmakers of the day.** Our 1999-2000 season included exclusive meetings with such newsmakers as Alan Greenspan, Jesse Ventura, and Colin Powell.
- **Advance notice of all Minnesota Meeting events.** Six meetings – including three National Town Hall Meetings with world-class speakers – will be held this season. The meetings are generally held over lunch, from 11:30 a.m. to 1:00 p.m.
- **Private Reception.** As a member of the Minnesota Meeting, you will receive invitations to private receptions with the featured speaker. Receptions are held before lunch in a private room, giving our members the chance to tap the minds of our world's most influential thinkers.
- **Some of the best networking in the Twin Cities.** Rub shoulders with CEO's, community leaders, and other movers and shakers in our community.
- **Access to Minnesota Meeting Online,** which includes a full audio library of past speeches and live web broadcasts of the meetings, giving you the ability to see, hear and interact with our speakers live over the Web when you are unable to attend in person. You can also have your friends and colleagues from around the world join us using the same technology.

## FACT SHEET

For 19 years Minnesota Meeting has been on the forefront of public discourse on the critical issues of the day. Our members and their guests represent not only Minnesota's leaders from business, government, academia, the media, and the professions but also those leaders from around the world. Future leaders of our world – students – are also represented in the Minnesota Meeting. Our active education program involves hundreds of high school and college students both in the room and online in Minnesota Meeting events.

The Minnesota Meeting presents six programs each year. Three of the programs are National Town Hall Meetings with world-renowned speakers such as Alan Greenspan and Colin Powell. Participants from around the world join the in room audience and are able to see and hear the program live through a sophisticated interactive software via the World Wide Web. In addition, the Minnesota Meeting convenes three New Ideas Forums each year with three of the country's most challenging thinkers addressing a variety of critical issues.

Our distinguished roster of speakers includes Federal Reserve Chairman Alan Greenspan, General Colin Powell, Governor of Minnesota Jesse Ventura, former Ambassador Walter Mondale, Treasury Secretary Robert Rubin, and former Senator Bill Bradley.

Officers of the Minnesota Meeting Board of Directors for the 2000-2001 season: Chair: William Fritts, Vice President, ReliaStar Financial Corporation; Vice Chair: Jim Campbell, Chairman and CEO, Wells Fargo, Minnesota; Secretary: Ron Turner, Chairman, President and CEO, Ceridian Corporation.

Executive Director: Jayne Marecek, President, Express Interactive Solutions

## **Proposed Committee Assignments**

### **Political Leadership Committee**

Ron Baukol

Executive Vice President International Operations, 3M

Michael Bleck

Managing Partner, Oppenheimer, Wolff & Donnelly

Kenneth Croken

Vice President, Corporate & marketing Communications, Norstan

Don Foley

Vice President, Worldwide Corporate Communications, Northwest Airlines

Karen Himle

Sr. Vice President, Corporate & Government Affairs, The St. Paul Companies

Tim McGuire

Editor/Senior Vice President of New Media, Star Tribune

Tom Moe

Chairman, Dorsey & Whitney

Michael O'Keefe

Commissioner of Human Services, State of Minnesota

Ronald Turner

Chairman & CEO, Ceridian Corporation

Vin Weber

Former U.S. representative

Vance Opperman

President, Key Investment

### **Business and Technology Committee**

John Appel

CFO, Dain Rauscher

David Cousins

General Manager, Global Services, AT&T

Board Representative from Target Stores

Jon Eisle

Office Managing Partner, Deloitte & Touche

John Gatzlaff

Senior Vice President, LaSalle Bank N.A.

Sara Gavin

Managing Director, Shandwick International

Jack Hawes

Managing Director, Investments, Piper Jaffray

James Howard

Chairman & CEO, Northern States Power Company

David Hubers

President & CEO, American Express Financial Advisors

## Proposed Committee Assignment, Continued

Mark Rauenhorst

President & COO, Opus Corporation

Dr. Terry Saario

Partner, Bravo!, LLC

Jim Smiley

Vice President/Minnesota, US West

Gary Stern

President, Federal Reserve Bank of Minneapolis

### **Culture and Social Policy Committee**

Stuart Alexander

Vice President, Corporate Communications, Deluxe Corporation

Marjorie Anderson

Chief Executive, Mille Lacs Band of Ojibwe

Duane Benson

Executive Director, Minnesota business Partnership

John Brandl

Dean, Humphrey Institute of Public Affairs

Arne Carlson

Former Governor, State of Minnesota

Emmett Carson

President & CEO, Minneapolis Foundation

Father Dennis Dease

President, University of St. Thomas

Judy Duffy

President, League of Women Voters

William Frame

President, Augsburg College

Peter Hutchinson

President, Public Strategies Group, Inc.

Dr. Carol R. Johnson

Superintendent, Minneapolis Public Schools

David Koch

Chairman, Graco

Dr. Anita Pampusch

President, The Bush Foundation

Stephen L. Salyer

President & CEO, Public Radio International

Board representative from Honeywell

MINNESOTA MEETING  
EXAMPLES OF POSSIBLE MARQUEE SPEAKERS  
2000/2001

POLITICAL LEADERSHIP

Jesse Ventura\*  
George Bush  
Al Gore  
Hillary Clinton  
Bill Clinton  
Tony Blair  
Alexander Putin

BUSINESS AND TECHNOLOGY

Alan Greenspan\*  
Bill Gates  
Steve Case  
Charles Schwab  
Jim Clark  
Carly Fiorina  
Abby Cohen

CULTURAL AND SOCIAL POLICY

Colin Powell\*  
Robert Rubin  
Oprah Winfrey  
Charlton Heston  
Ted Turner  
Stephen Spielberg  
Maya Angelou

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## REVENUE

Corporate Sponsorships	\$ 320,000
------------------------	------------

28 @\$10,000 = \$280,000  
(currently 25; need  
3 new at this level)

8 @ \$ 5,000 = \$ 40,000  
(currently 5; need 3  
new at this level)

Luncheon/Dinner Revenue	\$ 115,000
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Memberships	\$ 15,000
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TOTAL	<u>\$ 450,000</u>
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## EXPENSES

Meeting Expenses	\$ 130,000
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Promotion/Member	\$ 75,000
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## Development

Program/Special Support	\$ 125,000
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Web Page/A.V./Internet	\$ 120,000
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TOTAL	\$ 450,000
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