ANNUAL REPORT

2020

ASSOCIATED INDUSTRIES OF MASSACHUSETTS
I’m a small business. There’s so much we get out of our AIM membership. AIM is very accessible for small business members. Not expensive. There’s a wealth of information and experience in the AIM community that is super useful and meaningful for small businesses, especially now.

— Niels van Duinen
COO | Fonroche Lighting America
LEADERSHIP Message

We are pleased to share with you the first comprehensive Annual Report of Associated Industries of Massachusetts in the 106-year history of the organization.

The report reflects our extraordinary pride in the work done by the organization during 2020 on behalf of thousands of member companies.

It also represents an ongoing commitment to operational and financial transparency. It is perhaps fitting that the first-ever AIM Annual Report covers an historic year that changed almost everything about the way we live and work.

Through it all, the staff of Associated Industries of Massachusetts helped thousands of companies navigate through the COVID-19 pandemic, argued passionately for policies that supported a fragile economy, and took concrete steps to broaden the diversity of the largest business association in the commonwealth.

We invite your comments and feedback.

Joanne K. Hilferty
Chair, Board of Directors

John R. Regan
President and Chief Executive Officer
Every day we work to help businesses unlock their full potential. We fiercely advocate for positive public policy change that creates economic opportunity.

We empower businesses with the information, tools, and resources needed to successfully navigate a fast-paced complex business world. We foster connections, networks, and the flow of ideas among people and businesses. We help shape the future of business in Massachusetts.

We believe that the role of business is more than bottom lines. We believe the role of business is to increase value for society. Business is a force for positive change. We strive to inspire a better state of business to ensure Massachusetts businesses, jobs, and economy thrive today and tomorrow, for a brighter future for all.
At AIM we know that a thriving business community means a thriving Massachusetts. That’s why we work closely with our members to identify, research, and address the issues that employers care most about—from health care, employment law, and sustainability to budget, taxes and finance.

The AIM Government Affairs team spent much of 2020 guiding Massachusetts businesses through a calamitous pandemic and a subsequent flood of government orders, regulations and laws. AIM accomplished all of this while also working to ensure the long-term future of the Massachusetts economy.

Accomplishments

- Successfully worked to shield Massachusetts business from new/increased taxes while businesses struggled to reopen and rehire workers—lawmakers passed a fiscal year 2021 budget with no broad-based increase in business taxes.

- Established direct connections between employers and key state policymakers through the AIM Executive Forum and Commonwealth Conversations webcast series. Guests included Governor Charlie Baker, Secretary of Housing and Economic Development Michael Kennealy, Chairman of Senate Committee on Ways and Means Michael Rodrigues, and Michael Heffernan, Secretary of Administration and Finance.

- Successfully argued against raising the corporate minimum tax as part of the Legislature’s transportation bill.

- Secured relief for vulnerable non-profit organizations from astronomical increases in unemployment insurance taxes.

- Successfully advocated to Massachusetts Congressional delegation to refund the Paycheck Protection Program and to expand eligibility so more organizations could qualify.

- Successfully advocated for increased office occupancy in Phase 2 of the Massachusetts re-opening, allowing members and employers to bring back more of their workforces in less time.
HR Services

During 2020, AIM HR Solutions was a trusted source of reliable information and services for hundreds of HR professionals and businesses throughout Massachusetts. From our popular HR Roundtables to talent management, training, and compliance, to compensation analysis and on-site services, AIM HR Solutions remains the partner of choice for the most respected companies in the Commonwealth.

AIM HR Solutions converted the entirety of its Supervisory Skills Training to virtual delivery and developed new virtual content on Unconscious Bias, Emotional Intelligence, and Managing Remotely. A new Safety Series was introduced with content weighted towards COVID-19 and the workplace.

Converted 4 full tracks of virtual Supervisory Skills Training

Provided consulting, through AIM HR Solutions on compensation analysis, recruiting, investigations, part-time HR, audits, and affirmative action plans

Small company participation in Supervisory Skills Training through a grant from Small Business Direct Access program

Responded to more than 4200 hotline calls, an 83% increase year over year

Provided the Annual Employee Handbook Subscription services

Conducted 22 webinars to prepare employers for Paid Family Medical Leave implementation

31 companies participated

200 companies participated

$100,000 grant

307 companies participated

183 firms participated

Thank you to the entire AIM team who produce such clear summaries, so quickly. It is a significant member benefit. Our decision to maintain our membership in challenging financial times has been validated over and over.

Jane Peterson Ellis
Chief Financial & Operating Officer
Tower Hill Botanic Garden
COMMUNITIES

We believe that business can be a positive force for change in helping create a better, more prosperous world. Our objective is to ensure that Massachusetts businesses, jobs, and economy thrive for everyone.

■ Contributed $25,000 in scholarship funds to two undergraduate business students at University of Massachusetts Boston, through the AIM Richard C. Lord Scholarship. This is the fifth year of the scholarship.


AIM is a great partner. They connect us with the MA business community, not just with big organizations. They also connect us with small and medium businesses, so we can understand their needs and issues as they try to grow.

Lisa Wieland
CEO
Massport

INTERNATIONAL Business

AIM’s International Business Council helps Massachusetts companies engage in international trade, expand their businesses to new markets and understand the rapidly changing trade environment.

■ Hosted Mexico Ambassador to the U.S. Martha Barcena, who met with AIM members to discuss US-Mexico relations, including trade, tourism, and recently passed USMCA (new NAFTA) trade agreement.

■ Celebrated 25th Anniversary of AIM’s International Business Council with a virtual event including a panel and video featuring global executives from AIM member companies Raytheon, New Balance, Massport, Gillette, Interprint, Northeastern University, Dell, Ocean Spray and Rocheleau Tool & Die.

■ Presented seven interactive global webinars with speakers including diplomats, business leaders, economists and academics.

52 EVENTS held
124K USERS of the AIM website
43K People accessed COVID resources

80 SPONSORS
More than 8K ATTENDEES
More than 2000 DOWNLOADS of recorded events

AIM Annual Report 2020
AIM Annual Report 2020

COVID 19

AIM helped employers survive a pandemic-induced recession by communicating real-time information and giving employers a voice in the governmental response to the COVID-19 virus.

- Established the AIM Re-Opening Task Force, which interacted with the Baker Administration and other government officials to ensure a safe and successful re-start of economic activity following a spring shutdown.
- Worked with the Baker Administration to develop a broad definition of essential businesses that could continue to operate throughout the pandemic.
- Conducted informational webcasts on COVID issues that attracted more than 8,000 attendees and another 2,261 people who downloaded recordings of the webcasts.
- Opened member-only resources to non-member employers for three months during the height of the pandemic. AIM granted access to weekly webinars, reopening guides and daily blogs with the latest news and updates that primarily focused on helping all Massachusetts businesses navigate the impact of COVID-19 on their companies and employees.
- Provided real-time analysis of complex federal COVID responses such as the Paycheck Protection Program (PPP), expanded unemployment eligibility, and emergency family/medical leave as expanded through the Families First Coronavirus Response Act (FFCRA).
- Provided expertise and resources to help members access PPP loans.
- Published the Return to the Workplace Guide for Massachusetts Employers, followed by two updated versions. The guides were designed to ensure the safety and well-being of member company employees and customers as those companies re-opened their businesses. More than 2,500 individuals accessed this essential resource.
- Created a marketplace for AIM members to sell and buy PPE. Many AIM members pivoted to creating PPE (including gloves, hand sanitizer, gowns, thermometers, and face shields) to help in the fight against COVID-19 and allow more companies to reopen/meet state and federal health guidelines.
- Maintained the integrity of the workers compensation system by successfully opposing a bill that would have presumed that workers who contacted COVID-19 did so on the job.
- Engaged members and legislators regarding business disruption insurance and pending legislation.
- Published a broadly viewed survey showing that sales at two-thirds of companies remained below projections because of COVID-19.
- Lobbied the Massachusetts Department of Revenue on a remote-work tax policy that harmed out-of-state employees.

“
What AIM has achieved in this year of crisis is unparalleled ... your team pivoted seamlessly into a virtual environment and delivered quality services and products to its members...Sanofi is proud and pleased to remain an AIM member. Thank you for all you do,

George P. Coutros
Director, State Government Relations
Sanofi

AIM Annual Report 2020
DIVERSITY & INCLUSION

The AIM Board of Directors launched a comprehensive initiative two years ago to ensure that diversity and inclusion are fundamental elements of the association. That effort continued during 2020 as the board approved a strategic framework to guide the organization’s D&I efforts:

- **Build a governance structure and workforce** culture that is welcoming and inspires innovation, professional growth and respect for all.
- **Create a diverse and inclusive organization** that represents the business community and supports and advances member needs.
- **Integrate diversity and inclusion** into the development of AIM policy positions.

AIM incorporates a diversity and inclusion perspective into their advocacy, understanding that in order for the Commonwealth to succeed, everyone must succeed as well.

Jeevan Ramapriya
Managing Director, Public Policy & Government Affairs
State Street Corporation

In response to the national reckoning on racial equity, AIM made the following commitments:

- We will support public policy that addresses racial discrimination.
- We will support individuals of color in business, particularly by encouraging the formation and continued success of businesses they own.
- We will meet with AIM members who are Black and Brown to listen to what they expect from AIM and to develop a plan in response.
- We will gather our members to learn from one another on diversity, equity, and inclusion.
- We will establish a formal program to encourage our members to be intentional in supporting businesses owned and operated by individuals of color.
- We will be an ally to organizations seeking economic and social justice for people of color.
- We will continue our efforts to create a diverse and inclusive organization that represents the full variety of businesses and business people in Massachusetts.
- We will hire and promote people of color into senior leadership positions.
- We will maintain and expand our internal training in unconscious bias.
**FINANCIALS**

AIM takes seriously its responsibility to exercise prudent stewardship over the financial support provided by its member companies. The association employs generally accepted accounting principals with oversight from the AIM Board of Directors.

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<th>Support &amp; Revenue</th>
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<tr>
<td>Membership Dues</td>
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<td>Royalties</td>
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<td>Programs</td>
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<td>Contributions</td>
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<td>Investment Income</td>
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<td>Other</td>
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<tr>
<th>Program &amp; Other Expenses</th>
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<tr>
<td>Salaries &amp; Benefits</td>
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<tr>
<td>Program Expenses</td>
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| Increase in Net Assets   | $739,000   |

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<th>Financial Position</th>
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<td>Liabilities</td>
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*Presented are preliminary, unaudited results for the year ended December 31, 2020. Final Audited Financial Statements and the IRS Form 990 are available upon request.*

*Associated Industries of Massachusetts, Inc. is a 501(c) 6 organization. The AIM Service Corporation dba AIM HR Solution, a C Corporation, and The AIM Foundation, a 501(c) 3 organization, are wholly-owned subsidiaries. 87% of every dollar spent went to direct program expenses to meet the mission of the organization.*

AIM Annual Report 2020
The staff of AIM extends its sincere thanks to all members of the Board for their time and dedication to our mission.

BOARD OF DIRECTORS
Executive Team

JOANNE HILFERTY
Chair of the Board
President & CEO, Morgan Memorial Goodwill Industries

JOHN REGAN
President and Chief Executive Officer, AIM

DENNIS LEONARD
Treasurer
President & CEO, Delta Dental of Massachusetts

PATRICIA BEGROWICZ
Assistant Treasurer
President, Onyx Specialty Papers Inc.

CHRISTOPHER GEEHERN
Clerk, Executive Vice President, Public Affairs & Communications, AIM
The staff of AIM would like to thank all of our committed and generous sponsors for their continued contributions and support.

Employees of E.T.&L., one of the recipients of the 2020 AIM Next Century Award
AIM is a great partner to us in Massachusetts. They have a skilled and knowledgeable team. They are the first organization in our inbox with exactly the information we may need. This year, it’s been a lot of information, very quickly.

— Paige Fetzer
Lead, Corporate & Community Affairs
DELL TECHNOLOGIES