

# ANNUAL REPORT

2020



“ *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*

A handwritten signature in black ink that reads "Joanne K. Hilferty".



**John R. Regan**  
*President and Chief Executive Officer*

A handwritten signature in black ink that reads "John R. Regan".

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**106**  
years serving  
Massachusetts

**3300**  
member firms

**150**  
industries  
included

**500K**  
employees  
represented

## OUR MISSION

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.

## OUR VISION

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.

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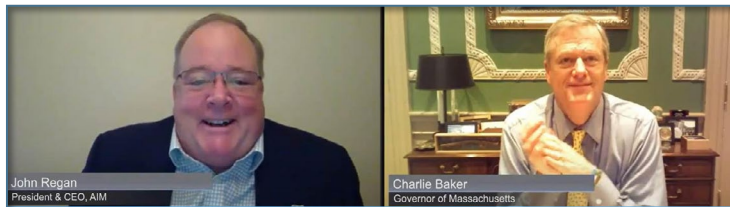
AIM: INSPIRING A  
BETTER STATE OF  
BUSINESS

Click here

# ADVOCACY

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.



“In the midst of the enormous challenges presented by COVID-19 and unprecedented economic disruption, AIM engaged effectively on key legislation, policy, and corporate citizenship issues. This success was clearly a result of their strong relationships, depth of knowledge, and outstanding reputation.”



## 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 Hefferman, 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.

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# 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



31 companies  
participated

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




200  
companies  
participated

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



\$100,000  
grant

Responded to more than 4200 hotline calls



an 83% increase  
year over year

Provided the Annual Employee Handbook Subscription services



307  
companies  
participated

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



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



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## 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.
- **Provided sponsorship and/or other support to:** English for New Bostonians, Mass. Women's Political Caucus, Jane Doe Inc., Berkshire Business and Professional Women, Goodwill Industries, The Base, Greater New England Minority Supplier Development Council, The Commonwealth Institute, Boston Women's Workforce Council, YW Boston, Conexion, Black Economic Council of MA and Inspiration ZoneLLC.

“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



52 EVENTS held

124K USERS of the AIM website

80 SPONSORS

More than  
8K ATTENDEES

More than  
2000 DOWNLOADS of recorded events

43K People accessed COVID resources

## 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.

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# 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



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# 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.

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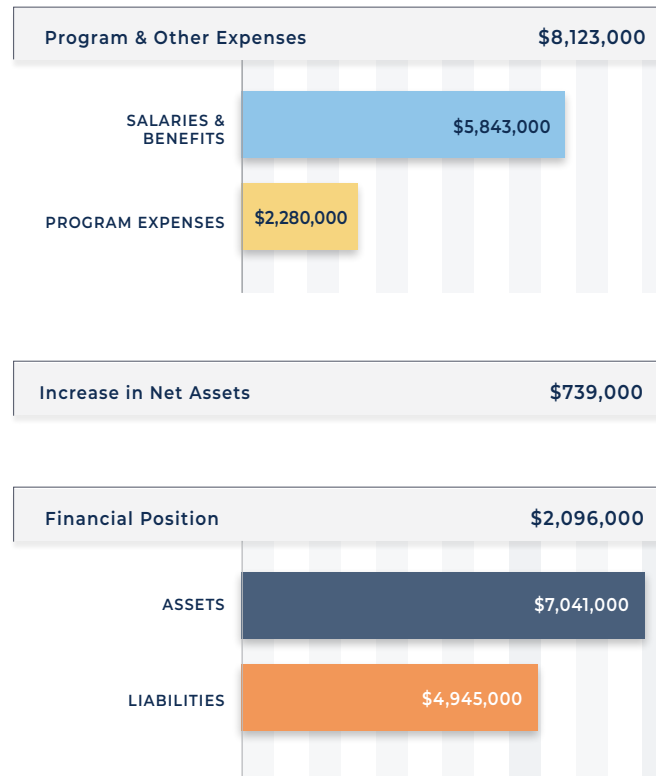
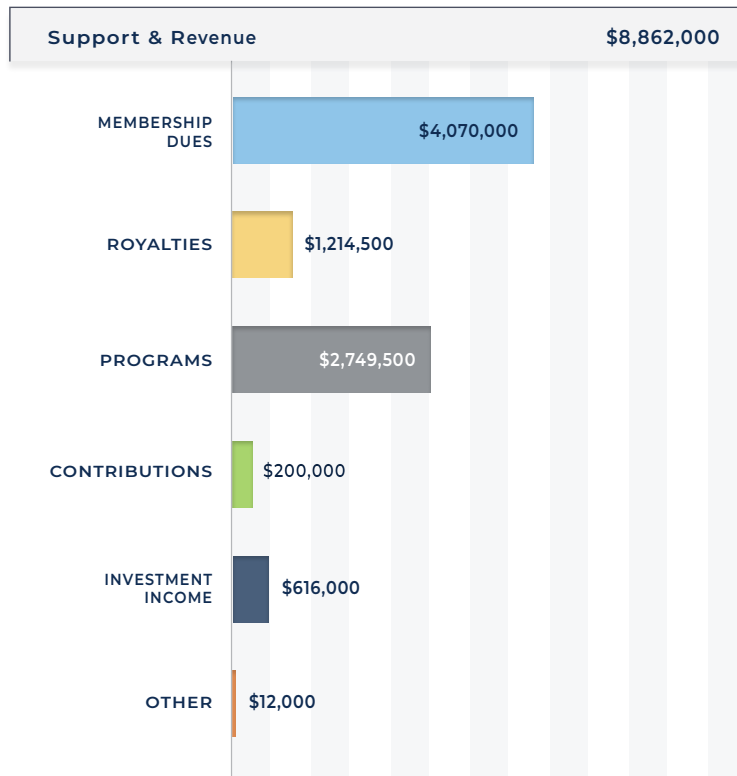
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# FINANCIALS\*

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.



\* 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.

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*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

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### 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

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*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

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“ *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**



