

# the **RETAILERS**edge

Minnesota Retailers Association

Brian Steinhoff  
President  
Minnesota Retailers Association

Brian Steinhoff came to the Minnesota Retailers Association (MnRA) in 2010 after nearly a decade of service in Minnesota and Michigan state governments, as well as time as a business manager and international educator. As president of MnRA, Brian is charged with providing the vision and leadership to successfully advance the agenda of Minnesota retailers at the state level.

Brian works with the MnRA Board of Directors to develop public policy positions and to advocate for retailers at the state capitol. He serves as primary spokesperson for the Minnesota retail industry with government, policy makers and the media and he draws from his extensive economic and public relations experience in both the public and private arenas.

Before joining MnRA in 2010, Brian served as a Senior Policy Advisor to Governor Tim Pawlenty, acting as chief liaison between the governor's office and the legislature on matters such as taxes, economic development, commerce, energy and labor. Prior to that, he taught International Baccalaureate Business and Economics in Prague, Czech Republic; he served as the Jobs and Economic Development Committee Administrator for the Minnesota House of Representatives; and he was the Director of Governor John Engler's Northern Michigan Office. Before his work in public service, Brian spent ten years in the private sector, working up to General Manager of Mid Pen Broadcasting in Marquette, MI.

Brian has applied his rich combination of professional experience to his efforts at MnRA, as he can identify with policymakers, stakeholders, business owners and consumers. He is eager to build the organization, providing greater benefits to members and affecting change that will elevate pro-business policy in Minnesota.