

A NOTE FROM OUR PRESIDENT

Welcome to spring and summer, the seasons for blooming.

Seasons are vital to the transition and evaluation of our natural environment. With the transition of each new season we are presented with an opportunity to reflect, explore and grow. The natural environment never stands still, neither does MNCREW, CREW Network or our members.

As a chapter we are 200 members strong and growing. CREW Network also continues to grow and is now global. In April, CREW Network launched in London. With over 70 chapters and affiliate organizations such as CREW UK, CREW Network connects each of us to over 10,000 industry professionals and potential partners in business. If you haven't completed or updated your profile on CREWbiz, this season of blooming would be an ideal time to share your unique skills and expertise. If you know someone who might benefit from membership, please pass their name and contact information along to our Member Engagement Committee.

If you're in need of some nourishment this season or just like to geek out on all things social science, like I do, join us for the first MNCREW Book Club. MNCREW members are invited to participate in our first book club discussion which is a new event and networking opportunity

for our membership. The book club will be discussing, [The Happiness Advantage: The Seven Principles of Positive Psychology That Fuel Success and Performance at Work](#) by Sean Achor. Check the Wednesday Weekly emails for more details.

Another way to invest in yourself and your career is by attending the CREW Network Convention & Marketplace in Houston this October. Once again, this year's line-up brings us world class speakers that will leave you inspired and invigorated. Keynoting this year's event is award-winning actor and advocate, Geena Davis.



2017 MNCREW PRESIDENT

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In addition to being an academy award winner, **Davis is also an official partner of UN Women, working toward their goal of promoting gender equality and empowering women worldwide.** We're also hoping she'll give us one good Brad Pitt/Thelma & Louise story. MNCREW will be giving away two \$1,500 scholarships this year towards the cost of attending convention. Please see your Wednesday Weekly emails for details and a link to the application. I hope to see you in Houston and at the numerous networking events our dedicated and hardworking committees have planned for this season.

WHAT IS YOUR BRAND?

No matter what your title is, whatever your profession, you are representing a brand. More importantly, you are representing your brand.



WRITTEN BY

Holly Olson

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The way you put yourself together, how you are selling your service or good, the way you talk about your business, values, vision, and philosophy all play a part of your brand. This is especially true for sales, marketing and building client relationships. People will remember your company, but they will remember specifically their experience with you and share your name for the service or good you provided. Though we should wonder, what do they tell others?

Besides a general good or bad review, what are the specifics of their experience? Did they feel strongly about any part of their experience, if they said any details at all? Did they speak on timing and quality of the service or the manner they were being spoken to? Did they comment if your professional and company values were demonstrated and followed through? Were they

Take a moment to evaluate your brand. What do you want people to know you for? You could easily make an extensive list of great attributes, but so many choices dilutes a clear message of your brand to those you are trying to attract.

able to say that their experience aligned with the intentions of the company? If not, it may be a sign that your brand is not at its fullest potential.

To put it into perspective, recruiters spend an average of five to seven seconds looking at a resume. If your brand takes longer than a minute to explain, it's not clear.

Think of some of the most successful people and companies in our world today. Apple focused on being the leader in technology, Tony Robbins excels at life coaching, and Amazon took advantage of the convenience of online shopping. You know what they do and the quality of work they perform at very quickly. Follow suit and hone

in on a few specialties that you are exceptional at, expand and develop them further and market yourself stronger than ever before. These are specialties you should highlight consistently while networking, in your resume, biographies, business cards and social media messages. Keep your brand relevant also by re-energizing it with the changes happening in your profession over time. Test your brand by surveying your professional community, and take advantage of any feedback you receive to ensure your brand represents you, aligns with your values and your profession.

CRE REVEALED

FEATURED PROJECTS



WRITTEN BY

Kristi Rowland

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With Textron's recent acquisition of Arctic Cat, the North Loop headquarters of **Arctic Cat** will close by year end. Textron is looking to sublease the space or help building owner Swervo Development find a new tenant for the 55,000-square-foot space at the Western Container Building.



Field Nation recently submitted an LOI for 35,000 square feet in the Baker Center. They will be moving from AT&T Towers and expanding their footprint by approximately 20,000 square feet. Baker Center is currently undergoing a \$20 million renovation to include a rooftop deck, bike racks and lockers, 12 foot glass curtain walls and renovated common areas.

Hunt Associates has pitched a five building project across the river from downtown St. Paul. **Fillmore West** could add 640-830 apartments and 30,000-80,000 square feet of commercial space. The building would be built in four phases beginning this year. The remaining three phases would be constructed over the next three years.



Two of Food & Wine's Best New Chefs, Jamie Malone and Erik Anderson, have re-opened the historic **Grand Café** in South Minneapolis.



The popular Chicago staple, **Portillo's**, is expected to open their 50th location in Woodbury on July 11.



The Plymouth City Council recently approved plans from Eden Prairie based Plymouth Hotel Group LLC, which shared an address with THG Properties, for a new **Hilton Home2Suites**. The hotel will have 102 rooms at 3000 Harbor Lane North. Construction is slated to be complete spring 2018.

Lander Group has proposed a mixed-use residential building in Uptown at 3145 and 3149 Hennepin Avenue South. Lander already owns the properties and plans to raze them for a four story structure that will feature 25 units and 7,500 square feet of commercial space.

Single family rentals will be built on a 15-acre site in Maple Grove. 66 homes ranging from 1,000-1,600 square feet will be built just north of Weaver Lake Road and will rent from \$1,800-\$2,300 a month. Construction will commence soon and is slated to be complete mid to late 2018.

MEMBER SPOTLIGHT

BRANDI KERBER

MEMBER PROFILE



CONTACT INFO

Brandi Kerber
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What brought you to MNCREW?

I first heard about MNCREW from Cris Kallas following a closing. Cris was headed to a MNCREW monthly program and told me that I should join MNCREW. As I started to see more and more women in the commercial real estate industry involved with MNCREW, I knew I needed to become a member.

Describe your involvement with MNCREW

In 2012, I joined MNCREW after moving to Larkin Hoffman, and decided to get involved by joining the Communications Committee. From 2015-2016, I served as co-chair of the Communications Committee. I am now serving my first year on the Board of Directors of MNCREW. During my relatively short time with MNCREW, I have gotten many opportunities to become involved and have met a lot of talented women in commercial real estate.

Current Position

I am a shareholder at Larkin Hoffman in the Land Use and Real Estate Development Department. My practice focuses on real estate development, commercial purchases and sales, leasing, and financial transactions.

Family

I live in Savage with my husband, Kyle, and two children, Kendra (12) and Kadence (10). We moved to Savage from Hastings about two years ago. I love the closer commute to my office and living closer to my family and my husband's family.

Favorite Book

I don't have a favorite book, but I love to read and like almost everything I read. I am always looking for recommendations for new books.

Vacations

My daughter has dance competitions in Myrtle Beach this summer so we will be vacationing in South Carolina this year. I am currently exploring things to do in Myrtle Beach and day trips we can take to places around that area.

“I am a shareholder at Larkin Hoffman in the Land Use and Real Estate Development Department. My practice focuses on real estate development, commercial purchases and sales, leasing, and financial transactions.”

MEMBER SPOTLIGHT

ANGELA FEULNER

MEMBER PROFILE



CONTACT INFO

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What brought you to MNCREW?

I was introduced to MNCREW in 2009 by my employer. Since then I have served on the Community Services Committee and am currently in the Education and Leadership and the Sponsorship Engagement Committees.

Career

I started at CMA 10 years ago, as a licensed architect. In 2014 I was promoted to VP. CMA is an architecture firm, established 40 years ago that specializes in commercial design.

Travel

My husband and I grew up in families that did not go on vacation. His family had a cabin and my family owned a restaurant, making it hard to travel. We both love to travel so we try to do as much of it as we can. Our last few vacations include London, Colorado, California, NYC and Florida.

Family

My husband and I met in college at NDSU in “studio.” He’s a landscape architect, so our design studios collaborated on projects. (No, we won’t be opening our own firm together.) We have been married for almost 15 years and have two wonderful children; our son Cameron (9) and our daughter Morgan (6). They keep us very busy with their activities!

Favorite Childhood Memory

One time while visiting a friend in our old neighborhood I “snuck” her in our van to go home with us after my dad said no. I thought for sure we had tricked him. Nope... he swung back to her house and said “Ok, get out Kellie.” I’m still friends with her and we joke about it still to this day.

If you could have dinner with anyone who would it be?

My grandpa. He inspired me to become an architect and helped me financially with college to achieve that dream. He was the sweetest man, my hero, and I miss and think about him every day.

“My husband and I grew up in families that did not go on vacation. His family had a cabin and my family owned a restaurant, making it hard to travel. We both love to travel so we try to do as much of it as we can.”

NEW MEMBERS

FEATURED NEW MEMBERS



Gillian Cermak
Marketing Manager
Firm Ground
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Kari Wolff
CPA
MarksNelson
816.743.7700



Carolyn Wolf
Project Manager
McGough
651.631.4127



“I started with Firm Ground almost two years ago where I wear many hats including marketing, administration, proposal writing, even some design! I look forward to being part of the great group of women that is MNCREW as well as bringing my talent, skills, and enthusiasm to both the Events and Women Run the Cities Committees!”



“I am a CPA and audit manager with MarksNelson based out of Kansas City but I work from my home office in Oak Grove, MN. I hope to share my tax credit knowledge with the members of MNCREW (I work in affordable, historic, and new markets) and look forward to getting to know this wonderful group of professionals. It’s been great to bring my accounting experience to the Finance Committee and I’m also pretty excited about the upcoming book club.”



“I am extremely excited to join the MNCREW organization. I am looking forward to sharing my experiences in the commercial construction industry; and becoming an involved member to mentor and network with all of the great people in the organization.”

CELEBRATE SUCCESS

Recently, **Abigail Heimel** of Kraus-Anderson Construction was featured in the Artists by Night Series by BREAKGROUND, a digital publication published by Bluebeam, a leading digital workflow and collaboration provider. Find out how Abigail got her start as an actress and how she still manages to fit her love of acting into her busy schedule as a project manager. Read Abigail’s story [here](#).

Christy Lewis of The Opus Group and **Gretchen Camp** of ESG Architects were recently recognized by the Minneapolis St. Paul Business Journal as 2017 Women in Business honorees. They were among the 51 most influential women in the Twin Cities recognized for their professional achievements, leadership and contributions to the broader Twin Cities community.

EMOTIONAL INTELLIGENCE

PROFESSIONAL DEVELOPMENT



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When we say someone has high emotional intelligence, what does that really mean? Authors of *Emotional Intelligence 2.0*, Travis Bradberry and Jean Greaves provide that “Emotional intelligence is your ability to recognize and understand emotions in yourself and others, and your ability to use this awareness to manage your behavior and relationships.”

We most likely have encountered highly intelligent individuals who know what to say at the right time, or can “read” how people are feeling. We have also witnessed those that throw their emotions around and are clearly not in tune with how others are feeling. So, how do we know where we fit in between the two extremes? In purchasing *Emotional Intelligence 2.0*, the book includes a code for the online test in which you receive a score in each of the four skills below, followed by a few strategies to improve your score.

Learn more by following influencer Travis Bradberry, who is going to be a featured speaker at the CREW Network convention this October, on LinkedIn.



Self-Awareness

Being honest about who you are

- Acknowledge and accept emotions, instead of judging them
- Journal your emotions, ask yourself why you feel them
- Identify emotions in books, movies, and music
- Get to know yourself under stress



Self-Management

Ability to use awareness to actively choose what to say or do

- Check how you are breathing, and count to ten
- Take control of your self-talk and word choices
- Override negative emotions with laughter and smiling
- Set aside time to think clearly and decompress



Social Awareness

Ability to recognize and understand emotions of others

- Be in the moment, minimize distractions such as taking notes
- Greet others by name, listen and watch their body language
- Pick up a sense of timing in conversations
- Develop a back-pocket question when conversations turn awkward



Relationship Management

Merging the other three skills together

- Avoid giving mixed signals with your body language and words
- Explain your decisions, don't just make them
- Provide direct and constructive feedback and be receptive to feedback in return
- Acknowledge another's feelings, even if it is uncomfortable

NEEDS + LEADS

OPPORTUNITIES

The Communications Committee is looking for a few more members to join their committee. The committee is responsible for creating content for the electronic newsletter and promoting MNCREW through social, digital and print media. Meetings are held on the second Friday of the month at 8:30 a.m. at The Hilltop in Edina. Stop by the next meeting or contact committee co-chairs [Jessica Peterson](#) or [Kristi Rowland](#) to find out more.

The Sponsor Engagement Committee is looking for additional committee members! This is an excellent way to get involved in MNCREW and share with potential sponsors the opportunity for them to be involved in our goal to ignite the commercial real estate industry through the collective achievements and unique strengths of women. Meetings, with call-in option, are held on the first Thursday of the month at 8:45 a.m. at CU Title in New Brighton. Estimated monthly time commitment for committee members is approximately 1-3 hours (including meetings). Please reach out to committee co-chairs [Melissa Page Boeshans](#) or [Jayna Brede](#) for more information.

Golf Classic | August 8 | Legends in Prior Lake



Do you have great giveaway items for door prizes or goody bags for the golf event? Contact [Holly Stein](#) with questions on how to promote your organization at the tournament.

Celebration Awards | November 7 | The Metropolitan in Golden Valley

Submissions will open in early July. Don't miss your opportunity to recognize fellow MNCREW members!

Experienced Project Manager Position

Diversified Construction is on the lookout for an experienced commercial construction Project Manager! [Click here](#) for more info and to apply.

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IDEAS INTO ACTION



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Architecture | Interiors

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Wells Fargo Bank N.A.

Contributions? Questions or comments?

Please contact the Communications
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