

A NOTE FROM OUR PRESIDENT

Late last fall, MNCREW engaged The Prouty Project, a strategic planning partner, to guide MNCREW in creating a long-range plan that defines our desired vision.

The plan we created was shaped by MNCREW members, past presidents, women of influence and sponsors. The plan is grounded by our core ideology and driven by our desired future. The outcome is a one-page strategic plan that will guide MNCREW over the next 3 - 5 years. MNCREW's commitment to its members is articulated in four overarching goals that focus on membership growth, member engagement, MNCREW's brand and organizational framework. Under each of these goals are strategies that define how MNCREW plans to commit to these goals and make our envisioned future a reality. Currently, the Board and committee co-chairs are working collaboratively to create actionable steps to implement the plan. Today, I would like to share with you the core ideology of the plan, which is defined by the vision, mission and values of MNCREW.

"Vision" is explained by Prouty as a Big Hairy Audacious Goal (BHAG), a powerful motivation that serves as the focal point of the plan and may take upwards of 30 years to achieve. To reach this vision, we believe that MNCREW and CREW Network will lead positive change to achieve parity in influence and opportunity for women in commercial real estate. We see women as influential leaders in all

aspects of the industry and gender no longer being a factor in their influence. Our vision: MNCREW is recognized as the premier organization within the commercial real estate industry.

Next comes our core purpose, which is defined by our mission statement. Our mission is the guiding force that aids in keeping each of us involved, focused and supportive of one another. MNCREW's mission: To ignite the commercial real estate industry through the collective achievements and unique strengths of women.

The last component that comprises our core ideology is our core values. Our values are the essential guiding principles by which MNCREW navigates. We have defined 5 core values to guide MNCREW and its members.

Excellence: Bringing out the best of ourselves to advance the achievements of women in commercial real estate.

Community: Creating a culture of inclusion, support, and connection.

Leadership: Every member contributes to our success; therefore, we are committed to developing and exhibiting the best qualities of collaborative leadership.



**2017 MNCREW
PRESIDENT**

Shari Bjork
Senior Associate/VP,
Studio Hive/DLR Group
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Advancement: Professionally developing our members through meaningful connections, education, and leadership opportunities.

Impact: Helping to elevate women to a position of influence.

If you are interested in helping implement the strategic plan, please consider joining one of our committees. Thank you to everyone who participated in constructing the plan to date. MNCREW has a strong and focused future because of your efforts and commitment.

CAN SUBURBAN OFFICE OWNERS COMPETE WITH 'HIP' LOCATIONS THAT ATTRACT MILLENNIALS?

THOUGHT LEADERSHIP

In recent conversations with suburban building owners and landlords, they are wondering how to compete with the 'hip' locations like the North Loop and Northeast Minneapolis that are attracting millennials and now Gen-Xers and boomers.



WRITTEN BY
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What makes a location 'hip' is a blending of all pieces and parts of life. What used to be very compartmentalized property types are now a more flexible blend of live-work-play scenarios. The hip urban areas like the North Loop and, more recently, Northeast Minneapolis have melded together live-work-play in convenient, centralized locations. Building owners have provided mixed-use amenities including living spaces, gathering spaces, lounge-type areas, workout areas, collaborative work spaces, entertainment, shopping and dining all together to accommodate the millennial lifestyle.

The commercial real estate landscape has obviously changed and those who want to be successful must challenge traditional definitions of what makes office, industrial, retail, hotel and multifamily development successful.

Suburban office owners can find this success by repositioning aging properties with design options and amenities that are on-par with their urban counterparts. Catering to the new style of working preferred by millennials, renovated properties typically include:

All of these renovations create a buzz around a building with the hope of attracting strong businesses that really focus on attracting and retaining a talented workforce. For businesses, employee recruitment and retention can be driven by a workplace that is designed to effectively

Those who want to be successful must challenge traditional definitions of what makes office, industrial, retail, hotel and multifamily development successful

- Creative working spaces and WiFi lounges with a variety of seating areas for employees to collaborate and socialize
- Upgraded conference centers and videoconferencing capabilities, which tenants can use
- Fitness centers
- Healthy, and often times gourmet, food offerings to meet employees' health and wellness desires
- Suburban locations also offer an advantage most downtown buildings cannot—the opportunity to extend the office outdoors to include seating with green space.

meet their needs. Where commercial real estate used to be compartmentalized into specific property types that rarely overlapped, our cultural preferences, led by millennials, is now turning to outside-the-box, mixed-use properties designed for live-work-play long into the future.

CRE REVEALED

A snapshot of recent news and developments in the commercial real estate industry

FEATURED PROJECTS



WRITTEN BY
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Sierra Trading Post will open their second Minnesota location in Woodbury's CityPlace mixed-use development. The 20,000-square-foot project will open later this year.



Ryan Burnet's latest concept, Crisp and Green, opened its second location in the North Loop. The health-focused concept serves smoothies, kombucha and customizable green or grain bowls. Customers can order, pay and skip the lines by using Crisp and Green's app.

The Old Chicago location in Uptown seems doomed. Game Sports bar has closed and is making way for the fourth concept in that location in just a few years, Lotus Restaurant. Lotus is an established Vietnamese eatery with another location in Loring Park that will continue to operate. Hopefully the fourth time's the charm!

Hop Cat is opening their first Minnesota location at the Nic on Fifth. The large space will seat 250 inside and 100 outside and will have over 100 taps as well as "pub favorites" burgers, mac & cheese and pizza.

Maven Real Estate Partners is under contract to purchase the historic Rand Tower in downtown Minneapolis. Maven plans to convert the entire 26-story Art Deco tower into co-working space.

Brooklyn Park could see 640,000 square feet of office and industrial space soon. CSM is pitching a 202,000-square-foot second phase of its 610 Commerce Center. Duke Realty is also working on preliminary plans for phase one of 610 Junction, which could add approximately 430,000 square feet of space for which the use is yet to be determined.



Eight J.C. Penney Stores are slated to close in Minnesota. The stores that are expected to close include the Baxter, Fairmont, Faribault, Hibbing, Hutchinson, Red Wing, Thief River Falls and Winona locations.

Cooks of Crocus Hill will be closing its 50th & France location in late March. The St. Paul, Stillwater and North Loop locations will remain open.

Dominium is proposing a 184-unit affordable housing apartment complex in Loring Park. 5,500 square feet of retail space would be on the ground floor.

Granite City is closing their St. Louis Park location in late March.



The Wild Bill's site in Maple Grove is being redeveloped this summer. Bank of America and a CRAVE restaurant complete with a rooftop patio are currently being proposed at the site.

Mayo Clinic is expected to spend \$217 million on expanding and renovating its St. Mary's Hospital Campus. The plans include a 150,000-square-foot addition to the Generose Building, relocating cardiac surgery facilities and renovating several other units.

Scheels is taking over the former Sears location in the Eden Prairie Center. Scheels will expand the current space to create 240,000 square feet of retail space containing a 16,000-square-foot aquarium, a Ferris wheel, shooting galleries and a café. The store is expected to open in the fall of 2019.

MEMBER SPOTLIGHT

ALEXANDRA TSEFFOS

MEMBER PROFILE



CONTACT INFO

[Alexandra Tseffos](#)

Senior Associate,
CBRE

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What brought you to MNCREW?

When I moved to Minnesota in 2012, I had coffee with someone who recommended MNCREW and gave me a list of incredible women she thought I should meet with. Emily Nicoll was on that list. Two years after that meeting took place, Emily and her partner Brandon Megal asked me to join their team at CBRE to focus on business development.

Describe your involvement with MNCREW

In 2013, I joined MNCREW and the Communications Committee. From 2015-2016 I served as co-chair of the Programs Committee. This is my first year on the Board and I'm so excited to be the liaison to Education and Leadership. Great things are evolving!

Education

B.A. in Interior Architecture and Spanish,
University of Wisconsin-Stevens Point.

Accomplishments

MNCREW 2015 Emerging Leader

Travel

My husband, Jeff, and I love to adventure travel! Last summer we hiked 42 miles through the Peruvian mountains. Two weeks ago we flew to Iceland for a long weekend and encountered a record-breaking winter storm. Next time we will plan to go in summer!

Volunteer Experience

Co-chair of the GenYWCA Leadership Team. It has been a great experience and I'm honored to promote their mission of empowering women and eliminating racism.

Chair of the Leukemia and Lymphoma Society of Minnesota's Young Professionals Committee.

Favorite Childhood Memory

Every Saturday over breakfast my dad would ask me what I wanted to be when I grew up. When I would tell him, "I want to be an interior designer" he would then follow up with more questions. We both agree now that he knew I would end up in a sales related role but he didn't want to push me that way!

"My husband, Jeff, and I love to adventure travel! Last summer we hiked 42 miles through the Peruvian mountains."

MEMBER SPOTLIGHT

KRISTINE WILLIAMS

MEMBER PROFILE



CONTACT INFO

[Kristine Williams](#)

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MNCREW Involvement

Kristine attended her first MNCREW program when she was in the Undergraduate Real Estate program at St. Thomas. After a few years away from the organization, she attended another event and thoroughly enjoyed the program topic and camaraderie between the members and decided to join. She has been a member of the Programs Committee since joining MNCREW four years ago. This is her second year leading the program planning as a committee co-chair.

Current Position

For the last five years Kristine has worked at Canadian Pacific Railway, which has real estate holdings in 13 states and manages 7,000 miles of right of way. She is responsible for the revenue lease portfolio and all records related to maps and title. Her team negotiates transactions for commercial, residential, office, mineral, fiber, and billboard leases across the system.

Councilmember Williams

In addition to her full time job at Canadian Pacific Railway, Kristine also serves on the Ramsey City Council and is a member of the Economic Development Authority. There's potential to develop a new commercial node surrounding the Ramsey City Hall and commuter rail stop and Kristine draws on her professional experience to help make strategic policy decisions for the community.

Family & Hobbies

Kristine lives in Ramsey with her husband, Shawn, and two children, Brennen, 12, and Evelyn, 10. Kristine's family loves to fish, hike, play soccer, and ride horses. Kristine competes in dressage and hunter/jumper events with her racehorse and her daughter started jumping with her pony last winter.

Best Career Advice

Kristine encourages women not to let a busy life get in the way of doing things they love. She believes that riding her horse and working toward competition goals makes her a better woman, wife, mother and employee.

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NEW MEMBERS

FEATURED NEW MEMBERS



Jessica Stoe

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Megan Little

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Joni Bonnell

Vice President of
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"I started with the company four years ago – first as a project engineer, then a project manager, and for the last year with my current role and love it! I work with brand and creative marketing including photography, RFP responses, design, and events. I look forward to assisting with MNCREW events and am happy to extend my design and photography skills as needed."



"I look forward to supporting MNCREW as the Vendor Village Chair for Women Run the Cities in 2017, as well as serving on the Education and Leadership Committee."



"I have been in the construction industry for over 30 years, and I hope to contribute my expertise in marketing to MNCREW as a whole, but my real passion is continuing to create stronger networks and associations for women in our industry. I currently serve on the Communications Committee, and am Communications Co-Chair, along with Andrea Fazendin, for Women Run the Cities."

CELEBRATE SUCCESS

Throughout 2016, **Kristine Williams** of Canadian Pacific (CP) and **Emily Nicoll** of CBRE partnered to sublease more than one-third of CP's downtown real estate footprint. They successfully leased three floors in Canadian Pacific Plaza comprising of more than 30,000 square feet.

Minneapolis interior design firm, Studio Hive, founded in 2003 by **Janice Carleen Linster, Shawn Gaither** and **Shari Bjork**, was acquired early this year by DLR Group. Studio Hive's design professionals have relocated to DLR Group's Renaissance Square location on Nicollet Mall adding design expertise and depth to their local and global practices.

Mary Jo Kelly of Kraus Anderson, **Diane Signorelli** of Apex Commercial Properties, **Susan Anderson** of Vision Bank and **Diane Scherer** of Burnet Title all collaborated on the listing and sale of an owner occupied commercial building in St. Paul. An initial introduction to the owners was shared with Diane in September and the sale closed in early February.

Emily Nicoll of CBRE has been recognized as one of The Minneapolis St. Paul Business Journal's 40 Under 40 honorees. Additionally, she was awarded the Office Transaction of the Year Award at MNCAR's annual awards ceremony in March.

We want to recognize collaborative business deals executed among MNCREW members along with individual member successes. Please submit your achievements to [Kristin Weise](#).

SIX TIPS TO ACHIEVING WORK-LIFE BALANCE



WRITTEN BY

Jessica Peterson
Marketing
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I believe that balance is crucial to achieving happiness. However, the ability to work from home and check email 24/7 can make it hard to separate yourself from your career when you are outside of the office.

If you feel compelled to answer every call you receive after hours and respond to emails the second you see the notification appear on your phone screen, you will start to feel burnt out. You never know what tomorrow will bring. That's why you need to live your life in a meaningful way and find a healthy balance between your career and your personal life.

HERE ARE SIX TIPS TO HELP YOU ACHIEVE **WORK-LIFE BALANCE**:

1. Set your priorities



Make a list of your intentions and what is important to you. Then determine a way to manage your time so that your priorities take precedence. It may also be helpful to be open about your priorities with your employer and family so that a standard is set.

2. Find time for yourself



Allow yourself one hour each day to do something that makes you happy. Maybe that means practicing meditation, going to the gym after work, or reading for pleasure before you go to bed. Attending to your personal desires is essential for a balanced lifestyle.

3. Allow yourself to say “no”



Don't feel obligated to concede to every request that comes your way. If you are feeling overwhelmed don't feel compelled to take on another task that you don't have time for. Managing your stress level is crucial to your happiness.

4. Set boundaries



It's important to set boundaries and limit your interaction with clients, business partners and co-workers to ensure that your work isn't encroaching on your personal time. Make it clear to your colleagues and clients when you are available for communication. Make a conscious effort to be in the moment and avoid looking at your phone when you are with family and friends.

5. Let go of burdens



Stop engaging in activities that no longer bring you happiness or help you fulfill your purpose. You'll have more time for projects and hobbies that are meaningful to you and align with your values.

6. Limit your distractions



Close your social media feed and avoid texting your friends during the day so that you are more productive at work. You'll feel less compelled to take work home with you if you leave the office feeling accomplished.

CREW SUMMIT RECAP

Perspectives from the CREW Network Winter Leadership Summit

SUMMIT PERSPECTIVES

Shari Bjork

Senior Associate/VP,
Studio Hive/DLR Group

CREW is all about the network! How can we as individuals and collectively promote each other and help each other succeed? It's more than just handing someone a piece of business. Can you make a recommendation? Can you provide a fellow member with some insights that might help them get ahead? Can you talk up your fellow CREW members to a client,

help them? This is what it means to be a member of MNCREW and CREW. It's supporting and promoting each other in a welcoming and inclusive commercial real estate community.

To that end, CREW Network is in the process of developing a new website and CREWbiz app that is much easier to use. Delegates are beta testing the app with rollout scheduled for early 2018. The app is robust, easy to use and will connect the 10,000+ CREW members in North America. As they

accessible through CREWbiz, there is a resource for every situation. If you find yourself traveling in another city, consider inviting a CREW member to coffee, lunch or a glass of wine. The network is all about networking and you will find everyone in CREW is open to making new connections.



My last impression of LA, George Clooney is as good looking in person as he is in the movies.

“Think like a CEO and ask yourself what does that person want or need and how can I help them?”

a consultant or your boss? Can you be a mentor? As Gail Ayers, former CREW Network CEO, said, think like a CEO and ask yourself what does that person want or need and how can I

say in CREW, there is no such thing as a cold call. So, get your profile completed on CREWbiz and look for the new app in 2018. With over 10,000 CREW members in North America and

Christy Lewis

Director, National Business Development, The Opus Group

Let's just say the weather was NOT the highlight! Rain and cool temps made it much easier to be inside for the summit sessions.

My main takeaway at the Winter Summit was the reinforcement of how critical it is to continuously reconnect with CREW members and attendees at the leadership summits on a repetitive basis to continue the development of relationships that began in the infancy stage from the very first leadership summit I attended and how these relationships

are being consistently watered and fed and growth is occurring.

Outside of that, the speaker, Valerie Young, did a fantastic job discussing the “Imposter Syndrome” and how it affects one's career. I found this beneficial in a way that helps me, in my leadership development, understand some of the challenges

“My main takeaway at the Winter Summit was the reinforcement of how critical it is to continuously reconnect with CREW members.”

some people face in their careers as it relates to not feeling as bright and capable as they might be.

Meeting and conversing with Wendy Mann, the new CREW Network CEO, over a glass of wine was also a highlight.

The dine around was a fabulous time to meet and intimately get to know a small group of members from various CREW chapters.

I took many notes and captured some great ideas!

CREW SUMMIT RECAP

Continued

SUMMIT PERSPECTIVES



Deb Barnes, IIDA, LEED AP

Principal / Office Director -
Minneapolis / Interiors
HGA

Different from other MNCREW attendees this year, I am a leadership summit novice as this was my first year as a delegate and first exposure to this smaller CREW Network Leadership Summit event. While I have attended conferences in the past, these are at a much larger scale! I think my main takeaway was getting to speak one on one with Gail Ayers, former CEO, Wendy Mann, CEO, and Alison Beddard, the current CREW Network President. Gail kicked off the delegate training and gave amazing

“I think my main takeaway was getting to speak one on one with Gail Ayers, former CEO, Wendy Mann, CEO, and Alison Beddard, the current CREW Network President.”

insight into the organization and how we connect on a national and global level; this was very insightful and inspiring for a newbie like me!

I had no celebrity sightings other than my UBER driver saying that Henry Winkler just walked in front of us at a cross walk – but it just looked like an old guy in a hoodie so not sure I count that!

Claire Roberts, SIOR

National Office & Industrial
Properties Group
Marcus & Millichap

The Winter Leadership Summit in Hollywood provided a different energy than I have ever experienced at a leadership summit before – and I have attended many! One could cite the two high speed chases that we witnessed on TV, the bomb scare in the subway below our hotel on Friday night (someone left a backpack sitting on the platform....) or even Adam Levine being just yards away getting his star on the Hollywood Walk of Fame (yes, Blake Shelton was there too!), but while

that was interesting energy, I felt an energy of positivity and new beginnings. The transition from CEO Gail Ayers to new CEO Wendy Mann was seamless and very respectful. Wendy brings industry knowledge,

“I felt an energy of positivity and new beginnings.”

relationships and experience and I am so excited for what this new chapter of CREW will look like.

Dr. Valerie Young's presentation on the imposter syndrome was very insightful. As women, we too often suffer from this syndrome and she pointed out how it can hold us back and how much it can cost our organizations when we have those feelings and work from that platform of thought processes.

Finally, there are always so many people to reacquaint with, new people (and opportunities) to meet, encouragement to give and get, ideas to be shared, challenges to be discussed, successes to be celebrated and friendships to be expanded upon. In a single word, summit in Hollywood was ENERGIZING!

NEEDS + LEADS

OPPORTUNITIES



Mohagen Hansen Architecture | Interiors is looking for people who like to work hard and play hard to join their team. They are looking to fill the following positions: Human Resources Generalist, Healthcare Project Manager/Project Architect, Multi-Family Housing Project Manager/Project Architect and Architectural Intern.

Visit www.mohagenhansen.com for more information and to apply.

The Communications Committee is looking for a social media guru to manage MNCREW's Facebook page. If you are interested in taking on this role, please contact committee co-chairs:

[Kristi Rowland](#)
952.848.2623

[Jessica Peterson](#)
651.265.7885



New to MNCREW?

I'd love to learn about your role and get to know you!
I look forward to connecting with you.

[Christy Lewis](#)
The Opus Group
952.656.4407



Use the MNCREW newsletter as a medium to share your needs and find leads. Please submit your need or lead to [Kristin Weise](#).

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Contributions? Questions or comments?

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