

A NOTE FROM OUR PRESIDENT

Leadership development is one of
CREW's four initiatives.

Leadership development is one of CREW's four initiatives; "Building effective leaders is key to advancing the commercial real estate industry." Through my participation in MNCREW and the CREW Network, I have benefitted significantly from leadership opportunities in training, development, and serving in a leadership capacity. MNCREW strives to provide members with diverse opportunities to learn and grow as leaders in their local communities and through the extended CREW Network. I challenge each of you to get involved and engaged in ways that are meaningful for you.

workplace, and how to succeed in an environment that can be challenging and competitive while striving for work/life balance.

While there are many opportunities to lead, there can be barriers to leadership roles as well. The CREW Network excels at providing members with a supportive network to explore new ideas, seek support, and share best practices. In the 2017 CREW Network White Paper entitled Diversity: The Business Advantage, we examine not only gender equity and inclusion in commercial real estate, but also the "aspiration gap" for women. This "aspiration gap" stems from



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CREW Network and leadership training to overcome this aspiration gap for myself. As of October 1st, I will assume a new leadership role with Henricksen, a leading national contract furniture dealership. While I am sad to leave HGA after 13 years, I'm excited to begin a new chapter in my personal growth and to offer leadership, mentorship, and perspective to a vibrant organization. The many women of CREW have inspired me over the years and I hope to inspire some of you with my story as well. Here's to new adventures!

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One of the signature leadership development opportunities that CREW Network provides is the CREW Network Leadership Certification Program. As a program participant this year, I have been exposed to dynamic leaders from around the country. We have discussed topics facing many women in leadership roles today including how we approach risk, how we strive to do our best work, the importance of being our authentic selves in the

several factors ranging from social and cultural conditioning for women and external biases - whether conscious or unconscious to internal doubt or family demands. When presented with the opportunity to be a leader in an organization founded by a pioneering woman in the 1960s that presently employs many leading women in their fields, but whose current executive leadership lacks female representation, I leveraged my

MY NETWORKING JOURNEY

THOUGHT LEADERSHIP



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It's been eight years since I graduated with my undergraduate degree. I'm not sure why it feels like a milestone but being so close to a decade out of school seems like an appropriate time to take stock of accomplishments. One thing I am most proud of is the meticulous construction of a diverse network of professionals and friends. When I look back on this journey of strategically meeting new people, three main themes emerged.

No one knew (or cared) who I was for a long time

Was it just me or did school not emphasize how little people would give a crap about you at networking events as a brand-new grad? Maybe it is because I'm a little arrogant, but I was genuinely offended at the tender age of 22 when I had to re-introduce myself to an attorney I had met on seven separate occasions. But it was that seventh time that did the trick and from then on, I've had a solid resource to rely on for quick questions and advice.

Networking is AWKWARD. For everyone

We've all been there, right? You got yourself to the event, went straight to the bar, and downed a cocktail to loosen up. Then you turn around to a sea of people who all seem to have known each other since childhood. The idea of interrupting someone's clearly fascinating discussion seems insurmountable. And, I'm one of the lucky ones because I consider myself to be outgoing. If you're a naturally quiet person, the idea of breaking into conversations to introduce yourself might not even seem worth it. But, it is. I have done this dance so many times and have never been turned away from an introduction. The thing to remember is, we're all at the event for the same reason - to meet other professionals in the industry. People are there to meet YOU. Go out there and introduce yourself.

Follow-ups are key

Well, you've braved the awkward introduction. You've made a lasting impression. Now what? The thing I have struggled with most in developing professional connections is the follow-up. Networks are like friendships - maybe even more fragile. Without follow-up, that connection could be lost, and all that awkwardness will be for nothing. Set those coffee meet-ups and happy hours and hold tight to those dates.

A well-maintained network will come in handy - even if it feels like a burden sometimes.

CRE REVEALED

FEATURED PROJECTS



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Paster Properties paid \$4.3M to purchase the 606 Building from First & First. The 606 is home to The Loop restaurant on Washington Avenue as well as two floors of empty office space above. Paster is planning capital improvements and is considering second floor retail.

Lincoln, NE, based **Commercial Investment Properties** hopes to break ground in the spring on 253 units of apartments in Woodbury's CityPlace development. This would be CityPlace's first residences to the project. Woodbury has an apartment vacancy rate of two percent.

Normandale Community College plans to start a two phase, \$32.9M renovation in July 2019 to include modernizing classrooms and common areas for better functionality and interaction and will also address deferred maintenance. Eleven design teams responded to an RFP and one will be selected this fall.



Sun Country Airlines is looking for new office space. The company is committed to its current 54,000 SF headquarters through spring of 2019 and has begun looking for buildings with around 40,000 SF. They are being represented by Marc Nanne with JLL on their search.

Minneapolis live music favorite, **First Avenue**, has purchased the **Fine Line Music Café**, adding to their large portfolio of music venues in the metro.



The grocery wars continue amidst ample competition and changing consumer trends. The Twin Cities last remaining **Rainbow Foods** will soon shutter. Supervalu Inc. reported that the Maplewood Rainbow Foods will close, as well as the Cub Foods store on the east side of St. Paul.

A new **Lunds & Byerlys** will open October 4th in White Bear Lake. This will be L&B's 26th metro location and will sit across the street from a Cub Foods.



United Properties has submitted a proposal to the city of Eden Prairie as the master developer of a 58-unit affordable housing building along with a 100-unit senior housing complex on a 7.2 acre site on the Minnesota River Bluffs. United Properties would develop the senior housing, branded under its Applewood Pointe brand, and Commonbond Communities would develop the four-level apartment building with an affordable housing component. United Properties has acquired half of the land and

has a Purchase Agreement for the remaining portion, part of which is owned by Resurrection Life Church.

Arden Hill's Lexington Station will soon be welcoming seven new restaurants and retailers. Buildouts will begin around October 1st for tenants including Jimmy John's, Pancheros, Orchid Vietnamese, Old Southern BBQ Smokehouse, Club Pilates, State Farm and Pet Evolution. Phase Three for the development will bring two Class A buildings housing retail, office and medical uses.



Scanell Properties has submitted plans to the Brooklyn Park Planning Commission for what would be the largest single industrial building in the Twin Cities, at 2.6M SF. Scanell hopes to break ground in the spring of 2020 and will build on 72 acres of land near Hwy's 169 and 610. The tenant hasn't been identified and is being referred to as Project Hotdish.



MEMBER SPOTLIGHT

TRINA CHRISTIANSEN

MEMBER PROFILE



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Who Brought You to MNCREW?

I was introduced to MNCREW in approximately 2006 by Gretchen August, who was an outside counsel that represented my employer at the time in property tax appeals. (She has since retired.) She invited me to a luncheon event and introduced me to the world of networking. At the time, the monthly luncheons were held at Windows on Minnesota (50th floor of the IDS Tower). I'm thankful for all the professional relationships I have made with other members over the years.

MNCREW Involvement

I still attend the monthly luncheon meetings and networking events when my schedule permits. However, the majority of my involvement with MNCREW is through sponsorship activities. Dougherty Mortgage LLC, my employer, is an active sponsor and supporter of MNCREW.

Career

My career in real estate and finance started in 2004 at a national real estate development company where they specialized in commercial, lodging, and multifamily housing. During my employment there, I completed my paralegal degree and moved into working as a real estate paralegal at a law firm. I also spent some time working as an escrow officer in title and am proud to now work for Dougherty Mortgage LLC as a loan processor/closer where I help manage the Fannie Mae Processing Team. Dougherty Mortgage LLC provides Fannie Mae and HUD financing and loan servicing to developers and owners of multifamily housing in the areas of market rate, affordable housing, senior and assisted living, hospital and health care, and student housing.

Best Career Advice

Never stop learning.

Favorite Vacation Spot

Banff & Lake Louise, Canada

Never stop
learning.

MEMBER SPOTLIGHT

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MEMBER PROFILE



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Why MNCREW?

My boss, Jackie Knight, recommended I join.

MNCREW Involvement

I have been a member since February 2018. After I joined, I dove right into the Events committee and volunteered on the Golf Classic sub-committee. I enjoy networking with MNCREW members and learning more about the positions within the commercial real estate field.

Career Advice

Work smarter, not harder.

Past Jobs

I worked in the restaurant industry for 15+ years; I opened and ran restaurants in Minneapolis. I loved working with the vendors but did not love the hours. Four years ago, I stumbled into commercial real estate. In this industry I am still able to work with vendors and help find solutions to challenging situations, which I love.

Volunteer Experience

I have worked with several wonderful organizations. My favorite ones help children get nutritious meals. I hope to be able to participate with more hunger relief organizations in my future.

Travel

I spent most of 2007 traveling and bartending in New Zealand.

If you could have dinner with any person, who would you ask and why?

Tough question...I think Jimmy Fallon because he is always having fun (singing, dancing, and playing games) and seems to really enjoy life.

Personal Information

I was born and raised in Minnesota. My favorite childhood memories are camping trips to Nisswa, MN. My hobbies include camping, paddle boarding, yoga, and cooking/baking. I have lived elsewhere and have always found my way back. I'm a mother of four (two kiddos, one dog and one husband).

I enjoy networking with MNCREW members and learning more about the positions within the commercial real estate field.

NEW MEMBERS

FEATURED NEW MEMBERS



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“Within our company, I wear two main hats (and a bunch of small ones) as chief real estate officer and general counsel. Maintaining these dual positions has allowed me to develop a unique background in commercial real estate. As a new member of MNCREW, I am hopeful my experiences will add value to the organization including the WRTC and Programs committees. This is an impressive group of real estate professionals, and I look forward to contributing my time and skills in any way I can.”



“I am very excited to continue building relationships with the incredible women in this industry!”



“I am so excited to join MNCREW and the Education & Leadership Committee and to work alongside other women who share my passion of knowledge as a vessel to empowerment.”

CELEBRATE SUCCESS

The 428 awarded the first WELL Certification™ in the State of Minnesota! MNCREW member companies, **Commercial Real Estate Services (CRES)** and **KimbleCo**, partnered on the redevelopment of The 428 in St. Paul. The 3-story, former Woolworth’s store, sat vacant for 23 years in downtown St. Paul before the renovation began. Following the buildings transformation, it was awarded the first WELL Certification™ in the State of Minnesota let alone at the Gold level by the International WELL Building Institute™ (IWBI™), which is the premier building standard to focus on enhancing people’s health

and wellness through the buildings where we live, work and play. As the first building in the 5-state area (MN, WI, IA, ND, SD) to achieve WELL Certification and only the 17th in the U.S. to be granted a Gold level rating, The 428 is paving a path for today’s workforce into a future focused on the physical and mental health of individuals to drive productivity for businesses.

Finance & Commerce recently announced the 2018 Top Women in Finance. MNCREW members **Sue Anderson** of Vision Bank and **Ericka Miller** of KimbleCo are

among the women being recognized for making an impact not only in their professions but also in their communities. See the entire list of honorees [here](#).

Julie Kimble of KimbleCo was one of 23 women recently inducted into the 2018 Real Estate Forum’s Women of Influence Hall of Fame. These women are accomplished, respected and at the top of their game, while advocating for the next generation of women coming up behind them. Read more about Julie’s story [here](#).

PROFESSIONAL DEVELOPMENT

8 STEPS TO OPTIMIZE YOUR PERSONAL BRAND

USING LINKEDIN

FEATURED

You are a brand. Just like Caribou, Target and the company you work for, you have a brand. Your brand tells people who you are and what differentiates you from everyone else in the workforce. Your personal brand is important because it communicates what you have to offer to employers, clients and business partners.

Since LinkedIn is a significant resource for recruitment and building meaningful connections, your profile should accurately reflect your personal brand. Here are eight steps you can implement to optimize your personal brand using LinkedIn:

1) Upload a profile picture

According to LinkedIn, profiles are 14 times more likely to be viewed if they contain a profile picture. Use a headshot that reflects the attire you wear at work on a regular basis.

2) Upload a cover photo

Your cover photo should reflect your profession or personal brand. For instance, if you work in the architecture or design industry, you could upload a rendering or photo of a completed project that you recently worked on.

3) Create an authentic URL

Customizing your URL to include your name instead of the collection of characters originally populated by LinkedIn makes the URL appear cleaner, gives you more credibility and makes you easier to find in searches.

4) Edit your headline

Expand upon the default headline to communicate your expertise and what you do in an impactful way. Your headline doesn't have to include your current job title – that's listed in your experience section. Use strategic key words so you stand out in searches.

5) Edit your profile summary

The summary section of your profile is where you put your elevator speech. A great LinkedIn summary highlights your background, personal strengths, skill sets and motivations.

6) Update your work experience

The experience section of your profile showcases your career path. Instead of describing the mission of the company you work for, include details of what you do to support the company's objectives. Highlight all the roles you've had within the

same organization. Jobs that link to the same company page are now grouped to indicate promotions and role shifts.

7) Add volunteer positions

Volunteer experience shows your involvement in the community and reflects your personal passions. This is a great place to highlight your contributions to the MNCREW committees you serve. Describe your role as a committee member and your purpose for volunteering.

8) Post regularly

Sharing news, photos, videos and ideas gets you recognized by your network and positions you as a thought leader. Try to post updates a couple times a week and be consistent with your posting frequency.



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PART 2 OF 3:

INSPIRATION TO BE BOLD AND CREATE BALANCE IN OUR LIVES

THE BALANCE

On to Part Two of our series and let's start with the same question. Maintain balance? With our hectic schedules? Remember the answer is YES, it can be done with a strong commitment to a healthy and balanced lifestyle. Even when busy, we manage to make time for the critical things in life: eat, sleep, brush teeth, etc. And one of our most critical needs - EXERCISE - is often the first to go when our calendars fill up. Exercise is an effective stress reducer, mood-lifter and keeps the body young and the mind vital... and who doesn't want those benefits??

“Your workouts are important meetings you scheduled with yourself. Don't cancel.”

~Anonymous

MOVE YOUR BODY

Regular exercise provides incredible benefits for your body and your mind. Studies have consistently shown the powerful effect of exercise on many of the biomarkers of aging including muscle mass, strength, aerobic capacity, bone density and cholesterol. In addition, there is research demonstrating that physical activity sparks biological changes that increase the brain's ability to learn, adapt, and perform other cognitive tasks. Exercise pumps feel-good endorphins throughout your body. It helps to lift your mood and can even serve a one-two punch by also putting you into a meditative state.

Need some tips on how to get started or back into the swing of things? Try these:

- Dedicate time for yourself - you deserve it! Put it on your calendar.
- Find an activity you enjoy - indoors, outdoors, and change it up.
- Start slowly and increase your fitness program over time.
- Be consistent - no excuses! This is YOUR time.
- Enlist an exercise partner to increase accountability.

The key is to find something that you can build into your life. Your success depends on YOU and finding ways to refresh your body, soul, and mind. Set goals for yourself, don't deviate, and before you know it moving and grooving in your body has become a habit that you never want to give up. Get out and move your body starting today!

Be sure to watch for **part three** of our series in the next MNCREW Newsletter.

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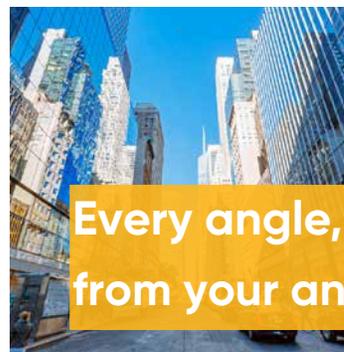
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Our commercial real estate practice is proud to support MNCREW.

Contact Mary Ranum or Jeri Parkin at 612.492.7000

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