

## A NOTE FROM OUR PRESIDENT CALL TO GET INVOLVED!

They say it is better to give than to receive, but I would say they are not mutually exclusive. For years I've been on committees or in one leadership position or another, I've volunteered for non-profits and I've even volunteered to be a fill-in Sunday school teacher for my 1st grader's class (!!). There are times when I've been really excited about giving my time or money and other times where I've been downright nervous or just not feeling like it at all. The thing is EVERY time I do give I get so much more in return. And it would seem that what I get back is directly linked to how much I give.

So many of you give all of the time, whether it's more time to your job, non-profits or even your kids or that donation you generously gave for the CREW Network Foundation this year. Many of you are great volunteers for this organization and some of you have decided either that you don't have enough time or you've done it for years and you are taking a break and just enjoying the programs and other networking opportunities provided. Whatever your decision is—it is ok—we appreciate you, we want you to be part of this organization, and we want you to give as much of your time, talents or other means as you can,

and anything you give is important. The issue comes when people join an organization and don't participate in any way. You can't find value in an organization just by having your name in the directory. The great news is we have opportunities for you no matter what or how much (or little) time you are able to give.

We just opened the application process for new board member and committee chair positions. Whether you are younger or more experienced, have been involved very little or a lot, this is your chance. I promise you we not only put on exciting and fantastic events and programs, but we have fun doing it, we refer business to people on committees we see more often, we get offered and offer up opportunities to speak in front of large groups who in turn get to know

The great news is we have opportunities for you no matter what or how much (or little) time you are able to give.

us as experts and knowledge leaders in our fields and, probably most importantly, we end up with great, trusted friendships along the way.



**2019 MNCREW PRESIDENT**

**Ericka Miller, CCIM**

Vice President  
KimbleCo  
952.452.2919



This is your chance—apply for board or committee chair leadership positions or pledge to join a committee! We want your ideas and experience, and, best yet, you will very likely get much more out of it than you give.

# PREPARATION BEATS FEAR

THOUGHT LEADERSHIP

*Inhale, exhale, inhale, exhale...I'm shaking, maybe I shouldn't have had that extra cup of coffee...I'm sweating...what if I get a question I can't answer? Will people think I don't know what I'm doing? Okay, positive thoughts...shoot, I need to pee again...*



WRITTEN BY

[Erica Arne](#)

Director of  
Development  
Kraus Anderson



This was my internal dialogue before I took the stage at the Women In Real Estate Summit. This was my first experience speaking on an industry panel, and I was nervous. Public speaking is not my *thing*, I actually dread it. However, I know this is an opportunity for me and an important fear to get over. In this industry, public speaking is part of the job.

When Ericka Miller called me to ask if I would speak at this event, my gut reaction was to say "No, I'm not an expert, you should find someone else." Instead, I said, "Okay, I'll give it a shot. I'm on vacation in Florida the week before so at least I'll have a good tan when I am sitting up there!" After that call, the preparation began. Looking at the questions, I didn't think I'd be able to answer any of them and sound like I knew what I was talking about. When Ericka called me to talk about the questions she was considering for me

my response surprised me. I thought, *I actually CAN answer these and sound like I know what I'm talking about!*

As I continued to prepare for the summit, I was also surprised at all the support I received. I would get emails saying, "Congrats on being on the panel, you will do great!" "I'm signing up to hear you speak at the Women In Real Estate Summit" and most importantly and surprising to me was that my entire team, all men, planned to attend to hear me speak. Knowing that so many people were aware of the event, I was nervous and wanted to be prepared. I started pulling together my responses to questions and compiling bullets points and general information on the three projects so I didn't forget anything.

In the end, my portion of the panel was short, we didn't have time for questions from the audience, and when I was done I thought to myself,

*why was I worried about that? That was easy!* Of course, when people complimented me my first response was to say, "Thanks, but..." I always focus on how I could have done better, or why didn't I say that, I said um... too many times, or I sounded like a robot and not authentic enough. When those "Thanks, but..." thoughts came, I reminded myself to take a compliment and just say "Thank you," and "Thank you for the support."

Today, reflecting on the anticipation and preparation I now realize that while public speaking will never be my favorite thing, I can be confident that I do know what I am doing. I'm an expert on my work and an expert on the projects that I work on every day. Next time, I may organize my notes differently so I can speak more from the heart and not sound so rehearsed but, I now know that *I got this* and *I nailed it!* Now onto the next challenge!

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# CRE REVEALED

## FEATURED PROJECTS



### Pig Ate My Pizza Brewpub

1424 West Broadway, Robbinsdale

Travail's family friendly pizza pub in Robbinsdale offers

neo pizzas, small plates and in-house brewed beer. This new location offers twice the seating of the former Pig Ate My Pizza, expansive bar, take-out area and a family style dining area including a screened in porch area.

### Pearl and the Thief 2.0

The Moxy, 247 Chicago Avenue, Minneapolis

Top Chef's Justin Sutherland and chef Brandon McDonald closed their Stillwater location to open this Minneapolis location, coming in late summer. The southern restaurant will be located at the base of a new hotel in downtown Minneapolis.



### Minnesota BBQ Co.

816 Lowry Avenue NE, Minneapolis

Kale Thome and Travail Collective have transformed a formerly abandoned

800-square-foot building into a modern barbecue restaurant with a custom smoker. Located between Quincy and Jackson Streets, the menu features St. Louis pork ribs, brisket and chicken.

### Lola on the Lake

A fire has heavily damaged the Minneapolis restaurant and its pavilion home on the shores of Lake Calhoun/Bde Maka Ska.



### **Dual Branded Hilton Hotel Downtown Minneapolis**

Stahl has been named Construction

Manager for Lake City Hospitality LLC to convert a vacant office tower at 317 Second Avenue South into a dual-branded Hilton hotel. The building is expected to undergo an \$18.8 Million renovation and 41,129-square-foot addition. The new space will be home to 201 Tru by Hilton and Home2Suites by Hilton. The building will also be skyway connected.

### **Upsher-Smith Plans Maple Grove Expansion**

The generic drugmaker Upsher-Smith wants to add a four-level, 298,000-square-foot building east of its headquarters office located off Interstate 494 and Evenstad Drive.



### **510 Marquette Building For Sale**

Downtown Minneapolis building 510 Marquette is for sale. The

13-story office building is 271,000 square feet and 99 percent leased. It is being listed by the Chicago office of HHF.



### **Lunds Plans Grocery Store Near Lake Nokomis**

Lunds Inc. presented plans for a 23,500-square-foot grocery store on the first floor of a planned five-story apartment building at 4715 Cedar Ave. The site is the current home to Bergan's Supervalu. The development would include 125 enclosed parking stalls on the second level and 125 units of apartments on the upper three floors. High Street Residential, a subsidiary of Dallas-based Trammell Crow, hopes to break ground this December.



### **North Loop Apartment Project Turns into Condos**

United Properties and Greco have decided to turn their 57-unit Sable project in the North Loop into condos geared toward buyers who would use them for short-term rentals. Prices will range from \$250,000 for a 450-square-foot studio to \$975,000 for a 1,500-square-foot, two-bedroom unit. 70 percent of them have been reserved. Listings are being managed by the Downtown Resource Group.

### **Cub Foods Opens Urban-Format Store**

Cub Foods opened its first Urban-Format store in Minneapolis the first week in May. The concept is tailored for the neighborhood and has a focus on prepared foods and quick-service items. The store is 46,000 square feet on the ground floor of the five-story, 148-unit apartment complex called Lova46 by Oppidan Investment Co. at E. 46th Street and Hiawatha Avenue in south Minneapolis.

### **Hy-Vee buys West St. Paul YMCA site**

Hy-Vee, Inc. purchased a West St. Paul YMCA site for \$3.8 million. The grocery chain plans to open a retail store eventually but does not yet have a timeline for the development. The West St. Paul YMCA will remain open through the summer.

## WRITTEN BY



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# MEMBER SPOTLIGHT

SUZIE HEIAM

MEMBER PROFILE



## CONTACT INFO

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### What or who brought you to MNCREW?

I partnered with the commercial real estate community as a furniture consultant. Organizations have been relying on their brokers for more and more resources, so my goal was to educate brokers on the furniture services available to assist in signing a lease. I found the MNCREW community to be incredibly welcoming and supportive, and felt it was very important for me to remain a part of the organization moving forward.

### MNCREW Involvement

I have been a member of MNCREW since 2017. I joined the Member Engagement Committee early on, mainly to meet and greet incoming members. I also am the Co-chair for the Women Run the Cities race in May this year and next. Being active on committees has allowed deeper interactions with MNCREW members, and I continue to meet so many wonderful people through this committee involvement.

### Current Position

I recently joined HTG Architects as VP of Business Development. Thankfully, this role allows me to continue being part of the MNCREW organization. It is great to be a part of this group that truly supports the advancement of women!

### Education

University of MN Twin Cities, BA - International Relations (with a minor in Japanese)

### Past Jobs or Careers

27 years in the furniture industry, for both the manufacturer and dealer. Excited to now represent the architectural side of the business!

### Accomplishments

Diverse roles within furniture companies from sales to product development, winning Best of Neocon Silver in 2014 for the product line I developed at Safco Products. NeoCon is the commercial design industry's launch pad for innovation.

### Favorite Book, Music, Art

Too many books to list—I'm challenging myself to read at least 35 books this year (the number I read in 2018). I don't discriminate...I like to read biographies, business and beach books equally!

### Hobbies

When it's warmer than 70 degrees, I love to be outside—you're likely to find me walking around Lake Harriet! I also love to garden until about July 15th and then the weeds take over. Yoga is a daily priority.

### Travel or Vacations

Looking forward to a European cruise I have planned with my husband and parents in July. And now that we can technically leave the kids unsupervised, we're actually planning on returning to Banff, Canada, for our 25th wedding anniversary next year.

### Sports and Athletics

Self proclaimed/demonstrated klutz with very little eye-hand coordination. No one wants me on their sports teams!

### Career Advice

Do different things that interest and challenge you. Life is too short to do things you don't like, so don't waste time being unhappy in your career! Focus on the things that are important to you, and what you're good at to find your way.

### Volunteer Experience

I love working with kids. I skated with first-graders today through DinoMights, and they brought a smile to my face. I was reminded of volunteering with Project Motivation as a Big Sister in college. I need to find more opportunities like that!

# MEMBER SPOTLIGHT

SALLY HANLON

MEMBER PROFILE



## CONTACT INFO

[Sally Hanlon](#)

Business  
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### What or who brought you to MNCREW?

I wanted to be a part of an amazing organization made up of inspiring, strong women. Noelle Hudak suggested I attend MNCREW. I attended several meetings before I joined, and everyone I met, especially the members, were welcoming and supportive. I knew it was a great professional and personal fit for me.

### MNCREW Involvement

I have been a member for one year. I joined the Events Committee because I enjoy planning gatherings where people can come together, make connections, and offer support. Helping with this at MNCREW, specifically, is rewarding because it's unique to the experiences of women's professional lives and its fun to see that camaraderie.

### Current Position

I work at Parameters as their Business Development manager. We work closely with commercial real estate and their various contacts. My goal is to develop relationships based on open communication and trust so they feel their project needs are being heard and all interactions are done in a transparent way. This helps demonstrate that we are not only the right fit for that particular client, now and in the future, but also a company they feel good about recommending to other potential clients.

### Education

Minneapolis College of Art and Design - Graphic Design

### Past Jobs or Careers

I am fortunate to have been in many industries such as airline sales, hospitality sales, corporate meeting, and commercial furniture sales. There were certainly transferrable skills and knowledge, which was helpful, but each unique industry contributed something different to my professional growth and made me stronger as well. It also increased my client base and created valued friendships.

### Favorite Book, Music, Art

I love mysteries of all kinds. The author list is long.

### Hobbies

I enjoy long walks and working in the garden with my husband.

### Travel or Vacations

Aruba, Manchebo Beach—anytime.

### Sports and Athletics

I really enjoy watching all baseball outside and tennis.

### Career Advice

"Success is not final; failure is not fatal: It is the courage to continue that counts."

### Volunteer Experience

Volunteering at Presbyterian Homes and YouthLink have made some powerful memories for me. Helping others feeds my soul.

### If you could have dinner with any person, living or dead, who would you choose?

I enjoy meeting intelligent, kind and funny people. I think having dinner with Ellen DeGeneres would be inspirational.

# WELCOME TO MNCREW

## FEATURED NEW MEMBERS



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[Tasha Alexander](#)  
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Private Bank  
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[Erin Sparks](#)  
Economic Developer  
Great River Energy  
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"I am very excited to be an active MNCREW member and to learn from others in the industry. I would love to be involved in the Women Run the Cities Committee. I hope to provide new ideas to the organization."



"I attended one meeting, and I knew that MNCREW would be a great fit for me as well as allowing me to be a resource for other amazing women. I have been in the banking industry for 25+ years and I have a focus on CRE. I look forward to being a part of this organization!"



"I'm very happy to join MNCREW and be part of such a strong network of accomplished CRE professionals. I look forward to learning from my fellow members and building relationships. I have a slightly different viewpoint as an economic developer, which I hope will provide value to the organization."

## CELEBRATE SUCCESS

### Chapter Challenge

Congratulations MNCREW on meeting the CREW Network Foundation Chapter Challenge for 2019! We are one of only 12 CREW chapters to meet all three challenges!

1. 100% of MNCREW Board members give an individual donation
2. 50% of MNCREW membership gives and individual donation
3. MNCREW gives an organization donation of \$1,000 or more

CREW Network is committed to bringing more women into commercial real estate with programs that educate women and girls about the career opportunities available to them. The CREW Network Chapter

Challenge increases awareness of the Foundation's powerful reach. Together, we have contributed to raising money for scholarships, industry research and career outreach.

If you have not made your individual donation for 2019, it's not too late and there are still MNCREW "bling" pins available if you donate at least \$25. Click [here](#) to make your tax-deductible donation today!

### WIRE Summit

Thank you to the amazing MNCREW women that participated in the 2nd Annual Women in Real Estate Summit by sharing their knowledge and expertise with over 400 attendees. The event was held in partnership with

the Minnesota Real Estate Journal on May 9th. MNCREW members included:

- **Erica Arne**, Kraus Anderson
- **Jaci Bell**, Mortenson
- **Amy DuMond Kottke**, Monroe Moxness Berg
- **Christy Lewis**, Suntide Commercial Realty
- **Ericka Miller**, KimbleCo
- **Jill Rasmussen**, Davis
- **Shannon Rusk**, Oppidan
- **Deb Vannelli**, Upland Real Estate Group
- **Heather Weerheim**, Greiner Construction

## YOU: BE THE DIFFERENCE, MAKE AN IMPACT

Be the difference for yourself.  
Be you, be authentic, be vulnerable,  
have an opinion.

Don't let fear jeopardize your endless possibilities. It is human nature to have butterflies when presenting to a large group or to your peers. Utilize that fear to grow. Find the confidence to seek out opportunities that will continue to nurture the seeds that have been planted. You have a unique set of strengths, don't apologize, utilize them to your advantage.

Make an impact for future generations, a colleague, sister, daughter, mother, boss, roommate, friend, etc. Show up and be present. We as women both personally and professionally need to get out of our own heads and lead. Changing our mindset to We CAN! vs. we are not qualified. We need to focus our thoughts to we are not less than; we are equal to or greater than.

The importance of a woman's perspective—having women in leadership—benefits your entire company. Studies continue to show that women are better at problem solving, female leaders are trusted, they collaborate more, are more empathetic and make for terrific mentors. Statistics also show that having women on your

leadership team positively impacts the company's bottom line. It is predicted that by 2025 forty percent of the C-Suite positions will be held by women. This is due to the large percentage of recent generations of women becoming more educated than men.

We have been gaining the respect of past generations and current leaders. Let's continue to advocate for ourselves, show up and lead!

Together, WE CAN DO IT!



### FEATURED



#### CONTACT INFO

[Christy Lewis](#)

Vice President,  
Suntide Commercial  
Realty



It is predicted  
that by 2025  
forty percent  
of the C-Suite  
positions will be  
held by women.

## NAILED IT!



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Last week close to 400 women (and a few good men) came together at the MREJ Women in Real Estate Summit where we had the privilege of hearing from four amazing panels on a variety of industry topics. MNCREW members proudly sat on each panel and shared very candidly their experiences, career missteps and successes, and life lessons. Out of the many engaging discussions that day, one theme emerged that struck a chord: balance vs. harmony.

### Why 'balance' is a dirty word!

When we think of balance we think of a 50/50 split. What most of us have come to realize is that work/life is never 50/50. Depending on what's going on you could be working more one day due to a project or impending deadline, or have the need to focus on personal items another day because of a family event. The priority of the moment will dictate the percentage of time you spend on your work/life needs.

When we strive for a 50/50 balance in our lives, we may actually be setting ourselves up for failure. And if this desired balance is not reached, are we judging ourselves for failing to achieve this 50/50 split? That's a lot of pressure to put on yourself in addition to all the other pressures encountered each and every day at home and at work. What we need to realize is it's not about balance, but about seeking work-life harmony instead.

### What is harmony?

Harmony is a pleasing arrangement of parts and internal calm. When viewing your activity through the lens of harmony you feel good about what you're doing. You may be busy with work activities but you're in harmony

with it. Because you're not judging yourself all the time, you can easily switch from a work mode to a personal mode without a single negative thought. When you focus on your life, it's in harmony. When you focus on your work, it's also in harmony.

### 3 recommendations you can do today to start living harmoniously:

1. Stop searching for balance: Realize that work-life balance is elusive and find harmony in everything you do. Doing this takes away the pressure of trying to be perfect and gives you permission to do what you need to do to be in harmony with the needs of the moment.
2. Be here now: To live harmoniously is to be present in the moment. Give your full attention to what you're doing and focus on that specific moment.
3. Live your vision and core values 24/7: To be in harmony you need to be clear on what's important to you. Your personal vision and core values help guide you in what you want in life. The key is to live your values not only when it's convenient but most importantly in times of stress. Doing this brings harmony to even the most difficult situations.

**“A wise woman recognizes when her life is out of balance and summons the courage to act to correct it. Happiness is the reward for a life lived in harmony, with courage and grace.”**

—Suze Orman

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