

PRESIDENT'S LETTER

A MESSAGE FROM OUR MNCREW PRESIDENT

As I sit down to write my last president's letter, I am shocked at how quickly this year has gone despite the craziness of it all. It goes without saying that this past year was challenging on so many levels, however, I am proud to say that as an organization, MNCREW stepped up and persevered. I want to sincerely thank the 2020 board, co-chairs, and committee members for all their hard work. Their commitment to MNCREW was never more evident as they all pivoted and pressed forward in uncertain times. Just a few of the highlights from the year include 234 members strong, our largest sponsorship year ever, fantastic virtual monthly programs and a sold-out MNCORK 2.0.

In early November we held our annual Celebration Awards event. It showcased the tremendous talent and capabilities of our members. Although we all would have loved to have attended this event in person, the energy in the "virtual" room was real and the breakout sessions were fantastic. Congratulations to all the nominees and winners. We had a lot to celebrate this year.

As many of you know, 2020 is a milestone year for MNCREW as we celebrate our 25th anniversary as a chapter. It is exciting to see how far we have come as a chapter, and I cannot wait to see what the future has in store for us. Although progress is never as fast as we would like it to be, as an organization we are making important strides for a future where there is a seat at the table for everyone and, most importantly, for everyone to belong and feel welcome. I am empowered by knowing that we are all personally capable of contributing to this future. As I prepare to wrap up my year as president of this amazing organization, I want to thank our members for this opportunity. It has been an honor and privilege to serve as the 2020 president. Thank you!

As many of you know, 2020 is a milestone year for MNCREW as we celebrate our 25th anniversary as a chapter.



2020 MNCREW PRESIDENT

[Carrie Eggleston](#)

Development Manager

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ON THE SCENE WITH BETH RYDEEN

The vibrant community at MNCREW is full of dynamic, successful women who have graciously chosen to share their talents and leadership through Board participation. Our 2020 Board of Directors have stories to share, and I'm here to bring them alive for you!

Today, the mic was on for Tanya Rooney with BAFS Real Estate and Sue Anderson with VisionBank as they answered these questions...

BR: How has MNCREW impacted you/your career?

TR: The past four years with MNCREW have had a significant impact on my life – both professionally and personally – and when I think of MNCREW, I think of community. The feeling of belonging to a community is so critical to our well-being – especially during COVID as we virtualize our lives – and it allows me to be my true self. And when I can be myself, then it's easy to make friends which leads to finding new connections and new resources. My communities – MNCREW, CrossFit, house flipping – all inspire me, each in their own special way!

After four amazing years as a member of MNCREW (1 year on the Programs Committee, 2 years co-chairing the Events Committee and 1 year on the Board – YES, I like to get involved!), I will be leaving behind my responsibilities but not the friends I have made. A great deal of thought and preparation went into my new venture and, ultimately, I decided to take a leap of faith and start my own company flipping houses. It's exhilarating and challenging – and I'm loving every minute! Given that I am now in the residential world, MNCREW is not the best fit for my industry, but I would love to create a sister organization to fill the void – I still need a MNCREW-style community but without the "C".

SA: I have been involved in financing real estate transactions for most of my career, but all of this was through various male contacts I have gathered over the years. When I heard about this organization, I thought it would be beneficial to the members to know there is a female banker who is knowledgeable and able to handle all of the complexities that go into real estate financing, especially on a smaller scale where you probably don't have a lawyer involved or contacts in title/environmental/assessments/financing – and is able to introduce creative options.

BR: What is your passion? Please share a hobby or favorite thing to do connected to your passion.

TR: If you would have asked me this question 9 months ago, I would have answered travel! I love to travel and explore the world – a couple of my favorite trips include visiting the Christmas markets in Germany, swimming with manta rays, and watching komodo dragons in Bali. Unfortunately, COVID has put a halt to my travel plans for now but it hasn't stopped me from pursuing my other passion – encouraging people. I find a great deal of satisfaction and fulfillment helping others and getting involved. I have learned that by helping others do cool things, then I get to do cool things too! For example, by volunteering my time with MNCREW as a Board member I was able to participate in our retreat. What an amazing and empowering experience! There is so much to learn when we simply show up for each other.



Beth Rydeen

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SA: I have visited most national parks and think the system is a tremendous resource we have in this country. My favorite is located in Grand Teton, although there are several close seconds! I have also visited numerous UNESCO sites around the world. One of my favorites, and not well known, is the Skocjan Caves in Slovenia!

From a business standpoint, my passion lies with helping women business owners realize their dreams. Access to funding for women business owners is significantly outpaced by what is available to their male counterparts.

When I think of MNCREW, I think of community. The feeling of belonging to a community is so critical to our well-being – especially during COVID as we virtualize our lives.

ON THE SCENE WITH BETH RYDEEN (CONT.)

BR: What is something that most people don't know about you?

TR: People always see me as charging ahead, but most of the time I'm terrified! I have learned over the years that it's okay to be afraid, but it's not okay to let the fear take over. And so, I take a deep breath, fight through the fear, and don't take no for an answer. I continue to challenge myself with things like public speaking and starting a new business because I refuse to let fear stop me from living my life or being the best ME I can be.

SA: I worked in the hospitality field for 20 years and traveled around the country opening new hotel properties, attending college wherever I happened to be. As such, I have transcripts from 7 colleges but miraculously still graduated in 4.5 years! One thing I learned about myself in graduate school was that I am an introvert, and on a scale of 1-50, I was at a 49. I cannot tell you how that changed my life! I now know how to live in an extrovert's world, while unashamedly recharging as needed.

Many thanks to Tanya and Sue for sharing and entertaining us with their stories! If you haven't already done so, please connect with them on LinkedIn and thank them for their service to MNCREW next time you "see" them – from a safe distance, of course.

As we wrap up this challenging year that was 2020, remember the strength of our wonderful MNCREW community that each and every day is here to lift you up. I wish you all good health, and hope you find blessings and peace in the everyday joys of your lives.



Sue Anderson
Senior Vice President
VisionBank Minnesota



Tanya Rooney
Owner
BAFS Home Buyers



MEMBER ENGAGEMENT

The focus of the Member Engagement Committee is to identify and recruit new members and ensure existing members are inspired to actively participate in the CREW organization.

CO-CHAIRS



Gally Samson
Hyde Development



Kelly Manke
Bell Bank

As co-chairs, Kelly and I strive to create a fun, engaging, and enjoyable atmosphere for our committee. It definitely helps retain committee members, as well as gain new ones!

The committee recruits and retains quality members who, in turn, broaden the range of experience levels and professional disciplines within the organization.

- Recruit new members while diligently working to retain existing members
- Strategically create and implement a targeted plan to reach out to prospective new members ensuring a cross section of the industry and diverse membership base

- Greeting new members at monthly programs and events
- Acts as a central resource for membership information and promotes the value of CREW membership to potential and active members
- Plan and host two new member-recruiting events and one members only networking event
- Process all new member applications and personally welcome new members



Past Events: Mutts of MNCREW (2020, picture featured), Tappy Hour at Can Can Wonderland (2019), Rock Painting (2018), Sugar Scrub Spa event for Prospective Members (2019)

ROSTER



Sue Anderson
Vision Bank



Christy Lewis
Suntide



Jennifer Dewberry
Valbridge Property Advisors



Katessa Archer
Dominium



Kaitlin Ouverson
Geosyntec Consultants



Darcy Futrell
RJM Construction



Barb Chirinos
Old Republic Title



SaraBeth Mantia
Merchants Capital



Angie Feulner
(BOD Liaison),
UnitedHealth Group



Suzie Heiam
ChartHouse Learning



Megan Hesselberg
Redpath CPAs



Claire Roberts
Colliers



Char Hovi
Visual Arts

MNCORK 2.0

Going virtual didn't take away from the fun and excitement that MNCORK had to offer this year!



The Signature Event committee is looking for a venue for next year's MNCORK. Please send your suggestions to the 2021 Co-chairs:

Cathy Schmidt

Chief Executive Officer
Fullerton Building Systems

Annie Andress

Project Manager
Colliers International

Jacki Christopher

National Build-to-Suit
Development Manager
Ryan Companies

The MNCREW Signature Event committee quickly adapted to the changing times by planning a virtual MNCORK instead of an in-person event. In just a few months, the team recruited sponsors and prepared a lively program featuring a talented sommelier and a virtual tour of the Dayton's Project.

More than 200 sponsors and attendees participated in the evening — a pretty amazing turnout considering the circumstances! Carrie Eggleston, MNCREW president, provided the opening remarks and introduced Amy Waller, our experienced (and very entertaining!) sommelier from France 44. Amy guided everyone through three separate wine, cheese and chocolate pairings throughout the night. Attendees were able to compare notes and engage in casual conversation during breakout sessions scheduled before and after the pairings. Breakout sessions also included games to make the event feel as close to an in-person event as possible.

A real highlight of the evening was the virtual guided tour of the Dayton's Project: Erin Fitzgerald of Transwestern, Bob Gardner of Gardner Builders and Steve Bieringer of Gensler guided us through several floors of the completely renovated Dayton's building in downtown Minneapolis. For many, it was a trip down memory lane when Dayton's was THE place to shop — but it also was an opportunity to see the historic building transformed into a hip, updated space for dining, business and special events.

No one knows what 2021 will bring, but it's a good bet that there WILL be a MNCORK event next year — virtual or otherwise! A VERY special thanks to this year's sponsors and to everyone who helped make MNCORK 2.0 a success!

ANNE MADYUN



Anne Madyun

Brokerage Associate

Davis

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Joining committees is such a great way to make connections. I have met so many great women through my committee work.

What brought you to MNCREW?

Jill Rasmussen, one of the principals at Davis, recommended I join MNCREW when I got my real estate license in 2016.

Involvement in MNCREW

I started attending MNCREW lunch programs the summer of 2016 and got involved with the Programs Committee and Rising Leaders in 2017. I served as co-chair of the Programs Committee in 2019-2020 and I am looking forward to my new role on the board in 2021! Joining committees is such a great way to make connections. I have met so many great women through my committee work.

Current Position

I am a Brokerage Associate at Davis, working primarily in medical office leasing. Davis is a full-service healthcare real estate firm with deep experience in brokerage, development, consulting, investment, and property management. I was awfully fortunate to start with Davis right out of college and have thoroughly enjoyed growing with this great group.

Education

I attended Gustavus Adolphus College, have a degree in Business Management and a Spanish minor.

Career Advice

- 1) Say "Yes" to new opportunities and challenges. They're often great opportunities for growth.
- 2) Meet new people. So much of this industry is about who you know, and you can learn something from everyone you meet.
- 3) Find a mentor, especially one who will help guide you through 1 and 2.

Personal Information

I was born and raised in Red Wing. I've lived in Minneapolis for the past 9 years, and my husband and I just bought our first single family house in Golden Valley. We're looking forward to having a little more space heading into this COVID winter, but I hear houses are a lot of work. Hopefully the good outweighs the bad. I'll report back.

Hobbies and Interests

Pre-COVID, my hobbies included traveling, attending Gopher volleyball matches, bowling, trying new restaurants, and consignment/thrift store shopping. Now my hobbies have shifted. I am spending a lot of time walking around my neighborhood, watching Netflix, and reading.

I have also recently gotten involved in a few groups to learn about and try to dismantle systemic injustice in our country/state/industry. I joined an anti-racism group through my church and have gotten involved with the Commercial Real Estate Diversity Collaborative and the Racial Justice in Real Estate Group. It's been awesome getting to know new people with a similar passion to improve our respective corners of the world, and I look forward to continuing this work.

ANNE STANFIELD



Anne Stanfield

Senior Director, Business
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My grandfather was an entrepreneur, and his leadership and values have always served as a guide for me personally and professionally.

What brought you to MNCREW?

I was introduced to MNCREW as a presenter at a walking tour event showcasing Ecumen's Abiitan senior housing development in downtown Minneapolis. I met so many great women that day who inspired me to join.

Involvement in MNCREW

I have been on the Education and Leadership committee since joining MNCREW in 2017. I worked on the inaugural signature event, book club and have served as a co-chair of the committee for the past 2 years.

Current position, employer, or career and connection to commercial real estate

Senior Director of Business Development at Ecumen. I am focused on developing new senior housing projects and growing our in home and community based service lines.

Education

BA in Art History from Duke University; Masters in Architecture from UCLA; MBA from University of Minnesota Carlson School of Management.

Past Jobs or Careers

Prior to joining Ecumen, I worked at Target in Capital Finance and led teams in Property Development. Before transitioning into the owner side of building and development, I worked for several years at an architecture firm in Los Angeles, California.

Hobbies

Golf, yoga, travel (pre-COVID), visual arts (viewing, supporting, collecting).

Travel or Vacations

We took a road trip to the Badlands and Mt. Rushmore this summer with my 5-year-old son. When it is safe to travel again, we are looking forward to seeing family in Florida and California.

Volunteer Experience

I am currently on the Foundation Board at Temple Israel in Minneapolis. I have been involved in fundraising efforts for arts organizations including LAXArt, Free Arts MN and Midway Contemporary Art.

Career advice or favorite mentor

My grandfather was an entrepreneur and his leadership and values have always served as a guide for me personally and professionally. He worked hard, was kind and loyal to his teams, committed to building stronger communities, and was always available and present for family.

PREPARING FOR 2021 IN THE FACE OF UNCERTAINTY

As we reflect on 2020, a few dismal words may come to mind: unprecedented, crazy, scary, stressful. I am hopeful that we'll be able to describe 2021 using more uplifting words, but it's likely that the first part of the new year will be a continuation of the adversity experienced in 2020. Although making plans proves difficult, we must continue to move forward. Here are five tips to help you prepare for 2021 despite the persisting uncertainty.

1. Focus on what's in your control

There's a purpose for worrying. Worrying can lead to behaviors that protect you from harm and prevent undesirable outcomes. For example, if you're worried about a job interview, you'll prepare for it. But worrying about things that are out of your control, like when a COVID vaccine will become available or the future of the economy, generates stress and anxiety. Be intentional about focusing on things you can control such as your mindset, your routine, your work ethic, and your fitness regimen.

2. Set flexible, short-term goals

It can be hard to plan far into the future right now so break your broad objectives into short-term goals. Set flexible goals so you can adapt to the rapidly changing times, set fewer goals than you think you have time for, rank your goals by priority, and focus on the most important goals first. As always, make sure your goals are specific, measurable, attainable, relevant and time-bound to maximize the potential for achievement.

3. Take a conservative approach to budgeting

Considering the looming uncertainty of the pandemic and the economy, it will be best to take a conservative approach to budgeting. Use the zero-based budgeting method to closely examine every expense and cut anything deemed unessential. Zero-based budgeting essentially involves starting your budget from scratch and justifying every expense in your primary budget. In addition to your primary budget, make a wish list of expenses that you'd like to add back into your budget when revenue allows additional spending.

4. Anticipate disruption

Unexpected disruptions are inevitable, especially during a pandemic, so don't get discouraged if your plans have to pivot. Remember, altering your strategy isn't indicative of failure, it demonstrates resilience. Establishing a backup plan will prepare you for disruption and reduce stress and anxiety when you're required to shift your approach.



[Jessica Erickson](#)

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5. Think outside the box

Don't feel defeated by the disruption. You may have a reduced budget that eliminates tactics that have been ingrained in your business strategy for years, but that doesn't mean it's time to throw in the towel. This is your chance to brainstorm new ways of doing things. Get creative, try out new technology, and find unique ways to stay connected with your clients, peers and business partners.

Be intentional about focusing on things you can control such as your mindset, your routine, your work ethic, and your fitness regimen.

LEGAL UPDATES

Homeowners Associations – is your management company up to snuff?

Does your homeowners association have a management agreement? Do you know what you are paying for? There are lots of legal issues surrounding homeowners associations, however, one of the bigger ones is engaging a management company. If the board does not have the authority under the governing documents to enter into the contract, the agreement will not be valid. The agreement should spell out what the management company will do for the association, how much authority the management company has, what they are being paid, and any issues with respect to employees. If the management company is collecting association dues, do they have the right under the contract to do that? If the management company is your main point of contact, the likely answer to all of these questions is yes. But what happens if your association wants to change management companies? The same contract will detail all the answers to these questions – whether positive or negative.

Unlike marriages, where each party has legal rights to the division of property under Family Law statutes, cohabitating parties do not have the same legal rights as to the division of property.

Time to fly snowbirds, but what does this really mean?

There are lots of legal issues surrounding moving states, even just for a few months. You will have to show that you no longer want to be associated with the state you are leaving – and if that state has high income taxes (Hello Minnesota!) the government may require more to show that they will not be collecting that income. Florida in particular has a certain set of criteria to help snowbirds make the move as smooth as possible, including owning property, opening a bank account, and other address related items. Being a snowbird sounds fabulous – golf all year round and sending your northern domiciled friends photos from the beach – sign us up! But snowbirds beware, make sure you have all your ducks in a row before you fly south for the winter.

Cohabitation – I need an agreement for that?!

You are so excited; you and your significant other have found the perfect new place for the two of you to buy. Marriage might be down the road, but for now you two are happy as clams. Unlike marriages, where each party has legal rights to the division of property under Family Law statutes, cohabitating parties do not have the same legal rights as to the division of property. This can be a devastating realization if one of the parties is not on the title and he/she contributed a substantial amount for the purchase. But don't fret, there is a legal option to bypass the issues – enter a Cohabitation Agreement. This is a legal document that is designed for unmarried couples who wish to purchase property together. The agreement can detail the percentage or amount of each party's contribution to the purchase as well as outline each parties' responsibility of expenses and improvements. A Cohabitation Agreement can be extremely important if the couple ever part ways or wants to sell the property. It makes it crystal clear as to how sale proceeds will be divided, without a costly legal battle – on the off chance the rose-colored glasses of homeownership come off.



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**Contributions?
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