

2020

# ANNUAL REPORT

With more than 200 members, MNCREW is recognized as the premier organization within the commercial real estate industry.

MNCREW 

## PRESIDENT'S MESSAGE

Greetings and happy New Year fellow MNCREW members! This past year, 2020, was MNCREW's 25th Anniversary as a chapter, and we are so pleased to present our very first MNCREW Annual Report which highlights the efforts of our organization throughout the past year.

The president's portion of this report summarizes MNCREW's major accomplishments from 2020. I must admit that the first thought that came to my mind for our greatest accomplishment was simply making it through the year! Oh, what a year it was. Not only did we make it through the year, but we also have many successes to share with you that will be covered throughout this report. Some of the major highlights include our largest sponsorship year ever, a sold-out virtual signature event MNCORK 2.0, fantastic virtual programs offering continuing education and leadership training, and the completion of our first annual board leadership summit.

In early 2020, when the word "pandemic" started being tossed around in our daily lives, I was on the internet looking for answers to what a "pandemic" really meant and how it could potentially impact myself, my family, my job, my community, and MNCREW. Fast forward to the end of 2020 and, unfortunately, we are all now subject matter experts on a topic we never wanted to learn about. What I learned after serving as president of MNCREW in 2020 is that it is going to take so much more than a pandemic to slow down this amazing group of strong, talented, and determined members! The MNCREW family stepped up and delivered this past year, and I could not be prouder to be part of this organization. Last year took more

volunteers, coordination, perseverance, patience, and teamwork than ever to keep the energy up, keep the members feeling connected, and continually drive towards our goal of delivering maximum value to our members. Many of our members did this while balancing full-time jobs along with new duties that included schooling their children at home due to the lockdowns. We conducted many Zoom calls over the past year where a young child crawled on their parent's lap and joined in. There is no doubt that 2020 was a very challenging year, but as an organization we pivoted, adjusted, and we made it!

Thank you to the 2020 board, co-chairs and committees for all your hard work and dedication to successfully getting us through this past year. A very special thank you to our Executive Director, Colleen Ayers. Your calm, professional, and organized approach in everything you do is so appreciated. We value all of you and everything you do for MNCREW! The resilience of our leadership and members was a key component to our success this past year. Thank you for the privilege and honor of serving as your 2020 president. We are looking forward to a new year under the leadership of our 2021 president, Christy Lewis. I wish you all good health, happiness, and success in this new year!



2020 MNCREW PRESIDENT

[Carrie Eggleston](#)

Development Manager

United Properties

612.270.9610



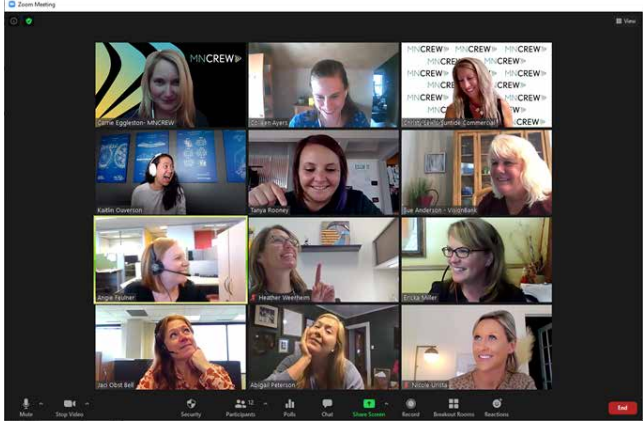
Not only did we make it through the year, but we also have many successes to share with you that will be covered throughout this report.

# 2020 BOARD OF DIRECTORS

MNCREW is managed by an elected board of directors that works together to set and accomplish the chapter’s strategic goals. Their visionary expertise and dedication serves to advance the success of women in commercial real estate.

Serving on the MNCREW Board of Directors is a unique opportunity for leadership and networking among other ambitious women working in a variety of industries that compose the commercial real estate field. The MNCREW Board of Directors operates as a strategic board to serve its members and the chapter.

All MNCREW board members generally serve terms of two years, with the exception of the executive officers.



The MNCREW Board of Directors reenact the iconic Brady Bunch show intro at a virtual meeting.

## 2020 BOARD OF DIRECTORS



**President**  
**Carrie Eggleston**  
Development Manager, United Properties



**Secretary**  
**Heather Weerheim**  
Director of Business Development, Greiner Construction



**Director**  
**Nicole Urista**  
Business Development Manager, Henricksen



**President-Elect**  
**Christy Lewis**  
Vice President, Suntide Commercial Realty, Inc



**Director**  
**Sue Anderson**  
Sr. Vice President, VisionBank



**Director**  
**Angela Feulner**  
Senior Project Architect, Core States Group



**Past President**  
**Ericka Miller**  
Sr. Vice President, kimbleco



**Director**  
**Jaci Obst Bell**  
Target Properties Real Estate



**Director**  
**Kaitlin Thell Ouverson**  
Engineer, Geosyntec Consultants



**Treasurer**  
**Katrina Davis**  
VP of Closing, Guaranty Commercial Title



**Director**  
**Abigail Peterson**  
Project Team Manager, Health Care Team Lead, Gardner Construction



**Director**  
**Tanya Rooney**  
BAFS Real Estate

## 2020 COMMITTEE CO-CHAIRS

Committees are the bridge between members and leadership. They represent, involve, and serve the chapter as well as allow for those with varied interests to be integral to the success of the organization. They offer the benefits of expanding your network, developing close relationships, and connecting with other dedicated members to learn about the operations of MNCREW.

MNCREW Committee Co-Chairs gain a valuable boost to management skills as well as provide a training ground for future leaders and board members. Each of our dedicated co-chairs serve to guide our valuable committees comprised of members volunteering much appreciated time and talents.

### REASONS TO SERVE:

- Increased visibility within the global CRE industry
- Leadership skills, opportunities, and experience that benefit you and your company
- Impact on the future of women in CRE
- Opportunity to be a strategic thinker for the organization
- Opportunity to influence direction and benefits of MNCREW membership

## 2020 COMMITTEE CO-CHAIRS

### Communications

**Erica Arne**  
Director of Development,  
Kraus-Anderson

**Megan Livgard**  
Director, Business Development,  
Kraus-Anderson

### Finance

**Nichole Klonowski**  
Director of Business Development,  
Pope Architects

**Kari Wolff**  
Audit Manager, MarksNelson

### Programs

**Anne Madyun**  
Associate, Davis

**Jennifer Stukenberg**  
Principal, BWBR

### Sponsor Engagement

**Sara Collova**  
Business Development, Frattalone  
Companies

**Mythili Thiagarajan**  
Principal, Auromira Architects

### Education & Leadership

**Anne Stanfield**  
Director of Business Development,  
Ecumen

**Annette Wildenaur**  
Consultant, design mode studios

### Member Engagement

**Kelly Manke**  
SVP Commercial Real Estate, Bell  
Bank

**Cally Samson**  
Property Manager & Development  
Assoc., Hyde Development

### Rising Leaders

**Kate Damato**  
Broker Assoc., kimbleco

**Leanne Freed**  
Interior Designer, KOMA

### Women Run the Cities

**Suzie Heiam**  
ChartHouse Learning

**Brittany Lindahl**  
Sr. Valuation Assoc., CBRE

### Events

**Gillian Cermak**  
Director of Business Management,  
Firm Ground Architects & Engineers

**Jennifer Lindgren**  
Director of Business Development,  
Firm Ground Architects & Engineers

### Nominating

**Ericka Miller**  
Sr. VP, kimbleco

### Signature Event

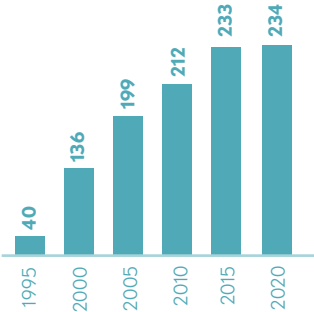
**Annie Andress**  
Asst. Project Manager, Colliers  
International

**Megan Little**  
Director of Business Development,  
General Office Products

**Courtney Taylor**  
Business Development Officer,  
Fidelity Bank

# MNCREW BY THE NUMBERS

## MEMBERSHIP GROWTH



## SPONSORSHIP

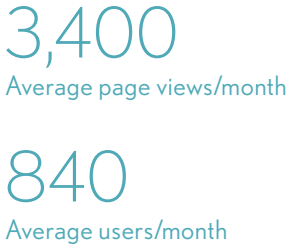


Sponsors

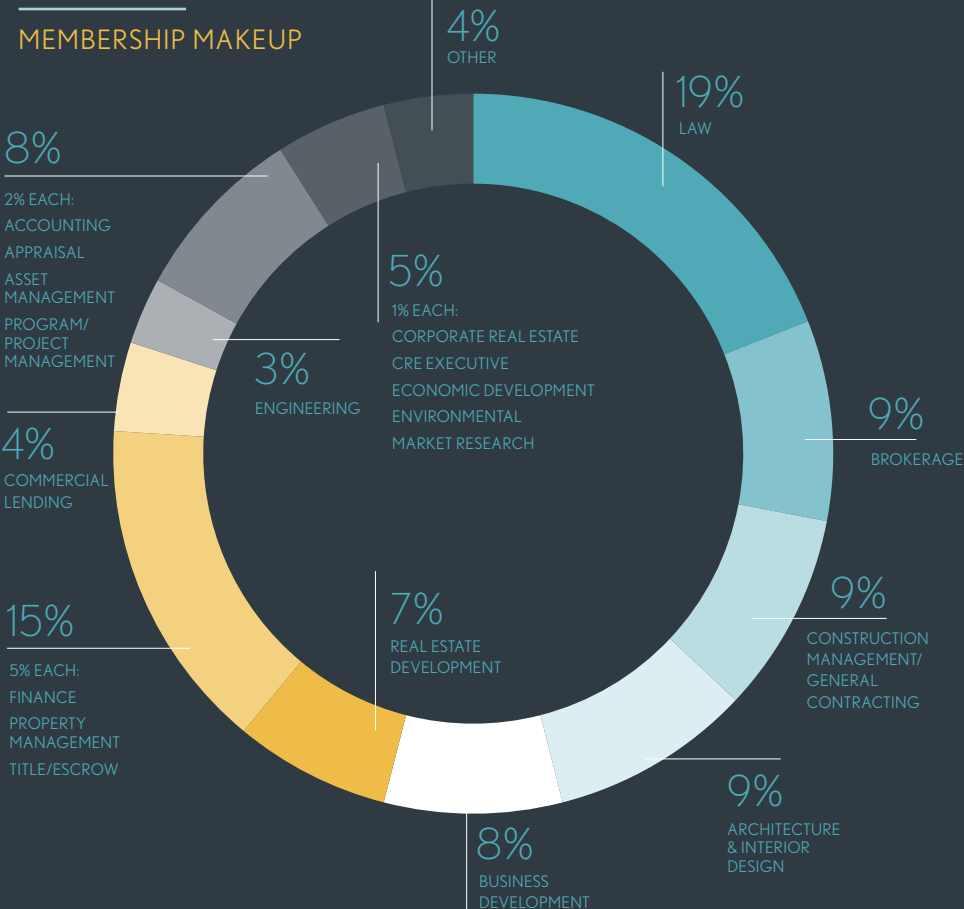
## SOCIAL MEDIA FOLLOWERS



## WEBSITE DATA

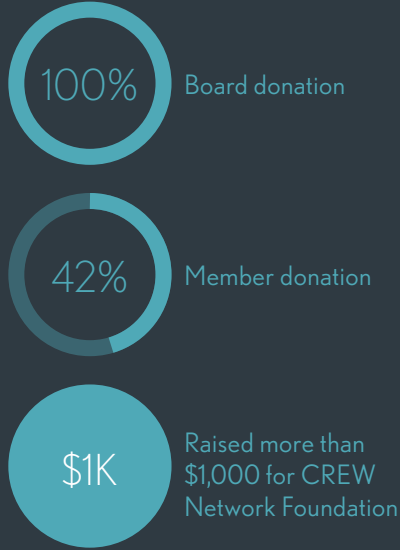


## MEMBERSHIP MAKEUP



## CHAPTER CHALLENGE

Each year we participate in the CREW Network Chapter Challenge, which raises funds to support programs that attract women and girls to commercial real estate, building a talent pipeline.



# NAVIGATING THE COVID-19 PANDEMIC

MNCREW members and committees were asked to continually adjust, rethink, and reimagine how to keep the membership base engaged. Each committee took on the tall task of moving events and programs to virtual platforms, maintaining sponsorship opportunities, and finding new ways to connect in safe environments. As an organization, we maintained focus, accomplished the unthinkable, and thrived through a pandemic and social unrest. Although it will be a year we never forget, due to the unprecedented challenges, it will also be the year that it became crystal clear that we are an organization comprised of amazingly resilient professionals.

Resilient people immediately look at the problem and say, 'What's the solution? What is this trying to teach me?'



Virtual programs



Average program attendance



Virtual events



Average event attendance



MNCork attendees

CELEBRATING

25  
YEARS

In the mid-90s, a group of women recognized the need for women in the commercial real estate industry to network and encourage one another. They met informally to build relationships and support each other professionally and personally. In 1995, Roseanne Hope was invited to the CREW Convention in Miami. Her positive experience at the national convention fueled her passion to start a local chapter of the formal networking association for commercial real estate women in Minnesota. She co-founded MNCREW with Kathryn Lammers and Dawn Johnson in 1995. In its inaugural year, MNCREW had 40 members. Membership doubled in the second year, and in 2020 membership grew to 234!

OUR MISSION

We exist to ignite the commercial real estate industry through the collective achievements and unique strengths of women.

As we reflect on the last 25 years, it's evident that we have achieved so many accomplishments. Here is a timeline conveying a handful of MNCREW's milestone moments:

- 1995 MNCREW was founded
- 1998 Held first annual Spotlight on Success program
- 2000 Achieved a membership base of 100
- 2001 Hosted Walter Mondale at a monthly program
- 2005 10th anniversary
- 2006 Achieved a membership base of 200
- 2006 Inaugural Women Run the Cities event
- 2014 Started offering MNCREW convention scholarships
- 2014 Joined CREW Network Scholarship Endowment Fund as partner
- 2015 20th Anniversary
- 2016 Hired The Prouty Project to develop a five-year strategic plan
- 2016 Education & Leadership and Rising Leaders committees formed
- 2017 Sold Women Run the Cities to Twin Cities in Motion
- 2017 Launched MNCREW Book Club
- 2018 Hosted first Handbag Bingo event
- 2018 Coordinated AIM: A Women's Leadership Conference
- 2018 Launched revitalized Mentorship Program
- 2019 Launched MNCork Signature Event
- 2020 Implemented new brand
- 2020 25th Anniversary

# THANK YOU TO OUR 2020 ANNUAL PARTNERS!

## 25th Anniversary Platinum

United Properties

## 25th Anniversary Gold

JLL

Lockton Companies

## Bde Maka Ska

Dominium

Finance & Commerce

JE Dunn Construction

## Harriet

Anderson Companies

Greiner Construction

Kraus-Anderson Companies

Suntide Commercial Realty

## Phalen

Art Partners Group

Bridgewater Bank

CBRE

Colliers International

Colliers Mortgage

Cushman & Wakefield

iSpace Environments

KimbleCo

LHB

Merchants Capital

## Nokomis

Bell Bank

Braun Intertec

Knoll + Parameters

Larkin Hoffman

The Opus Group

Wells Fargo Bank

## Lake of the Isles

Absolute Commercial Flooring

Cutting Edge Property

Maintenance

General Office Products

Henricksen

John A. Knutson & Co.

KOMA

Michaud Cooley Erickson

Old Republic Title

Pope Architects

RJM Construction

Taft Stettinius & Hollister LLP

TCF Bank

## Como

Allied Parking Inc.

Associated Bank

BWBR

Commercial Drywall Inc.

DLR Group

Frattalone Companies

Fredrikson & Byron, P.A.

Haworth & Fluid Interiors

Historical Information

Gatherers

InsideOut Studios

Jorgenson Construction

MarksNelson LLC

McGough

Mohagen Hansen

Architecture | Interiors

MTG - Master

Technology Group

Plantscape Inc.

Prevolv

Servion Commercial Title

Stewart Title

Suddath

Winthrop & Weinstine, P.A.