

A NOTE FROM OUR PRESIDENT

Happy New Year everyone!
After 20 years in this organization (What? I feel a lot younger than that.), I am very excited to serve as President in 2019. I have big shoes to fill after 25+ years of great leadership by my predecessors. That being said, with such an experienced Board of Directors, talented committee chairs, dedicated committee members along with all of our members and sponsors, it WILL be a great year!

In order to look forward, sometimes it helps to look back. A couple of years ago, when I applied to be Secretary (Yes! You have to apply!), I was asked what my priorities would be. They were to:

1. Increase Membership.
2. Promote Member to Member business.
3. Increase the visibility of CREW Network locally.

Over the last couple of years, we have been successful in realizing some of these but they continue to be priorities and I feel they all help in working toward MNCREW's mission. These are also pieces that play into our latest strategic plan.

In order to look forward, sometimes it helps to look back.

Since I joined MNCREW in the late 90s, I have been looking for ways to work with more women and ensure they are at least getting invited to the table for opportunities. Please share your success in working with other women in our industry – you might do this through our newsletter or promote successes through our Celebration Awards. I'd love for you to be thinking about your submissions now and not waiting until August when we hit our deadline for the awards. Also, a great way to celebrate is to [submit your story](#) to CREW Network through the annual Impact Awards.

Many of you may not be familiar with all that CREW Network has to offer especially if you do mostly local work. Please feel free to ask me or anyone who has been to a CREW Network Leadership Summit or Convention how powerful this

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network can be. Subscribe to the daily Open Forum emails for great ideas and calls for business partners or committee/event ideas,



2019 MNCREW PRESIDENT

Ericka Miller, CCIM
Vice President
KimbleCo

952.452.2919



consider advanced leadership training, join a webinar, find speakers on topics important to you or your company, or just scroll through the directory for new connections that may be helpful. There are so many ways in which to put this network to work for you!

Thank you for your membership, your time, your talents and your enthusiasm! I can't wait to see the great things 2019 has in store for us!

CREW CONVENTION



WRITTEN BY

Tanya Rooney
Project Manager
CBRE

612.644.9820



The first highlight of San Diego was one of the main speakers, Alison Levine. Alison was the captain of America's first all women Everest expedition. There were countless lessons littered throughout her time on stage and it was truly inspiring. Some of my favorite takeaways:

- "A leader can't expect her team to do anything she wouldn't do."
- "Backing up is not the same as backing down."
- "You cannot control the environment, only your reaction to it."
- "Be relentless about putting one foot in front of the other!"
- "Nobody goes to the top of the mountain by themselves."

The last one is my favorite statement made by Alison. We are part of so many teams every single day. Project teams, employee teams, committee teams, parenting teams, the list goes on and on. Embrace the mindset that we do amazing things when we partner up with those around us. Use the teams around you to accomplish your goals.



As I reflect on the CREW Convention I was able to participate in because of the MNCREW Scholarship opportunity, I recall a number of wonderful experiences.

Spending time getting to know others in MNCREW was a highlight of Convention as well. It seems we are all so busy constantly which makes it harder to find time to genuinely get to know one another. I was lucky enough to get to spend time with 14 solid players in the Minnesota CRE market and talk to them about what was going on in their part of the industry as well as have some fun! We spent an afternoon on a Segway tour, and no one got hurt so I would call that a win!

Along the same lines as my takeaways from Alison Levine, Hessam Nadji, President & CEO of Marcus and Millichap, said, "It's remarkable what people will do for you if you ask." Leverage those around you, especially your partners at MNCREW, to help you reach your goals.

To wrap up the convention, we were fortunate to hear Robin Roberts speak about her incredible path through an industry that was not quite ready to have women broadcasters, how passing on a job in one stage of your career doesn't mean it won't come back to you at the right time, and to take opportunities that come your way even if they scare you. Her positive attitude and uplifting spirit was enough to make anyone want to be better at life. She endured a lot and I encourage people to start following her on social media or pick up one of her books.



Some of my favorite takeaways from her time on stage:

- "Dream big, focus small."
- "Patient and persistent."
- "Surround yourself with people who will support you."
- "Optimism is a muscle, learn to use it."
- "Position yourself for great things to happen!"

It was fantastic to spend a few days alongside people that are excited about the industry and about the things we can achieve together and by lifting each other up. If you are looking for some inspiration for ways you can be better and help the people around you succeed, this is a great event and I would be happy to share with you the reasons you need to try to make it to the 2019 Convention!

CRE REVEALED

FEATURED PROJECTS



WRITTEN BY
Nicole Urista
Marketing Coordinator
CMA
612.547.1314



WRITTEN BY
Erica Arne
Director of Development
Kraus Anderson
612.255.2326



Luther Seminary in St. Paul is selling 15 acres of its St. Anthony Park campus.



Demi in the North Loop is owned and operated by internationally renowned chef, Gavin Kaysen. Demi is located behind Gavin's original restaurant, Spoon and Stable. Demi opens its doors February 15, 2019. This 1,200-square-foot spot seats 20 people based on the diners' experience. A two hour experience is \$95 and \$125 for a two and a half hour experience.



Market Bar-B-Que, established in 1973, re-opened January 10, 2019 after being shut down due to a demo for a new apartment building. It re-located to Northeast Minneapolis from Eat Street.



P.S. Steak opened its doors on January 7, 2019 in the former La Belle Vie space at 510 Groveland Ave. in Minneapolis. Chef Mike DeCamp and his group, Jester Concepts, also own Parlour, Borough, Costantine and Monello.

Hasty Tasty on the corner of Lake Street and Lyndale Ave. in Minneapolis closed their doors. The restaurant, which opened in 2017 and offered craft cocktails and comfort food, was challenged by difficult parking and lacked a stream of regular visitors.

Whitey's Saloon in Northeast Minneapolis has a new owner. The building was sold in early January.

ShopKo filed for bankruptcy and plans to close more than 100 stores. The Minnesota locations to close are: Rochester, Fairmont, Mahnomen, Warroad and Paynesville.

Element Indoor Golf Club opened mid-January in Vadnais Heights featuring five hitting bays. Golfers can play 186 different courses throughout the world and prices range from \$37-50 per hour. Memberships are available.

Wirth Co-op in North Minneapolis closed for good.

The North Face in Uptown closed at the end of January.

Columbia Sportswear Co. in Uptown closed at the end of January.

Salons by JC will take over the 11,268-square-foot former Columbia space in Uptown. Salons by JC will open in July 2019.



CommonGrounds Workspace signed an 11-year lease for 27,500 square feet on the skyway level of 801 Marquette Ave. The space will open in June 2019.

MEMBER SPOTLIGHT

MACKENZIE DAMEROW

MEMBER PROFILE



CONTACT INFO

[Mackenzie Damerow](#)
Associate Broker
Hoyt Properties, Inc.
612.338.3195



Who brought you to MNCREW?

I spoke with some of my various mentors, one of which is Claire Roberts, whose strong passion and kind words towards the members and initiatives of CREW Network propelled me to take the first step in applying.

MNCREW Involvement

I have been a member of MNCREW for a little over a month now, having just recently gone to my very first Communications Committee meeting.

Education

I am a proud Saint Thomas graduate from the Real Estate program. I was fortunate enough to complete my degree in three years.

Career

I am an associate broker on a team of three others at Hoyt Properties. We focus on the selling and leasing of industrial/flex properties.

Sports and Athletics

As a former three sport athlete, soccer was my first love. Then came basketball where my height (or lack thereof) placed me at point guard. As I'm no longer anywhere near as in-shape as I used to be, I like to play as many rounds of golf as I can.

Career Advice

The most relevant and meaningful piece of advice I've been given has to be, "Although it may be hard to not get wrapped up in it, you cannot compare someone's chapter ten to your chapter one."

If I could have dinner with any person, living or dead, who would I choose and why?

Since I was young, I have been beyond infatuated by all things Abraham Lincoln. His mind and his initiatives were absolutely revolutionary.

"Although it may be hard to not get wrapped up in it, you cannot compare someone's chapter ten to your chapter one."

MEMBER SPOTLIGHT

JENNIFER LINDGREN

MEMBER PROFILE



CONTACT INFO

[Jennifer Lindgren](#)

Business
Development
and Senior Art
Consultant

Art Force

763.567.2227



Who brought you to MNCREW?

I have attended various events and meetings of MNCREW through my company. I ran many of the Women Run the Cities races, even while pregnant once.

MNCREW Involvement

I have been a member for a little over a year. I believe if you are going to be involved you need to go all in. Renee Kirscht-Rascher encouraged me to join my first committee, Education and Leadership. This year I will be co-chairing the Events Committee.

Current Position

I do business development for Art Force and have been an Art Consultant for almost 20 years. It is exciting to watch a project start from a client's spark of an idea, through the real estate search, design and final installation.

Accomplishments

This past year I worked with a developer to activate their surrounding building area with commissioned sculptures and a 3-story sculpture inside called Yggdrasil.

Favorite Art

My favorite artwork is usually the last piece I have seen. I enjoy volunteering every year for Art Adventure as a Picture Person. It is a program through MIA for K-6 to encourages creativity, critical thinking and global awareness through in-depth explorations of art. The joy and interaction of the children are priceless.

Hobbies

My current obsession is the KonMari method and the joy clearing my home is bringing to me and my family. I even found some old hobbies such as crocheting to pick back up, which it is great for calming your mind and maintaining dexterity in your hands.

Personal Information

My family includes husband John and daughters; Lucinda (13) and Miranda (7), and our dog named Holly Jolly.

Career Advice

Always be learning and connecting with new ideas and people.

"It is exciting to watch a project start from a client's spark of an idea, through the real estate search, design and final installation."

NEW MEMBERS

FEATURED NEW MEMBERS



Kristyn Steckler
Senior Client
Coordinator
Daniel Companies
701.527.0138



Marsha Goff
Executive Vice
President
Merchants Capital
651.299.0810



Crystal Mador
Area Manager
Denison Parking
612.286.4033



"I'm newer to the commercial real estate industry and am looking forward to learning, growing and networking with other like-minded individuals in this community."



"I joined MNCREW to provide mentorship to other women in the commercial real estate field and to enhance existing relationships. Making connections is critical for both personal and professional growth, with MNCREW and the CREW Network providing opportunities to give back, stay inspired, and to broaden knowledge base. I look forward to becoming actively involved with the organization!"



"I am very excited to be a part of an amazing organization and look forward to working on the Events Committee helping with this year's awards gala!"

CELEBRATE SUCCESS

Construction kicked-off on the remodel and addition to the existing campus at Yeshiva of Minneapolis, a Jewish boy's school, on November 28th. MNCREW member, **Leanne Freed** of **KOMA**, participated in the groundbreaking ceremony. KOMA architects, designers and structural engineers collaborated with Nor-Son Construction, Emanuelson-Podas, MEP Engineering and Loucks on the project. The new addition is scheduled to be open and ready for the beginning of the school year in fall 2019.

McGough is proud to announce they have been selected as Construction Manager for the Essentia Health Vision Northland project, an \$800 million investment, which includes a new hospital tower, clinic and outpatient

surgery center on its downtown Duluth campus. Vision Northland will provide more than 815,000-square-feet of new facilities, along with the renovation of approximately 115,000-square-feet of existing facilities. Construction is estimated to be complete in spring of 2022.

The Minnesota Shopping Center Association (MSCA) presented its 2018 retail real estate awards in December, and **Diversified Construction** was thrilled to accept the first award of the night for the simply stunning Moderna Kouzina project! Congratulations to Moderna Kouzina, the entire project team and to Moderna Kouzina's designer and chef, Ashii Vrohidis, for her award-winning design!

The Eater Awards celebrate the chefs and restaurants that have truly made an impact over the past 12 months; the establishments that have taken the food world by storm. **Diversified Construction** is excited to announce that one of our favorite (and most beautiful) projects from this past year, in bloom, was awarded the Design of the Year Award! Congratulations to Studio M Architects for the award-winning design and to all our project partners for producing award winning quality.

Rebecca Frenning, CID, IIDA recently was promoted and named Associate for the firm Pope Architects. For more information, you can find the press release [here](#).

CRUCIAL CONVERSATIONS

KEY TAKEAWAYS

Throughout your life and your career, I can guarantee you will have thousands of conversations – with your boss, your direct report, your significant other, your child, your clients – the list is endless! Out of all these conversations, there are bound to be many where 1) opinions vary 2) stakes are high and 3) emotions run strong. This is when you dive into the “crucial conversations” realm.

Last year, my company invested in Crucial Conversations Training based on the book of the same name (Patterson, Grenny, McMillan, Switzler. *Crucial Conversations: Tools for Talking When Stakes are High*, 2nd Edition. McGraw Hill 2012). Examples of crucial conversations can range from: asking for a promotion or raise, critiquing a colleague’s work, giving an unfavorable performance review to dealing with a rebellious child, confronting your partner about a financial issue, and asking a friend to repay a loan. When you truly think about a crucial conversation you need to have, you usually find yourself ill prepared on how to approach it.

Although this invaluable training is difficult to summarize in a few short paragraphs, I’d like to share a few key takeaways that will be beneficial for your next crucial conversation:

Learn to Look – We’ve all been there. Having an innocent conversation when suddenly it turns, and before you know it, you’re in a heated argument or the person you’re talking to appears to shut down. Signs that you’re headed into a crucial conversation can be physical (stomach tightness, dry eyes), emotional (scared, hurt, angry), or behavioral (raising voice, pointing fingers). Take a second to reassess when you start to experience any of these during a conversation. The majority of people have either a silent or violent reaction when they begin to feel unsafe in a conversation. The signs of a silent reaction are masking (sarcasm, sugarcoating), avoiding, and

withdrawing; while the signs of a violent reaction are controlling, labeling, and attacking. By recognizing these cues in yourself or the individual, you can help steer it back to a “safe zone.”

Make It Safe – You’ve failed to recognize the cues, and you start to backpedal. First, apologize when appropriate or clarify your purpose then start the conversation over. Create a mutual purpose for the conversation by trying to see it from the other person’s point of view and examine your own motives to ensure you are working towards a common outcome. In order to remain in the conversation, you’ll also need to create mutual respect. This can be hard to do, but keep in mind that we all have different weaknesses.

State Your Path – Accusing someone without having all the facts can immediately take a conversation down the wrong path. Look at the true facts then develop your story from those facts; i.e., “I’ve noticed you haven’t included me in the project meetings (fact); it makes me believe that you don’t value my input (your story).” Once you’ve shared your viewpoint, be open and encourage the individual to share their feelings; i.e., “Is that what’s going on?” You’re inviting opposing views, and you need to be prepared to listen.

Mastering the art of crucial conversation is certainly not an easy task. I encourage you to visit the website [Vital Smarts](#) for more information on effective communication or to purchase the book for yourself!

FEATURED



WRITTEN BY

[Rebekah Hudson,](#)
[LEED® AP BD+C](#)

Project Manager
JE Dunn Construction
952.833.5911



Mastering the art of crucial conversation is certainly not an easy task.

INSPIRATION TO BE BOLD AND CREATE BALANCE IN OUR LIVES

THE BALANCE



CONTACT INFO

Beth Rydeen

Business
Development
Manager

McGough
Construction

651.634.7741



Embrace your feminine energy, tap into your spirituality, and access balance to lead more effectively — it was a powerful message being shared at the January MNCREW meeting! Through guided meditation and personal success stories, we were educated on the real-life benefits that can occur when we open our minds to gain access to our own powerful presence.

MNCREW's own Kristin Rowell kicked off the presentation by sharing some very personal details of how she perceived herself and her role as a successful trial lawyer in a world heavily dominated by males. For Kristin, and many others, this perception of ourselves can overshadow the choices we make and the path we go down — both personally and professionally. Enter Vanessa Feils — Meditation Guru, Life & Career Coach. Vanessa shared with us her philosophy and how the work she has been called to do can help others. When we are ready to shift the energy in our daily lives, that requires dedication to the work in order to realize our full potential. With this dedication, we noticed subtle shifts and as Vanessa puts it, “these shifts are often presented as opportunities to learn more about yourself and act as signs directing your way.”

The key to remember is that you already have the tools you need — it's all within you waiting to be tapped as a powerful resource! Become aware and open to the messages from the universe — follow the signs, view life from a new lens, and gain access to ease and balance. Find your true self, share your unique gifts with the world, and be the best version of YOU in 2019!

Thank you to Kristin for sharing her success stories since embarking on her journey of self-discovery with Vanessa. For more information on the work of Vanessa Feils, visit her website at www.vanessafeils.com.

“What’s the greater risk? Letting go of what people think — or letting go of how I feel, what I believe, and who I am?”

—Brene Brown

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AIM: A Women's Leadership Conference

Thursday, March 7
8:00 am - 5:30 pm
Minneapolis Hyatt

MNCREW is pleased to collaborate with ACG Minnesota and Corvus

North on the 2019 AIM: A Women's Leadership Conference. **Our members receive the preferred [early-bird member registration rate of \\$150 until February 15 using code MNCREW.](#)**

This conference is designed to support and encourage female leaders to grow and achieve success throughout their career journeys. Join us!



Contributions? Questions or comments?

Please contact the Communications
Committee Co-Chairs:

[Erica Arne](#)
612.255.2326

[Nicole Urista](#)
612.547.1314



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