

GROWTH & VALUE

A MESSAGE FROM OUR NEW MNCREW PRESIDENT

Happy New Year to all! I am honored to serve as the 2020 President alongside an amazing Board of Directors. I have been a member of MNCREW for over a decade, and I have personally and professionally gained so much from this organization. We are coming off a fantastic year in 2019, and we will build on that momentum for 2020. Last year we were 238 members strong. This month we just approved 9 new members, and I am happy to report this included two men. It's a common misconception that MNCREW is for women only. It is important for the commercial real estate industry to know that we welcome and encourage male members that share our goal of advancing women in the industry.

One of my primary goals as your leader this year is to not only continue to grow our membership but to have a laser sharp focus on maximizing the value for each of our members. This year we will offer additional scholarships for members interested in participating in the spring CREW Network Leadership Summit in Charlotte, NC, as well as the CREW Convention in Austin, TX. We are also exploring additional leadership opportunities that will be available locally to our members.

It is important to note that none of this would be possible without our sponsors. This year has been an unprecedented year for sponsorship, and I want to personally thank all our sponsors who support MNCREW to make these opportunities possible. I would like to extend a special thank you to our Immediate Past President Ericka Miller who did a phenomenal job last year. Thank you to all the leaders within MNCREW that work so hard to make this such a dynamic organization. I continue to be amazed at what we can do together as an organization.

In February, we hosted our third annual (sold out) Handbag Bingo event which raises funds for CREW Network Foundation. We are currently seeking venues for our second annual signature event, MNCORK Battle of the Bottles. This event sold out last year and had a waitlist of over 100 people! We are looking forward to another great year ahead of us. For anyone who is not a member, I encourage you to join and experience the value of MNCREW.



2020 MNCREW PRESIDENT

[Carrie Eggleston](#)

Development Manager

United Properties

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We are looking forward to another great year ahead of us. For anyone who is not a member, I encourage you to join and experience the value of MNCREW.

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 in our newest addition to the quarterly newsletter. Today, the mic was on for **Heather Weerheim** and **Jaci Bell** as they answered these questions...

BR: How has MNCREW impacted you/your career?

HW: MNCREW has impacted my career in too many ways to count! I joined MNCREW in 2014 originally for professional growth and looking for support from women in our industry. I was happy to find both, and the networking and deal-making naturally followed. The best decision I made was to join a committee. The board took notice, and I was asked to co-chair the Member Engagement Committee. I was honored by the ask and excited to lead the group that oversaw reviewing applications and membership growth. Being a co-chair of this committee gave me confidence to lead and allowed me the opportunity to network with all the new members! Is it a coincidence that my role in construction has changed from Project Management to Business Development over the past 4 years? I feel that MNCREW helped me to find that my passion is people and forming relationships.

JB: I first discovered MNCREW as a program presenter in what feels like two decades ago. I had no idea a professional organization of women like this existed! In a word, how MNCREW has impacted me is EXPOSURE. Exposure to the industry, professional women, programs, events, and development that has allowed me a deeper understanding of our field of work, better projects, and a HUGE network to lean on.

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

HW: My passion is people! One of my hobbies is exercise, including running and group fitness. Whether it's signing up for a race or meeting friends for a fitness class, I always know I'm going to feel amazing and accomplished afterwards. I find joy and energy when I look around the start line of a 10-mile race at 7 a.m. on a cold morning and see all the other crazy runners!

JB: My passion is nature and the outdoors. During my first job out of grad school, I took up running outside in the very early morning before work every day – yes, even in the winter – and I have never stopped! And because I loved the outdoors and dirt, I naturally gravitated towards my profession. Knowing that a project is ready to go with a shovel in the ground brings me great satisfaction. Fast forward to today, and I still love “the dirt.” I try to spend time outside or appreciating nature every day – and sometimes that includes buying flowers for myself to bring a little nature indoors.



Heather Weerheim
Director of Business Development
Greiner Construction



Beth Rydeen

Business Development
Manager, McGough
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BR: What is something that most people don't know about you?

HW: I tend to over-share therefore most people know too much about me! I did start something new this year, however, and am hooked – cross country skiing. I competed in my first race in Mora, MN – next is the Birkie!

JB: I actually free-climbed the (very tall) tower crane on one of my projects and oh, what a feeling! I have two French bulldogs (they are hilarious), and I am on Netflix. No, not just a membership like the other 150 million people, but I am on 4 episodes of a 90s popular sitcom after winning a contest at Ellerbe Becket (my first job out of grad school, and yes, it is a long story!)

Many thanks to Heather and Jaci 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. And, please watch for the next installment when we go “on the scene” with another group of our fabulous board members!



Jaci Bell
Development Executive
Mortenson



WOMEN RUN THE CITIES

This month, we are very excited to shine the MNCREW light on one of our great committees – Women Run the Cities! **Suzie Heiam** of ChartHouse Learning and **Brittany Lindahl** of CBRE are the brawn and the brains leading this dynamic MNCREW group.

The annual Twin Cities Orthopedics' Women Run the Cities race features 5K, 10K, and 10-mile distances for those of all experience levels. Voted one of the top races for women in the country, WRTC was founded by MNCREW in 2007 and is designed to encourage and support women of all ages to engage in a healthy and active lifestyle while promoting networking among professional women. These are some of the core principles that MNCREW is proud to stand upon. Race details can be accessed [here](#).

One of the most desirable reasons to join the committee is receiving a guaranteed, non-complimentary entry into the Twin Cities 10-mile race during the Medtronic Twin Cities Marathon Weekend! Additionally, this committee is filled with some tremendous people from all different "walks" within the CRE industry. The current members are:

Co-Chair:

[Suzie Heiam](#)
ChartHouse Learning
(612) 940-2424

Co-Chair:

[Brittany Lindahl](#)
CBRE
(612) 336-4293

Gillian Cermak
Firm Ground Architects & Engineers, Inc.

Marlee Gartner
RJM Construction

Casey Harris
The Landon Group

Shaundra Lex
TCF National Bank

Grace MacLean Perillo
Cushman & Wakefield

Tammy Schemmel
Barna Guzy & Steffen Ltd.

Elizabeth Sheehan
Guaranty Commercial Title, Inc.

Jaci Bell
Mortenson



This committee prides itself on supporting and cheering on all the women and girls that participate in the race and being part of the greater Twin Cities in Motion community. The bulk of the work is done on race day, May 17, 2020, so the time commitment is fairly low for those looking to join a committee at an easy pace.

The group's meeting times are as follows:

- Race Course Walk Through: Monday, May 4th, at 6 PM
- RACE DAY: Sunday, May 17th
- Post-Race Meeting: Thursday, May 28th, at 8 AM

The committee has some open positions that they are actively recruiting for and would love your help! Please don't hesitate to reach out to one of the co-chairs if you or anyone you know may be interested in joining this wonderful group of people.

COMMUNICATIONS

The Communications Committee is a group of 11 MNCREW Members with varying backgrounds in the commercial real estate industry. Our committee includes members with careers in the following areas Real Estate Law, Brokerage, Development, Marketing, Parking Operations, and Business Development.

Together, we are responsible for publishing quarterly newsletters, managing social media content on Instagram, Facebook, and LinkedIn, and ensuring our new brand and logo are implemented properly.

To create a more cohesive brand identity across all chapters, CREW Network rolled out their new logo at the end of 2019. Our Committee together with the MNCREW Board of Directors chose the logo you see here as our new brand identity. The blue is representative of water, here in the Land of 10,000 Lakes, and the yellow ties our logo back to CREW Network, who uses the same yellow. Our next task on the brand front is to ensure the new logo is implemented properly in all MNCREW online and print branding for our Chapter.

We will continue to share more content on social media, including highlighting new members and sponsors as well as news about upcoming events and programs. Starting this year, newsletters will be issued quarterly rather than every other month. The newsletter will continue to include a message from the president, feature active members and committees, as well as include articles about professional development and relevant industry news. We are always looking for writers to contribute an article to the newsletter or even on social media. If you are interested, please contact co-chairs Megan Livgard and Erica Arne.

Meeting Time: 2nd Friday of each month from 9:00 – 10:00 a.m. at Kraus-Anderson's Office in Minneapolis.

Committee Members:

Co-Chair:

Erica Arne
Kraus-Anderson
Development
Direct: 612.255.2326

Co-Chair:

Megan Livgard
Kraus-Anderson Construction
Direct: 612.335.2774

Jessica Erickson
BDH

Beth Rydeen
McGough

Holly Olson
Denison Parking

Kristin Weise
Opus

Mackenzie Damerow
Hoyt Properties

Michele Tschida
Hellmuth & Johnson

Kylie Kaminski
Hellmuth & Johnson

Cora Nelson
RJM

Brandi Kerber
Larkin Hoffman



We will continue to share more content on social media, including highlighting new members and sponsors as well as news about upcoming events and programs.

Follow us on social media:

 @mncrew_mn

 MNCREW

 MNCREWomen

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MNCREW 

MARIBETH OSELL



Maribeth Osell

Legal Specialist
The Opus Group
952.656.4763



"I have been a MNCREW member since 2016. I regularly attend the MNCREW monthly programs. I find the topics to be interesting and relevant, and I enjoy getting out and meeting other MNCREW members."

Who brought you to MNCREW

I was encouraged to join MNCREW by my supervisor.

Involvement in MNCREW

I have been a MNCREW member since 2016. I regularly attend the MNCREW monthly programs. I find the topics to be interesting and relevant, and I enjoy getting out and meeting other MNCREW members.

Education

Northern Michigan University

Career Path

I've been involved in commercial real estate most of my career beginning over 30 years ago as a legal assistant in private practice law firms both locally and in Michigan, eventually stepping into the "client" side of real estate development when I joined a local multi-family real estate development company as a project assistant. A little over seven years ago, I joined Opus where I've been able to combine my previous legal and real estate experience and knowledge. I've also had the opportunity to grow in other areas where I had less experience such as corporate governance, litigation, and trademarks.

Volunteer Experience

For the past seven years, I've participated in Opus' Annual Founder's Day event volunteering with Habitat for Humanity. More recently, I've volunteered at United Way Action Day and Empty Bowls events benefiting St. Louis Park Emergency Program (STEP) which identifies and responds to critical and emergency needs of residents in St. Louis Park.

Hobbies/Activities

I enjoy biking, skiing, hiking, traveling, being outdoors or just hanging out around town. I also enjoy challenging myself in the gym and have been involved in both Crossfit and Weightlifting competitions.

Accomplishments

Record holder: Minnesota Weightlifting Federation – Women's Masters, Age 50-54

Career Advice

"The magic happens when you step outside your comfort zone." I don't know who said it, but it really resonates with me both personally and professionally.

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

I'd love to have dinner with each set of my grandparents. Now that I'm older, there are so many things I'd love to ask them about.

Personal Information

I grew up in Hemlock, Michigan, a small farming community and have been living in Chaska for the past 20 years with my husband and Oliver, the dog. Our son is 28 and married, and we've been empty nesters for a while now.

KELLY MANKE



Kelly Manke

Senior Vice President
Commercial Real Estate Banker
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"I have been a MNCREW member since 2016. My favorite part of joining has been serving on committees and creating friendships. Currently, I am a co-chair on the Member Engagement committee, and last year I was a co-chair on the Sponsor Engagement committee. I have gained valuable leadership skills from my experience serving on the committees."

What brought you to MNCREW.

After enjoying the unique and intriguing lunch speakers that I heard at MNCREW, I decided to join to get to know the local commercial real estate community.

Career Path

From my early days in the undergraduate program at the University of Wisconsin, Madison, I discovered my passion for commercial real estate. While attending business school classes, I added a second major to my plate: Real Estate and Urban Land Economics, which complemented my other major, Finance. During my senior year, I landed a commercial real estate internship. I feel fortunate to have found a career that supports me and helps me succeed.

Education

University of Wisconsin-Madison with BBA degree in finance and real estate

University of Minnesota-Twin Cities with MBA degree

Personal Information

I was born in South Korea. My husband and I have two children. I love to listen to audio books, trying new spas and taking new classes in any subject.

WORKING WITH PURPOSE

Sometimes life can feel like a rat race. You start to feel like you do pretty much the same thing every day. Wake up. Drop the kids off at daycare. Sit in traffic. Spend eight hours at your desk before your commute home. Maybe you have time to get a workout in. Make dinner. Go to bed. Do it all again tomorrow. Some would argue the daily grind is inevitable because we all must make a living. I would argue that life doesn't have to feel like a vicious cycle. If you know your purpose in life, then you will feel pride in the work you do. You will feel happy and your career will feel meaningful.

As the new decade unfolds, now is the perfect time to redefine your purpose and optimize the meaning in your career. Here are five tips to help you find meaning in your career, leading you to be more engaged, more productive and live a happier and healthier life.

1. Play to your strengths

Your strengths are what add value to your team and the larger organization you belong to. Playing to your strengths helps you be the best version of yourself and can leverage your career forward. In fact, people who use their strengths outperform those that don't. According to a Gallup analysis, people that use their strengths everyday are three times more likely to report having an excellent quality of life and six times more likely to be engaged at work. I recommend using the CliftonStrengths assessment (Formerly StrengthsFinder) to discover your strengths and learn how to use them to thrive.

2. Identify your values

Your individual values are meaningful because they guide your everyday thoughts, decisions and actions. They reflect what you stand for and how you live your life. Each person has five to seven core values that give them a sense of purpose. Knowing what is important to you will help you figure out what you want out of your career and your life.

3. Set a daily intention

Intention has the power to change your life. Setting an intention allows you to focus on the present and activate your receptivity. Set your intention based on what you want to focus on that day. Your daily intention could be to lead by example or to present your proposal to the leadership team with confidence. If you just let fate happen to you, your life will pass you by. If you live life with intention, your aspirations will materialize.



Jessica Erickson

Marketing Manager

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4. Give back

If you're looking to add more meaning to your career, consider giving back through mentorship. Mentees often look up to their mentors as trusted advisors and turn to them for guidance during pivotal moments in their career. Sharing your expertise and advice can be very inspirational to a mentee, and contributing to the personal and professional development of others can be very fulfilling. The MNCREW mentorship program for 2020 is already underway, but consider the influence you can have as a mentor when the applications are rolled out for next year's program.

5. Make a change

The average person spends 1/3 of their life working. That's a lot of time to be wasted if you don't feel like you're making a meaningful contribution to the world. If you aren't happy with what you're doing, don't be afraid to take a risk and make a change. Sometimes it takes soul searching to find your purpose, but once you find it your life will be full of happiness.

LEGAL UPDATES

HUD Issues Guidance on Assistance Animals

On January 28, 2020, the U.S. Department of Housing & Urban Development (HUD) issued its "Assistance Animals Notice" (Notice). The Notice includes two issues:

- The first recommends a set of best practices for housing providers (including homeowners associations) to better ensure compliance with the Fair Housing Act (FHA) in responding to a person's request for accommodation involving animals.

- The second provides guidance as to what information may need to be provided by a person requesting an accommodation for an assistance animal.

While the Notice is not a "law," it is intended to provide some clarity regarding existing laws and policies regarding assistance animals.

HEMP

As of January 1, 2020, Minnesota state law allowed for products containing cannabidiol (CBD), a chemical compound from the cannabis plant, derived from hemp to be grown and sold in the open market – including across state lines.

The Minnesota Department of Agriculture has submitted its plans to the United States Department of Agriculture as hemp was removed from the Controlled Substances Act under the 2018 Farm Bill. Minnesota currently is part of a pilot program which allows growers in Minnesota to apply to obtain a license to grow hemp for CBD (and other) purposes. The Minnesota Department of Agriculture and the USFDA have mandated that any such hemp grown under this program must contain less than 0.3% THC to meet the definition under the 2018 Farm Bill.

Further, the CBD products can be sold on the open market if certain conditions are met – including labeling, and testing (See Minn. Stat. §151.72). As Minnesota continues to be an agricultural state, this opportunity to add a crop is a big win for Minnesota farmers and commercial agriculture.



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HANDBAG BINGO



A huge thank you to our sponsors, purse donors, event sponsors and partners for a sold-out Handbag Bingo event!

For more pictures of the event, click [here](#).



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**Contributions?
Questions or comments?**

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