

A NOTE FROM OUR PRESIDENT A MONTH OF ACKNOWLEDGEMENT

On March 8th of each year we celebrate International Women's Day. Did you know the U.S. has been observing this day since 1908? On March 8, 1908, 15,000 women garment workers, including many immigrants, marched through New York City's Lower East Side to rally at Union Square to demand economic and political rights.

While MNCREW's mission is to ignite the commercial real estate industry through the collective achievements and unique strengths of women, we can't do that without the inclusion of all kinds of women and men. Thinking about the women who marched back in 1908, many of whom were immigrants, I think about how we could benefit right here in our own

Conforming (GNC) and others who I may be missing here, to be members, we can enhance the outcomes of our goals through inclusion - truly encouraging all to have a voice. I would ask all of you to think of someone you know in our industry who may identify as any of these to join us for a program or an event to see if this is the right organization for them. In our true fashion, let's make them feel welcome and included. Additionally, if you see any new people at an event, please welcome them and get to know them. We want to break the often misleading stereotype that women's groups are non-inclusive and/or cliquy and allow the organization to benefit from diversity of thought and experience.

While MNCREW's mission is to ignite the commercial real estate industry through the collective achievements and unique strengths of women, we can't do that without the inclusion of all kinds of women and men.

organization through gaining more diversity within our membership. By encouraging not only men but also men and women of color, differing generations, LGBTQ, Gender Non

All this being said, MNCREW really has so much to celebrate. Our sponsorship is stronger than ever (THANK YOU SPONSORS!), we have added almost 20 new members since the



2019 MNCREW PRESIDENT

Ericka Miller, CCIM

Vice President
KimbleCo

952.452.2919



beginning of the year, and we've had several exciting events and programs with even more coming soon!

I would also like to acknowledge our members who have seen the value in our organization by staying involved through many years.

On page 9 we've listed our members celebrating milestones this year. If you see them in person, please congratulate them on hitting these milestones.

GETTING SERIOUS WITH YOUR GOALS

THOUGHT LEADERSHIP

Have you been feeling like you are constantly having to catch up on work? Feeling behind on planning, and putting out “fires” all day long? Feeling like your goals are pushed to the wayside and priorities of others are taking over your time and energy?



WRITTEN BY

[Holly Olson](#)

Office Manager
Denison Parking

612.309.3099



I know I've been there many times and I will tell you, there is no better time than NOW to take your time and energy back! Your goals matter and so does your time. Let's make every day count towards our goals.

But first, take a moment to visualize what your ideal life looks like. What are your days comprised of? What are the things you accomplished and are now succeeding? How are your relationships with friends, family, coworkers, your boss?

What is your state of mind? Are you at peace, satisfied, fulfilled?

Now ask yourself, is that a feeling worth going for? Yes!

Brendon Burchard, author of *High Performance Habits* has been an inspiration to me, and I've learned from him to take in the following steps in getting serious with my goals:

Set boundaries – It is critical to start taking back your time, physical space, and commitments on your schedule. Block time in your calendar to get planning done and do so in a place that inspires you and helps you focus. It may be tricky to break away from obligations and emergencies but if you are serious about your goals, you will find a way to make it work! The more you establish and reinforce these boundaries, the more people will respect them.

Write it down – Writing out your goals provides a helpful visual to see obstacles, conflicts and pitfalls for your plans and schedule. Personally, I like writing things out because it is a declaration of intention and holds a lot of personal commitment power. Burchard came out with his own “[High Performance Planner](#)” to help you stay focused and it's a great way to get you started.

Gain support from others – Now you have boundaries and a path to your goal, share what you wish to accomplish. Include others who will keep you accountable and on task.

Be in the mindset of change and own it – Your foundation for change is now established but the hard work is not done. You must invest your whole self into the process to see it through and to maintain it. If we are not sincere in our goals, then we are only wishing for things to change.

For more information on Brendon Burchard, visit his website at [brendon.com](#). You will find resources including videos, podcasts, articles and all of his books.



Block time in your calendar to get planning done and do so in a place that inspires you and helps you focus.

CRE REVEALED

FEATURED PROJECTS

St. Paul downtown Hampton Inn

was purchased by Apple Hospitality REIT out of Richmond, Virginia, for \$31.68 million in an all cash deal. The 160-room Hampton Inn & Suites at 200 W. Seventh Street opened in November of 2016 as part of a redevelopment of a former church and the Seven Corners Hardware store.



The AVCR Warehouse building

at 106 Water St. W in St. Paul was recently purchased for \$4.5 million by Buhl Investors out of Edina. This is the company's first Opportunity Zone investment. The building is currently fully occupied. The company plans to improve the six-story, 109-year-old brick building and maintain a variety of tenants.

Brooklyn Center hotel sells for \$10 million to Missouri City, Texas-based Minn Hotels LLC. The 13-story 176-room hotel has been rebranded under the Radisson flag as the Radisson Hotel Brooklyn Center as of March 5th.



Wellington Management has new plans to build a 190-unit apartment building next to a former Rainbow grocery store at 2913 26th Ave. S in Minneapolis. The project will target "in-betweeners" renters with most of the building slated for market-rate housing; 38 units will be designated for people earning 60 percent or less of the area's median income for a single person. This site is in a recently designated Opportunity Zone.



J.W. Hulme is coming to Grand Avenue from West Seventh Street. This new location will serve as retail for the leather goods, office space for the staff of seven and distribution for e-commerce through the basement.

The Face Foundry opened late February 2019 at the Galleria by owners Michele Henry and Ali Nanne. Michele is the former co-owner of Pimp Boutique and Ali is the owner of Lash Refinery. This membership driven concept specializes in spa micro treatments designed for women without a lot of time.



Kinoko Kids is moving down the street and around the corner in the Minneapolis neighborhood of Kingfield. The new space is located across from French-inspired Grand Café in the Sugar Sugar candy space.



Lululemon is opening its fifth Twin Cities location in the North Loop. The new, 2,741-square-foot Nolo store is set to open in April 2019.

Lily & Violet Boutique, the Linden Hills clothing and gift boutique, will close its doors at the end of April after 14 years.

Aritzia

Aritzia is coming to the Mall of America. The Canadian-born women's fashion brand will open its first Minnesota location in an 8,000-square-foot space located on the 1st floor of the west wing in the space previously occupied by H&M.

Forepaugh's restaurant closes following the death of its executive chef, 32 year-old Kyle Bell. Forepaugh's has been in Saint Paul's Irvine Park for 42 years. Taher, Inc. has operated the restaurant for the past seven years.

Candytopia opens at the Mall of America and runs through June 30th. This sweet experience is an Insta dream with 14 candy crafted rooms and environments, photo ops and treats.

Ziadi's Mediterranean Cuisine takes over the former Rabbit Hole space at the Midtown Global Market.

WRITTEN BY



Nicole Urista
Marketing Coordinator
C.M. Architecture
(CMA)
612.547.1314



Erica Arne
Director of
Development
Kraus Anderson
612.255.2326



MEMBER SPOTLIGHT

MICHELE LOUGHREY TSCHIDA

MEMBER PROFILE



CONTACT INFO

[Michele Loughrey Tschida](#)

HJ Law Firm

952.746.2152



Who brought you to MNCREW?

My partner at Hellmuth & Johnson, Nancy Polomis, introduced me to the organization and thought it would be a good fit for me.

MNCREW Involvement

I have been a member for about 7 months. I am joining the Communications Committee and have been to meetings and events every month. I love what MNCREW stands for and have networked with some amazing people.

Current Position

I am a partner with the law firm of Hellmuth & Johnson in Edina. I practice in the areas of real estate law and estate planning.

Favorite Book

I really enjoyed the book *Tuesday with Morrie*. It's an oldie but a goodie.

Hobbies

When I find some free time I love to cook and try new recipes. I also enjoy heading North to the cabin and spending time on the lake with family and friends doing activities from snowmobiling to surfing.

Personal Information

I have two daughters; Lauren (24) and Callyn (21). I recently remarried a guy I dated in college, and between us we have five amazing kids and a golden retriever named Max.

Career Advice

The career advice I would offer to others would be to network and make connections any chance you get. I would also say to work hard for the things you want. Anything worth having rarely comes easily.

Volunteer Experience

When my daughters were growing up I was a very active volunteer in their school activities. I loved being involved on committees and the PTA. I coached my daughter's soccer team for years, and now that they are grown I have volunteered in the community through Wills for Heroes, Mock Trial Competition, and serving food at homeless shelters. It feels good to help others, and it is very rewarding to me.

"Work hard for the things you want. Anything worth having rarely comes easily."

MEMBER SPOTLIGHT

KAITLIN THELL OUVERSON

MEMBER PROFILE



CONTACT INFO

[Kaitlin Thell Oувerson](#)

Project Engineer

Braun Intertec

952.995.2020



Who brought you to MNCREW?

My co-worker, Jenn Wolff, asked if I could fill in for her at a MNCREW event. Knowing absolutely no one at the event, Diane Signorelli introduced herself and talked about all the networking benefits and what a great organization MNCREW is – she was not wrong!

MNCREW Involvement

Christy Lewis recruited me to the Member Engagement Committee a few years ago, which I continue to be part of today. Last year, I was given the opportunity to co-chair the Programs Committee, and this year I am the lead co-chair.

Current Position

I am currently a Project Engineer for Braun Intertec. I focus primarily on environmental consulting. I work on all aspects of a project including due diligence/ site acquisition, environmental investigations, remediation/clean-up, contract management, and continuing obligations on a project site.

Education

Bachelors Civil Engineering, University of Minnesota – Twin Cities

Travel

My husband, Andrew, and I are hoping to take a 2-week trip to Europe this fall. France, Spain, Italy, Greece, Switzerland, and Germany are all in consideration right now.

Personal Info

I am a born and raised Minnesota girl. I grew up in Apple Valley, went to college at the U of M, married a Minnesota boy, and now live 4.7 miles from my old house (my mom Googled the exact distance)!

Career Advice

There are two things that have stuck with me over the years: 1) Do a “self-worth” check every so often. Make sure you are being compensated competitively and your career path is still what you want. 2) Find a mentor that will help you become a better engineer; they should help you become the best version of yourself.

“Do a ‘self-worth’ check every so often. Make sure you are being compensated competitively and your career path is still what you want.”

WELCOME TO MNCREW

FEATURED NEW MEMBERS



Rebekka (Bekki) Graham
Interior Designer
Pope Architects
651.789.1645



Lisa Diehl
Principal
Diehl & Partners, LLC
952.285.5244



Kristin Moan
Senior Project Manager
C.M. Architecture (CMA)
612.804.2428



"I am very excited to be a part of MNCREW and look forward to building relationships, and learning from all of the amazing women in our CRE industry."



"I'm thrilled to join MNCREW again. My 30+ years in the real estate industry have been fruitful. I've had several inspiring mentors along the way. I hope to be a valuable resource to the organization."



"I have been in the industry for over 18 years - I am hoping to not only learn from my peers but also bring my experiences outside the industry to a committee. I started and own my own nonprofit, The Potato Head Project, am a member of my Planning and Zoning Committee, school's PTO and was so excited to join MNCREW."

CELEBRATE SUCCESS



GOAL:
50%

STATUS:
33%

Thank you to everyone who has already donated to the CREW Network Foundation to help us reach our goal of 50% of member contributions. **We are currently at 33% and it would be great if MNCREW could be recognized, along with the 41 CREW chapters that have already met their 50% goal**, at the upcoming CREW Network Spring Leadership Summit in June.

Additionally, if you donate at least \$25, you will receive a custom MNCREW "bling" pin.

The CREW Network Foundation is the only organization dedicating its resources solely towards transforming the commercial real estate industry by advancing women globally. Their work includes scholarships, industry research and career outreach. Learn more about the CREW Network Foundation [here](#).

Remember, your donation is also tax deductible so donate today!

SOCIAL MEDIA:

A PROFESSIONAL TOOL TO BENEFIT YOUR BUSINESS

FEATURED

In today's world of constant connectivity and instant information, social media and the internet have proven to be a daily practice ingrained in the lives of many.

Traditionally seen and created for its consumers to post personal and fun things about their lives, the internet has since morphed into much more. In only a short matter of time, social media has proven to be a catalyst of business growth and brand awareness for companies worldwide. Almost half of the globe is utilizing social networks at the tune of over three billion users. This sparks an incredible window for businesses, organizations, and committees alike to fully take advantage of what is the quick, cheap, and ultra-effective way to communicate through the world of social media.

In sharing content and getting a message out to your following, the outlets and opportunities are endless. Below are the four largest social media platforms utilized both personally and professionally by today's users.

Facebook

When it comes to a head count, Facebook truly reigns supreme. Being logged onto monthly by over a quarter of the world's population, Facebook hosts an opportune amount of visibility.

With market low costs to advertise, targeting and retargeting techniques, and various ecommerce techniques to prospect and build brand awareness, Facebook has proven to be a very successful marketplace for brands to dabble in.

Instagram

Although its user count isn't as high as Facebook, Instagram still boasts an impressive 500 million monthly active users and produces an engagement rate 58% higher than Facebook and 2,000% higher than Twitter.

With all the editing tools and features on the app, Instagram offers a visually pleasing and truly media-based platform that makes it stand out from the rest.

Twitter

Twitter, one of the original social media platforms, remains one of the most popular and frequently-used platforms to date. As a site that features small blurbs of information (160 characters or less traditionally), Twitter serves as a great news outlet for businesses.

Twitter can be used to create further brand awareness and promote specific products, events, or conversations to be had in an industry.

LinkedIn

Coined the "professional network," LinkedIn is an obvious choice in sharing content as the site was created with B2C and B2B advertising and communication in mind.

LinkedIn offers users the ability to share content that both applies to their everyday life and can individually target those directly in their field or line of work.



CONTACT INFO

[Mackenzie Damerow](#)

Associate Broker
Hoyt Properties, Inc.

612.338.3195



Being logged onto monthly by over a quarter of the world's population, Facebook hosts an opportune amount of visibility.

INSPIRATION TO BE BOLD AND CREATE BALANCE IN OUR LIVES

THE BALANCE



CONTACT INFO

[Beth Rydeen](#)

Business
Development
Manager

McGough
Construction

651.634.7741



As busy women craving balance in our lives, we are naturally drawn toward opportunities to share our stories – *challenges and successes, tips and tricks* – in an effort to learn, evolve and be our best selves.

On March 7th, MNCREW was one of the proud sponsors of the 2nd Annual AIM: A Women's Leadership Conference at the Minneapolis Hyatt Regency. It was a full day event featuring thought-provoking and engaging speakers, interactive workshops and networking opportunities.

Belinda Jensen, KARE 11 Chief Meteorologist, kicked off the morning and shared emcee duties throughout the day with her colleague Jana Shortal (who also sat on one of the panels!). In a room filled with 300 women, the keynote speaker Jeanne Voight shared the inspiring journey of her career in banking to a new focus on international issues. She wrapped up with a wonderful thought: "50% of the time I want to be the expert in the room, the other 50% of the time I want to be the learner." From there we moved on to the breakout sessions which included a Young Professionals Panel of some extraordinary women in business, and the Diversity and Leadership Panel which offered us raw insights into four women with diverse backgrounds and careers. This session was so moving and the panelists shared in a truly honest and vulnerable way, that many were wiping away tears. What we do is only a piece of who we are - think life passions - and who we want to authentically BE.

After a Power Lunch spent networking, breaking bread together, and being guided by Katherine Fisher of Bernstein on the five financial things we must do (know your money, protect the worst-case scenario, build your dream team, organize your financial house and fund what you care about), we moved into the afternoon sessions and spent time in the Marketplace. The Marketplace offered some beautiful clothing and accessories with which to treat ourselves, and help support the efforts and passions of many entrepreneurial women!

The day ended with our closing keynote speaker Kjersten Merila, owner and co-founder of Her Spirit Vodka. Another strong and entrepreneurial spirit, Kjersten shared her story on developing the vodka, the business, being sustainable and giving back! And cheers to her for sharing her vodka with us as well!

Thanks to ACG Minnesota and Corvus North for thoughtfully organizing this event and celebrating International Women's Day! We are encouraged to take AIM - take Action, use Information and find Motivation in our personal and professional lives.

I look forward to attending next year!

"Be the change that you wish to see in the world."

—Mahatma Gandhi

CELEBRATING MILESTONES

CONTINUED FROM PAGE 1

A MONTH OF ACKNOWLEDGEMENT

20 years

Carol Eiden, Fox Rothschild LLP

Marsha Goff, Merchants Capital

Meghan Huber, Welsh Construction

Sara Stafford, Recently Retired

15 years

Deborah Aldrich, Stahl
Construction Company

Barbara Chirinos, Old
Republic National Title

Karen Fitch, The Opus Group

Susan Kimbrel, Mohagen Hansen
Architecture | Interiors

Julie Lux, BKV Group

Joanne Matzen, Winthrop
& Weinstine P.A.

Kelly Staack, Fredrikson
& Byron, P.A.

Stacy Woods, Jensen Sondral
Persellin & Woods, P.A.

10 years

Mindy Bohumolski,
RJM Construction

Tami Diehm, Winthrop
& Weinstine P.A.

Andrea Fazendin,
Art Partners Group

Jennifer Somers, Haworth

Holly Stocker, Winthrop
& Weinstine P.A.

Michelle Witzany,
Fox Rothschild LLP

5 years

Kori DeJong, Wellington
Management

Jessica Erickson, bdh+young
interiors | architecture

Morgan Hill, Xcel Energy

Heather Hoffman, RJM Construction

Melissa Page Boeshans,
Servion Title, Inc.

Kimi Pena, Prevolv

Brittany Rihaneck, The Opus Group

Lauren Riley, Associated Bank

Kristin Rowell, Anthony Ostlund

Ann Smith, Lake Community Bank

Nicole Urista, C.M. Architecture

Heather Weerheim,
Greiner Construction

To all of you who have volunteered on a committee, lead a committee, for those who took the next step to be on the Board of Directors and the Executive Leadership committee — thank you — your efforts do not go unnoticed. I hope you all have a wonderful Spring!

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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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