

## A NOTE FROM OUR PRESIDENT

CREW strives to bring more women into commercial real estate through education programs, scholarship, and mentorship.

Career outreach is one of CREW's four key initiatives. CREW strives to bring more women into commercial real estate through education programs, scholarship, and mentorship. CREW recently announced the winners of the CREW Network Foundation Scholarship Program. Twenty women will be receiving college scholarships totaling \$100,000 this year. One of the reasons we work so hard to meet our CREW Foundation chapter challenge to fulfill our trifecta of giving (100% of board donations, chapter donation, and 50% of our members) to the foundation is to take part in giving back to these future leaders in our industry. While we have met the first

Our local MNCREW chapter also does career outreach through our Education and Leadership committee as well as our Rising Leaders group. If you are interested, please visit [MNCREW.org](http://MNCREW.org) to find ways to get involved in our career outreach initiatives locally.

With summer in full swing, it is a great time to think about inviting a student or a young leader to one of the amazing events we have going on. Whether it be a Rising Leaders event, a book club or one of our stellar programs, we encourage you to bring guests and students who may be interested in joining one of the diverse professions in the commercial real estate industry.

## Twenty women will be receiving college scholarships totaling \$100,000 this year

two goals, we are still shy of our 50% member participation in foundation giving. If you have not already given, please consider doing so on the [CREW Network website](http://CREW Network website). We would greatly appreciate a donation in any amount!

Our committees are working tirelessly to bring amazing opportunities for you to learn, grow and meet new people. Please think about sharing this gift of opportunity with others!



### 2018 MNCREW PRESIDENT

#### [Deb Barnes](#)

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Finally, after attending the CREW Leadership Summit in Cleveland in June, I wanted to share one take away. In a presentation from Beth Moony, CEO of Key Bank, she shared her mantra that I think we can all appreciate:

#### **Be your best every day**

#### **Show gratitude**

#### **Give back**

These are qualities I see every day in the MNCREW family. Thank you for being your best and sharing your time and talents with us.

# EXCELLENCE VS. PERFECTION



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Welcome Back!

In the 2nd session of the CREW Leadership Certificate Program, held this time in lovely Cleveland, OH, the home of the Rock & Roll Hall of Fame, the focus was on Leadership Presence. This session was led by Rob Salafia of Protagonist Consulting Group. One of the key takeaways for me personally was digging into Excellence vs. Perfection.

Do you feel stressed, driven and motivated by the fear of failure? Do your accomplishments never seem to satisfy you? Do you feel you need to impress others to gain respect? Are you critical of yourself when you make a mistake or miss a goal? Do you think you must always be strong and in control of your emotions?

If so, you might be struggling with the need to be perfect. These are also detractors of confidence.

"Perfect" is based on someone else's standard. It is us vs. an impossible to achieve standard. Let's circle back around for a moment and remember, no one is perfect!

A healthy pursuit of excellence allows you to feel creative and motivated. Your efforts give you feelings of joy and satisfaction. You don't feel you have to earn love and friendship by impressing people. You feel accepted as you are. You are not afraid to make mistakes and you see failure as an opportunity to learn and grow. You are not afraid of being vulnerable. You share your talents and gifts with others.

Excellence is not for someone else to notice but for our own satisfaction and efficiency. Excellence is about setting a high standard for ourselves and focusing on getting as good as we can be vs. maximizing our potential. Concentrate on excellence and be as EXCELLENT as you can be!

## Things to consider:

Define what excellence means for you and how others see your excellence.

Realize the things that come easy or natural for you; these are your gifts.

THE MEANING OF LIFE...  
IS TO DISCOVER YOUR GIFTS  
THE PURPOSE OF LIFE...  
IS TO GIVE THEM AWAY

PICASSO

The pursuit of perfection: [Kate Neligan at TEDxMalibu](#)

# CRE REVEALED

## FEATURED PROJECTS



WRITTEN BY

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**Oppidan Investment Co.** recently broke ground on a 238-unit, 340,000 SF senior housing community in Prospect Park. The \$85M project will include 1,900 SF of retail space and a 6,230 SF child care center. Weis Builders is the General Contractor and Ebenezer is the manager of the senior community.



**Bibuta**, a sushi burrito and poke bowl food truck, will soon open a brick-and-mortar location in Gaviidae Commons. Look for Bibuta's opening this fall.

The space above Bootlegger's (closed) will soon be home to public relations firm, **Lola Red**. Expanding from their current 4,500 SF to 7,500 SF the space will provide room for growth, an outdoor deck and an open work environment with no cubicles or offices. Employees expect to move in early September.



**Alamo Drafthouse Cinema** is now open in Woodbury. The movie theater does things a bit differently by only allowing food and drink orders from your seats, using metal bowls to serve popcorn to avoid crinkly noises during the movie and encourages you to tattle on others who talk or text during the show. There are also no previews before the show, so show up on time or you won't be seated!



Minnetonka City Council has approved a plan from **The Rotenberg Cos. Inc.** to begin construction this fall on a four-story upscale apartment building south of Ridgedale Center. The 78 units will be a mix of one and two bedrooms between 900 and 2,500 SF.

**Hyacinth**, an Italian trattoria with a full bar, will soon be opening in the former Golden Fig location on Grand Ave in St. Paul.

Homebuyers in the Twin Cities purchased 8.1% fewer homes this June than in June 2017. A large contributor to this is the very low inventory of homes on the market. For those who are selling, they are receiving an average of 100.3% of their listing price.

**Graco**, a manufacturer of fluid-handling equipment and systems, is in the early stages of planning a \$73.6M expansion to their facility in Rogers. The expansion would double their existing footprint and is seeking state and local aid for the expansion.



**Bader Development's Calhoun Towers** project won approval from the Minneapolis Planning Commission mid-July. The \$100M+ project will include 744 new units throughout four new buildings. The project will be adjacent to the future West Lake Street Station on the SWLRT line.

# MEMBER SPOTLIGHT

TANYA ROONEY

MEMBER PROFILE



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### Who Brought You to MNCREW

Alexandra Tseffos.

### MNCREW Involvement

I am the co-chair of the Events committee (one year in) and the co-chair of the Rising Leaders group (two years). I have been a member for about two and a half years now. The networking and connections I have made to help my project management role has been great! I get a lot of exposure in the market by being part of this group.

### Education

Sales & Management degree from St. Cloud Technical College and a Bachelor's degree in Communication Studies from St. Cloud State University.

### Past Jobs

I have had a wide array of jobs throughout my life before I got to CBRE. Some of the most interesting jobs were when I sold sponsorship packages and coordinated a karaoke contest for a music festival in central Minnesota, worked at a meat market, and had a position with the city of St. Cloud Public Works office for seven years!

### Career Advice

Go after what you want. No matter what that is. No one else is going to write your story for you!

### Favorite Book

My current read is called "The Miracle Morning" and it's all about personal development and working on yourself to become the best version of you. Everyone should read it!

### Volunteer Experience

I am passionate about helping people. I encourage ALL MNCREW members to watch the Rising Leaders group this year and next year as we coordinate volunteer opportunities for a few different causes in the cities for members to participate in! One of my favorite charities in the Twin Cities to fundraise and provide meals for is [Youthlink](#).

### Personal Information

I was born in southern Minnesota (Le Center) and now reside in Roseville. I met my husband 10 years ago and we have been married four and a half years and we have three fish! We recently moved into a new lake house and updating that has taken over as our hobby. We enjoy being on the lake as much as we can.

### Travel

My husband and I travel quite a bit. This year alone we have been to Jamaica and Florida. We also have tickets booked for Nashville, San Diego (CREW Convention!) and Bali! Our favorite places we have traveled to are Italy, Costa Rica and Vietnam. In college I got the travel bug when I lived a semester abroad in England in the wing of a castle.

Go after what you want.  
No matter what that is.  
No one else is going to write your story for you!

# MEMBER SPOTLIGHT

ERICA ARNE

MEMBER PROFILE



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### Why MNCREW?

I jumped into the commercial real estate industry in February of 2017. My colleague, Jaci Bell, at Kraus-Anderson suggested I get involved in MNCREW. So, I did!

### MNCREW Involvement

I've been a member for just over a year. I am an active member of both the Events and Communications committees. I co-chaired Handbag Bingo, have enjoyed helping the Events Committee with the MNCREW Golf Classic and co-manage social media. Joining these committees has been a wonderful way to get involved and meet other MNCREW members.

### Education

Bachelor of Science, Interior Design from the University of Minnesota, Twin Cities

### Past Jobs

Pre-adulthood I worked as a barista at Caribou Coffee, a lifeguard and was on the facilities team at Williams Arena setting up for a variety of Golden Gopher sporting events. After college, I worked in store design at Target Corporation for 12 years on a variety of new stores, remodels, and retrofit projects, most notably the historic renovation of the Chicago State Street store in the former Carson-Pirie-Scott Department store on State Street in Chicago.

### Accomplishments

Fun Fact: I was the first store planner to receive a U.S. Patent at Target for a jewelry & accessories department layout. Most patents go to the fixture designers who design apparel rack, gondola accessories, or the shopping carts, not space planning.

### Career Advice

Go out and get a mentor, multiple mentors. Look for people who do different things well and who you want to learn from. It shouldn't feel forced but natural, if it's not a good fit, move on and find someone who is!

### Personal Information

Born in O'Neill, Nebraska (the self-proclaimed Irish Capital of Nebraska). Grew up in Long Lake, Minnesota. After five years of city living in southwest Minneapolis, my husband and I moved out to the suburbs four years ago and live near Excelsior. We have a Goldendoodle named Burton and two kids: three and a half and 18 months. In my spare time I enjoy gardening and moving perennials around in multiple gardens around my house. I don't do enough of it, but there is something very therapeutic about pulling weeds!

### Travel

I love to travel. My favorite trips have been to Norway to visit extended family and Anguilla (Caribbean island near St. Marteen). We are travelling to Martha's Vineyard this fall and are planning a trip to Ireland next fall with friends and no kids!!

Go out and get a mentor, multiple mentors. Look for people who do different things well and who you want to learn from.

## NEW MEMBERS

## FEATURED NEW MEMBERS



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"I have been with BWBR for 20 years, starting as a student intern, now as a principal. I enjoy using numbers and spreadsheets to bring order and simplicity into life. I am excited to see how this passion can aid in the efforts of the Finance Committee. Joining in the planning with the Events Committee is going to be a fun chance for me to bring my creative side to the table as well."



"Our goal at Denison Parking is to provide 'best in class' parking services and solutions to our customers. As a new member of MNCREW, I look forward to connecting with other professionals within commercial real estate. I am learning that we are all very interconnected and it is exciting to have such a great opportunity to connect, collaborate, learn and grow — both personally and professionally."



"I look forward to joining this dynamic group of women. I believe that my diverse background and unique perspective will add value to MNCREW. Additionally, my knowledge in graphic design may be helpful."

## CELEBRATE SUCCESS

**Angela Feulner** and her team at **CMA** were recently awarded a new women-owned minority business project in Minneapolis through a referral from **Jorgenson Construction** because of CMA's extensive experience and client relationships. CMA stepped in and created articulate drawings that assisted in both the schematic construction estimating and the leasing. The entire project team was almost all women — broker, architect and general contractor!

MNCREW members, **Tanya Rooney** of **CBRE**, and **Heather Weerheim** of **Greiner Construction**, will be working together on the Radisson Hotel Groups project at Carlson Parkway in Minnetonka. Tanya reached out to Heather to bid the project because of the relationship they had built networking at various MNCREW events and ultimately Greiner was awarded the project.

New MNCREW member, **Damaris Hollingsworth**, architect and Vice President at **THOR Design Plus**, is listed in the Building Design and Construction magazine 40 Under 40, and will be speaking at an upcoming TEDxMinneapolis event in August. You can read more about the event and Damaris [here](#).

# PROFESSIONAL DEVELOPMENT

## SOWING AND CULTIVATING QUALITY WORKING PARTNERSHIPS

FEATURED

You just won new business — congratulations! After celebrating comes the work, and most importantly, meeting the expectations of your client.

That's where cultivating your relationship with your client comes into play. This is just as crucial as the deliverable and can mean repeat business and continued future opportunities.

People like being around those they genuinely enjoy — sounds obvious, sure! Your clients most likely feel the same way and appreciate doing business with those they like, admire, and respect. Therefore, developing a personal professional relationship is critical.

Building new relationships doesn't always come easily and building quality relationships takes time. So, how do you go about establishing rapport? Get to know your clients' personal interests and what motivates them. Utilize this information to nurture the partnership! If they like baseball — take them to a game. Gift them with their favorite beverage. Ask about their family, pets, trips, etc. Why? It shows you are listening and are genuinely interested in getting to know them better. Simply put — you care about who they are.

By learning to know their interests, you will be able to build communication and develop trust; assets which have been said to hold the keys to any quality relationship. Some clients may be unsure of how to accomplish their goals, so promoting an open dialogue is important. It means being able to provide welcomed input and professional counsel to your client. Carry that throughout the project and — you can't argue — that adds value!

So now the work is done, and the client is happy — fantastic! This is huge — not just for building your portfolio, but it could also mean solid recommendations and/or references from your satisfied client. Best of all, it could mean the continued work with the same client — keeping your pipeline active and your business growing. Sounds like a win!

By learning to know their interests, you will be able to build communication and develop trust; assets which have been said to hold the keys to any quality relationship.



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Building new relationships doesn't always come easily and building quality relationships takes time. So, how do you go about establishing rapport?

PART 1 OF 3:

## INSPIRATION TO BE BOLD AND CREATE BALANCE IN OUR LIVES

THE BALANCE

Maintain balance? With our hectic schedules? The answer is YES, it can be done, but first you must make a commitment (no excuses!) to keep a balanced lifestyle. It's easy to be distracted from our healthy goals but if you take a few minutes to focus on YOU and structure a daily routine that incorporates your goals and new adventures, you can succeed!

This series on how to create a balanced lifestyle will share tips for three key areas of your life: nutrition, exercise, and mind. Let's start with nutrition...

### Balanced Nutrition

A healthy lifestyle starts with healthy food choices. Ditch those poor eating habits knowing that you will feel better when you eat better! Be aware of what you're putting into your body and manage proportions rather than focusing too much on calories.

“YOU ARE  
WHAT YOU EAT,  
SO DON'T BE  
FAST, CHEAP,  
EASY, OR FAKE.”

~UNKNOWN

## TIPS

- Manage portions and start small
- Variety of foods with a focus on fruits and vegetable keeps it interesting and healthy
- Try whole grain vs. white bread or pasta
- Avoid foods laden with sugar and choose special times to treat yourself
- Reduce your animal fat intake and incorporate fish or a vegetarian meal

Be sure to watch for **part two** of our series in the next MNCREW Newsletter.



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