

A NOTE FROM OUR PRESIDENT

Happy New Year and welcome to MNCREW. It's an exciting time in Minnesota to be in commercial real estate as evidenced by the continuous changes being made to the landscape built here in the Twin Cities.

MNCREW made some significant achievements in 2016. Our outstanding monthly programs were frequently featured in local news publications. Our signature event, Women Run the Cities, celebrated its 10th anniversary with approximately 4,000 runners participating. The proceeds from the event allowed us to make significant charitable contributions to both the CREW Network Foundation and The Link. We met the CREW Network Foundation chapter challenge for a second straight year. A record number of MNCREW members traveled to New York for the CREW Network Convention and we were able to grant two convention scholarships. Perhaps most significantly, a diverse group of MNCREW members gathered this past fall to build a strategic plan that will help MNCREW grow in meaningful ways for years to come.

From our strategic planning efforts, we've learned that empowering and connecting our members is both a strength and an opportunity. In 2017, we are committed to helping our members grow their networks, develop their leadership skills and do more business together. Another great year of quality programming, networking and professional development planning is underway to support these efforts.

A personal path to creating new connections and developing your leadership skills is through committee or board service. Joining a committee provides the opportunity to contribute to the future success of the organization, gives other MNCREW members the chance to see you in action, and offers more exposure for you and your company. Good leadership skills are essential to advancing our careers, but leadership is more than simply being in charge. Leadership is about dedication, inspiring your fellow members, the curiosity to learn, the courage to think differently, and the ambition to take initiative. Please see MNCREW's website for a list of committees and co-chair contacts. I encourage you to reach out to any of our co-chairs to learn more and take action.



**2017 MNCREW
PRESIDENT**

[Shari Bjork](#)
Principal, Founding Partner,
Studio Hive
612.279.0433

In 2017, we are committed to helping our members grow their networks, develop their leadership skills and do more business together.

To our past presidents, the board, committee chairs, sponsors and members, thank you for being part of MNCREW. I'm honored to lead this organization of talented, diverse, and accomplished women. I wish each of you the best for 2017.

CREW WHITEPAPER OVERVIEW

THOUGHT LEADERSHIP

Closing the Gap, Addressing Gender Bias and Other Barriers for Women in Commercial Real Estate.

[Click here](#) to read the whitepaper in its entirety.



WRITTEN BY

[Christy Lewis](#)

The Opus
Group, Director,
National Business
Development
952.656.4407

I had the personal honor to be on the Industry Research Committee that produced CREW's 10th annual whitepaper, which details statistical data and personal accounts related to gender bias and barriers for women in commercial real estate. Much of this data was previously unmeasured, unrecorded and largely unaddressed. 1,010 women and men participated in the survey and interviews along with 2,200 comments and open-ended responses, that helped produce the data for the whitepaper.

The 2016 survey consisted of 88.4% women & 11.6% male respondents. The respondents' years of experience ranged from under 5 years to over 20 years, with the majority of respondents falling in the 20+ category. 11.5% were in the brokerage, sales and leasing category of real estate, with the close second being 8.5% in asset, property management, finance, lending & mortgage category.

2016 gender representation in the corporate pipeline continues to show women at a lower percentage currently holding roles in corporate America, with the C suite at a mere 17% and entry level at 46%.

Many stereotypes occur towards older workers. Some of the benefits highlighted of a seasoned worker are: understanding of the recessions, anticipating change, broad real life experience, willingness to take on challenges, reliability, loyalty, and don't require constant kudos,

healthier, self-managing, team player and possessing a deep network.

Ways in which we can support women in the workplace:
Offer encouragement, public praise, be a coach, provide backup, set the record straight, speak up about stereotyping, crush bullying, change who's at the table.



Ways in which we can support women in the workplace: Offer encouragement, public praise, be a coach, provide backup

The whitepaper identifies the types of unconscious bias: affinity bias, halo effect, perception bias, confirmation bias, group think. subtle discrimination and macroaggressions are also highlighted. The most common types of macroaggressions are: sexual objectification, use of sexist language or jokes/humor, assumption of inferiority, denial of sexism, invisibility (ignoring or interrupting), environmental invalidations that happen on systemic and environmental levels including unequal pay and the "glass ceiling." We all need to start sweating the subtle stuff and be mindful of our thoughts.

The whitepaper also talks about the aspiration gap. Most women aspire to the level of SVP vs. men who aspire to the C Suite. Unfortunately, external bias creates barriers to advancement.

Make sure to read the full whitepaper at the link above to learn more about the gender gap in mentoring & sponsorship as well as many ways that you can take action to help the success and future of women in commercial real estate.

CRE REVEALED

A snapshot of recent news and developments in the commercial real estate industry

FEATURED PROJECTS

WRITTEN BY

Kristi Rowland

Marketing and Business Development,
Diversified Construction
952.848.2623

\$8M in improvements for State Fair

Planned projects include a new elevator in the Grandstand, a new food and beverage space called “Veranda” on the Grandstand’s second floor. In total, \$4.6M is allocated to capital work, \$3.4M to maintenance.

U.S. Bank building \$250M data center in Chaska

The project received at least \$835,000 in grants and abatements from the state of Minnesota and Chaska to help pay for the center. Construction on the center is to begin this spring and wrap up early 2018.



MOA adding “state-of-the-art” Movie Theater

MOA closed their theater last month and is planning to bring a “VIP cinema experience” to the mall come fall. Expect oversized, reclining seats, high end finishes, gourmet food and beverage offerings and cutting-edge A/V.



The Lexington in St. Paul reopens

Brought back to life by Josh Thoma, Kevin Fitzgerald and Jack Riebel, the long-awaited re-opening of The Lexington in St. Paul finally has an opening date- February 9th!

Rustica coming to Wayzata

The 10,000-square-foot space currently occupied by Lunds & Byerlys Kitchen will soon be home to Rustica Bakery & Café. Expect pastries, coffee, beer and wine as well as a second outpost of their Rustica Cookies & Creamery concept and a full production kitchen offering a broader menu.

New 50,000-square-foot medical office building in Woodbury

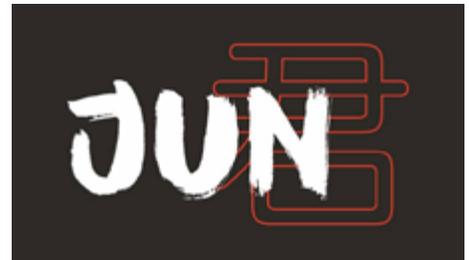
The Davis Group and Elion Partners are developing a new 2 story class A medical office building on 4 acres at the CityPlace campus in Woodbury. Construction is proposed to commence in the spring.

Amazon looks for land in east metro

Amazon.com is scouting for land to build a a 800,000 – 1 million-square-foot fulfillment center in the east metro. Woodbury is the target but Amazon is open to other east metro and south metro suburbs.

Four Yogurt Labs changing to SotaRol

Owned by the same parent company, the fast casual sushi concept, SotaRol, will replace Yogurt Lab locations in Stadium Village, Apple Valley, Eagan and Uptown. All transitions will be complete by April.



New authentic Sichuan in North Loop

Just opened in the former Rojo and Shag Sushi space at 730 North Washington, Jun serves authentic, scratch made Sichuan in a fully renovated, modern space.



The Bagelry opening S. Mpls shop

The St. Paul Bagelry plans to open an additional location in the Zest apartment complex.

United Properties buys 24-acre site

Apartments, senior housing, retail and a hotel are envisioned for the 24-acre site in Eagan. Preliminary approval has been granted by Eagan’s City Council.

MEMBER SPOTLIGHT

KRISTI ROWLAND

MEMBER PROFILE



CONTACT INFO

[Kristi Rowland](#)

Marketing
and Business
Development,
Diversified
Construction
952.848.2623

What brought you to MNCREW?

I joined MNCREW for the great networking and the many opportunities it provides for professional development.

Describe your involvement with MNCREW

I've been a member now for two years. Last year, I served on the Communications Committee and this year I am co-chairing it. I was also lucky enough to receive one of the two scholarships to attend the CREW Network Convention in New York this past October.

Current position and employer

I do Marketing and Business Development for Diversified Construction and have been there seven years. We specialize in T.I. construction in many industries including restaurant, retail, office and medical. Some of our clients include Red Cow/Red Rabbit, CRAVE, Smashburger, Restaurant Alma, Wedding Day Diamonds and Clear Channel.

Education

My grand plan was to go to college somewhere far from home, so I studied abroad my entire freshman year of college in Valencia, Spain. While abroad, I traveled throughout Spain and Europe both alone and with friends. It was an amazing experience but after that year abroad I was so homesick that I transferred to the U of M to complete my business and marketing degree.

Travel

My boyfriend and I love to travel. In the last two years we've visited many great places including Hawaii, New York, a road trip up Pacific Coast Highway and will soon be going to the British Virgin Islands. But one of my favorite memories was from this past summer when we went camping with our dog and took him tubing down the river with us for the day. It was beautiful, relaxing and great quality time together.

“I studied abroad my entire freshman year of college in Valencia, Spain. While abroad, I travelled throughout Spain and Europe both alone and with friends.”

MEMBER SPOTLIGHT

CAROL EIDEN

MEMBER PROFILE



CONTACT INFO

Carol Eiden

Fox Rothschild LLP
222 South Ninth
Street, Suite 2000
Minneapolis, MN
55402
612.607.7334

MNCREW Connection

A former colleague of mine, Julie Wrase, invited me to attend MNCREW, and I enjoyed the program and the people, so I joined. I continue to enjoy the monthly programs, special events, and wonderful people!

Current Position

Partner at Fox Rothschild LLP (formerly Oppenheimer Wolff & Donnelly LLP).

Education

English and Mathematics at St. Catherine University;
University of Minnesota Law School.

Background/Upbringing

I grew up on a dairy farm just outside of Chaska city limits. My husband, Jon Woerdehoff, two amazing girls Alycia (8) and Aubrey (6) and I currently live in the woods on that farm. The serene surroundings make for a nice sanctuary to return to every evening.

My upbringing taught me the value of hard work and to never take for granted the advantages available to all of us. I became an expert hay-baler and we never took vacations. In fact, I did not visit another state until I played varsity softball in college.

Travel/Vacations

I have traveled to exciting places such as Hawaii, New York, London, and Paris, but now our vacations center mostly on Walt Disney World and the Dells. I was lucky enough to score last minute reservations to Cinderella's Royal Table during Ryder Cup Week, so the "mom points" I scored for that coup will last a while!

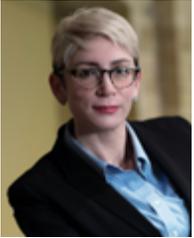
Best Career Advice

Believe in yourself! There will always be insecure people in life trying to build themselves up by attempting to knock others down. Steer clear, keep dribbling and head toward the basket - fantastic things will happen! Gravitate towards the sponsors/coaches who have your best interests at heart and can assist you. I also often recall Wendy Ethen's advice in her MNCREW spotlight speech about not being afraid to take risks. What's the worst thing that could happen? You won't die!

“Believe in yourself!
There will always be insecure people in life trying to build themselves up by attempting to knock others down.”

NEW MEMBERS

FEATURED NEW MEMBERS



[Nichole Klonowski](#)

Director of
Business
Development
& Marketing
Shaw-Lundquist
Associates, Inc
651.234.8880

“With previous Programs Committee experience from another association and my marketing and business development background, I look forward to continuing to apply my unique problem solving skills to the Finance Committee this year.”



[Jessica Keefe](#)

Director of
Development
Thirty Eight
Properties, LLC
612.290.7195

“As co-chair of Women Run the Cities this year, I plan to continue drawing attention and runners to our race through my passion for fitness.”



[Tanya Rooney](#)

Associate Project
Manager
CBRE - Project
Management
612.644.9820

“I plan to ensure all participants in Rising Leaders make meaningful connections within the organization, and to make them feel more comfortable.”

CELEBRATE SUCCESS

Mythili Thiagarajan of Auromira Architects recently completed the design of IAU Dental Clinic in Brooklyn Park. The 2,154 square foot space includes seven operatories and construction will be complete on March 1. MNCREW member **Cindy Bach**, Atmosphere Commercial Interiors, provided additional services for the client as well.

Sue Kimbrel, Mohagen Hansen Architecture | Interiors, recently collaborated with **Sara Stafford**, Creative Resources. Sara provided branded merchandise for the firm's 25th Anniversary and Employee Recognition Program.

Kristi Rowland of Diversified Construction and **Christy Lewis** of The Opus Group recently collaborated together to perform an exterior facade remodel for 2nd Swing in Minneapolis. After determining the project was better suited for a contractor that handles smaller scale projects, Christy of Opus referred the client to Kristi and the Diversified Construction team. Diversified worked with 2nd Swing and their design team to select the best solution for their needs and successfully turned over the project in December 2016.

I can promise you that women working together —
linked, informed and educated — can bring peace
and prosperity to this forsaken planet.

— Isabel Allende

We want to recognize collaborative business deals executed among MNCREW members along with individual member successes. Please submit your achievements to [Kristin Weise](#).

CREW CONNECTIONS

THOUGHT LEADERSHIP

Our professional and personal successes are so often influenced and enriched by the relationships we hold. MNCREW provides a perfect platform on which to build authentic connections.



WRITTEN BY

Julie Kimble
President, Kimble
Consulting
612.670.8552

We all have stories of business transacted, leads generated, and career opportunities gained through our MNCREW relationships. Imagine if we extended that circle to a national level! Well, a number of our MNCREW leaders are doing just that. Here's a snapshot of our member participation and service this year:

Claire Roberts, Marcus & Millichap, is serving as a Director on the CREW Network Board for 2017 and 2018.

This is a tremendous honor and we are excited to see a MNCREW

leader serving on this board. In addition to regular board duties, Claire will serve as liaison to the Industry Research Committee and is liaison to 10 chapters, with expected visits to 5 of those chapters in person each year.

Christy Lewis, The Opus Group, and **Mary Jo Kelly**, Kraus-Anderson, serve on the Industry Research Committee with a focus on creation, distribution and promotion of CREW Network's important benchmark study reports and annual white paper. CREW Network is the leading producer of research on women in commercial real estate. By example, last year's white

paper was, "[Closing the Gap - Addressing Gender Bias and Other Barriers for Women in Commercial Real Estate](#)"

Janet Piper, Wells Fargo, serves as MNCREW Treasurer and our representative on CREW Network Foundation's Scholarship Selection Committee. This scholarship program supports future female leaders as they pursue university-level education that will lead to careers in commercial real estate helping to plant the seeds of change in our industry.

Our organization gives us the chance to serve in advancement of our mission with the additional benefit of deep and lasting relationships that can last a career and a lifetime.

Shari Bjork, Studio Hive, and **Deb Barnes**, HGA, in their roles respectively as MNCREW President and President-Elect, serve as MNCREW's delegates to CREW Network.

As a Past National Chair of the CREW Network Foundation, I have had the opportunity to see the impact of these relationships, built at the national level, on my career and in my life. Our organization gives us the chance to serve in advancement of our mission with the additional benefit of deep and lasting relationships that can last a career and a lifetime. The word "Network" in our name is intentional and filled with opportunity for us all.

CREW



NETWORK®



Seeking WRTC Vendor Village Team Lead

The Women Run the Cities Committee is looking for a Vendor Village team lead to coordinate all aspects of the "Vendor Village," including securing vendors and managing the area on race day. Please contact committee chair [Carrie Eggleston](#) for more information.

Seeking Retailers for Class A space in Minnetonka

Paster Properties is seeking retail tenants for class A retail space at The Shops at 1700 in Minnetonka across from Ridgedale Center. Prospective tenants would be joining Highland Bank, Caribou Coffee, Einstein Bros. Bagels and Greenfield Natural Kitchen. Contact [Katie Prater](#) for leasing information.



Diversified Construction

available to build or remodel

Do you have a restaurant or retail client opening a new location(s)? We'd love the opportunity to work with you! Please contact [Kristi Rowland](#), Diversified Construction, 952.848.2623.



New to MNCREW?

I'd love to learn about your role and get to know you! I look forward to connecting with you.

[Christy Lewis](#)
The Opus Group
952.656.4407

2017 ANNUAL SPONSORS

Minnetonka

Twin Cities Orthopedics

Calhoun

Finance & Commerce

Harriet

C.U. Commercial Title Services

Kraus-Anderson Companies

The Opus Group

Phalen

Art Partners Group

Bridgewater Bank

CBRE

Cushman & Wakefield NorthMarq

Dorsey & Whitney LLP

Jorgenson Construction

NTH, Inc.

Savills Studley

Welltower Inc.

Nokomis

Ryan Companies US, Inc.

Lake of the Isles

Cresa

Dougherty Mortgage LLC

Haworth / Fluid Interiors

Hines

Old Republic Title

RJM Construction

RSP Architects

Stahl Construction

TCF Bank

Como

Allied Parking, Inc.

BMO Harris Bank

Burnet Title Commercial

CMA

Commercial Partners Title LLC

CSM Corporation

Fredrikson & Byron, P.A.

Gray Plant Mooty

Guaranty Commercial Title

Henricksen

HGA Architects & Engineers

Insperty

JLL

Larkin Hoffman

McGrann Shea Carnival

Straughn & Lamb, Chtd.

Midland Title

Mohagen Hansen

Architecture | Interiors

Paster Properties

Prevolv, Inc.

Stewart Title Company

Studio Hive, Inc.

Wells Fargo Bank N.A.



Contributions? Questions or comments?

Please contact the Communications
Committee Co-Chairs:

[Kristi Rowland](#)
(952) 848-2623

[Jessica Peterson](#)
(651) 265-7885



mncrew.org