

A NOTE FROM OUR PRESIDENT

Leadership development is one of
CREW's four initiatives.

I can't believe the end of the year and the holiday season is upon us. I want to take a minute to thank all the amazing members, volunteers, sponsors and leaders of MNCREW who have worked hard and made 2018 a great year. Here is a year in review by the numbers:

- Program attendance was at an all-time high reaching nearly 150 attendees per month, and our April program boasts our highest attendance on record!
- Raised \$110,000 in sponsorship dollars from 69 incredible sponsors!
- Participated and planned 36 events, including our Women's Leadership Conference, Handbag Bingo and the Women's Real Estate Summit.
- Partnered with 6 organizations on events, including our November program with EDAM.
- Supported 5 separate charitable or philanthropic organizations with our time and money, including the CREW Foundation.
- Recruited 50 new members to MNCREW.

It has been such a privilege to be the chapter president, and I am so thankful for all the hard work to achieve all our success this year. As this is my last president's letter, I wanted to round out highlights

on the CREW Network Initiatives. If you have followed along, in the last three newsletters I have highlighted our work focusing on Leadership Development, Career Outreach and Business Development. In all of these, I made references to the CREW Network's Industry Research, and this will be my final spotlight. CREW Network is the leader in providing research on women in real estate. Research is published annually and is supported by a group of CREW volunteers, including our own Mary Jo Kelly of Kraus-Anderson, who sits on



2018 MNCREW PRESIDENT

Deb Barnes
General Manager
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It has been such a privilege to be the chapter president, and I am so thankful for all the hard work to achieve all our success this year.

the 2018 CREW Network Industry Research Committee, and was part of developing the most recent research entitled, "Achieving Pay Parity in Commercial Real Estate," which can be found on the CREW Network website. The research paper not only discusses and identifies the gap in pay between genders, it also provides insights on how closing this gap can have a positive impact on both our business and society. A call to action around this research includes leveraging your professional

network, supporting other women, requesting transparency in your organization around pay parity, and amplifying the voices of women through mentoring, and celebrating our collective successes. Your involvement with MNCREW can be an important step in being proactive about closing this pay gap. I encourage you to seek out this and all the other incredible industry research done by CREW Network on our behalf. I wish you all a happy and healthy holiday season.

ADVANCED NEGOTIATIONS

THOUGHT LEADERSHIP



WRITTEN BY

Christy Lewis

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Greetings fellow MNCREW members! This past month I had the pleasure of attending the CREW Convention in sunny San Diego, CA. The beginning of the week started with the final chapter of the 2018 CREW Leadership Certificate Course and graduation from the program. It is now time for my third and final reflection: Advanced Negotiations, by Guhan Subramanian, Professor at Harvard.

Guhan provided great insight on negotiations and the critical steps needed for success. Preparing to Negotiate was the first critical step.

1. Party Diagramming

Understand the parties involved. What is the underlying interest of the parties? Know the facts.

2. BATNA

Best Alternative to a Negotiated Agreement. Determining your BATNA ahead of time will allow you to not accept a worse resolution.

3. ZOPA

Zone of Possible Agreement. The blue-sky range of a deal that both parties deem acceptable. The sweet spot. Define your sweet spot ahead of time.

Guhan provided several other ideas to consider when preparing to negotiate a deal.

1. Understand the other parties' perspective and be open-minded to their thoughts and opinions.
2. Think about anchoring the deal. It can be a powerful tool (If you want eight, start with ten).
3. Create Value. Understand your proposal so that you can explain it.
4. Make sure you are fair. People will walk away from deals with zero if they feel the deal is unfair.
5. Practice active listening. It builds immediate trust.
6. Don't let emotions and ego overcome a rational discussion.

A reminder: great preparation equals successful outcomes!

CREW CONVENTION REFLECTION

THOUGHT LEADERSHIP



WRITTEN BY

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I would like to first state how grateful I am to have received a scholarship to attend my first CREW Convention. All the great things that MNCREW members have talked about in the past were the great things that I took away from Convention.

This was a wonderful experience from the time I got to the airport and met my fellow MNCREW travelers to the last beer on the patio of the hotel bar before I left. The first afternoon was kicked off with the CREW Network Marketplace and welcome reception. It was a well-attended event and gave us an opportunity to meet and network with CREW members from many different chapters around the country, enjoy wonderful hors d'oeuvres and cocktails, and meet with and thank the many sponsors and exhibitors of the convention. Everyone was warm and welcoming, and it was great to meet people that are outside my sphere that I would never have had the chance to meet otherwise.

I really enjoyed all the speakers, especially Alison Levine, Team Captain, First American Women's Everest Expedition, and Robin Roberts, Co-anchor of 'Good Morning America.' Both shared their inspiring stories of accomplishing their

I believe this fosters great relationships in which to build our respective businesses as well as MNCREW as an organization.

dreams which, though very different, have a similar theme to them. Alison climbed Mt. Everest — not once, but twice! — and Robin became an honored co-anchor of ABC's 'Good

Morning America.' They both had big dreams, they firmly set their sights on specific goals, and they accomplished those and then continued to grow from there. Their stories teach us lessons in creating dreams, setting goals and priorities, focusing on taking small steps, being held accountable, putting in the hard work, having setbacks, battling back, accepting opportunity even if it didn't necessarily look like an opportunity, and occasionally taking big, giant leaps of faith. These are the lessons necessary to accomplish our dreams. Interestingly, these themes and lessons seemed to run through many of the conversations and breakout sessions throughout the convention.

In addition to all that the convention offers, I especially appreciated the opportunity to spend quality time with the other MNCREW members that attended. It is really great to get to know people outside of the normal work environment and on a much more personal level. I believe this fosters great relationships in which to build our respective businesses as well as MNCREW as an organization.

I would strongly recommend attending CREW Convention in 2019!

Stay tuned for our January-February issue for Tanya Rooney's take on the CREW Convention!

CRE REVEALED

FEATURED PROJECTS



WRITTEN BY
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The team behind **Stanley's Northeast, The Howe Daily Kitchen and Pub 819** will open a new concept, **Block**, in the Park Vacuum building off Highway 7 in St. Louis Park. Opening is slated for May 2019.



Long awaited, **Lucky Cricket, Andrew Zimmern's** new concept in the Shops at West End, opened late November. The menu and décor are a mashup of Asian concepts and dishes with items such as dumplings and crispy duck.



A long-time favorite gift shop, **The Bibelot Shops**, will close for good after this holiday season. The owner and founder, Roxy Freese, will retire. Freese opened the first Bibelot in St. Paul over 50 years ago with \$10,000!

The owner of **6Smith**, Randy Stanley, will open a new concept at Rosedale Center next fall. **Baldamar**, designed by Shea, will be "refined and luxurious." It will be built on an outparcel adjacent to Von Maur at Rosedale and will open October 2019.



An entity that shares an address with **Curt Gunsbury's Solhem-Cos**, has paid cash for a North Loop parking lot where he hopes to develop a 6-story apartment building. Gunsbury paid \$9.25 million for the 35,535-square-foot property which includes 102, 104, 110 and 120 First St. N.

Toronto-based **Four Seasons Hotel & Resorts** has committed to opening a 280-room hotel and restaurant at United Properties' planned development, **The Gateway**. The 37-story building being planned by **United Properties** will be on the northern end of Nicollet Mall and would contain 530,000-square-feet of office space, 22 condos and ground-floor retail. If it comes to fruition, the Four Season would be the Twin Cities' only five-star hotel. **RBC Wealth Management** has signed on to The Gateway with 310,000-square-feet.



DJR Architecture, United Properties and Thone Development submitted a proposal to the city of Victoria to develop 300 multi-family housing units, retail space and a 20,000-square-foot grocery store. The 13.5-acre site is located at Steiger Lake Land and Arboretum Boulevard. If approved, developers hope to begin construction in the summer of 2019.



The Southwest LRT cleared a significant federal hurdle that will allow construction to begin this winter. The notice means that Met Council can begin spending money with the expectation that it will be reimbursed later with federal money, which is expected to total \$929 million. Construction is expected to occur between 2019-2022, creating 7,500 jobs with an estimated \$350 million in payroll.



MEMBER SPOTLIGHT

GILLIAN CERMAK

MEMBER PROFILE



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MNCREW Involvement

I have been in MNCREW for almost two years now, and I am on both the Events Committee and Women Run the Cities Committee. Being part of these has allowed me to make some great connections with amazing people. I love being part of fun events that really bring people together!

Education

Savannah College of Art and Design,
Graduated from University of Minnesota

Career

I came to the world of architecture just over 3 years ago. Before that I worked in residential furniture sales and ran a portrait studio both in the Twin Cities and Chicago. I had wanted to work in architecture or design for a long time, and even considered going back to school for it. Finally, I landed a part-time position with Firm Ground which quickly became full-time. At Firm Ground, I like to say I do everything but the architecture. My official title is Director of Business Management, so I manage the office, HR, finance, marketing, and whatever else is needed at the time.

Volunteer Experience

Thanks to my involvement in Women Run the Cities, I was asked by Twin Cities in Motion to be a photographer for the Twin Cities Marathon weekend. I had never experienced the marathon, but I knew what an amazing organization TCM is and am always happy to support them. The love and support of the community, runners, and other volunteers on such a grand scale is one of the most incredible things to experience.

Personal Information

I was born in Kokomo, Indiana but grew up in the Twin Cities. I lived in Chicago for six years, and when I moved back to the Twin Cities there was no question where I was going to live. Currently, I am in Highland Park and love everything my neighborhood has to offer.

Thanks to my involvement in Women Run the Cities, I was asked by Twin Cities in Motion to be a photographer for the Twin Cities Marathon weekend.

MEMBER SPOTLIGHT

NOELLE HUDAK

MEMBER PROFILE



CONTACT INFO

[Noelle Hudak](#)

Market Sales
Manager

Kimball

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Why MNCREW?

I have 10 years of experience in the commercial furniture field, seven on the dealer side and the past three years as a Market Sales Manager for Kimball, a furniture manufacturer. I also have over 20 years working in marketing and new business development, so I understand that the importance of translating your company's vision and listening to customer's needs first are the keys to successful projects.

MNCREW Involvement

As a member and attendee since 2010, I spent 5 years on the Women Run the Cities Committee assisting with and leading the Vendor Village during the race. Getting involved was a way to give back to the organization but to also make personal connections with the other women in the larger committee.

Current Position

I currently work for Kimball as the Market Sales Manager for MN, ND, SD & Western WI. Kimball is an environmentally-conscious and forward focused furniture maker with a rich heritage of craft.

Best Career Advice or Favorite Mentor

While working at BI, my director at the time, Elizabeth Castronovo, told me that I was a great sales person. I thought I was a marketer, but she explained to me that I had a natural sales ability to help drive our departments and customer sales. This piqued my interest to study and learn more about the field of sales/business development. That change in my mindset lead me to work with many different companies to grow their sales during the time I had my own business which eventually lead me to the field of commercial furniture.

Family

My husband Kip and I just celebrated our 31st anniversary. We have three adult children, Ashley, Amanda and Max, and a silver Labrador named Cinderella.

I understand that the importance of translating your company's vision and listening to customer's needs first are the keys to successful projects.

NEW MEMBERS

FEATURED NEW MEMBERS



Paula Storsteen,
IIDA, NCIDQ

Design Principal,
Interior Design
Department
Leader, Associate
Vice President
HGA
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“The variety of programs and networking opportunities led me to join MNCREW. I look forward to meeting others, building connections, and getting involved!”



Joann Wolfenberg

Accountant
John A. Knutson &
Company (JAK)
651.379.5731



“JAK is a public accounting firm that specializes in construction related businesses where my focus is on year-end financial reporting and being a resource to help clients understand complex accounting transactions and processes. I am excited to be a new member of MNCREW, to build meaningful relationships and further develop my knowledge of this industry alongside many influential women.”



Sara Collova

Business Development
Frattonone
Companies, Inc.
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“I am excited to build new relationships with many wonderful MNCREW members! Serving on a committee will be a valuable opportunity to get to know experts in the industry and create strong partnerships.”

CELEBRATE SUCCESS

Congratulations to all the MNCREW Celebration Award winners!
[Check out our photos from the event!](#)

Excellence in Design

2018 Winner: Sleep Number Headquarters | Debra Barnes, Henricksen (formerly of HGA); Paula Storsteen, HGA; Emily Nicoll, Jodie Leppa and Tanya Rooney, CBRE, and Jessica Stoe, Gardner Builders

Collaborative Business

2018 Winner: Rally Health | Julie Kimble and Ericka Miller, KimbleCo; Catherine Vekich, Alliance Real Estate Services; Shari Bjork, DLR Group; Heather Weerheim, Greiner Construction and Andrea Fazendin, Art Partners Group.

Economic & Community Improvement

2018 Winners: Treasure Island Center | Mindy Bohumolski and Darcy Futrell, RJM Construction and B Kyle, St. Paul

Area Chamber of Commerce (formerly of the St. Paul Port Authority) and THOR World Headquarters | Richard Copeland, Ravi Norman, Damaris Hollingsworth, D'Angelos Svenkeson, Martin Matheny, Art Gardner and Lea Hargett, THOR Companies; Wendy Ethen, Michelle Kolling and Diane Johnson, Guaranty Commercial Title; Wade Anderson and Trina Sjoberg, Gray Plant Mooty; Michael Noonan, Real Estate Division at Hennepin County; Melissa Foster, Jayne Rizner and Rosanne Jones, City of Minneapolis; Linda Higgins, Hennepin County HRA; and Chris Ambourn, Wenck Associates

Excellence in Environmental/Sustainability

2018 Winner: The 428 | Pat Wolf, Commercial Real Estate Services; Julie Kimble and Ericka Miller, KimbleCo; Sherry Hastings, Commercial Real

Estate Partners; Jen Kruse, Dave Pothén, Brian Moore and Joe Wilcox, McGough; Kyle Lacek, Michael Nelson, Alexa Choles, Bethany DeLine, Lexi Sosalia and Julie Robertson, HDR; Dana Krakowski, Envirobate; Tom Palermo and Ryan Cairl, Master Mechanical and Larry Palm, Ace Electric and Guaranty Commercial Title

Community Impact

Kristin Weise, The Opus Group

Empowering Women

Christy Lewis, The Opus Group

Excellence in Leadership

Angela Feulner, CMA

People's Choice Top Project

The 428

PROFESSIONAL DEVELOPMENT

FIVE STEPS TO ACHIEVE YOUR GOALS IN 2019

FEATURED

Many people kick off the new year by making a resolution. Although resolutions provide an overarching picture of where you want to be in the future, they often aren't measurable or trackable and they typically fade away before spring. In fact, according to an article published by Forbes, only eight percent of people uphold their New Year's resolutions.

Instead of making a New Year's resolution, set actionable and inspiring goals to direct your focus. Whether you're a broker, developer, property manager, banker, architect or designer, here are tips to help you achieve your business goals in 2019:

1. Set SMART Goals.

If your goals are too broad, it can be difficult to stay on track. To promote success, not only should your goals generate excitement, they should be specific, measurable, attainable, relevant and time-bound. Think about what you want to accomplish and how you will achieve your objective. Make sure you're able to use a metric to determine if you've met your goal. Your goals should challenge you, but ensure you have the resources necessary to succeed. Confirm your goals align with your core values and purpose. Setting practical target dates for deliverables is imperative to achieving your vision in a timely fashion.

2. Break your goals down.

Although goals are exciting and inspiring, they can feel overwhelming if you don't have a strategy in place to guide your journey. Start by setting micro-goals and outlining specific tactics to help your primary goal feel more manageable.

3. Write your goals down.

Writing your goals down in a visible location will help you keep them top of mind. If you stay cognizant of the milestones and deadlines, it will be easier to hold yourself accountable.

4. Evaluate your performance.

Review your strategic plan on a regular basis to keep yourself in check. Assess what you've accomplished and what you have yet to achieve. Did you accomplish your micro-goals on time? If not, figure out why not and determine an appropriate solution. Do your best to stick to your deadlines, but it's okay to modify your approach and target dates as you uncover unforeseen elements throughout the process.

5. Celebrate your success.

You don't have to wait until you've achieved your entire goal to commend your hard work. Since people are motivated by incentives, it's important to celebrate your small wins too. When you achieve your first micro-goal, celebrate! When you achieve your second micro-goal, reward yourself again!



WRITTEN BY

[Jessica Erickson](#)

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As we approach a new year, we're each given the opportunity to start another chapter and set new goals. Let's make 2019 a great year full of achievement!

PART 3 OF 3:

INSPIRATION TO BE BOLD AND CREATE BALANCE IN OUR LIVES

THE BALANCE

Where are you now on YOUR life path? Are you meeting your goals and expectations? Depending where you are at in your life, your work-life balance needs will vary and evolve over time. In the final chapter of our three-part series, let's explore how the power of your mind can be harnessed to bring about success and balance in our lives. It begins with the power of positive thoughts which turn into actions - and our actions become accomplishments.

“Imagination is everything. It is the preview of life's coming attractions”
— Albert Einstein

You've heard the old expression, “I'll believe it when I see it.”
But that's not really how it is. The truth is more like this:
“You'll see it when you believe it.”

THOUGHT POWER

In a very real, concrete sense, your beliefs don't simply reflect your reality, they create your reality. This concept applies to the reality of massive success in business.

Some tips to help take charge of your thoughts:

- Listen to your thoughts.
- Review your thought list.
- Replace your “don't wants” with wants.
- Start with a picture, an idea in your mind, and before you know it, you will be living it.

At the recent MNCREW Celebration Awards, we had the pleasure of hearing an inspirational message from our keynote speaker B Kyle, President & CEO of the St. Paul Area Chamber of Commerce. She is a strong proponent of utilizing our thought power to better our lives and those we touch, both professionally and personally. When asked what has led to success in her life she replied, “I am convinced that my success is based on what I choose to dwell on in my thought life and how hard I am willing to work. I learned early that success, as I choose to

define it, is up to me and no one else. And dwelling on the negatives only serves to waste time feeling bad when I can focus my energy instead on learning something new.”

Your thoughts and beliefs are the most powerful force in the universe. Make sure you are cognizant of yours as you strive to attain balance in your life on your journey to happiness and success.

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AT THE CENTER OF WHAT'S NEXT

When our people & clients reflect the world around us, we succeed.

Valencia Augustin
New York

CUSHMAN & WAKEFIELD



Contributions? Questions or comments?

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