

A NOTE FROM OUR PRESIDENT

Back in the March newsletter I shared MNCREW's newly drafted vision, mission and values from our strategic planning efforts late last fall.

Over the last several months, MNCREW's Board of Directors and co-chairs have been working diligently to create actionable steps to implement the first few goals of a plan that will guide us for the next three years and beyond. To keep us focused, each year's efforts are ordered by an overarching theme.

Year one's theme focuses on "Bringing Value to Our Members." This includes the development of a mentorship program that will be launched in 2018. The planning of a leadership development program with a keynote speaker, panel discussions and networking opportunities. This event is currently in the works for March of 2018. We're also working on a chapter playbook that addresses sustainability, efficiency and expectations across all levels of the organization. Our goal is to have the chapter playbook complete in August of 2018. In addition, we're looking to grow our

Year two's theme will focus on "Elevating MNCREW's Value Through Messaging." The goals for year two focus on developing a brand position to create consistent messaging, the development of a holistic communication plan, and providing opportunities for members through speaking, authorship and visibility. We will evaluate our sponsorship offerings and metrics to identify and pursue additional opportunities to increase revenue. And we will also research the possibility of creating a professional development program for our members.

Year three's theme will focus on "Membership Growth." For the last several years our membership has hovered around 220. We strongly feel we can grow to be a chapter of 270+ Core members in this market. "Core Members" are those working in the core specialties needed to complete a commercial real estate transaction



2017 MNCREW PRESIDENT

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We've already accomplished some big goals that will bring value to both our members and our commercial real estate community. To reach our vision, "MNCREW is recognized as the premier organization within the commercial real estate industry," we need all our members to be engaged and participating. If you're not currently on a committee, please consider joining one by reaching out to one of our current co-chairs. It's never too late to join and I'm sure you'll be rewarded with both friendship and business opportunities. Thank you to our co-chairs and our board, you're an amazing and powerful group of women.

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network through targeted recruitment efforts of key industry professionals. Our last effort for year one focuses on the possibility of creating some "networking peer groups." A survey will be issued later this fall so we can get your feedback on member interest and the potential structure.

and have a minimum number of years' experience and professional degree.

During year three we will focus our attention on attracting key industry professionals, the creation and implementation of a professional development program, and we'll facilitate and incentivize member referrals through education, measurement and recognition. In addition, we'll look to engage 80% of all members in a committee or task force.

The Happiness Advantage: The Seven Principles of Positive Psychology That Fuel Success and Performance at Work by Shawn Achor



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Achor guides readers through 7 actionable principles that are proven to increase our happiness and consequently, our success. Each principle is supported by studies and anecdotes from Achor's own research and experiences teaching his findings to corporations all over the world.

Here were a few of my favorite principles:

#1 The Happiness Advantage: "Happiness is the center and success revolves around it."

When we scan the world for the positive, our brains are more engaged, creative, motivated, energetic, resilient and productive. Additionally, we more readily experience happiness, gratitude and optimism.

We all have different positivity baselines, but we can increase our positivity baseline by practicing small things that put a smile on our face, such as:

Meditating, looking forward to something, committing conscious acts of kindness, infusing positivity into our surroundings, exercising, spending money on experiences, exercising a signature strength.

The Happiness Advantage is based on proving that we've all been living by a broken theory, that is "if we work hard, and become successful, then we will be happy." However, 200 studies of over 275,000 people worldwide found that happiness leads to success (not the other way around) in nearly every domain, including work, health, friendship, sociability, creativity, and energy. And further, that our brains are hardwired to perform at their very best when they are in a positive mindset, not negative or even neutral mindset.

#2 The Fulcrum and the Lever: The power of your mindset

Stanford psychologist Carol Dweck's studies have shown that "whether or not someone believes their intelligence is changeable directly affects their achievement." Those with a "growth mindset" believe they can enhance their basic qualities through effort and consequently their abilities move upward while those with a "fixed" mindset miss opportunities and consistently underperform.

"Reality is merely our brain's relative understanding of the world based on where and how we are observing it. By changing the fulcrum of our mindset and lengthening our lever of possibility, we change what is possible."

#3 The Tetris Effect — We see what we look for, and we miss the rest.

"Repeated studies have shown that two people can view the same situation and actually see different things, depending on what they are expecting to see. It's not just that they come away with different interpretations of the same event, but that they have actually seen different things in their visual field."

By viewing the world through a positive lens, we are better able to recognize opportunity and chances for growth. One exercise to train your brain to scan your environments for positives is to write down 3 things you are grateful for each day. Studies have shown that people who do this are happier and have higher levels of optimism. The better people get at scanning the world for good things to write down, the more good they see.

#4 Social Investment: The most important investment you can make is in your social relationships.

"First, social interactions jolt us with positivity in the moment; then, each of these single connections strengthens a relationship over time, which raises our positivity baseline permanently." The more social support you have, the happier you are, thus increasing our ability to profit from The Happiness Advantage.

Positive Psychology is a powerful tool that with a little effort can have huge impacts on our personal and professional lives.

[View Shawn Achor's TED Talk here](#)

CRE REVEALED

FEATURED PROJECTS



WRITTEN BY

[Kristi Rowland](#)

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Two former employees from the Excelsior Group have left and started their own firm. Joe Boone and Jim Hegedus have formed **Water Street Partners LLC** which will acquire properties and make value-add investments.

Oppidan Investment Co. has submitted plans for a 285-unit senior housing complex in Prospect Park, a popular neighborhood for development east of the U of M campus. A 6,200-square-foot child care facility and 1,900-square-foot of tbd retail space would be on the ground floor.



A groundbreaking was held for The 428 on June 7th - kicking off the redevelopment of the iconic **Woolworth building** in St. Paul. It is an office building that promotes the culture of wellbeing to attract and retain employees with a commitment to sustainability as the core inspiration. With a pledge to be the first building in Minnesota to seek both LEED® certification and WELL® compliance, it is offering tenants a better way to work.

Hy-Vee has signed on as **Wahlburgers Restaurants** largest franchisee, committing to opening 26 locations throughout the Midwest. Wahlburgers was created by Executive Chef Paul Wahlberg and his brothers, Mark and Donnie Wahlberg. The locations will be standalone and roughly 7,000 square feet each, however, no specific location details have been disclosed.



Nordstrom Rack held its grand opening party in downtown Minneapolis on September 7th. The two-level space boasts 39,000 square feet at the IDS Center.



Amazon.com is soliciting bids from North American cities for a second headquarters. Amazon said it plans to invest \$5 billion to build and operate the new headquarters and would employ up to 50,000

employees. Greater MSP is likely to coordinate a bid that includes the state, region and a local community.

Baja Sol Restaurant Group has shuttered all of its eight metro-wide restaurants.



United Properties broke ground on an office, housing and retail complex that will replace one of the North Loop's largest remaining parking lots. The Nordic's development team includes Greco Properties, LHB Architects, Hartman Cox and RJM companies.

The St. Paul City Council voted recently to reduce the maximum building height that could be constructed on the former **Ford Motor Co.** plant, down to 75 feet from 100 feet and six stories from 10 stories. The 122-acre property is part of affluent St. Paul neighborhood, Highland Park. Developers have been tight-lipped thus far about interest, if any, in moving forward with a proposal.

MEMBER SPOTLIGHT

HOLLY OLSON

MEMBER PROFILE



CONTACT INFO

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What brought you to MNCREW?

I was introduced to MNCREW by my regional manager at Denison Parking and joined to learn about the real estate industry and to network with phenomenal professionals. Being completely new to the industry, I have learned so much already and I am in awe to be surrounded by so many influential leaders in this organization.

MNCREW Involvement

Since the spring of 2016, I have been involved with the Communications Committee by writing articles and interviewing members for the newsletter. I am also involved with the Women Run the Cities Committee.

Career

I am the office manager at Denison Parking, a company who manages parking locations in downtown Minneapolis, Uptown, Midtown and Dinkytown. I am currently undertaking a few projects in manager training and marketing.

Education

I graduated from the University of Minnesota Twin Cities with a bachelor's degree in communication studies and a minor in business management from the Carlson School of Management. While attending, I was in the marching band as part of the color guard tossing 6-foot flags and rifles.

Active Lifestyle

I ran my first marathon in Duluth this past June and completed it! Next thing on my list is taking on a triathlon. I am a competitive figure skater and training for Adult Regionals and Nationals this spring. No triple axels, but I have a few doubles in my repertoire. The ice rink is my sanctuary away from the office.

“I ran my first marathon in Duluth this past June and completed it! Next thing on my list is taking on a triathlon.”

MEMBER SPOTLIGHT

BRITTANY RIHANEK

MEMBER PROFILE



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What or who brought you to MNCREW?

My boss Kristin Weise, a longtime MNCREW member, brought me to my first MNCREW programs.

MNCREW Involvement

After becoming a member nearly four years ago, I jumped into what was then called the Marketing/PR Committee. Then I was recruited to the Member Services committee by Diane Signorelli to help with the newly restructured Celebration Awards. I've stayed with that committee since then. I'm now the Co-Chair and working on our 4th annual Awards ceremony. I really value being able to support women, especially in our careers. The Awards have been a great way to do that. I've enjoyed the connections I've made in MNCREW and gaining valuable leadership skills.

Education

I have a Bachelor's degree in business administration with specializations in management and marketing from Black Hills State University, a small public university in Spearfish, SD.

Family

My husband and I were both born and raised in South Dakota. We moved here about five years ago. We have two kids. Claire is seven and started 2nd grade, and Christian is three and just started preschool.

Favorite books

I have a lot of favorite books and read pretty widely. I enjoy business, professional development, history, essay collections, memoirs, cultural studies and a variety of fiction books. My favorite authors include Geraldine Brooks, Nancy Mitford and Isabel Allende. Also, I'm pretty obsessed with Laura Ingalls Wilder.

Hobbies

I love thrift shopping, reading and writing. I also consider being able to reference Friends and Laura Ingalls Wilder in everyday life as hobbies.

Career Advice

My best career advice, particularly for those just starting their careers or in a new industry, is to get involved—both in your company and in your industry. In your company, building cross-functional relationships is good for your career and your satisfaction at the company. Getting involved in your industry can help you learn about its many facets outside of what your business does.

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NEW MEMBERS

FEATURED NEW MEMBERS



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"After receiving a warm welcome from this energizing organization, I have joined the Communications Committee and am excited to assist with the how, the why, and the what behind the relevant and inspiring messaging shared by MNCREW in each of our newsletters and through social media (check out our NEW LinkedIn page!) as well as promoting events and programs. In addition, I look forward to playing a small role with the Education & Leadership Committee as they prepare to roll out an exciting new Mentorship Program!"



"I am new to the commercial real estate industry. I joined the MNCREW Events Committee as a way to get involved, step out of my comfort zone, and get to know other women in the industry."



"I see my MNCREW value being that I am a CPA and understand financing and as underlying accounting issues. A large portion of my client base is construction so I know a lot about the GAAP and tax rules around that. Most of my business clients have rental real estate LLC's so I have experience with that as well as cost segregation when building a company."

CELEBRATE SUCCESS

Kristi Rowland of Diversified Construction and **Christy Lewis** of The Opus Group, who are in competing business development roles within their company, recently collaborated on two projects. Christy provided a lead to Kristi that was more suited to Diversified's niche, which Diversified successfully won and completed. Kristi provided Opus a lead that is currently in progress for a large potential opportunity outside of Minnesota.

Construction on one of St. Paul's newest developments, The 428, is underway on the former site of the Woolworth building. **Pat Wolf** of Commercial Real Estate Service, Inc. will be leading the development of this new office building and **Julie Kimble** and **Ericka Miller** of KimbleCo will be providing leasing services.

Jessica Erickson of Paster Properties and **Sara Stafford** of Creative Resources partnered together on

a branded appreciation gift for Paster's tenants. The goal was to give the tenants something that was practical and could be enjoyed by all employees that work at each retail store - not an individual gift or something edible that wouldn't last. Flower vases branded with Paster's logo were filled with flowers and hand delivered to over 160 tenants with TLC and face to face contact.

THE POWER OF NETWORKING

PROFESSIONAL DEVELOPMENT



WRITTEN BY

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Most of us know networking is important, but too often we put this on the back burner in favor of getting more work done.

We tend to think managers or coworkers will see us away from our desks and secretly presume that we haven't put in enough time working or we just think we don't have time. The opposite is in fact true - networking IS work (but fun work!).

Two years ago at CREW Convention, a woman by the name of Carla Harris spoke. She was absolutely captivating; I could have listened to her for hours, and one of the big take-aways I had was her ability to define and discuss networking in a way I had not previously been able to articulate. She described all of us as having "Performance Currency" - delivering that which is asked of us plus a bit extra - and "Relationship Currency" - defined as the investments you make in the people in your environment. She went on to say that while Performance

Currency tends to be more important early in our careers, Relationship Currency becomes so much more valuable as we move through our careers and never diminishes in value. Relationship Currency comes through networking - forming relationships with people in your environment - both within your company and outside of it (see this short video to get inspired or this one entitled: Being Smart is Not Enough.)

Networking is not a vacation from our jobs and you and your company truly will benefit from it.

Having a great work ethic will keep you employed (most of the time) but building your Relationship Currency through networking is how you stand out and really benefit your company. Looking back on 20 years in this industry networking has helped me:

- 1 Get hired and promoted**
- 2 Learn more about what is happening in my field and market (this is important for ANY position within a company!)**
- 3 Find work quickly after losing a job I loved (when others unfortunately went months and months without)**
- 4 Find the most amazing friends who are inspiring and there for me, whether personally or professionally. These are people who are comfortable referring business to me and trust me to take care of their contacts.**
- 5 And, most importantly has helped me connect and help other people.**

While many of you are great at and love networking, not everyone is. If you are a person who is not great at it or doesn't particularly enjoy it, connect with someone who is and see if you can work together to build on that Relationship Currency. Start with your fellow MNCREW members! It has paid tremendous dividends to me in my career and I know it will for you as well.

NEEDS + LEADS

OPPORTUNITIES

Paster Properties is seeking a unique, local boutique retailer to be the final piece of its development at The Shops at 1700 in Minnetonka, which is the first development to coincide with the City of Minnetonka's 2030 vision and the first mixed-use project in the Plymouth Avenue corridor. Located directly across from Ridgedale Center, The Shops at 1700 not only offers the best visibility in the Minnetonka market, but an opportunity to have more convenient access than the stores located inside the mall. Call Jessica Erickson at 651-265-7885 if you know of a retailer looking to join the Minnetonka market.



The Shops at 1700

Be a Part of the 2018 Mentor Program!

We recently announced in the Wednesday Weekly a new opportunity for MNCREW members. The Education & Leadership Committee is kicking off a Mentorship Program set to begin in 2018. The time commitment for both mentors and mentees will be one year, and while all participants need to be members, we are excited to offer this program at no additional cost as a member benefit. The committee hopes to connect 10 pairs with an introduction kick off meeting to be held in January 2018. Additional details on the expectations for mentors and mentees can be found [here](#). If you would like to be a part of this exciting program by being a mentor or mentee, please fill out the [application form](#) by Friday, September 29.

The Sponsor Engagement Committee is looking for members who would like an opportunity to get more involved with MNCREW! Meetings, with call-in option, are held the first Thursday of the month at 8:45 a.m. at CU Title in New Brighton. Please reach out to committee co-chairs [Melissa Page Boeshans](#) or [Jayna Brede](#) for more information.



We need you to update your CREWbiz Profile!

The new CREWbiz website and app are up and running. Please log in to the new CREWbiz community and complete your member profile. To achieve 100% profile completeness, add your photo, bio, education history and work history. You can even link your CREWbiz profile to your LinkedIn account. Updating your profile truly only takes a few minutes and can bring you years of lasting benefits.

GOLF TOURNAMENT RECAP

MNCREW members and guests had fun networking while golfing at the annual MNCREW Golf Outing on August 4th!



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**WE ARE
CUSHMAN & WAKEFIELD**

WE ARE PLEASED TO ANNOUNCE WE HAVE
ACQUIRED CUSHMAN & WAKEFIELD NORTHMARQ

 CUSHMAN & WAKEFIELD

 CELEBRATING
100
YEARS

IDEAS INTO ACTION



Contributions? Questions or comments?

Please contact the Communications
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