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**FEATURE** by **Ed Engoron, PERSPECTIVES/The Consulting Group, Inc.**

**GO ETHNIC**

While some might say that the economy “sucks,” and we’ll just have to hunker down and ride out the storm, there’s always opportunity to be found in adversity. It’s that silver lining within the gloomy, dark cloud that may prove to be a new source of footfall. This may, in fact, be the perfect time to open an ethnic Quick Service Restaurant (QSR) in your property, if you adhere to a few proven rules of thumb and, most importantly, don’t set as your goal a plan to take on McDonald’s.

The greatest advantages you might enjoy for this venture are Americans’ open-mindedness in taste trends and that QSR’s account for 77% of all foodservice traffic. The former has come about as a result of Americans traveling abroad more than ever and an influx of immigrants bringing their cultural preferences for particular foods, seasonings and spices; the latter is a function of price and value.

Contrary to the old adage, America is less a melting pot than a patchwork quilt. And this is definitely to your favor. Already, as a nation, we have been introduced to virtually

every ethnic flavor on earth and consumers in many areas are embracing these new flavor sensations on an ever-increasing basis. But an exciting menu is not enough to ensure success. As fast-food guru and McDonald’s founder, Ray Kroc, once declared, the three most important factors for fast-food success are “Location. Location. Location.” In the final analysis, location will most likely determine the success and profitability of these ventures and this is not any different in a captive environment.

To best determine the ideal location, you must know your tenant’s target customer. Not by name, of course (although that might be a nice personal touch once your tenant is open), but certainly whether they would be pre-disposed to buy the types of foods the tenant wants to sell. They could be dishing out the greatest Saag Paneer ever created from a fabulous property on a prime piece of your real estate, but if nobody in your part of town likes Indian food, they are going to go broke and you are going to have to re-hang the “For Lease” sign ...again.



**SNAPSHOT**

**THE SHOPPES AT ARBOR LAKES**



**Location:** One block north of I-94/I-694 at the intersection of Hemlock Lane and Elm Creek Boulevard, Maple Grove  
**Month/Year Opened:** September 2003  
**Owner:** Prudential Investment Management  
**Managing Agent:** Cousins Properties, Inc.  
**Center Manager:** Michael Grenander  
**Leasing Agent:** Tiffany Cox, Cousins Properties, Inc. (404) 407-1034  
**GLA:** 372,996 sf  
**Current Occupancy:** 94.5%  
**# of Stores:** 75  
**Market Area Served:** NW Metro  
**Additional Facts/Narrative:** The Shoppes at Arbor Lakes, Minnesota’s first lifestyle center, consists of four blocks of upscale shopping and dining in an outdoor setting. Visit [www.shoppesatarborlakes.com](http://www.shoppesatarborlakes.com) for a full list of stores and restaurants as well as a schedule of summer events.

## Go Ethic - continued

Keep in mind that it is very expensive and nearly impossible to educate consumers at large about food. Consumers know what they want, what they like and they like what they know, and will only gradually make changes in their dietary habits. For example, with all the hubbub about health, nutrition, fat-intake and cholesterol counts, today 60% of fast food restaurant products still come out of the fryer.

That means that either the public hasn't been listening to the FDA or their doctors' admonitions over the past thirty years, or they don't care. To you, it doesn't matter; the result is the same. The fact is ethnic food is fundamentally foreign and it's a wise restaurateur who introduces unusual foods in such a way as to make them seem familiar. At the very least, they must describe their dishes in a language their target customer will understand. The Saag Paneer mentioned earlier could be billed as creamy spinach dip with spices and homemade cheese.

So, armed with this knowledge, how can you best situate yourself for success? While there are no guarantees, applying the following three-part strategy may help you understand if your potential tenant has that competitive edge:

- 1) Make sure they can deliver on the fast-food pledge. They must offer convenient, fast, and friendly service, and great taste at a low price;
- 2) They must go after the bigger check—don't let them chase a \$.99 breakfast when there are \$6 dinners to be sold and eaten; and
- 3) Don't let them compete head-on with the biggies—they'll never beat McDonald's. Mickey D's not only does what they do extremely well, but they have years of service and a reputation behind them.

Instead of trying to beat them at their own game, your new potential tenants must offer your customers a competitive point of difference.

They must consider taking their quick and delicious ethnic food out of the traditional fast-food race and entering it into the Home Meal Replacement (HMR) market.

Instead of having them settle for a feed-bag-in-the-car experience, find a way that customers can easily pick up their ready-made dinners and serve them at home. El Pollo Loco successfully caters to HMR customers although Americans still perceive most fast-food chains as snack and lunch stops, not places to fulfill their main evening meal needs.

“...IT'S A WISE RESTAURATEUR WHO INTRODUCES UNUSUAL FOODS IN SUCH A WAY AS TO MAKE THEM SEEM FAMILIAR.”

Today, almost 70% of Americans consume their meals at their own dinner tables. That's a huge potential market for Home Meal Replacements where you can expect consumers to spend more and compare prices less (especially of ethnic foods.) The best part is that this purchase has the potential to drive customers into a mall or shopping center food court at a time when they normally aren't coming in.

Since we already know that restaurant purchases are a habit, it's a good idea to get them into the habit of visiting the shopping property, too.

Opening a QSR - or any restaurant for that matter - in a mall or shopping center is a difficult enterprise in the best of circumstances, let alone in today's challenging economic environment. Although taking on a specialty foodservice operation is particularly ambitious, with the right formula of product mix, service standards and positioning, you could be bringing this market in to your properties at exactly the time you need it most.



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## TECHNOLOGY TIP

For all you brokers out there, let other MSCA members know what tenants you represent through the MSCA Web site. In the member profile we have a specific section for client representation. Login, click on **profile** in the upper right, from the menu list on the bottom of the page click on **Add or edit your client representation**. Enter the information per the directions and click on **update**.

Due to the dynamic relationships in the business we put a thirty-day clock on this information, to assure the members of accurate and current information. So even if there is no change you must go through the update process or the information will be hidden for others after 30 days until you update it again.

If you have any questions you can always contact the Technology Committee Chair: Jim Mayland at [jmayland@ctmt.com](mailto:jmayland@ctmt.com) or (612) 347-9311.

## The Caring Tree Campaign

July 27 - August 10

Donate online!  
[www.caringtree.org](http://www.caringtree.org)

## HOT SPOTS / COLD SNAPS

by Lisa Diehl, Diehl and Partners, LLC

# ARE YOU LINKEDIN?

**Y**ou Tube, My Space, Twitter, FaceBook, World Press, CraigsList! So many choices. Why LinkedIn?

Today, there are over 40 million users in over 200 countries, 170 industries, and a new member is joining every second. Compared to other online networks, LinkedIn provides you an advantage in your career. LinkedIn helps you make better use of your professional network and helps the people you trust in return. You can find, be introduced to, and collaborate with qualified professionals you need to work with to accomplish your goals. LinkedIn's goal is to connect the world's professionals to accelerate your success.

The average LinkedIn user has a household income of \$109,000 with an average work history of 15 years. The average age is 41 years and 36% of users are decision makers in their household, with a net worth average of over \$250,000.

It's easy to find an individual in the MSCA membership directory or Web site and send them an email. LinkedIn allows you the ability to expand that connection. When you join LinkedIn, you create a profile that summarizes your professional expertise and accomplishments. You can then form enduring connections by inviting trusted contacts to join LinkedIn and connect to you. Your network consists of your connections, your connections' connections, and the people they know, linking you to a vast number of qualified professionals and experts. Through your network, you can post and distribute job listings, discover business connections and opportunities that can help you find deals, and search for service providers.

LinkedIn is also a valuable resource for what is now being coined "netiquette." This is putting yourself out there to help others.

LinkedIn is another opportunity for you to network and build long term relationships.

Did you know that MSCA has its own LinkedIn group? You can go to [www.linkedin.com](http://www.linkedin.com) and since you are a member of MSCA, request to join the group by typing in Minnesota Shopping Center Association in the search groups.

### LinkedIn Tips:

**Profile:** Make sure your profile is always up-to-date and includes a photograph. This is a professional bio, make sure you proof for mistakes!

**Resumes:** Hard copy resumes are usually two pages, on LinkedIn you can make your resume as long as you would like. All it takes is for one person to do a word search on a previous project/job you had and they connect to you.



**LinkedIn Networks:** Did you know that MSCA has a group network? You can also join your Alumni

University network, a distressed properties network, and professional association networks (IREM, CCIM, and BOMA) and other targeted audiences. LinkedIn lets you join up to 50 groups. Seek out LIONS (LinkedIn Open Networkers). Or start your own group.

**Accepting an Invite:** LinkedIn gives you up to 3,000 invites. If you are unsure of accepting an individual's invite, you have the ability to "file" the invite for a future acceptance. LinkedIn keeps track of the rejections. Five rejects and you can be banned from a connection.

**Customer Service:** Should you need customer support, the unpublished number is (650) 687-3600; press 5 when you hear the recording.

### MSCA CONNECTION NEWSLETTER REFERENCES

Sometimes MSCA authors are writing articles and looking for expertise in the field as a reference. Please let us know if you are interested in being contacted and what your areas of expertise are. You can email Andy McDermott at [andy@shealink.com](mailto:andy@shealink.com) or Christopher Naumann at [chrismax88@comcast.net](mailto:chrismax88@comcast.net).

## EVENTS

- Aug 5 **Monthly Program:**  
Retail Focus
- Sep 2 **Monthly Program:**  
Headline Speaker  
(afternoon program)
- Oct 7 **Monthly Program:**  
Development
- Nov 4 **Monthly Program:**  
Retail Report  
(afternoon program)

[www.msca-online.com](http://www.msca-online.com)

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## PRESS RELEASES

# MN MARKETPLACE

Press releases are printed based upon availability of space and relevance to the local market.

- A new entertainment facility is now open in Oakdale. **PINZ** center is located at Interstate 694 and Minnesota 5. The 48,000-sf facility includes 34 bowling lanes, an arcade, a laser tag arena, party facilities and Harvey's American Pub.
- Parasole's newest venture, **Burger Jones**, is now open in the former Applebee's spot at Calhoun Village near Lake Calhoun. Prices start at about \$7.95 for a classic hamburger and run up to \$18-20 for a lobster burger or burger topped with foie gras.
- **Massage Envy** is now open at Windsor Plaza in Eden Prairie.
- **Brasa Rotisserie** opened a second location on Grand Avenue in St. Paul.
- **Pairings Food and Wine Market** is now open in Minnetonka. Pairings features a high-end market, café and full service wine and liquor shop, and focuses on pairing wines, beers and spirits with made-from-scratch meals.

# 2009 LEGISLATIVE SESSION SUMMARY

by **Sonnie Elliott** and **Rich Forschler**, Faegre & Benson LLP

Lawmakers grappled with a projected budget deficit of \$6.4 billion during the 2009 session. In the end, the Legislature and Governor Pawlenty were unable to resolve their differences regarding how to balance the state's budget. The legislature adjourned on May 18th with a projected deficit looming which Governor Pawlenty committed to resolving using his unallotment power.

Federal stimulus funding, budget shifts, and spending cuts solved the majority of the deficit, leaving a \$1 billion gap. The DFL majority proposed tax increases to generate the \$1 billion, while the Governor proposed borrowing against anticipated revenues from the tobacco settlements. Legislators were opposed to the borrowing plan, while the Governor opposed tax increases.

The DFL controlled legislature proposed many tax proposals, none became law. Two separate tax bills were sent to the Governor and both were vetoed — an override attempt was made, but failed to garner the votes needed.

MSCA actively opposed tax bills that included state business property tax increases and street utility fee proposals. Other items of concern included:

- Allowing counties to impose a ½ cent sales tax to compensate for cuts to Local Government Aid; and
- Taxing as income property taxes paid in tax increment and tax abatement projects.

Although the Governor eventually signed all funding bills passed by the Legislature, with several line-item vetoes, a \$1 billion gap remains. He will unilaterally reduce spending provided in the bills to solve the \$1 billion dollar deficit. The power to reduce, or unallot, appropriations is provided for in state law. The legislature will not be able to propose changes to the Governor's budget reductions until it reconvenes on February 4, 2010.

# 18TH ANNUAL MSCA GOLF TOURNAMENT

## TOURNAMENT RECAP

### THANK YOU SILENT AUCTION \$5,000 MATCH SPONSOR

Reliance Development Company matched our **\$5,000** that was raised through the silent auction at the golf tournament. This generated an additional **\$5,000** for our silent auction proceeds.

We would like to extend a huge thank you and appreciation to John Trautz, Vincent Driessen, Paul Stearns and David Stradman at Reliance Development Company.



Reliance Development Company  
Exceptional Locations, Extraordinary Results

### THANK YOU ONLINE AUCTION \$2,500 MATCH SPONSORS

Chuck & Don's Pet Food Outlet and Robert Muir Company each matched our **\$2,500** that was raised through the online auction in conjunction with the golf tournament. This generated an additional **\$5,000** for our online auction proceeds.

We would like to extend a huge thank you and appreciation for their continued Caring Tree support...

**Chuck & Don's**  
PET FOOD OUTLET

  
**ROBERT MUIR**  
COMPANY

It was a beautiful day for the 18th Annual Golf Tournament held on June 15th. This year was a great turnout for golfing and networking with other MSCA members and their clients to raise funds for The Caring Tree. In addition, we had an additional 75+ people come join us for dinner and the silent auction. The Caring Tree, founded by MSCA in 1993, promotes educational success for Minnesota's K-12 students in-need by ensuring that they have the appropriate school supplies.

The Golf Committee puts a lot of time and effort into preparations for the event and auction items. In addition, many volunteers offered their time to help make the event a success.

- **The Lawn Ranger, Inc.** sponsored the boxed lunches.
- **Fredrikson & Byron, P.A.** sponsored the lunch beverages.
- **60 companies** sponsored holes, 33 of which hosted raffle drawings or handed out beverages, food or goodie bags to passing golfers.
- **H.J. Development, Inc.** sponsored our Par-Tee Carts that allowed golfers to purchase raffle tickets for a chance to win carts for their foursome stocked with beverages, ipods, cigars, etc.

The silent auction was exciting this year with MSCA providing each attendee a silent auction bidding device to plug in their bids. This allowed all participants to bid while they networked and ate. Ronn Thomas of NorthMarq and Hans Rasmussen, 2009 Caring Tree President, thanked the crowd for their ongoing support for The Caring Tree and provided us with the exciting announcement that if we raised \$5,000 in the silent auction, **Reliance Development Company** would match the \$5,000. Thanks to Tom Roberts of Stonewood Properties, and our additional bidders, we reached our goal of \$5,000.

All together, the putting contest, grand prize keys, silent auction, silent auction company/people matches, online auction and hole sponsor raffles raised a total of over **\$30,500** for The Caring Tree! With The Caring Tree's partnerships assisting to leverage financial donations, these proceeds can help to send over 1,500 Minnesota children back-to-school with new school supplies!

Everyone who took part in this event should be proud to know that their generosity benefited a worthy cause. We all look forward to next year's event being even more successful.

**A special thank you goes out to all the committee members and volunteers who gave their time and expertise in making this great event possible.**

A job well done!



THANK YOU TO ALL MSCA GOLFERS AND VOLUNTEERS FOR YOUR HELP AND DEDICATION TO THE 18TH ANNUAL GOLF TOURNAMENT.

IT WAS A BEAUTIFUL DAY AND WITH EVERYONE'S SUPPORT, WE MANAGED TO HAVE FUN, RAISE FUNDS FOR A GREAT CAUSE, NETWORK AND PLAY 18 HOLES OF GOLF!

~ KARLA, STACEY & DANIELLE  
MSCA STAFF

# WINNERS

## Overall – Gold Course

- 1st place – **Jack Appert, Ross Nelson, Mike Larson, Tim Olsen**; score - 59
- 2nd place – **Greg Brenny, Bruce Carlson, Matt Sonntag, Beth Hustad**; score - 61

Proximity – **John Rose**

Longest Putt – **Jamey Puttin**

Longest Drive (Women) – **Liz McLay**

Longest Drive (Men) – **Jamey Puttin**

## Overall – Platinum Course

1st place – **Tom Palmquist, Matt Alexander, Hans Rasmussen, John Johansson**; score - 60

2nd place – **Rick Plessner, Jeff Nat, Marlene Oberste, Jay Wollenberg**; score - 60

Proximity – **Jeff Nat**

Longest Putt – **Keith Sturm**

Longest Drive (Men) – **Mike Zipoy**

Longest Drive (Women) – **Kathy Ruitland**

# SKINS WINNERS

## Gold Course

**John Rose, Brian Walkerly, David O'Barr, Tom Scheel**  
(\$48 for the team)

**Paul Sevenich, Al Hines, Mike Korsh, Larry Calhoun**  
(\$24 for the team)

**Scott Anderson, Jim LaValle, James Puttin, Derek Nail**  
(\$24 for the team)

**Greg Brenny, Bruce Carlson, Matt Sonntag, Beth Hustad**  
(\$24 for the team)

## Platinum Course

**Rick Plessner, Jeff Nat, Marlene Oberste, Jay Wollenberg**  
(\$420 for the team)

The Caring Tree would like to extend a huge thank you to all five teams who donated their skins winnings to The Caring Tree to help assist Minnesota K-12 students in-need with back-to-school supplies.

# THANK YOU VOLUNTEERS!

Matt Alexander, Kraus-Anderson Companies  
Peter Austin, NAI Welsh  
Jeff Baechler, TRG Commercial  
Emily Becker, NorthMarq  
Barry Brottlund, InSite Commercial Real Estate  
Ryan Burke, Kraus-Anderson Companies  
Deb Carlson, Cushman & Wakefield of Minnesota, Inc.  
Barb Chirinos, Stewart Title  
Laura Gill, Christianson & Company  
Lora Grgich, KKE Architects, Inc.  
Elizabeth Hasledalen, H.J. Development, Inc.  
Chris Hussman, Aspen Waste Systems, Inc.  
Natina James, KKE Architects, Inc.  
Allison Johnson, Kraus-Anderson Companies  
Brad Kaplan, NorthMarq  
Andy Kim, EVS, Inc.  
Jackie Knight, NorthMarq  
Linda Ladner, Nova Consulting  
Kelly Lienke, H.J. Development, Inc.  
Cindy MacDonald, Kraus-Anderson Companies

Andy Marchant, Village Green Landscapes, Inc.  
Tom Martin, Cambridge Commercial Realty  
Chris Moe, H.J. Development, Inc.  
Mike O'Brien, Loucks Associates  
Dian Parnell, Kraus-Anderson Companies  
Bill Parr, Talberg Lawn & Landscape  
Hans Rasmussen, Robert Muir Company  
Johnny Reimann, NorthMarq  
Tony Rosell, Carleton Property Services  
Diane Scherer, TRG Commercial  
Rick Schroeder, Robert Muir Company  
Paul Sevenich, Kraus-Anderson Companies  
Sara Stafford, Marketing Consultant  
Zach Stensland, NAI Welsh  
Jase Stumph, RJ Marco Construction  
Lauri Stumph, Lauri Stumph Photography  
Ronn Thomas, NorthMarq  
Katie Viere, Kraus-Anderson Companies  
Jeff Wurst, Cheapeake Companies



Special thanks to NorthLANs Alliance for donating staff time to create and host the online auction!

NorthLANs Alliance is a full service Internet Hosting Provider, offering web site development and programming services. We are able to assist in a wide range of services from basic support all the way up to full design and creation of interactive e-commerce sites, capable of credit card transactions, database journaling and encrypted security.

At NorthLANs Alliance, we understand Internet technologies and use our experience to make it easy for you to establish your business on the Internet. For additional information, see us at [www.WeWebHost.com](http://www.WeWebHost.com).

# GOLF HOLE SPONSORS

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 Diversified Construction  
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 Dougherty Funding LLC  
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 Faegre & Benson LLP  
 Fredrikson & Byron, P.A.  
 Hempel  
 Horizon Roofing & Sheet Metal  
 InSite Commercial Real Estate  
 Interstate Pavement Maintenance  
 Jones Lang LaSalle/Rosedale Center  
 KKE Architects, Inc.  
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 Landform  
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 MFRA (McCombs Frank Roos Associates)  
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 Olsson Associates  
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 Ryan Companies US, Inc.  
 Sunde Land Surveying LLC  
 Talberg Lawn & Landscape, Inc.  
 The Lawn Ranger, Inc.  
 Twin City Outdoor Services, Inc.  
 United Properties  
 U.S. Bank National Association  
 Village Green Landscapes  
 Westwood Professional Services, Inc.  
 Winthrop & Weinstine, P.A.  
 Wright County Economic  
 Development Partnership



**Clark Engineering Corporation** hosted an event that gave away a \$100 Target gift card.  
 Winner: **Tom Martin**

**CMA** hosted an event that gave away a Lake Minnetonka or Mississippi River cruise.  
 Winner: **Rick Schroeder**

**Dalbec Roofing** hosted an event that gave away a gift certificate to Gianni's Steakhouse.  
 Winner: **Allen Bernard**

**Diversified Construction** hosted an event that gave away a \$100 MOA gift card.  
 Winner: **Emily Becker**

**Engelsma Construction** hosted an event that gave away a \$100 Hoigaard's gift card.  
 Winner: **Kim Meyer**

**Faegre & Benson LLP** hosted an event that gave away Twins tickets.  
 Winners: **Andy Meelberg & Paul Stearns**

**Horizon Roofing & Sheet Metal** hosted an event that gave away a \$100 Oceanaire gift card.  
 Winner: **Patrick Daly**

**KKE Architects** hosted an event that gave away 2 iPod touches and **raised \$1,038 for The Caring Tree.**  
 Winners: **Greg Brenny & Dave Carland**

**Kraus-Anderson Companies** hosted an event that gave away a \$100 Spalon Montage gift card.  
 Winner: **Dan Schaffan**

**Landform** hosted an event that gave away a \$150 Best Buy gift card and **raised \$49 for The Caring Tree.**  
 Winner: **Richard Jahnke**

**Mall of America** hosted an event that gave away a MOA bag.  
 Winner: **Jay O'Brien**

**MFRA (McCombs Frank Roos Associates)** hosted an event that gave away a \$100 Golfsmith gift card.  
 Winner: **Jeff Horstmann**

## THANK YOU TO THE FOLLOWING GOLF HOLE SPONSORS THAT HOSTED EVENTS:

**NorthMarq** hosted an event that gave away Twins tickets.  
 Winners: **Steve Eggert & Bryan Skowronek**

**Nova Consulting Group** hosted an event that gave away a \$50 Visa gift card.  
 Winner: **Scott Anderson**

**Paster Enterprises** hosted the putting contest that gave away a Sony Digital Reader Book and **raised \$770 for The Caring Tree.**  
 Winner: **Tim Jackson**

**Olsson Associates** hosted an event that gave away a putter.  
 Winner: **Jim Hornecker**

**Robert Muir Company** hosted an event that gave away a \$100 McCormick & Schmick's gift card.  
 Winner: **Ryan Burke**

**RSM McGladrey** hosted an event that gave away a TaylorMade Putter.  
 Winner: **Bruce Halbasch**

**Sunde Land Surveying LLC** hosted an event that gave away Twins tickets.  
 Winner: **Jon Foss**

**The Lawn Ranger, Inc.** hosted an event that gave away a \$100 Home Depot gift card and a \$100 Nordstrom gift card.  
 Winners: **Emily Becker & Justin Wing**

**Twin City Outdoor Services, Inc.** hosted an event that gave away a snow blower.  
 Winner: **David O'Borr**

**Westwood Professional Services, Inc.** hosted an event that gave away a Weber Grill.  
 Winner: **Ken Braun**

**Wright County Economic Development Partnership** hosted an event that gave away a \$40 gift card to D Michael B's.  
 Winner: **Michael Stephens**

# AUCTION WINNERS

MSCA would like to extend a huge thank you to our online and silent auction winners. Thank you to everyone for bidding!

**Jack Amdal**  
**Dana Andresen**  
**Peter Berrie**  
**George Bestrom**  
**Danielle Bickham**  
**Lorie Bickham**  
**Greg Brenny**  
**Tammy Bruess**  
**Jim Bysrzycki**  
**Deb Carlson**  
**Barbara Chirinos**  
**Rick Cook**  
**Linda Donovan**  
**Stephen Eggert**  
**Jenni Faulkner**  
**Lora Grgich**  
**Jessica Grinsteiner**  
**Cynthia Hable**  
**Tina Hegner**  
**Tom Heuer**  
**Hayley Hoppe**  
**Chris Hussman**  
**Beth Hustad**

**Ryan Johnson**  
**Steve Johnson**  
**Margaret Jordan**  
**Jenifer Kent**  
**Courtne Kirvelay**  
**Cheri Knutson**  
**Andrea Komschlies**  
**Renay Leone**  
**Cindy MacDonald**  
**Debra Mahoney**  
**Tom Martin**  
**Stefanie Meyer**  
**Kai Milota**  
**Chris Moe**  
**Tom Mulhere**  
**Skip Nienhaus**  
**Kriss Novak**  
**Mike Ohmes**  
**Tom Palmquist**  
**Lori Parks**  
**Don Parrish**  
**Carolyn Paulson**  
**Julie Pelton**

**Rick Plessner**  
**Hans Rasmussen**  
**Jim Rock**  
**Holly Rome**  
**Shellie Rowe**  
**Kathy Rusche**  
**Gary Ryan**  
**Luann Sawochka**  
**Dan Schaffan**  
**Diane Scherer**  
**Joan Schlecht**  
**Rick Schroeder**  
**Paul Sevenich**  
**Brian Skowronek**  
**Matt Sonntag**  
**Sara Stafford**  
**Jase Stumph**  
**Karla Torp**  
**Eric Tuck**  
**Dick Ward**  
**Jennie Zafft**



## THE CARING TREE

The Caring Tree promotes educational success for Minnesota's K-12 students in need by ensuring that they have the appropriate school supplies. In Minnesota, there are over 121,000 children who live at or below the poverty level that cannot afford basic necessities. The Caring Tree believes that no child should ever have to experience the humiliation of not having school supplies due to financial challenges. On the behalf of children throughout the state, The Caring Tree thanks you for supporting our cause!

# AUCTION & PRIZE DONORS

A World of Fish  
 ACI Asphalt Contractors, Inc.  
 AJ Commercial Real Estate, Inc.  
 Acapulco Mexican Restaurant  
 The Ackerberg Group  
 Acme Comedy Company  
 Allied Blacktop Company  
 AmeriWaste Litter Control, Inc.  
 Aspen Waste Systems Inc.  
 Associated Bank  
 Peter Austin  
 Barna, Guzy & Steffen Law Firm  
 Barry Brottlund/InSite Commercial Real Estate  
 Benson-Orth Associates  
 The Blue Book Building & Construction  
 Braden Construction  
 Braun Intertec  
 Broadway Awards  
 CB Richard Ellis  
 CSM Corporation  
 Calhoun Square  
 Chanhassen Dinner Theatres  
 The Cheese Market  
 Chianti Grill & Porterhouse Restaurants  
 Chuck & Don's Pet Food Outlet  
 City Pages  
 Comedy Sportz and The Independent  
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 Diehl and Partners, LLC  
 Diversified Acquisitions, Inc.  
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 Stephen Eggert  
 Electric Resource Contractors, Inc.

Erdahl Aerial Photos  
 Eric Bjelland/NorthMarq  
 Fairy Godmother  
 Fishing Hardcore  
 Fredrikson & Byron, P.A.  
 Gabbert & Beck, Galleria  
 Gameworks Minneapolis  
 Glass Endeavors  
 Great Clips, Inc.  
 Guaranty Commercial Title  
 Haskell's, The Wine People!  
 Holtz Garden Center & Flora  
 Horizon Roofing  
 The Hotel Minneapolis  
 Inland Commercial Property Management, Inc.  
 Joe Senser's Restaurant Sports Theater  
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 Mall of America  
 Mandinec Group Landscaping  
 Margaret Jordan on behalf of Thai Women

Marsden Bldg Maintenance  
 Massage Retreat & Spa  
 Matt Schmitt Photography  
 Mega Media Exchange  
 Messerli & Kramer P.A.  
 Metro Paving Inc.  
 Minnesota Real Estate Journal  
 Minnesota Twins  
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 MSCA Cares Committee & Caring Tree Board  
 MSCA Golf Committee  
 MSCA Legislative Committee  
 MSCA Membership Committee  
 MSCA Newsletter Committee  
 MSCA Program Committee  
 MSCA Retail Report Committee  
 MSCA Sponsorship Committee  
 MSCA Staff  
 MSCA STARR<sup>SM</sup>, Awards Committee  
 MSCA Technology Committee  
 NAI Welsh  
 The Old Log Theater  
 Opus Northwest LLC  
 PCL Construction Services, Inc.  
 Parsons Electric  
 Paster Enterprises  
 Pawn America  
 Planet Claire Creative  
 Prescription Landscape  
 Punch Neapolitan Pizza

RJ Marco Construction  
 RSM McGladrey/Eric Tuck  
 RSP Architects  
 Reliable Property Services  
 Restoration Professionals  
 Rosedale Center  
 Sheraton Bloomington Hotel  
 The Shoppes at Arbor Lakes  
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 Simonson's Salon & Spa  
 Spacecrafting.com  
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 Sara Stafford  
 Stages Theatre Company  
 Stahl Construction  
 Stewart Title  
 Stonehenge USA  
 Superior Striping  
 TRG Commercial Title Group  
 Tradition Parking & Valet  
 Treasure Island Resort & Casino  
 Twin City Outdoor Services, Inc.  
 Keith Ulstad/United Properties  
 United Properties  
 Upland Real Estate Group, Inc.  
 Vine Park Brewing Company  
 Wild Mountain Taylors Falls Recreation



## MEMBER PROFILES

### Jenni Faulkner

City of Burnsville



**Primary Career Focus:** Community Development - Planning, Economic Development, Building Inspections, Code Enforcement, Housing

**Hometown:** Burnsville

**Family:** Husband, Earl and dog, Mack (he's an Irish Terrier)

**Hobbies:** Gardening, gourmet cooking, traveling

**Dream Job:** Writer for Travel/Leisure or Food Magazine

**Secret Talent:** Floral arranging

**Favorite Book:** *The Lion The Witch and the Wardrobe* (Chronicles of Narnia)

**Favorite Quote:** "Life is not fair so deal with it" from my mother

**Mentor:** My current mentor is my father-in-law

**Favorite Place Traveled:** Maui, Hawaii

### Paula Mueller

Northtown Mall – Glimcher Realty Trust



**Primary Career Focus:** Mall Property Financial Management / Development

**Family:** Super-Kids Cassie (22), Gavin (20), Jarek (16), and Jack (8), plus hubby, Dan (44, but looks much younger)

**Hobbies:** Hobby Farm, complete with horse, goat, dog, cat, lizard, and chickens

**Very First Job:** Singing waitress at Farrell's Ice Cream Parlour

**Secret Talent:** Power tool master

**Favorite Food:** I have never met a food I did not like

**Favorite Movie:** *When Harry Met Sally*

**Mentors:** My parents and my children

### In Remembrance of Jim Ryan

Jim Ryan, CEO of family-owned builder and developer Ryan Cos. US Inc. recently lost his battle with melanoma. Our heart-felt sympathies go out to his family, friends, and co-workers. He left an incredible mark on the City of Minneapolis and the industry as a whole and for that we are thankful. He was a great man and will be dearly missed. Thank you, Jim.

## COMMITTEE CHAT by Barry Brottlund, InSite Commercial Real Estate

# PROGRAM COMMITTEE

It has been a challenging year for the MSCA Program committee, but with 19 (record number) committee members, we have the rest of 2009 already planned with programs that are not only informative, but designed to help our members thrive and survive. Don't miss out on our great upcoming programs: **July** – Transit, Fly Balls, Going Green; Connecting Urban Life – focusing on Target Field and opportunities around the stadium; **August** – a panel of retailers sharing their challenges and successes; **September** – national speaker Phillippe Cessar of Cession 2.0 addressing Gen X and Gen Y; and **October** – get an update and take a tour of the West End shopping experience.

This committee thrives and survives on the input and suggestions from the rest of the MSCA membership. Don't hesitate to contact co-chairs Barry Brottlund at [barry.brottlund@gmail.com](mailto:barry.brottlund@gmail.com), or Jeff Wurst at [jwurst@chesapeakecompanies.com](mailto:jwurst@chesapeakecompanies.com) with any ideas for topics for future programs. Thanks for your continued support of the monthly MSCA programs. We hope that they help to keep you fresh, informed and wired in.

## NEW MEMBERS

### Bruce Anderson

SPS Infrastructure, Inc.

### Becky Leebens

Velmeir Companies

### Frank Delmont

GenCon Construction

### Paul Doud

Managed Services Inc.

### Mary Wiatros

Paster Enterprises, LLC

## MEMBER NEWS

### HTG Unveils Refreshed Logo.

HTG Architects is celebrating the firm's 50th anniversary with the unveiling of a refreshed logo. The new HTG Architects blue and copper image was created to represent the trust, professionalism, spirit of innovation and fun for which the firm is known.

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**Celebrating Our 20<sup>th</sup> Year**

**Thanks to all our Great Customers!**

# RETAIL REALITY AND THE FUTURE OF THE MALL

At the MSCA June program, two experts — one a professor focusing on retailing and marketing (Dave Brennan, Ph.D.), and the other a professional mall manager (Paula Mueller) — gave their perspectives on what is happening with retailers and malls, and what can be done to address the current reality.



June presenters – left to right  
Dave Brennan, University of St. Thomas  
Paula Mueller, Northtown Mall/Glimcher Properties  
Tom Musil (moderator), University of St. Thomas

The presenters at the MSCA June program looked at empirical data demonstrating the current difficulties facing mall and other shopping center owners, including the number of retailers closing some or all of their stores. Dr. Brennan identified the different mentalities of shoppers and how they are responding to the recession. He then suggested strategies for mall owners: conduct research, plan for different scenarios, improve tenant mix, cut expenses, and create an “experience” for customers.

Ms. Mueller identified the national mall tenants that have been “sinking” and those that have been “swimming” as well as the characteristics that lead to those results. She gave helpful suggestions on how shopping center owners can be proactive in the face of these challenging circumstances. Among these suggestions were: incubating new local and regional tenants, considering non-traditional uses, structuring deals to share risk (and reward,) and assuming the role of business consultant with some tenants. Non-traditional uses include medical offices, charter schools, daycare centers and municipal offices. Strong categories of tenants in this (and any) recession are “dollar” stores, pet supply stores, warehouse clubs, drugstores, grocery, liquor, and tractor supply. Ms. Mueller also gave practical tips on how mall industry partners, such as brokers, architects, contractors, municipalities, roofing, waste management and lighting suppliers, could best position themselves during current circumstances to increase business.

For more information, log on to the MSCA Web site for their presentations.

## BOOKMARK

### **Get Back in the Box: Innovation from the Inside Out** by Douglas Rushkoff

For years we've been told to think “outside the box” in order to be on the cutting edge of success in the business world. According to Rushkoff, “...this has inspired an obsession with growth, competition and offbeat concepts.”

In Get Back in the Box, the author suggests that it might be more productive to go back to your core strengths and understand why they have made you and your business successful. Once you determine this, look at your customer and see how you can expand on your strengths to facilitate and meet the customers' needs. In his book, Rushkoff endorses collaboration between business and client rather than competition between businesses for the client's money. Robert D. Steele, a reviewer from Oakton, Virginia, found the war metaphors of business particularly interesting and wonders if some of the larger corporations have lost sight of what their core competencies are.

This book was published at the end of 2005. The recent economic crisis seems to point to the validity of some of Rushkoff's views. 11 out of 12 reviewers gave this book a 5 star rating. Other books by this author include Media Virus and Coercion: Why We Listen to What “They” Say.

Have a reading recommendation? Contact Christopher Max Naumann at [chrismax88@comcast.net](mailto:chrismax88@comcast.net) or Judy Lawrence at [jlawrence@karealty.com](mailto:jlawrence@karealty.com).

## JUNE PROFESSIONAL SHOWCASE



Classic Asphalt & Sealcoating Co., Inc. has been a family-owned business for over 20 years. They have pride in their services in your needs for all aspects in parking lots.

## WEB SITES

[www.vexray.com](http://www.vexray.com). This Web site lists retail sites for sale or lease. The Web site claims that your site submission will be reviewed by a list of retailers such as: FastSigns, Salsarita's, Sears, Anytime Fitness, and Batteries Plus.

VEXRAY analyzes your site using over 150 factors to determine if it meets the requirements for these retailers then connects you to their local rep. VEXRAY also lists all the relevant competition surrounding your site for each company. In addition, it lists existing units so each company can estimate whether there will be potential cannibalization. VEXRAY will compile lifestyle and consumer expenditure data and map this data for your site, plus a company specific market area map.

## BRASA ROTISSERIE

Chef Alex Roberts, owner of the highly acclaimed Restaurant Alma and its casual sibling, Brasa Rotisserie, opened his second Brasa location on Grand Avenue in St. Paul on Wednesday, June 17. The Brasa Rotisserie concept is inspired by traditional Creole home cooking found throughout North America, South America and the Caribbean. The menu features rotisserie chicken, slow-cooked pork shoulder, braised beef and a large selection of side dishes.

After two financially successful years since the debut of the Minneapolis Brasa, Roberts thought the Grand Avenue site, which has been vacant since The Italian Pie Shoppe moved to a new location in 2006, was a great fit for expansion. Roberts developed the Brasa concept after noticing a "big gaping hole in the market for a decent \$15 meal." The success of the first Brasa location, with price points averaging \$10-15 a head, demonstrates that he's on to something. He believes the second Brasa will thrive in an area where people "already go to eat, celebrate, stroll and shop."

The design of the St. Paul location was modeled after the original, with bright colors and faux painting techniques



used to create the feeling of a Caribbean shanty, juxtaposed with clean, modern fixtures and furnishings. Steel and glass garage doors open to an expansive patio and create an inviting, open-air atmosphere. Roberts collaborated with marketing and design firm Shea, Inc., and design and construction team, Site Assembly, Inc. on the design of the restaurant. At 3,600 sf - nearly double the size of the first location - the space fits approximately 90 seats (with an additional 45 seats outside) but Roberts wanted to keep the feeling of the original and not get too big.

"Compression is a good thing," explains Roberts. "You want to have good energy, but still have intimacy. Once you get more than 200 seats, it becomes a huge operation. I feel like it is hard to get really great food at really large volumes." He believes that just like the original Brasa, the Grand Avenue location has captured the soul of the classic American diner where "people just drop by for a great plate of food." By staying small, Roberts can remain involved in every aspect of the business, which, for now, is his preference. And at the end of the day, he says, "It's all about the food."

[www.brasa.us](http://www.brasa.us)



ECONOMIC DEVELOPMENT PARTNERSHIP

### Upcoming Partnership Events

**AUGUST 12, 2009**

**State of Wright County Economy**

*Presented by Professor King Banaian*

Albertville City Hall • 5959 Main Ave NE, Albertville

11:15 a.m. – 1:00p.m

Cost: \$25 members/ \$40 non-members

**SEPTEMBER 9, 2009**

**Annual Golf Scramble Event**

Riverwood National Golf Course

10247 95th St NE, Otsego, MN

Shotgun start at 12:30

Before Aug. 10th: Members \$95, Non-members \$110

*Come early and network!*

To register or for more information, contact Noel LaBine 763-477-3086 or visit [wrightpartnership.org](http://wrightpartnership.org).

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