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FEATURE by [Jeremy Striffler](#), C&W / NorthMarq



WAYZATA: A NEW WAVE OF RETAIL

With a blink of the eye, the Wayzata Bay Center was torn down to make way for a new development project in late April. The original shopping mall was built in the 1960s and served this suburban enclave of commuters for four decades. But the passing of time brings about needed change and construction has started on a new project on the site called the Promenade of Wayzata, which is owned and being developed by Presbyterian Homes & Services.

During its \$125 million first phase, two 5-story buildings with ground-level retail shops and 225 senior living apartments will be built. According to the Star Tribune, a wide range of options will be offered including 148 independent senior units, 58 assisted living apartments, 18 memory care suites and 30 skilled nursing care suites.

Stefanie Meyer, Senior Vice President at Mid-America Real Estate, heads up the leasing efforts for the project. When her team got the assignment, she says their main focus was to

secure an anchor tenant; and they have successfully done that. Lunds signed a lease in April and they will be one of the first retailers to open in the development, either in late 2013 or early 2014.

Meyer shares that they are working on leases for the remaining 15,000 sf within the superior block. There is a strong amount of interest, and they are talking to a diverse mix of boutiques, national retailers, sit-down and quick-serve restaurants and other service-oriented tenants. She explains that "we are just trying to put the puzzle pieces together with the initial interest we have received" but are dealing with some timing constraints due to the planned residential components. However, she is quick to add that "it's a good problem to have."

Overall, she says it is a thrill to add retail space back to an area that has offered limited opportunity in the past few years for new tenants to enter such a desirable market. ➔

SNAPSHOT

Sunnyside Shoppes (44th & France)



50th & Penn Shoppes



Dinkytown Commons (14th Ave SE)



Uptown Shoppes (1500 W Lake St)



BRUEGGER'S BAGEL BAKERY RETAIL CENTERS

Locations: South Minneapolis (50th & Penn), Edina (44th & France), Uptown (Lake & Humboldt, Dinkytown (14th Ave & 4th St)

Owner: Arbor Retail Properties, LLC

Managing Agent: Arbor Commercial Group, LLC

Leasing Agent: Steve Young, (612) 926-8000

steve@arborgroup.net

GLA: 20,000 sf **Current Occupancy:** 100% **# of Stores:** 11

Anchor Tenants: Bruegger's Bagel Bakery

Market Area Served: South Minneapolis, Edina, Uptown, Dinkytown

Website: www.arborgroup.net

Additional Facts: This is a collection of four multi-tenant retail buildings anchored by Bruegger's Bagel Bakery. The Dinkytown location was Bruegger's first store outside of their home base of Burlington, Vermont. The first Caribou is located at the Edina (44th & France) center.

Wayzata - continued

This highly anticipated project has put Wayzata back at the forefront of the Monday morning water cooler conversations. Here is a useful guide to what's going on in Wayzata to help you be the smartest gal or guy in the room when the topic comes up:

Connected by Land and by Sea

Wayzata is located 12.6 miles west of Minneapolis and 25.2 miles west of St. Paul. If you are not arriving by boat to this lake-side town, there are three main roadways that run through Wayzata, connecting its residents and visitors to the Twin Cities: 1) Highway 12, which funnels into I-494 and I-394, hosts approximately 42,000 vehicles per day; 2) Wayzata Boulevard sees approximately 9,000 vehicles per day; and 3) Lake Street East enjoys 5,000 vehicles per day.

Small Households, Big Incomes

According to the 2010 U.S. Census, the city of Wayzata has a relatively small population of 3,688 residents, which are spread amongst 1,795 households. The average household size is only 2.04 compared to the national U.S. average of 2.58, according to the U.S. Census Bureau.

What it lacks in size, it makes up in wealth. Current median household income is \$75,519 in the market area, compared to \$54,442 for all U.S. households. Current average household income is \$136,494 in this market area, compared to \$70,173 for all U.S. households. Current per capita income is \$66,027 in the market area, compared to the U.S. per capita income of \$26,739.

In addition, the residents of Wayzata are slightly older (median age is 47 years old), well-educated (36.0% had a Bachelor's degree compared to 17.7% in the U.S.) and pre-dominantly caucasian (96.1%).

Significant Daytime Population

For a residential population of only 3,688 people, there is a significant daytime population in Wayzata. There are currently 617 businesses in the city of Wayzata for a total of 6,340 employees. It serves as a headquarters for TCF Financial Corporation and has become known as a home for wealth management firms, hedge funds and consulting companies. The list of businesses includes Merrill Lynch, Morgan Stanley Smith Barney, RBA Consulting, Wayzata Investment Partners and UBS Financial Services.

Healthy Retail Market

Wayzata is one of the most premier places to shop in the greater Minneapolis / St. Paul area for fashions, artwork, antiques and collectibles. According to a recent market study conducted by re-lytics®, there are 117 retailers and restaurants in Wayzata totaling 363,799 sf. This list includes the following: national favorites Ben & Jerry's, Caribou Coffee, Chico's, Chipotle, Starbucks and Talbots; regional players D'Amico & Sons, Lunds, STEELE Fitness and Wuollet Bakery; and local boutiques Five Swans, Fleurish, Gilded Gypsy and Maha.

The current vacancy rate for Wayzata is 3.43%. It outperforms the current Twin Cities market rate of 9.0%. It also compares favorably next to 50th & France, which boasts 118 retail tenants in 367,513 square feet and a current vacancy rate of 2.59%.

Wayzata Market Occupancy

| Market Total | Total SF | Vacant SF | Vacant % | Total Count |
|--------------------------------|----------------|---------------|--------------|-------------|
| Anchored Shopping Centers | 91,323 | 2,138 | 2.34% | 17 |
| Unanchored Shopping Centers | 173,786 | 5,099 | 2.93% | 79 |
| Single-Tenant Shopping Centers | 98,690 | 5,238 | 5.31% | 20 |
| Total | 363,799 | 12,475 | 3.43% | 117 |

Reflected in these occupancy figures is the fact that Wayzata has seen a good amount of activity in the past year. Family Eye Clinic opened in September 2011 after relocating from their Plymouth location. Other store openings included Juliann Interiors, Manor House Interiors, Wintergreen Northernwear, POSH Bridal, Monique of Switzerland and Wayzata Jewelers. The most notable closing was Blockbuster Video during the first quarter of 2012. In the coming months, Noodles & Company has announced they will open a new restaurant at Colonial Square Shopping Center.

Wayzata has little to worry about as its total retail sales (supply) of \$232,361,514 far exceed the population's retail potential (demand) of \$94,780,069. The numbers confirm what most already know - that the city of Wayzata is a great retail destination in the Twin Cities, attracting shoppers and their dollars from outside the immediate area.

Moving Forward

When the Promenade of Wayzata project is complete, it will further help capture the hearts and purse strings of its residents and the larger Twin Cities market.

Peggy Douglas, President of the Greater Wayzata Area Chamber of Commerce expresses confidence in the retail market:

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Our mission is to be a law firm that provides wise counsel and practical advice in order to help our clients efficiently and successfully achieve their objectives and goals. Professional excellence, exemplary client service, respect, teamwork, commitment, civic responsibility and hard work are values that inform everything we do at Leonard, Street and Deinard.

Minnesota Real Estate Journal

For 25 years, the Minnesota Real Estate Journal has been recognized as the only source for complete news and information on the commercial real estate industry.

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HOT SPOTS by [Jennie Zafft](#), Cousins Properties, Inc.



BRAZILIAN RESTAURANTS

A staple of Brazilian cuisine is churrascaria, the distinctive style of grilling meats. Rodízio is a common style of service, in which a prix fixe is paid, and servers circulate with food. This is common in churrascarias, resulting in an all-you-can-eat meat barbecue. This is gaining a foothold in the Twin Cities. We currently boast four Brazilian restaurants with the potential for more on the horizon.

Fogo de Chao Churrascaria:

Located within walking distance of Minneapolis's Hennepin Theatre District, [Fogo de Chao](#) gives diners a chance to sample the gaucho-style grilling common in the southern Brazilian state of Rio Grande do Sul. Fogo de Chao offers fixed price dining—entree and salad bar—for both lunch and dinner. The restaurant's chefs offer 15 cuts of beef, pork, lamb, chicken and sausage grilled on rotisserie spits.

Rodizio Grill: [Rodizio Grill](#) specializes in churrascaria-style grilled meats. Rodizio Grill opened at The Shoppes at Arbor Lakes in

April, 2012. The chain's grilled entrees include several cuts of beef and pork, as well as lamb, sausage, chicken and fish. Waiters dressed as gauchos carve and serve spit-grilled meats tableside.

Samba Taste of Brazil: [Samba Taste of Brazil](#),

located in Hopkins, is a good place to sample feijoda, a stew of black beans, pork and sausages that is widely considered to be Brazil's national dish. If you like what you eat here, you can make it at home after picking up the ingredients in the grocery store that adjoins the restaurant.

Viva Brazil: The music of Brazil adds a touch of authenticity to dining at Viva Brazil, located on Lake Street in Minneapolis. Viva Brazil offers a wide array of Brazilian favorites, including bacalhau (deep-fried salted codfish balls), feijoda and churrascaria-style grilled meats. Viva Brazil's menu also features a few American favorites with a Brazilian twist, including hot wings Brazilian-style.

OVERHEARD AT ICSC . . . by [Deb Carlson](#), Cushman & Wakefield/NorthMarq

Over 30,000 attendees were at this year's annual ICSC (International Council of Shopping Centers) in Las Vegas in late May. Minnesota representatives joined retailers, brokers, landlords, investors and vendors from around the world to meet and deal.

Many retailers are thinking strategically now, planning how many stores they want to open and in what markets. Many retailers were at ICSC to talk new deals. Forward momentum appears to no longer being driven by Wall Street to the degree they once were, so growth is more measured.

Retailers are still driving deals, and looking for very aggressive terms, however, there does seem to be a continuation of the epidemic of indecision from all sides of a deal. Retailers believe they can and will command below market rents and extras, and will take a lot of time looking for the "right" site that will also give them the deal they believe they can get. Landlords are tired of doing below market deals, and aren't as quick to sign a lease with a tenant that won't give them the rent stream they need. So deals continue to take enormous lengths of time to get to the finish line – and the saying "it's never done until it's done" is truer than ever before today.

Top tier deals are still the ones getting done, especially in grocery anchored retail centers and credit net leased properties. The commercial retail world is getting better at every level, deals are getting done, but the recovery is still very fragile. Most retailers and landlords appear to still be very cautious, working very hard, and looking for that new idea.

Some good news is that the string of large big-box vacancies appears to be over, with healthy growth with in-line leasing, particularly with dining and entertainment categories. High end retailers are going well, as well as continued success and growth with the value retailers.

While many retailers are looking at redevelopment opportunities around the country, as we see here in Minnesota, many developers are in the planning stages for new projects to start in late 2012 and 2013. Mall growth appears to have stopped around the country, and many believe the number of malls will actually decrease over the next few years. Small shop space continues to lag in rents since 2008, and is very slow to come back.

EVENTS

- Jul 11 **Trends in Today's Restaurant Market**
- Jul 19 **Third Thursdays**
- Aug 1 **Shopping Center/Mall Focus**
- Aug 16 **Third Thursdays**
- Aug 21 **Learning Session**
- Sep 12 **Legislative Focus**

To view MSCA program presentations, [click here](#).

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STAFF

Executive Director

Karla Keller Torp

(P) 952-888-3490 (C) 952-292-2414 (F) 952-888-0000

ktorp@msca-online.com

Associate Director

Stacey Bonine

(P) 952-888-3491 (C) 952-292-2416 (F) 952-888-0000

sbonine@msca-online.com

MN MARKETPLACE

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

- The new parent company of **Fashion Bug** is closing the company's stores, including six in the Twin Cities area: Apple Valley, Brooklyn Park, Coon Rapids, Elk River, Hudson and Shakopee.
- A second location is planned for **Dave's Downtown**, the family-owned skyway restaurant at 900 2nd Avenue South. Owners Dave and Sue Barnier have signed a letter of intent on a space in Accenture Tower.
- **Fabric Town** in Apple Valley will close after almost 30 years in business.
- Swedish retailer **H&M**—popular for its trendy, low-cost clothing—is close to a deal for a new store at Calhoun Square in Minneapolis. The store would occupy a roughly 20,000-sf, two-story space along Hennepin Avenue, across the street from the Apple store.
- **Ground Round Grill & Bar** is adding nine new restaurants to the chain, including three in Minnesota. Ground Round CEO Jack Crawford said franchised locations will open in Rochester in September and in Waconia in November.
- **Steele Fitness** will open a fitness center on the rooftop of the new Lunds grocery store in downtown Minneapolis. It will be Steele's fourth location. Its other centers are in Edina, St. Paul and Wayzata.
- **Pacifier** baby boutique is about to make a lot of mamas happy by opening a third location in late August at 50th & France in the former Marty's barber shop space at 4942 France Ave. S.
- **Best Buy** closed its Brooklyn Center and Edina stores. They were two of the five Minnesota locations that the company had announced plans to close this year.
- **Maui Wovi Hawaiian Coffees and Smoothies** announced it will be opening a new store location this fall in Roseville.
- Arbor Lakes North End is getting two new tenants. **Elements Therapeutic Massage** will occupy 2,150 sf of space on the ground floor of the Maple Grove shopping center, while the **Global Tax Network** will take up 6,500 sf of space on the second floor.
- The former **Joe Senser's** restaurant building in Eagan likely won't be vacant much longer. Local restaurateur Joel Lehman plans to revive the site at 3010 Eagandale Place with a new bar and grill called **Lone Oak Grill**.
- A new restaurant with a famed chef is open for business in Uptown. Stewart and Heidi Woodman opened **Birdhouse on Hennepin** at the site of the former Duplex restaurant, which closed its doors after six years in December.
- **Aldi** is planning to open a grocery store in Woodbury, according to a company spokeswoman. The company hopes to open a discount grocery store in the building formerly occupied by Borders Bookstore, 8472 Tamarack Bay, in the Tamarack Village shopping area. The store would require approval by the City Council.

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2012 CONCERT SCHEDULE*

July 12: Keri Noble (piano-driven singer/songwriter)

July 19: Irresistables featuring Mick Sterling (rock, R&B)

July 26: Tim Mahoney (alternative-pop rock)

Aug 2: Big Walter Smith (blues, R&B, soul)

Aug 9: Then & Now (acoustic music)

Aug 16: Aimee Fischer & Boyd Lee (jazz, blues, folk, country)

Aug 23: Alison Scott and Kevin Bowe (organic soul)

*Schedule is tentative and subject to change.

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STARRSM Awards

CALL FOR NOMINATIONS



Projects Completed by: September 1, 2011 - August 31, 2012

Deadline: Nominations must be received via mail or fax by **July 13, 2012.**

Categories

Please check ONE (1) box.

The annual MSCA **S**hopping Center **T**ribute **A**wards for **R**etail **R**eal Estate (STARRSM) 2012 competition recognizes outstanding projects and industry leaders of Minnesota retail real estate and development.

1 Interior Design

- Restaurant/Food Service
- Retail/Non-Food Service

2 New Construction

- Retail under 10,000 sf
- Retail 10,000 sf – 25,000 sf
- Retail over 25,000 sf

3 Design & Aesthetics Renovation/Remodel

A retail project that was an enhancement of an existing retail structure.

- Interior Retail under 10,000 sf
- Interior Retail 10,000 sf – 25,000 sf
- Interior Retail over 25,000 sf
- Exterior Retail under 20,000 sf
- Exterior Retail over 20,000 sf

4 Development Process

- Any size project with a retail component that had unique development issues, site approvals, technical and financial challenges and/or incorporating sustainable design, materials or construction techniques.

5 Redevelopment

- Any size project with a retail component that had an identifiable change of use to the project.

6 Mixed Use

- Any size project encompassing retail and other non-retail uses where retail has made a significant contribution.

Eligibility

Projects completed and occupied between September 1, 2011 - August 31, 2012 are eligible.

Entries must be within the state of Minnesota.

Any one retail project may be submitted in multiple categories (use a separate form).

There is no fee associated with making a nomination.

Upon qualification, projects are subject to a fee. Upon receipt of all nominations and after qualification, MSCA will mail final entry forms, guidelines, judging criteria and fee information to the submittal contact.

Awards will be presented at the STARRSM Awards holiday party on **Tuesday, December 4, at Golden Valley Country Club** in Golden Valley.

Name of Nominated Project _____

Award Category _____

Project Address _____ City _____

Nominated By _____ Phone _____

Submittal Contact _____ Phone _____

Company _____

Address _____

Email _____

Copies of this form are acceptable. If you have questions, please contact Karla Keller Torp at (952) 888-3490.

MINNESOTA SHOPPING CENTER ASSOCIATION
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Bloomington, MN 55431

phone: 952-345-0452
fax: 952-888-0000
web: msca-online.com

MEMBER PROFILES

Eric Rogers

Associated Bank – Commercial
Real Estate



What is your primary career focus? Giving people money

What is your secret talent? Barefoot waterskiing, or doing calculations in my head like Dustin Hoffman in Rain Man.

What is the one word that describes you? Huh

What was the first car you owned? 1986 Jeep Grand Wagoneer, the Woody.

What would you rather do than go to work on Monday morning? I actually look forward to going, I would just prefer that my commute involved driving a racecar.

When you were a kid, what did you want to be when you grew up? A bigger kid

What was your very first job? Groundsman for a tree company

Who are/were your mentors? My dad, my brother, Curious George

What is your favorite cereal and why? Honey Bunches of Oats, because I can get a month supply at Sam's.

If you were an animal, what would you be and why? Lion, if you're going to be 'in' the food chain, you might as well be at the top...

What are your favorite place(s) that you have travelled to? Interlaken, Switzerland or Stehekin, WA

How long have you been an MSCA member? Since 2005

Roz Peterson

Cerron Commercial Properties



What is your primary career focus? Real estate sales and leasing in the south metro

What is your secret talent? I enjoy riding 300 miles on a snowmobile in one day and doing it again the next day.

What is the one word that describes you? Multi-tasker

What was the first car you owned? Honda Civic

What would you rather do than go to work on Monday morning? Hang out at my cabin in Hayward, WI

When you were a kid, what did you want to be when you grew up? A millionaire

What was your very first job? Babysitting

Who are/were your mentors? My dad, Ray Johnson and associate, Bruce Rydeen.

What is your favorite cereal and why? Oatmeal, raisins, brown sugar and milk because it is comfort food. I rarely get to eat it though because it takes too long to make.

If you were an animal, what would you be and why? Lion—my hair, especially on a humid day

What are your favorite place(s) that you have travelled to? I love to travel and don't go often enough, but some are: Germany, Bahamas/Caribbean, Vancouver, Vail, Sand Point ID, and Mazatlan

How long have you been an MSCA member? 5 years, but I wish I had joined a lot sooner!

MY MSCA

MSCA Auction Software

MSCA is looking for new auction software to enhance our annual online auction in conjunction with our golf tournament. If you know of any organizations or have experience with any auction software, please contact [Stacey](#) at MSCA. We would love to learn more about it!

NEW MEMBERS

Todd Erager

Midwest Maintenance & Mechanical, Inc.

Marc Alberding

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NaturalGreen Landscape Management

PROGRAM RECAP by [Deb Goodman](#), Kraus-Anderson Companies



Front row: Steve Long, The Joint; Bryan Hall, BlueWave Express Car Wash; Scott Lesser, Five Guys Burgers and Fries; Marlene Oberste, Great Clips
Back row: Jean Schlemmer, Jean Schlemmer Inc. (moderator); Cindy Deuser, Lillians; Stacey Messick, My Pillow, Inc.; Ron Harris, Firehouse Subs; John Griparis, Jersey Mike's Subs; Mark Norman, Regis Corporation; Pat Borgman, Dollar Tree

RETAILER RUNWAY

Our panelists for the Retailer Runway provided information from how their companies began to upcoming expansion plans in the market. Below is a brief summary of the information provided:

BlueWave Express Car Wash:

BlueWave Express was organized in the beginning of 2006 with stores currently in Texas with seven in the Houston market and growing into Dallas with ten stores under construction. Bryan Hall, Director of Real Estate stated they hope to open 20 stores in the Minneapolis area, opening up to six in 2013. Pad sites required are approximately 1–1.25 acres and preferred retail pads within a regional center with co-tenants such as Target, Costco, and other leading retailers/restaurants. BlueWave is working to be LEED certified.

Dollar Tree: In 1986, the first Dollar Tree store opened (then called Only \$1) in Dalton, Georgia. In 1995, Dollar Tree went public, and shares sold for \$15 per share. Today, shares are now being traded for \$101 with 4,400 stores in the U.S. Pat Borgman with Dollar Tree also stated Dollar Tree is a debt free company. Dollar Tree's expansion plans for 2012/2013 are to add 350 new stores in the U.S. with 10–13 new deals scheduled for Minnesota. Their size requirement ranges from 8,000–12,000 sf with preferred co-tenants including grocery stores, fashion and general retailers with bias toward a female customer base.

Firehouse Subs: Firehouse Subs was started by a family that was both entrepreneurial and built on more than 200 years of firefighting heritage. Nearly 17 years later, with more than 500 Firehouse Subs restaurants in 31 states, they are convinced they are doing a few things right. Ron Harris, Area Representative has one restaurant open in Maplewood. Firehouse Subs plans to add 2–5 restaurants in 2013, 3–6 in 2014 and 6–10 in 2015.

Firehouse Subs prefers co-tenants such as Panera, Chipotle, Five Guys, Verizon and T-Mobile. Their size requirement ranges from 1,600–2,000 sf and prefer end caps with approximately 35 parking spaces. Firehouse Subs say "People come back when they're treated well, and fed even better."

Great Clips for Hair: Great Clips has been in business for 30 years and currently has over 3,100 salons nationwide. They are in 140 major markets in the U.S./Canada and all their locations are owned and operated by franchisees. Putting convenience directly into its customer's hands, Great Clips launched the industry's first Online Check-In service, allowing customers to add their name to the wait list of a Great Clips salon—before they arrive. Marlene Oberste, Real Estate Manager said Great Clips is now starting to partner with grocery stores. Their preferred co-tenant is grocery stores or other national retailers that are open seven days a week until 9:00 p.m. Typical size for Great Clips is 900–1,200 sf. Their expansion plans for the Twin Cities market is 8–10 salons in 2012 and 10–12 in 2013.

Jersey Mike's Subs: The original Mike's Subs was opened in 1956 in Pleasant Point, New Jersey. At the age of 17, Peter Cancro became the owner and proprietor of Mike's Subs. In 1987, Peter began franchising. He changed the name from Mike's Subs to Jersey Mike's Subs to capture the authenticity of where the authentic sub sandwich was born. Today there are over 550 locations with over 250 in development. Jersey Mikes is currently located in Coon Rapids. Their 2012/2013 expansion plans are to add 10–20 locations. Preferred co-tenants are national retailers and other fast casual concepts. John Griparis, Area Developer/Franchisee said their business is typically a 60/40% split between day/nights respectively. Their size requirement is typically 1,200–2,000 sf.

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JUNE 2012 PROFESSIONAL SHOWCASE

Chuck & Don's
PET FOOD OUTLET

Chuck & Don's is making paw prints everywhere, and they are not done yet! Their plans call for more store openings!

SMALL TALK

TECH TIP: ADDING PROPERTIES FOR LEASE/SALE

The new website design has made this easier than ever. The first step is to log in as a member. Then click on the *properties* tab in the top middle part of the page. Then click *add property*. Fill out the information on your property including address, property description and picture. Finally since you are logged in as a member your contact information automatically populates. After everything is complete click save and the property is added to the database. It's as simple as that!

Wayzata - continued from page 2

"The fact that we are going to have this development has brought some energy to the town. The hope is that it will bring new people to Wayzata."

She highlights the fact that, in comparison to many other shopping districts in the Twin Cities, Wayzata is "an adventure for people...something different." Its close proximity allows people to make an easy evening or weekend trek and it offers a distinct downtown area with lots of amenities, the lake and the gardens.

Further, Douglas says that the city, thanks to the help of Mayor Ken Willcox, has been making great strides to support the local business community. Recent efforts include allowing restaurants to offer sidewalk dining on Lake Street and the launching of a new website in the next three to four months touting their new tagline for the city: "The Gateway to Lake Minnetonka."

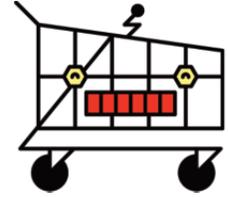
Her colleague, Nicole Biskey, Membership Services Director of the Greater Wayzata Area Chamber of Commerce, puts it best, "Things are definitely brightening up in Wayzata."

INNOVATIONS THAT WILL CHANGE YOUR TOMORROW

The Mind-Reading Shopping Cart

In February, Chaotic Moon Labs began testing a robotic shopping cart that acts a bit like a mind-reading butler. To start it up, you can text message the cart's built-in tablet computer. Now it knows who you are and what you need for dinner. The cart uses Microsoft's Kinect motion-sensor technology to track and follow you through the store, pointing you — in a synthy voice reminiscent of a G.P.S. navigator — toward products on your list. The system will also warn you if you've added something that violates your dietary restrictions. Still only a prototype, the cart isn't nearly as nimble as its human-powered cousin, but it does have one main advantage. Items you add to the cart can be automatically scanned, and you can finalize your purchase from the device, skipping the checkout line entirely.

~ Farhad Manjoo



Read about all 32 Innovations in this [New York Times](#) article.

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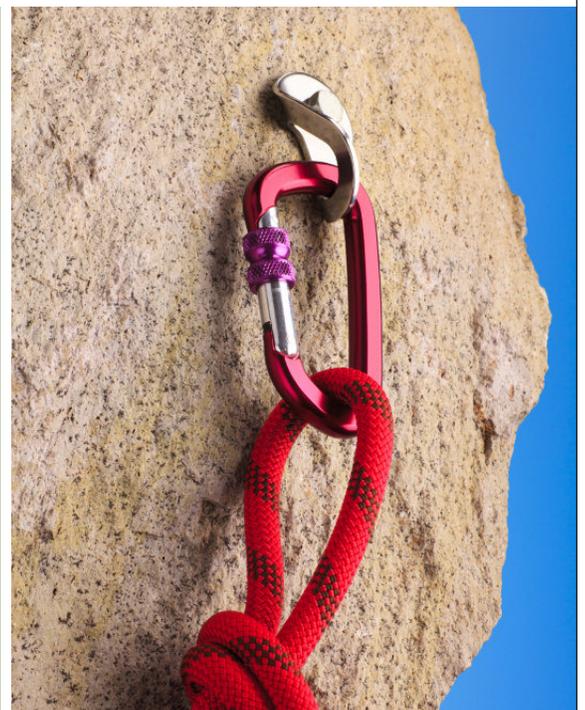


Thank you for visiting us at the MSCA golf event!

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MN Marketplace - continued from page 4

- Burnsville gave a warm welcome to **Freeziac**, a self-serve yogurt bar, at Aurora Village Shops (1609 W. County Road 42).
- **Pottery Barn** at the Galleria in Edina is about to get a total remodel that will feature a slightly larger floor plan and an enhanced Design Studio with more emphasis on interior design consultations and an expanded assortment of swatches. The newly remodeled store will open in early October.
- The corner of Pilot Knob Road & Duckwood Drive will soon play host to a new, 7,000-sf tire retailer and service shop. **Discount Tire**, a national retailer with more than 825 stores in 23 states, is currently constructing a new store and plans to open the doors on the new facility in August.

SMALL TALK

STATS: Social Sharing

FROM RETAIL TOUCHPOINTS:

This infographic will provide in-depth insight into the psychology of social sharing, digital word-of-mouth and more. Research also will spotlight social media's impact on purchase decisions. For example, 57% of shoppers are more likely to make a purchase from sites that show friends who have purchased there before, according to the study.

[Read more.](#)

THIRD THURSDAYS

Next Meeting: Thursday, July 19, 2012

Time: 8:30-9:30 am

Where: **Sunsets - Wayzata** (700 Lake Street East) and **Wilde Roast Cafe - Minneapolis** (65 SE Main Street in Riverplace)

Member hosts: **Cindy MacDonald**, Kraus-Anderson Companies

What: Casual networking hosted by MSCA members

When: Third Thursday of every month from EITHER 8:30-9:30 am OR (new this year) 4:00-5:00 pm.

Why: Create synergy in the commercial real estate industry—share ideas and stories and make new effective relationships.

There is no fee for this event. Food and beverage are not included. **RSVP to Stacey** is preferred, but not required.

Program Recap - continued from page 6

My Pillow, Inc. My Pillow was invented in 2005 and sold at fairs/expos. After the infomercial aired their sales have soared. In the past year, My Pillow has grown from 50 employees to 350 employees. They currently have one retail store in Burnsville looking to expand to 30+ stores in 2012/2013. Stacey Messick, National Retail Leasing Manager, described herself as the "Retail Department." They are looking for stores ranging from 700-1,000 sf and preferred co-tenants with high-end female oriented retailers or near food court locations.

The Joint: The Joint is the next revolution in chiropractic care. The founder and former CEO of Massage Envy has taken the helm to bring this unique franchise concept to the next level. The Joint chiropractic clinics don't require an appointment. The brief wait times and convenient hours make chiropractic visits as easy on patients as possible. Steve Long, Regional Developer plans to open 10 clinics within the next 36 months in the Twin Cities area. The Joint's size requirement ranges from 800-1,200 sf and prefer a co-tenant base of Whole Foods or local grocers, Kohls or other national brands. The Joint intends to have an additional 10 clinics by 2016.

Regis Corp: Regis Corporation owns, operates and franchises more salons than anyone else in the world, with ownership interests in over 12,700 locations and actively growing. Mark Norman, Real Estate Director added that Regis leases more than 15 million sf of retail space, and in most cases the lease is corporately signed. In Minnesota, growth will be focused on Pro-Cuts, Roosters and Cost Cutters. Their typical size is 700-1,200 sf depending on the concept. Preferred co-tenants are other national small shop tenants and grocery-anchored neighborhood centers with high visibility.

Lillians: Lillians began in 2005 when two enterprising sisters, Cindy Dueser and Sue Olmscheid, opened the first Lillians in Buffalo, Minnesota. Lillians shops began with a 4-day sale concept. Each month they showcase new merchandise during their limited open dates. They currently have 40 locations and expect to grow to 400 stores in the next 5 years opening 48 new units per year. Lillians is also in the process of bringing Lillians on-line. Their size requirement is 1,200-1,500 sf on high fashion streets or re-invented downtown charm.

Five Guys Burgers and Fries: Five Guys was started in 1986 in Alexandria, VA. In 2003, they began to franchise and sold out over 300 units in the US and Canada in 18 months. Today they have a total of 1,025 locations open with 1,500 in development. Five Guys has 6 locations in the Twin Cities with expansion plans of an additional 3 to 4 stores each year for the next few years. Scott Lesser, Principal stated their preference is single story, end-cap locations with high visibility locations near Target, Regional and Super-Regional centers. Their approximate size is 2,500 sf with ceiling heights of 12' 6" or higher.

In closing, please visit the [MSCA website](#) for additional information regarding the presenter's size requirements, demographics and contact information.

21ST ANNUAL MSCA GOLF TOURNAMENT

THANK YOU ONLINE AUCTION \$2,500 MATCH SPONSOR

Thanks to Robert Muir Company! Since more than \$2,500 was raised through the online auction in conjunction with the golf tournament, Robert Muir Company matched up to \$2,500 to our final proceeds. We would like to extend a huge thank you and appreciation for their support for the Children's Hospitals and Clinics of Minnesota.



Thank you to
all MSCA golfers
and volunteers for
your help and
dedication to the 21st
Annual Golf Tournament.

It was a great 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
MSCA STAFF

It was a beautiful day for the 21st Annual Golf Tournament held on June 18th. This year was a great turnout for golfing and networking with other MSCA members and their clients to raise funds for a great cause. In addition, we had an additional 60 people come join us for dinner and the \$5,000 putt. Children's Hospitals and Clinics of Minnesota was the recipient of all funds raised and is the leading pediatric medical center in Minnesota. Children's serves families across the Upper Midwest, with 340-staffed beds at two hospital campuses in St. Paul and Minneapolis and four outpatient sites in the surrounding suburbs. In 2010, Children's saw 306,848 patients, drawing from 100% of Minnesota counties and 65% of counties in ND, SD, IA, and WI. As an independent, not-for-profit health care system, Children's is the only Minnesota hospital system that provides comprehensive care exclusively to children.

In addition to emergency room, inpatient, and outpatient visits, Children's helps children and their families stay healthy by preventing illness and injury through free clinics, health screenings, and counseling for patients and their families. As an organization committed to serving the community, they provided interpreted services for over 57,670 appointments translated into 45 different languages.

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. **H.J. Development, Inc.** sponsored the boxed lunches and **Fredrikson & Byron, P.A.** sponsored the lunch beverages. 50 companies sponsored holes, 39 of which hosted raffle drawings or handed out beverages, food or goodie bags to passing golfers. **All Elements, Inc.** sponsored our Par-Tee Carts that allowed golfers to purchase raffle tickets for a chance to win carts for their foursome stocked with all kinds of prizes. **Lawn Ranger** hosted a wine pull, which sold corks for \$10 and each purchaser was guaranteed a bottle of wine valued between \$10 - \$100. New this year, **Cutting Edge Property Maintenance** hosted a \$5,000 putt. Attendees were able to purchase tickets and during the dinner, Mike Collins, of Cutting Edge Property Maintenance, drew five ticket numbers. Each of those attendees had a chance at a 25' putt. Whoever got closest was the lucky one to try for the \$5,000 putt. **Tom Martin**, of Cushman & Wakefield/NorthMarq, had a 25' putt that went in and bounced out, but still close enough to bring him to the final \$5,000 putt. He was so close, but unfortunately, we didn't have a winner this year.

All together, the putting contest, company matches, online auction and hole sponsor raffles raised over **\$17,000 for Children's Hospitals and Clinics of Minnesota!** Everyone who took part should be proud that their generosity benefited a worthy cause. We 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!



2012 WINNERS

OVERALL – Crossroads Course

1st place – **Mikael Jorgensen, Tom Roberts, Mark Ravich, Tim Lidstrom**; score - 57

Proximity – **Nate Ohmes**

Longest Putt – **Mark Sims**

Longest Drive (Women) – **Luann Johnson**

Longest Drive (Men) – **Aaron Barmore**

SKINS WINNERS – Crossroads Course

Tara Thurber, John Thurber, Dan Jernberg, Brett Franz

Mike Fitzgerald, Suzie Rettinger, Jeff Nat, Steve Gagert

Lisa Diehl, Jeff Horstmann, Jen Helm, Nate Ohmes

OVERALL – Signature Course

1st place – **Eric Rogers, James Puttin, Rory Duggan**; score - 60

Proximity – **Nick Furia**

Longest Putt – **James Puttin**

Longest Drive (Women) – **Sara Martin**

Longest Drive (Men) – **Chris Moe**

SKINS WINNERS – Signature Course

Matt Halberg, Brett Olson, Andrew Webb, Sargent Johnson

Drew Johnson, Dan Gilchrist, Erik Schwegler, Judd Fenlon

Hans Rasmussen, Matt Alexander, Mike Korsh, Tom Palmquist

THANK YOU VOLUNTEERS!

Peter Austin, Towle Financial Services
 Emily Becker, Cushman & Wakefield/NorthMarq
 Eric Bjelland, Cushman & Wakefield/NorthMarq
 Barry Brottlund, InSite Commercial Real Estate
 Deb Carlson, Cushman & Wakefield/NorthMarq
 Mike Collins, Cutting Edge Property Maintenance
 Jesseka Doherty, Mid-America Real Estate
 Mike Gross
 Natina James, RSP Architects
 Bobby Jensen, The Lawn Ranger Outdoor Services
 Dan Jernberg, All Elements, Inc.
 Anne Jeske, Kraus-Anderson Companies
 Cindy Larson, Engelsma Construction
 Christy Lewis, Doran Construction
 Leah Maurer, Cushman & Wakefield/NorthMarq
 Mike O'Brien, Loucks Associates
 Bill Parr, Talberg Lawn & Landscape
 Matt Parten, Par-10
 Rick Schroeder, Robert Muir Company
 Sara Stafford, Arthouse
 Jamie Swanson, Kraus-Anderson Companies
 Teri Whiting, Robert Muir Company
 Robert Wise, Mid-America Real Estate



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 Rosedale Center
 Sunde Land Surveying LLC
 TCI Architects/Engineers/Contractor, Inc.
 U.S. Bank National Association
 Westwood Professional Services, Inc.



American Engineering Testing, Inc. hosted an event that gave away a Odyssey White Hot putter.
 Winner: **Tom Roberts**

Associated Bank hosted an event that gave away two \$50 Kona Grill gift cards.
 Winners: **Andy Marchant & Tara Thurber**

Baiey Group Construction Services hosted an event that gave away a pizza oven and 10 pizzas.
 Winner: **Kurt Stenson**

Belfor Property Restoration hosted an event that gave away Twins tickets.
 Winner: **Bob Larson**

Benson-Orth General Contractors hosted an event that gave away a cribbage board and cards.
 Winner: **Trent Mayberry**

CMA hosted an event that gave away a \$150 Bar La Grasa gift card and a \$150 JD Hoyt gift card.
 Winners: **Laura McGraw & John Gelderman**

Commercial Partners Title LLC hosted an event that gave away two \$50 Kona Grill gift cards.
 Winners: **Matt Lucas & Mark Robinson**

Engelsma Construction hosted an event that gave away a \$150 Ivy Spa gift card.
 Winner: **Jim Waters**

Kimley-Horn and Associates, Inc. hosted an event that gave away a \$500 Apple gift card and a fishing pole.
 Winners: **Dave Carland & Mike Fitzgerald**

Landform hosted an event that gave away a \$250 Best Buy gift card and raised \$420 for the charity.
 Winner: **Eric Tuck**

Loucks Associates hosted an event that gave away a \$150 Visa gift card.
 Winner: **Derek Nail**

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

McGladrey hosted an event that gave away a Odyssey White Ice Putter.
 Winner: **Gary Olsson**

Mid-America Real Estate hosted an event that gave away two gift baskets and raised \$620 for the charity.
 Winners: **Holly Rome & Tim Prinsen**

Midwest Maintenance & Mechanical hosted an event that gave away a 32" Apex TV.
 Winner: **Holly Rome**

NaturalGreen Landscape Management hosted an event that gave away two 32" LCD TVs.
 Winners: **Anne Kreiser & Jesse Hodapp**

Paster Enterprises hosted an event that gave away an iPad 3 and raised \$665 for the charity.
 Winner: **Clinton Blaiser**

Prescription Landscape hosted an event that gave away a \$100 Gertens gift card.
 Winner: **Jamie Swanson**

Reliable Property Services hosted an event that gave away Twins tickets.
 Winner: **Ken Vinje**

The Mandinec Group Landscaping hosted an event that gave away a touchscreen tablet.
 Winner: **Steve Dombrovski**

U.S. Bank National Association hosted an event that gave away a \$200 Visa gift card and raised \$575 for the charity.
 Winner: **Matt Halberg**

Westwood Professional Services hosted an event that gave away two \$50 Target gift cards and two \$50 Cub Foods gift cards.

Winners: **Kurt Stenson, Maureen Bausch, Jeff Proulx & Drew Johnson**

AUCTION WINNERS

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

Dana Andresen
Mitzi Baker
Peter Berrie
Eric Bjelland
Debra Bursing
Deb Carlson
Amy Cady
Barb Chirinos
Anna Danneker
Jesseka Doherty
Eileen Engels
Charla Evenson
Luke A. Fellows

Nichole Gerl
Jen Helm
Dora Hoium
Nafina James
Margaret Jordan
Cindy Larson
Ellen Lawless
Jason Melin
Stefanie Meyer
Cindy Nosan
Matthew Parten
Danielle Pelton
Julie Pelton

Matt Rauenhorst
Luke Rieger
Holly Rome
Joan Schlecht
Paul Sevenich
Terry M. Siede
Karla Torp
Eric Tuck
Darcy Winter
Sandra Warner
Teri Whiting
Jennie Zaff

Special thanks to Avallo for donating staff time to host the online auction!



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 Doubletree by Hilton
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