

Feature Article

Gas Stations: Surviving in the Shadows of the Hypermarkets

by Nancy Murdakes Brown, Suntide Commerical Realty

In our fast-paced retail industry we all know that if we cannot adapt to the changing conditions in our world, we might as well just pack up, go home and call it a day! During the past few years, the retail category that has become very familiar with the word “change” is the petroleum retailer, both the mid-size convenience store (c-store) chains and smaller, local independent c-stores. Over the last ten years, “hypermarkets” have emerged (mass retailers, big box retailers, and

membership wholesale clubs that have begun selling petroleum) throughout the country. “Like it or not, this phenomenon is part of the petroleum industry today, and the indications are that it’s going to play an even more significant role in the future,” wrote Keith Reid of *National Petroleum News*.

How will the emergence of hypermarkets impact the hundreds of convenience stores in our neighborhoods and those mid-size c-stores along our main

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SHOPPING CENTER SNAPSHOT



Champlin Retail Centre

Location: Southeast corner of Highway 169 and 120th Street, Champlin, MN

Month/Year Opening:
October 2003

Owner/Managing Agent:
Ryan Companies US, Inc.

Leasing Agent: Chris Simmons and Terese Reiling, Welsh Companies, LLC (952) 897-7700

Architect: Ryan Companies US, Inc.

Construction Contractor:
Ryan Companies US, Inc.

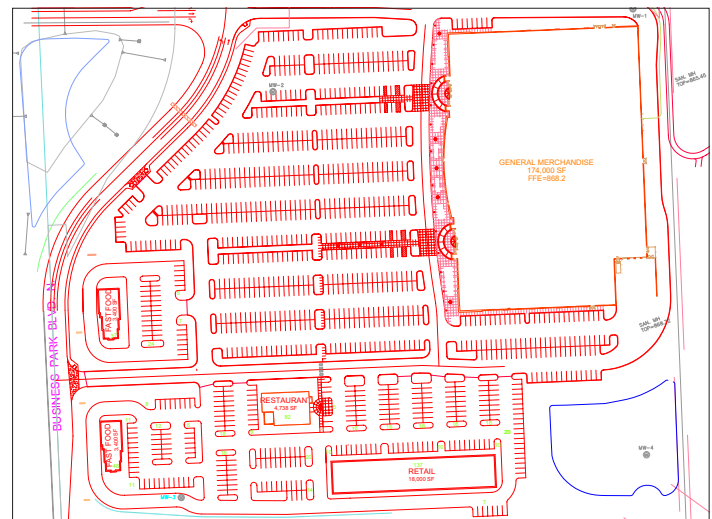
GLA: 210,000 sf

Current Occupancy: 83%

of Stores: 5

Anchor Tenants: SuperTarget

Market Area Served: Champlin



Construction Style: Steel, brick, rock face, standing seam metal and EIFS

Additional Facts/Narrative: In addition to SuperTarget, Ryan is proposing three free standing pad sites for sale or lease and one multi-tenant building for lease. This shopping center is the most significant retail development in the city of Champlin and will serve basic goods and services to this community.

GAS STATIONS *continued from page 1*

arteries of the Twin Cities? Those who can adapt to change are bound to weather the storm, however for those who cannot, the future appears dim. We have not yet seen the complete impact that these hypermarkets will have on mid-size c-store chains and local independents, since there are not as many hypermarkets in Minnesota as there are nationally. Certainly we will start seeing local changes in this industry. Currently in Minnesota, Rainbow Foods has fuel stations at a number of their stores in the Twin Cities, Cub Foods has one in Rochester, Costco has two in St. Louis Park and Coon Rapids, Sam's Club has one in Woodbury and Wal-Mart intends to add more fuel stations throughout the country. Even Target has considered entering the gasoline game as an extra service to their customers.

Retailers such as Wal-Mart, Rainbow Foods, and Meijers entered into the petroleum business due to one simple fact: they want to provide one-stop-shopping for all. In today's economic conditions, people will find themselves going to these hypermarkets not only for their daily necessities, but also to fill up their cars to save a buck or two! Wal-Mart customers are able to find great deals on merchandise from clothing to health and beauty, to food items, all the way to filling up their tanks with gas. Everyone wants a bargain, right? So why not lure the customer into their parking lots by offering low gas prices and then providing them with all they could ever need at low, low prices.

Selling Below Cost

Does it matter that many of the hypermarkets can sell gasoline below their cost? Not if it is legal, since they more than make up the cost in merchandise sales. Remember, the hypermarkets main objective is mass volume, not margins. How are local inde-

pendent c-stores going to survive with this emerging phenomenon? Most likely, many local independent c-stores will begin closing their doors as it will be difficult to keep up with this massive competition. The news is brighter for the mid-size c-store chains. Even with the emerging multitudes of competition over the next several years, their goal is to be operating as usual. Many states legislatures (including Minnesota) are becoming more cognizant of these

People have become increasingly aware that their time is worth more than the money saved by searching through coupons or going out of their way for the lowest gas price per gallon.

hypermarkets selling gasoline at below cost and are implementing new laws to limit or even prevent this occurrence to control predatory pricing.

Supply and Demand

The demand for gasoline has increased due to increased populations in the entire United States and in Minnesota. Each household may easily have more than one or two cars. During the last two years both the mid-size c-store and the local independent have increased their gasoline prices due to a decrease in the oil supply, not because they wanted to gouge their customers. The theory behind raising gas prices was the hope that fewer people would be filling up their vehicles, so that the gas supply would not diminish. On a positive note, supply issues for oil are not as concerning due to the strike in Venezuela ceasing, where much of the oil was housed.

Is there still a need for the mid-size convenience store? Yes. Can Wal-Mart and other

hypermarkets fit on every street corner? No! The main goal for the c-store operator is to be visible, make the customer happy and satisfy their needs in a timely and efficient manner. The c-store chains are not making large profits on their petroleum sales, which is why the inside store merchandise can be priced higher to make up the difference. High volume is the name of the game! This is common in the local independents c-stores that are trying their best to compete with the mid-size c-store chains, such as Holiday Stores and Speedway Super America. In fact, at Holiday c-stores, you will find that even the inside merchandise is priced as competitively with many supermarkets. "Not everyone," comments David Hoeschen, Director of Real Estate for Holiday Companies, "counts every penny to get the lowest cost in gas, eggs, cheese, milk and

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Upcoming Events

MSCA programs will be held at 8 a.m. (registration at 7:30 a.m.) at the Radisson South Hotel unless otherwise indicated with an asterisk. Pre-registration ends at noon the day prior. Any registrations received after that will not be guaranteed pre-registration. Program topics are subject to change.



Wednesday, May 7
Headline Speaker

Wednesday, June 4
Industry Trends

Monday, June 16*
Annual Golf Event

Wednesday, July 9
Personal Development

Wednesday, August 6
Development

Wednesday, September 10* (Afternoon)
Retailer Panel

Wednesday, October 1* (Afternoon)
Mall Program

Wednesday, November 5* (Afternoon)
Retail Report

Tuesday, December 9* (Evening)
STARR Awards/Year End Ceremonies



As a member of MSCA, your company is entitled to use the "Member of MSCA" artwork while it is an active member of the Minnesota Shopping Center Association. You are encouraged to use the logo on letterhead, envelopes, web sites, newsletters and any other appropriate print advertising. For your electronic copy of the "Member of MSCA" logo and usage rights and restrictions, please contact the office at (952) 888-3491.



Featured Corporate Sponsors



Benson-Orth Associates, Inc.

Industry Focus: To be the best shopping center developers' general contractor.

Company Vision: To create loyal customers.

"MSCA is important to us for two reasons. First, the organization is growing. Second, I like the commitment MSCA has made to give back to the community. This fits with our philosophy." - *Michael Monson*

Glimcher Properties/ Northtown Mall

Industry Focus: To be a recognized leader in the ownership, management, acquisition and development of enclosed regional and super-regional malls and community centers.

Company Vision: To ensure maximum performance by continuing to provide stores and services that meet the needs of our growing trade area.

"MSCA is an outstanding information resource on the latest statewide developments and trends and provides excellent networking." - *Nancy Litwin*

THANK YOU!

Great Clips, Inc.

Industry Focus: America's largest and fastest growing salon brand.

Company Vision: To be the #1 dominant haircare brand.

"Retail real estate is all about relationships, and nobody delivers retail relationships in Minnesota like MSCA." - *Dean Wieber*

Park Midwest Commercial Real Estate

Industry Focus: Retail property management, project leasing, land sales and brokerage.

Company Vision: To provide customer service, manage and lease like we own it.

"The relationships built from MSCA are 'priceless'." - *Doug Sailor*

A COMPLETE LIST OF MSCA'S 2003 SPONSORS IS ON THE BACK PAGE

RLK-Kuusisto Ltd.

Industry Focus: Site design and approval of commercial/retail multi-use developments.

Company Vision: Creating extraordinary communities.

"MSCA brings together the complete team of developers, design professionals and construction experts. It is a great opportunity to network with associates and stay current with trends, public opinion and physical design."

- *John Dietrich*

Welsh Companies, LLC

Industry Focus: All facets of commercial real estate. Welsh is a full-service, multi-disciplined real estate service provider and investor.

Company Vision: To be the pre-eminent real estate service provider/investor in the Midwestern United States.

"MSCA provides an educational, social and business development forum all in one venue." - *Robert Pounds*

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other necessities." People have become increasingly aware that their time is worth more than the money saved by searching through coupons or going out of their way for the lowest gas price per gallon.

Mid-size c-store chains, such as Holiday Stores and Speedway Super America, had in the past, positioned themselves in our neighborhood side streets. Now to be truly competitive they need to strategically place themselves along arterial roads that connect to major arteries (highways, freeways, etc.). Hoeschen explained that it is imperative to have strong exposure to massive amounts of cars traveling by daily. "Our c-stores must be near strong traffic areas in order to attract high numbers of people, which result in larger sales volumes" he added. The petroleum retailers know their business is extremely complex and multi-faceted and they must be able to properly adapt to the changes in market conditions

even before they happen! For example, to gear themselves up for emerging hypermarkets, both Holiday and Super America have, over the last few years, invested their capital to increase their store size significantly, improved their employee training, and ensured that their stores are fully stocked with a variety of merchandise, are well-lit, and clean inside and out. They must give the best impression from the moment the customer drives on to their lot! And if absolutely necessary, these mid-size c-stores will match the gasoline prices of their hypermarket competitors. For the local independent c-stores, if they have limited capital to invest in their buildings, their chances to succeed will be compromised.

Yes, "change" is the one thing that remains constant in our world! How the petroleum retailers react to this notion can be the key to their success or demise. ■

Professional Showcase

The Professional Showcase is an excellent opportunity to present information on your company's projects, services or products to the MSCA membership at the monthly program meetings.

- Two complimentary program registrations and an announcement at the program held that day
- 6 foot skirted table for attendees to review before and after program
- Listing in that month's program flier
- Company can distribute handouts on tables (quantity suggested 150)

Requests for specific months will be honored on a first come, first served basis. All showcases are subject to approval. Call (952) 888-3491 for more information. ■

Industry Tidbits

by **Tim Hilger**, Diversified Acquisitions, Inc.



If you have additional tidbits, please forward them to Tim Hilger, newsletter co-chair, at thilger@ix.netcom.com

• **Target Corporation** reported a 4.4% increase in 4th quarter earnings. Comparable store sales at **Target** stores open for more than one year decreased 1.1%, compared to 6.2% at **Marshall Field's** and 9.3% at **Mervyn's**.

• **Fleming Companies, Inc.** announced the sale of 17 **Food4Less** stores to **Save Mart Supermarkets** for \$82 million in cash. In addition, Save Mart Supermarkets have agreed to purchase another 11 Food4Less store locations in California.

• **Carl's Jr. Restaurants** announced an upgraded new design for its new namesake restaurants. Upgrades include extensive landscaping, visibility into the dining room area, an improved drive-thru, a contemporary interior design, improved lighting and exposed roof trusses.

• **Krispy Kreme** corporate announced that it is acquiring its franchisee in Kansas City, Wichita, Topeka and Springfield (MO) assets.

• **Wal-Mart** reported that comparable same store sales for all store types for the latest quarter were up 5.1%. This represented the following breakout for: Wal-Mart stores were up 5.7% and **Sam's Clubs** up 2.3%. Wal-Mart reported as of January 31, 2003 that it had: 1,568 **Wal-Mart Stores**; 1,258 **SuperCenters**; 525 **Sam's Clubs**; 49 **Neighborhood Markets** in the US. There were an additional: Argentina with 11 stores; Brazil with 22 stores; Canada with 213 stores; China with 26 stores; Germany with 94 stores; Korea with 15; Mexico with 597 stores; Puerto Rico with 52 stores and the United Kingdom with 258 stores.

• **Movie Gallery** reported that 4th quarter same store sales of 6.2% exceed expectations. The addition of 324 former **Video Update** stores contributed to the overall profitability. Movie Gallery is planning 175 to 200 new stores for 2003.

• **Kmart** announced that it will set aside 10% of the shares it will issue when it emerges from bankruptcy for use to lure new executive team members. Kmart's

CEO, Julian Day told the press that the top executives he hopes to fill out his team with will want shares in the company that they will lead.

• In the battle among the top three warehouse clubs, **Costco**, **Sam's** and **BJ's Wholesale Club**, BJ's is starting to feel the competition inroads into its market share. BJ's reported that this year's earnings may fall as much as 27% below what analysts projected. Costco and Sam's are adding more upscale products and are planning on expanding more into BJ's primary market East Coast markets.

• The cost of workers' comp can even impact the largest of retailers. **Costco**, the world's largest wholesale club retailer reported that soaring workers' compensation claims in California reduced quarterly earnings by 5%, which is worse than the company or stock analysts predicted. One-third of its work force is in California, which accounted for two-thirds of its workers' comp claims. The injury rates in California are proportional to the size of the work force, but the cost of the claims in California are rising alarmingly. Weekly benefits last year were \$490 per week, this year they increase to \$602 and they increase again in 2005 to \$840 per week.

• The **Fortune Magazine** for the week of March 3rd featured an interesting article on **Wal-Mart**. Wal-Mart's sales last year exceeded \$240 billion. It is the largest company in the world based on sales. Wal-Mart believes it can double its sales in 5 years and possibly triple them in 10 years. The Bentonville retailer is the largest employer in 21 states. It is the largest grocery retailer in the world and it accomplished this in 15 years. It sells the most dog food,

What category of consumer products enjoys the highest level of brand loyalty? Nothing comes close to pet food, according to a study by InsightExpress in Stamford, CT. 53% of those who buy pet food are unswayed by coupons, price promotions, or other inducements to switch brands.

disposable diapers, photographic film, toothpaste and pain remedies. It buys the most Revlon, RJR Tobacco and a number of other number one ratings. It is "dabbling" with stand-alone pharmacies. It lost \$2 billion in "shrinkage" (theft) last year, and if this shrinkage were sales the \$2 billion would rank as the 694th largest company on the Fortune 1000 list. As big as it is, it has a list of top competitors including **Target**, **Costco**, **Family Dollar**, and **Publix Grocery** who hold their own against the Bentonville goliath. Wal-Mart is presently reformatting its Sam's Clubs to make them more profitable and competitive.

• **Fleming Cos.** is now struggling with another problem. It had a falling out with its CEO, Mark Hansen, and they are looking for a permanent replacement. He was criticized for overextending the company's financial leverage by an aggressive acquisition program. Fleming also announced that they have filed a \$1.4 billion claim in **Kmart's** bankruptcy case in an attempt to reclaim payment for profits it is owed under a cancelled contract.

• **February same store sales:** **Gap** reported an 8% increase; **Wilson's The Leather Experts** reported an 8% increase; **Kohl's** reported a 4.6% decline; **Christopher & Banks** reported a 10% decline; **Sears** reported a 9.4% decline;

• **Abercrombie & Fitch** reported a 4% decline; **JC Penney's** reported a 2.1% decline.

• **Benetton** announced that it will soon begin placing small microchips that contains transmitter capabilities to allow it to track its garment from manufacturing to the point of retail sale at one of its 5,000 stores. Benetton will imbed 15 million "smart tags" allowing it to manage the inventory and delivery systems more effectively. Privacy advocates are cautioning retailers not to infringe on customer privacy after the sale.

• **Ikea** made the announcement recently that they will open their first Minnesota

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Rockler Companies Incorporated

In 1954, Nordy Rockler started a mail order woodworking supply company in Minneapolis, known as Minnesota Woodworkers Supply Company. The first retail store opened in Minneapolis in 1978, and was then known as The Woodworker's Store. Among the products featured in the store were specialty veneers and hardware items such as knobs, pulls and table slides. Woodworkers responded positively to having a place where they could always get what they needed.

Over the last several years, the company has seen steady growth. In 1998, the company increased its commitment to offer hard-to-find hardware by changing the name of both its retail and catalog operations to Rockler Woodworking and Hardware. Today, they employ over 300 people. Their retail chain stretches from Boston to San Diego, for a total of 26 stores with four to six stores per year in the works. Two stores will open in the Dallas/Fort Worth, Texas area this summer. One store will be in Arlington and the other in Mesquite. Locally, they have four

Twin City locations in Burnsville, Minnetonka, Maplewood and South Minneapolis.

In addition to retail outlets, Rockler Companies, Inc. has set up a web site and an online newsletter so they can reach more customers. They also have a catalog, which has grown immensely and is now mailed to thousands of woodworkers nationwide. Additionally, they publish *Woodworker's Journal*, which is a leading publication dedicated to offering plans, techniques, product review and tips to woodworkers. Rockler has developed a number of exclusive products and reaches out to both long-time woodworkers and those new to the craft.

The prototype store is 5,000 square feet. Their core customer is male, owns a home, and has an above average household income. Rockler focuses on markets with populations over 700,000 within a ten-mile radius, like to position themselves close to major thoroughfares with regional retail draws such as golf, boating and gardening oriented stores, and view themselves as a destination concept.

Rockler Companies, Inc. continues to be a privately held company and is run by Ann Rockler Jackson, CEO and Dave Laporte, President. Scott Mason, Store Development Manager, recently became a member of MSCA. Steven Mosborg with Park Midwest Commercial Real Estate is their designated broker both locally and nationally.

Web site: www.Rockler.com ■

What's Happening

KKE Continues Work in Lakeville

Development continues at Heritage Commons located at Dodd Boulevard and Heritage Drive in Lakeville. KKE Architects is wrapping up the design and construction documents for a 20,000 sf multi-tenant retail building as the second phase of the masterplan in the existing Town Center. Features include a double-sided u-shaped building with an outdoor central court concealing the service areas. The architecture includes all brick veneer with tower forms and upper level windows to blend with the rich architectural detailing of the established surrounding village. Aurora Investments LLC is the developer and owner.

Jigsaw Selected

The owners of River Heights Plaza announced the selection of Jigsaw Unlimited to provide marketing and public relations services for the shopping center, which is undergoing significant renovation.

River Heights Plaza is an 83,801 sf shopping center located at 1250 Frontage Road, Highway 36, in Stillwater, Minnesota. The center, built in the early 1980s as the site of the first Cub Foods Store in Minnesota, is now home to a variety of retail, professional and government services, including

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mega furniture store on the parking lot site north of the **Mall of America**. The 330,000 s.f. two-story store is scheduled for a June 2004 opening. Design approval from the city of Bloomington will probably require the Swedish retailer to tone down some of its bold blue and yellow exterior building colors. Ikea has plans to open 50 US stores in the next ten years. A second Minnesota store is possible after the first store is up and operating.

• **Kroger Co.**'s earnings increased 8.9% for its 4th quarter.

• **Michaels Stores, Inc.** announced that they will start a scrapbook retailing store format similar to **Archivers**. The first two stores will open in the Dallas/Fort Worth area and will average 5-6,000 s.f. each.

• **Border Group** (parent to **Borderbooks** and **Waldenbooks**) announced that they opened 41 new Border Superstores in 2002. They now have 404 Border Superstores in

the US. Same store sales at Borders were off 1.2% for the past year. Same store sales at its smaller concept Waldenbooks were off 3.2% for the same year. Borders stated that they open 35 to 40 new Border's Superstores for the coming year and close 40 to 50 Waldenbook stores.

• **Walgreens** opened its 4,000th store in Van Nuys recently.

• **Dollar General** opened 81 stores in February 2003. The company now has 6,192 stores.

• **Spiegel Inc.**, parent company to **Eddie Bauer**, **Newport News Fashions**, and **Spiegel Catalog**, filed for bankruptcy protection on March 18, 2003. Bad credit card debt at its catalog division was a significant contributor to its problems. There is a growing belief that Spiegel will have to sell off its Eddie Bauer division in order to raise the cash to get out of bankruptcy. ■

WHAT'S HAPPENING

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Acapulco Restaurant, Boom Town Fitness Center, Copycat Printing, the Washington Conservation District and the Washington County License Bureau. There is currently space available at River Heights Plaza ranging from 1,000 to 9,000 sf. For more information call 952-926-4411.

RLK-Kuusisto, Ltd. Adds Staff

RLK-Kuusisto announced the following additions to their Minnetonka office: Eric Johnson, ASLA, Senior Landscape Architect and Aaron Harp, Engineering Technician. RLK-Kuusisto, Ltd. is a multidisciplinary firm providing services in the areas of civil engineering, landscape architecture, planning and surveying.

New Shoreline Plaza Exterior

A new architectural exterior that recalls the early 20th century era of elegant hotels and resorts of the Lake Minnetonka area will provide a signature look to aging Shoreline Plaza shopping center in Mound, MN. Design features include galvanized tin roofs, lap siding, and stone facades reminiscent of the Victorian era. Design and construction of the new exterior is by Specialty Systems, responding to the city's vision of a historic look to commercial and residential areas as they develop or upgrade.

Witcher Builds Luxury Housing

Witcher Construction Co. has begun construction on two prominent luxury condominium projects in the warehouse district of downtown Minneapolis, Minnesota. Construction began at Rock Island Lofts, at 329 First Street North, a 240,000 sf structure featuring 8 floors of housing and 3 floors of parking. Rock Island Lofts, designed by Minneapolis-based Oertel Architects, will feature 64 luxury condominiums that range from 1,350 to 3,770 square feet.

Just across First Street is The Reserve at 360 First Street North. The Reserve is a 300,000 sf structure also featuring 8 floors of housing and 2-1/2 floors of parking. The Reserve is designed to include 108 luxury condominiums ranging from 893 SF to the penthouse unit at 4,000 sf. Designed by Chicago-based DeStefano & Partners along with Minneapolis-based

MSCA Member Profile

Liz Picking



Occupation: Broker & Consultant

Primary Career Focus:

Tenant representation for restaurants and food retailers

Company: Cambridge Commercial Realty

Title: Associate

Hometown: Johnstown, PA - home of the Johnstown Flood, Slapshot and The infamous Gob Cake.

Education: Cornell University School of Hotel Administration, BS. MS.

Hobbies: Skiing, hiking, photography, dining out, traveling, golfing, cooking

Job History:

Lettuce Entertain You, Carlson Companies, D'Amico, Shea, Inc., Elizabeth Blau & Associates

Very First Job: Working on the farm and serving Sunday supper at the church

Dream Job: Photojournalist for National Geographic

Secret Talent: Inspector for Mobile Guide

Favorite Food: Mom's homemade pumpernickel bread

MSCA Involvement: Program Committee Member

partner Bruce Knutson architects, The Reserve will feature high-end finishes and amenities including an elegant two-story lobby, a private exercise room, and an executive business center with access for telecommunications equipment

Both projects are expected to open by early 2004.

Top Center Owners

According to *Shopping Centers Today*, The Top 5 North American Shopping Center Owners are: Simon Property Group (153.1 million sf, 253 properties), General Growth Properties (82.8 million sf, 145 properties) Kimco Realty Corp. (61.5 million sf, 483 properties) Westfield America Trust (59 million sf, 61 properties) and CBL & Associates Properties (50.9 million sf, 137 properties)

Port Contract Signed

The members of the International Longshore and Warehouse Union voted to ratify a six-year contract earlier this year to update the technology and improve effi-

ciencies at 29 West Coast ports. The agreement was reached after a contract dispute, which resulted in the 11-day port lockout last fall that cost the U.S. economy approximately \$11 billion. The agreement includes the implementation of new port technologies and an increase in pension and health benefits.

Restaurants in the News

(from *MPLS/ST.PAUL Magazine*)

Babalu, a Caribbean/Latin style restaurant opened in Minneapolis's Warehouse District. **Bakery on Grand** in Minneapolis is up and baking. Artisan breads and sweets are available to eat in or take out.

The Crepe Stand has opened in the West Market at the Mall of America.

Pirosmani, a new Georgian eatery, opened in Plymouth. **Sidney's** has branched out in Vadnais Heights. **Krispy Kreme** is expected to open this summer in St. Paul, Apple Valley and Eden Prairie.

The concept for the fifties-style supper club, **Ike's Food & Cocktails**, was inspired by a post-World War II bar in New York. Located in the heart of the financial district at Sixth and Nicollet in downtown Minneapolis, Ike's offers cost-effective comfort food that is prepared in front of customers. The restaurant, owned by Chris Isaacson, who created Pickled Parrot, opened for business the end of January 2003. ■

Opportunity is missed by most people because it is dressed in overalls and looks like work.

- Thomas Edison

MSCA's Sponsorship Committee



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Pictured: Wendy Aaserud, Madison Marquette Realty Services; Cindy MacDonald, Brookfield Properties (US) LLC; Bill McCrum, RSP Architects Ltd.; Shelly Muelken, Tanurb; Ann Norrbohm, Brookfield Properties (US) LLC; Ned Rukavina, United Properties; David Solner, Cuningham Group Architecture, P.A.. Not Pictured: Amy Coleman, Brookfield Properties (US) LLC; Andrea Thompson, Brookfield Properties (US) LLC.

This year's Sponsorship Committee, co-chaired by Cindy MacDonald and Ned Rukavina, has done an outstanding job, securing the highest number of MSCA sponsors in our history! Corporate sponsorship funds are critical for growth and the success of the association, allowing MSCA to offer a wide

variety of quality services that benefit the retail industry as a whole.

The primary responsibility of the Sponsorship Committee is to raise funds for MSCA through solicitation of corporate sponsors. Committee members are assigned companies to call regarding sponsorship renewal, help identify potential sponsoring compa-

nies, follow-up with sponsors regarding their MSCA benefits and brainstorm for more ways to enhance sponsor benefits. When you see the members of this committee, be sure to congratulate them for their hard work! ■



SOLNER

SAVE THE DATE!
MSCA'S 12TH ANNUAL
Golf Tournament
June 16, 2003



Sponsorship opportunities available,
call (952) 888-3491

SEE INSERTED REGISTRATION FORM



There are over 100,000 children throughout the state of Minnesota who will begin school this year without basic school supplies. The Caring Tree Foundation, founded by MSCA in 1993, is dedicated to equipping low-income, K-12 children in Minnesota communities with the tools for school to help them succeed.

As a member of MSCA, you have recently received a 2003 Pledge Sheet in the mail. Please make either a corporate or individual contribution. Every donation provides at least one more child with the basic tools for learning.

For additional information on how to participate, visit www.caringtree.org

MSCA 2003 CORPORATE SPONSORS

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Brookfield Properties (US) LLC	KKE Architects, Inc.	RSP Architects Ltd.
The Business Journal	Kraus-Anderson Companies	Ryan Companies US, Inc.
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Faegre & Benson LLP	Park Midwest Commercial Real Estate	Wells Fargo Bank Minnesota
General Growth Properties, Inc.	Paster Enterprises	Welsh Companies, LLC
Glimcher Properties/Northtown Mall	Reliance Development Company, LLP	Witcher Construction Company
Gray Plant Mooty	RJ Marco Construction, Inc.	
	RLK-Kuusisto Ltd.	

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