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news

Volume 20, Number 12

December 2006

Feature

Going Green: Our Moral Imperative

by Albi Albinson & Matt Dubbe, Architectural Alliance

Green building, also called “sustainable” or “high-performance” building, means having a significantly reduced impact on the Earth’s resources compared to a conventional building. It also means creating a building that is healthier and more comfortable for its occupants, consequently enhancing productivity.

We define a “sustainable building” as one that is healthy and comfortable for its occupants and is economical to operate. It conserves resources (including energy, water, raw materials and land) and minimizes the generation of toxic materials and waste in its design, construction, landscaping and operation. A green building also considers

historic preservation and access to public infrastructure systems, as well as the entire life cycle of the building and its components.

For architecture, sustainable design involves many planning, design, operational, and reuse concepts that together can create functional, healthy, nonpolluting and environmentally friendly buildings without compromising practical requirements or human comfort. In addition, the long-term costs are no greater, and are often less, than those of comparable buildings designed without sustainability in mind.

This type of design strives to help communities find creative environmental

Going Green on page 2

Snapshot

Emery Square

Location: Champlin – Highway 169 & 117th Ave N

Month/Year Opened: Fall 2007

Owner: CMK Champlin Holdings, LLC

Managing Agent: Chesapeake Companies

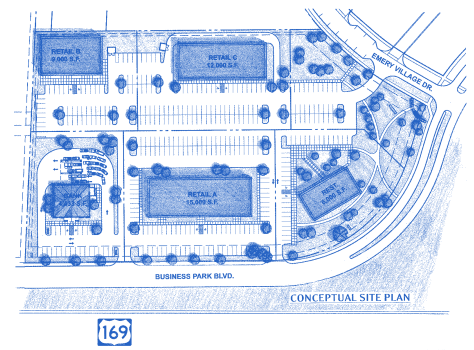
Leasing Agent: Andrea Christenson, (612) 347-9395 and Molly Townsend, (612) 347-9313 at Colliers
Turley Martin Tucker

GLA: 45,000 – 60,000 sf

Current Occupancy: Available Fall 2007 with shop space and pad sites to meet tenant requirements

Market Area Served: Champlin, North Brooklyn Park, Osseo, Anoka and surrounding areas

Additional Facts/Narrative: Emery Square is a 7-acre shopping center property located



adjacent to the SuperTarget center. Daily traffic counts on Hwy 169 are 36,000 vehicles with excellent visibility and access to the property. Nearby tenants include SuperTarget, Lifetime Fitness, Cub Foods, Mann Theatres and more. The conceptual site plan will be modified to accommodate tenant requirements. Pad sites are available for sale or ground lease.

solutions that are economically viable and meet social needs. A similar effort is being led by LEED (Leadership in Energy and Environmental Design, a program of the U. S. Green Building Council designed to encourage the implementation of sustainable building practices). To illustrate the practical side of the concept of sustainability, we offer the following case study of a project designed by Architectural Alliance.

Architectural Alliance (AA) designed the Dane County Regional Airport in Madison, WI, which is a good case to illustrate the practical side of this concept of sustainability. AA was retained in 1999 to develop a 20-year master plan for terminal expansion purposes. The airport embraced the recommendations of the master plan and contracted with AA to produce multi-phased construction documents for their projected terminal growth through 2009. The completed 265,000 square foot project cost approximately \$60 million and involved nearly 500 people, including 60 AA employees, over a six-year period. The average construction cost was approximately \$200 per square foot.

The design approach chosen was to implement a contextual form of regionalism. Inspiration was derived from local architectural precedents, native landscapes and place-specific connections. The predominant design undercurrent was to produce a functional public transportation facility that is unique and immediately familiar to Madison, providing a sense of place without the stereotyped perceptions of Middle America. Collectively, the project team chose an adaptation of the Prairie School architectural style to provide an aesthetic backbone for present and future building projects. In addition, the local art community was engaged and retained to provide building integrated art installations.

Historically, airports are chronic producers of noise, light and energy pollution and energy consumption represents a large portion of annual operating expenses. The design team was empowered to pursue architectural and engineering strategies to lessen this load on the region and the environment and Dane County did adopt a sustainability mandate designed to mitigate

the environmental impact of new building construction. Annual energy costs for the airport are in excess of \$1 million and the aggregate percentage for energy compliance above code was approximately 18%.

Another aspect of the project criteria was that the General Contractor had to be located within 60 miles of the project site. This ensured that local craftsmen would be employed and thus benefits the local economy. Project specifications designated materials extracted and/or manufactured within a 500-mile radius of the project site. This was an added local economic benefit and the familiarity of the materials gave the project a regional appropriateness.

With the project completed in April 2006, Dane County Regional Airport is realizing a facility that will contribute to the Greater Madison community socially, financially and environmentally.

Specific **sustainable practices** employed included re-use of existing building and support facilities, recycling existing asphalt and concrete paving for base material; demountable and recyclable building assembly systems, programmed lighting controls and utilizing occupancy and photo sensors; use of recycled carpet, low water consumption plumbing with automatic shut-offs. Salvaged building components were made available to sub-contractors; even the large amount of existing seating (1,000) was made available for use by local non-profit organizations.

The General Contractor had a goal of collecting, segregating, recycling and recovering at least 75% of construction waste and debris generated. This included recovery and recycling of land clearing debris, concrete and masonry, metals, untreated woods, gypsum wallboard scrap, paper and cardboard acoustical ceiling tiles and asphalt pavement.

Totals through project completion:

- **44,000** tons of demolition / construction material has been re-cycled
- **1,556** tons of generated waste transported to landfill
- **96%** recycled
- In excess of **\$100,000** saved in landfill fees

Even the construction administration standards were scrutinized and new standards were implemented. With the submittal process streamlined, including shared project logs and punchlists with the General Contractor and Architect, and a small AA staff to manage the process, the owner realized savings of \$50,000 in paper related reimbursable savings.

We, as architects, designers and developers, share the responsibility of green design and construction in the implementation of future construction efforts. The environment will thank us for the consideration for generations to come! ■

Bookmark

Planning on hitting that million-dollar mark in 2007?

Some experts tell you how to get there:

Seven Years to Seven Figures: The Fast-Track Plan to Becoming a Millionaire by Michael Masterson. The self-made millionaire author draws upon his own experiences to offer a complete program, including how to gain equity in income business and investment strategies.

Secrets of the Millionaire Mind: Mastering the Inner Game of Wealth by T. Harv Eker. This author believes that we all have a “money and success blueprint” ingrained in our subconscious minds, and it is what determines our financial lives. Eker teaches how to identify this blueprint and “revise” it to give you the tools to dramatically increase your income and accumulate wealth.

Missed Fortune 101: A Starter Kit to becoming a Millionaire by Douglas R. Andrew. This financial planning consultant explains how ordinary people can build significant wealth using strategies such as managing home equity, investment strategies and using life insurance to enhance retirement income.

Contact Deb Carlson at dcarlson@northstarpartners.net with your recommendation.

MSCA Retail Report

by Betty Ewens, CCIM, CLS, Kraus-Anderson Companies

Strong leaders make for strong organizations and MSCA is a sterling example of where strong leadership has taken us. Initiated with a small group of dedicated individuals in 1988, MSCA has grown to where it is today with over 315 companies and 730 members. Our November meeting was the perfect time to give a heartfelt tribute to our past presidents. The meeting began with a recognition ceremony honoring all seventeen of them!

Following the tribute, the meeting swung into high gear with an interactive competition between tables that highlighted the release of the MSCA Annual Retail Real Estate Report entitled the "State of Retail 2006". Stephanie Carleton, Welsh Companies, LLC and Molly Bird, m2 Real Estate Group, Inc., chaired the Research Committee which published the report this year.

Between these fun and informative competitive sessions, the program featured commentary by John Herman of Faegre & Benson LLP, Mark Schoening of Ryan Companies US, Inc. and Tim Hilger of Diversified Acquisitions, Inc. These speakers presented insights on topics

such as municipal challenges, redevelopment/development and new retailers.

A few statistical highlights from the 2006 report are as follows:

The retail universe in the Twin Cities metro area continues to grow. According to MSCA, there are 58,123,506 sf of retail space.

Vacancy rates are stable at 6.2%, slightly above last years 6.0%, but still below the eight-year average.

Market rental rates continue to increase in 2006 in all sectors except downtown Minneapolis.

All in all, the committee reports, "the Twin Cities retail market continues to perform strongly in 2006. New projects have come online throughout the metro, and tenant demand remains strong enough that developers continue planning new developments for 2007."

With the Twin Cities poised for future growth, the MSCA Research Committee brought us favorable news for a strong and positive 2007. For those of you who missed the event, you can purchase a copy of the 2006 Retail Report by downloading the order form from

www.msca-online.com ■

Retail Development in China

by Sara Stafford, LandAmerica Commercial Services

At a recent NAIOP meeting, Larry Pobuda of the StewartLawrence Group and Bob Lux of Alatus Partners LLC highlighted their recent separate trips to China. Here are some of Larry's notes regarding the retail environment in China:

- China retail sales ranked #3 in the world
- Retail sales growth has averaged 9.8% annually
- Top 100 retailers represent only 9% of total retail sales
- Development is fragmented and regionalized
- Strict restriction on foreign retailers until December 11, 2004
- Rental rate = \$3m/day or \$108 to \$120/sf
- Plaza 66 sold for \$555/sf

In addition, here are some specific stats regarding **Wal-Mart in China**:

- First opened in Shenzhen on August 12, 1996
- As of June 2006,
 - 60 stores in 30 cities
 - Employs 30,000+ associates
 - Serves 5 million customers per week
- Average sale is \$5 versus \$20 in the U.S.
- Want to be known as the "best value"
- "Wal-Mart is a logistics company that moves freight better and cheaper than anyone else"

Larry Pobuda

For Larry and Bob's complete powerpoint presentation visit www.naiopmn.org and scroll down to Development in China: Bob & Larry's Excellent Adventure.



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Erin Harney



Company: Brookfield Properties
Primary Career Focus: Marketing Manager
Education: BA from St. Olaf College in Northfield
Hobbies: Anything related to the theatre arts
Dream Job: Full-time playwright and theatre producer / director.
Favorite Book: Great Expectations by Charles Dickens

Bradford J. Pfaff, CCIM



Company: Colliers Turley Martin Tucker
Primary Career Focus: Retail Development
Family: Jacob 11, Jacqueline 7
Dream Job: CEO, Bill and Melinda Gates Foundation
Secret Talent: No one has ever beaten me at thumb wrestling, undefeated!
MSCA Involvement: Member since 1995, Golf Committee

New Members

MSCA would like to welcome our new members:

- Adam Fisher**, MNCAR
- Josh Krsnak**, Hempel Properties
- Brent Snyder**, Morrison Fenske & Sund, PA
- Mike Wedl**, Hart Property Consultants
- Bob Gruenhagen**, Karkela Construction
- Angela Demonte**, Landmark Environmental, LLC

December Member News

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

Mossey Joins Steiner

Steiner Development, Inc. is pleased to announce the addition of Dan Mossey, Sales Associate. Dan will assist in leasing Steiner's retail projects.

Vinje and Ewens Earn Designation

Kraus-Anderson Realty's Kenneth M. Vinje, Director of Properties and Redevelopment, and Elizabeth "Betty" Ewens, Senior Leasing Associate, have earned a Certified Commercial Investment Member (CCIM) designation.

Smith Joins City of Bloomington

Kent Smith joined the City of Bloomington as a Commercial Property Appraiser.

Alexander Joins Kraus-Anderson

Kraus-Anderson Realty Company has named Matt Alexander as Director of Real Estate Development. He will manage all aspects of new development, including site selection and acquisition, design and engineering, contractor selection, and municipal and other governmental approvals.

Colliers Promotes Melin

Colliers Turley Martin Tucker announced that William "Skip" Melin, CCIM has been promoted to Second Vice President of its Retail Sales & Leasing division.

Committee Profile

Retail Report Committee

- Aaron J. Barnard, *Northstar Partners/Cushman & Wakefield*
- Matt Bird, *m2 Real Estate Group*
- Molly Bird, *m2 Real Estate Group*
- Bob Barton, *Kraus-Anderson Companies*
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- Bradley Kaplan, *Northco/Grubb & Ellis*
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- Pam Kroeger, *Kraus-Anderson Companies*
- Paul R. Sevenich, *Kraus-Anderson Companies*
- Ken Vinje, CCIM, SCSM, *Kraus-Anderson Companies*

The MSCA Research Committee, co-chaired by Stephanie Carleton and Molly Bird is responsible for researching, verifying and compiling the annual MSCA Retail Real Estate Report and presenting the report at the November MSCA program. This committee strives to gather accurate and pertinent data, improve MNCAR's database, obtain industry information and trends, and provide an enlightening and exciting program to present the annual report to the public. This year, the committee worked hard to redesign the retail report with the intention of further improving the content. The Outstate Section of the report has once again expanded this time to include the growing areas of North Branch/Cambridge and Owatonna. New and expanded sections from last year include: Urban Clusters, Residential Retail Growth, Economist, New Retailers and Retailer Profiles.

Marketplace

Minnesota

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

- **Nelson Building & Development** was selected as the 4th fastest growing company in Minnesota by the Minneapolis-St. Paul Business Journal. Nelson Building accomplished a growth rate of 483% during a 2-year period.
- Griffin Companies represented **Albinson Printing, Inc.** in their relocation and lease for 2,525 sf of retail space in the 8025 Glen Lane building in Eden Prairie.
- **Sonnie's**, a locally owned women's specialty store, has opened at Rosedale. Sonnie's is located in Upper Level Center Court in the former Talbots location.
- KKE Architects, Inc.'s restoration and updating of the **Liberty Frozen Custard** building at 5401 Nicollet Avenue in

Minneapolis has been honored with the Preservation Alliance of Minnesota's 2006 Adaptive Reuse Award.

- The Ramsey Town Center development will add a new commuter bus service - the **Ramsey Star Express** - to help improve transit along the Northstar Corridor. It will take passengers from Ramsey to downtown Minneapolis along Highway 10.
- Upland Real Estate Group, Inc. announces the sale of a **Starbucks Coffee** located in West St. Paul. They recently sold the 1,850 sf single tenant net-leased investment property for \$1.4 million.
- Architectural Consortium LLC has designed a complete makeover of the 115,000 sf **Maple Ridge Shopping**

Center in Maplewood for owner, RREEF. Construction is underway.

- **Griffin Companies** represented Larson Enterprises (Slumberland) in the sale of 1.46 acres of land to Ban Tara, LLC at 9772 Hudson Road in Woodbury. Griffin represented Larson Enterprises in the acquisition of the entire 4.88 acre site, of which Slumberland is utilizing 3.4 acres of the site for the construction of a new Slumberland Store.
- **J.L. Sullivan Construction, Inc.** has been awarded contracts for Arkray USA, Inc. in Edina, Scot Lewis School in Eden Prairie and Fantastic Sams in Plymouth. Construction is under way on Stadium Village Mall in Minneapolis, Snip-It's: Haircuts for Kids in Maple Grove and TCF in Wayzata.



Rising Star

Soup Man: "Soup for Everyone"

by **Ross Dahlin**, Itasca Funding Group, Inc.

"NO SOUP FOR YOU!" is a classic Seinfeld phrase made by the famous "Soup Nazi" to George and Elaine ten years ago on the popular TV sitcom. Two years ago, former Soup Nazi Al Yeganeh became known as the "Soup Man" bringing more than forty of his soup recipes national. The Soup Man recently joined forces with Keith Lyon, former CEO of the Bank of Westport. They have an aggressive growth strategy to franchise 5,000 Soup Man locations in seven years from the 30 locations they plan to open by the end of 2006. Expect locations in the Twin Cities area in the next several months.

Soup Man franchises can get up and running with very little capital, as the soups will be made in a central location and then shipped to the retail outlets. The "heat and serve" concept requires no expensive oven and kitchen equipment, and small kiosks in malls, airports, and

skyways will become standard locations for Soup Man. Larger, more traditional quick-serve restaurants with sandwich and salad options will also appear in urban storefronts and suburban retail centers. Despite public perception that soup is an inexpensive food item, Mr. Yeganeh's renowned soup does not come cheap. A typical 12 oz. container sells from \$5.00 to \$7.00. That price may not be expensive in Manhattan, but it will be interesting to see if the public will pay that much for soup across the nation. However, "people once expected coffee to be inexpensive too", says Richard George, professor of Food Marketing at St. Joseph's University in Philadelphia, "just look at Starbucks."

As expected, Mr. Yeganeh has some strict rules for his franchisees. Marketing Seinfeld or the Soup Nazi name is forbidden, and the Soup Man insists that franchisees serving his food are as dedicated to the quality of his soup as he

is. However, they are allowed to be considerate to their customers, ensuring everyone across North America can enjoy some excellent soups next time they're out to lunch. For more information on Soup Man including several recent press releases, go to

www.originalsoupman.com ■

Web Sites

Prepay Prints to Save More

Buying digital photos from photo-sharing Web sites can save you money. Here is a way to slash the price even more: prepay.

www.Snapfish.com ■

www.Shutterfly.com ■

www.Clarkcolor.com ■

www.YorkPhoto.com ■

www.Winkflash.com ■



New Ownership and Expansion Plans Equal Big Changes at MOA

by Sara Martin, Welsh Companies, LLC

Mall of America, which was built in 1992 and is currently one of North America's largest shopping malls, has expansion plans that will put it in the running for "World's Largest Enclosed Mixed-Use Development." Right now the 4.2 million sf mall attracts 40 million visitors each year with its shopping, dining and entertainment. Plans for an MOA II expansion of 5.6 million sf have been approved, including 1.2 million sf of new retail space. The addition will feature a 300,000 sf Bass Pro Shop, a four-star hotel, a family hotel with water park, a museum, a 6,000-seat performance theater, a 1,500-seat dinner theater and an ice rink.

The price tag on the new development is expected to top \$1 billion when all is said and done, but where all that money will be coming from has yet to be hashed out. The Ghermazian family acquired outright ownership of the mall the first week of November, which ended 5 years of internal disputes between the Ghermazians and

Simon Property Group, Inc. Now the ownership group has a new battle to fight... with the city of Bloomington. The Ghermazians are requesting \$200 million in TIF dollars to make the mall addition a reality. According to one city official, securing public funds may be a tough hurdle to get over considering that Mayor Winstead is up for reelection next year. The clock is ticking, and only time will tell whether or not the City and the MOA can come to an agreement on public contributions for the project within a time frame that will allow both the MOA II to retain its prospective tenants and the city to maneuver through the political dog fighting of the coming election. Currently, the plan is to break ground on MOA II in the spring of 2007.

As a whole, the Mall of America is a great asset to the Minneapolis metro area, drawing more visitors annually than Disney World, and generating \$1.8 billion in revenue annually, but will MOA II be an

equal success? MOA has seen its fourth floor become a ghost town. If visitors are unwilling to ride up another escalator to have dinner, will walking two blocks to shop the stores and dine at the restaurants of the new development be too much to ask? There are many questions to be answered as the jewel of Minnesota's retail tries to make it into the record books as the #1 retail center in the world, but when MOA first opened its doors, there were skeptics aplenty, and more than 14 years later, it's clear the destination retail concept works. All that remains to be seen is how far it can go. ■

Smart Tax Tip for December



If you're looking for a last minute deduction, consider giving a donation to The Caring Tree. Visit www.caringtree.org to make a donation.

2007 Event Schedule

Our monthly program meeting date is the first Wednesday of every month. All meetings will be held at 8:00 a.m. (registration at 7:30 a.m.) at the Sheraton Bloomington Hotel unless otherwise noted or publicized before the program. Program topics and location are subject to change.

Wednesday, January 3 – Geographic Focus

Wednesday, February 7 – Trends, Doubletree Hotel Minneapolis Park Place

Wednesday, March 7 – MSCA Headline Speaker

Wednesday, March 14 – Business Day at the Capitol, location TBD

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To provide its customers innovative products through multiple banking channels, with a focus on convenience in banking.

National Retail Federations' Top 10 Tips for Smart Holiday Shopping

Holiday to-do lists can get a little overwhelming this time of year. From finding out ahead of time when the items goes on sale to knowing the best times to avoid crowds, smart shoppers can follow these tips in order to reduce unnecessary frustration or last minute shopping.

1. Shop after 6:00 p.m. the evening before a sale is advertised to begin. Many retailers change their registers the night before.
2. Prepare a list to use while you are shopping. Make sure you include alternative selections.
3. Avoid crowds by shopping during stores' early and late extended hours.
4. If you are looking for specific advertised items, take the complete ad with you to the store.
5. Staple a gift receipt to the merchandise tag in case it needs to be returned or exchanged.
6. Remember when gift shopping you are buying for someone else's wants and needs rather than your own.
7. Shop safely! Watch your personal belongings at all times including handbags and wallets. Stores are not responsible for any lost items.
8. Save yourself some wear-n-tear, let the charity group at the mall wrap your gifts, which will save you a lot of time.
9. When shopping online, have your credit cards and address book handy. Many web sites have timed windows to complete a transaction.
10. Wear comfortable shoes, you will be walking on a lot of marble and tile.

Best of all, have a safe and happy holiday season!!!

Source: National Retail Federation (NRF)

Gift Cards

Gift card spending is up yet again this year, according to the fourth annual survey conducted by Comdata Stored Value Systems, a provider of national gift card programs. Adults surveyed by Comdata revealed that nearly half (46%) of the gifts they purchased in the past 12 months were gift cards, and that 95% of adults surveyed had either received or purchased a gift card in the past year. A 24% increase over 2005 survey results adult purchasers of gift cards load each card they purchase with an average of \$46, which is a 21% increase versus the average amount loaded on to cards in 2003. The places where people are buying cards are changing. Gift cards are purchased on the Internet, from freestanding endcap displays situated in central locations like supermarkets and drug stores, instead of the traditional retailers' stores or Web sites.

Source: Retailing Today

What's New on the MSCA Web Site?

Retail Real Estate Report now available! In case you missed the meeting last month, you can now purchase the Retail Real Estate Report from the Web site. You can go to the MSCA home page and click on Resource, select Publications, click on Download order form here, complete the form and fax it to the MSCA office. For questions, please contact Cindy MacDonald at 952-948-9408.



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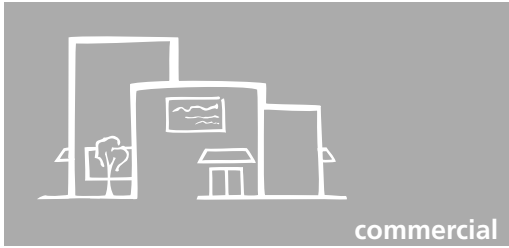
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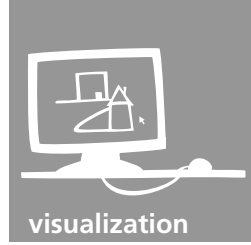
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