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# THE Connection



MINNESOTA SHOPPING  
CENTER ASSOCIATION

DECEMBER 2016

FEATURE  
ARTICLE

## Success! eCommerce and Brick & Mortar Co-Exist



by Phil Foster, CMA

Several years ago, when eCommerce was on the rise, questions were asked as to how brick & mortar stores will survive. Well, the answer is both can survive, and flourish. There is also a small asterisk with that last statement as not all do. A well-thought-out business model targeting your audience with the product they want can reap rewards for both scenarios.

The “grand-daddy” of the online retailers is **Amazon** and they represent over 18% of all U.S. eCommerce. In late 2015, Amazon finally dove into the brick & mortar playground with a new bookstore called Amazon Books in Seattle. The physical store has also integrated online presence by allowing the consumer to scan for the book to be either delivered to their residence or even downloaded to a Kindle device. They currently have three stores open with several more to follow. “Amazon is also planning to open a chain of convenience stores, mainly for groceries, along with drive-in depots where consumers will be able to pick up merchandise ordered online. It has also begun rolling out small “pop-up” stores to hawk its electronic devices. It already has more than two dozen such kiosks in malls around the country, and dozens more are said to be in the

works.” [1]

Retailers have found that brick & mortar locations have had a tremendous effect on their online sales by increasing the brand recognition. Shoppers still want that touch and feel experience before the purchase but then they can go online to perform a little more research and narrow down the choice. “While brick & mortar and eCommerce are constantly fighting for consumers’ attention and dollars, still a majority of all retail sales still take place in stores, eCommerce sales are expected to increase annually by 17%, reaching \$414 billion by 2018.” [2]

This omnichannel approach that seeks to provide the customer with a seamless shopping experience whether shopping online from their smartphone or in a brick & mortar store proves to be a significant factor for success. “For example, when a store has implemented an omnichannel approach, the customer service representative in the store will be able to immediately reference

the customer’s previous purchases and preferences just as easily as the customer service representative on the phone can or the customer service webchat representative can. Or the customer can use a desktop computer to check inventory by store on the company’s website, purchase the item later on with a smartphone or tablet and pick up the product at the customer’s chosen location.” [3]

**Warby Parker** who found success selling affordable glasses online started their first brick & mortar location in New York in 2013 and now have over 30 stores across the country. Online beauty company **Birchbox** also opened their first store in New York in 2014 and have also

– continued on page 2

*“Amazon is also planning to open a chain of convenience stores, mainly for groceries, along with drive-in depots where consumers will be able to pick up merchandise ordered online.”*



FEATURE ARTICLE CONTINUED: Success! eCommerce & Brick & Mortar Co-Exist

teamed up with Gap at several locations throughout the country. Online seller of mattresses, Casper, now has 4 locations. Menswear online seller, Bonobos, has several "Guideshops" splattered throughout the country that allow men to try on in the store and the order is placed online to be delivered to your house. This is only a very small fraction of the successes from online to brick & mortar which can be a very risky proposition and there are equally enough that that have failed due to a plethora of reasons. The risks are not as great from brick & mortar to online and the potential gains far exceed those risks. Although still not easy, many attempts fail due to poorly designed websites, stocking issues, customer service, just to name a few and more often than not these failures may have little impact on the established brick & mortar business.

New concepts are continuously

being created and tested. Brick & mortar locations are popping up with very little inventory and are used primarily as a showroom demonstrating specific brands but there is no purchasing at this store. Samsung and Sony are testing this concept to give the shopper the virtual reality experience through scheduled experiences to create a marketing event and a digital playground. Blue Cross/Blue Shield has opened three brick & mortar locations in Minnesota focusing on the personal face-to-face customer service instead of waiting on the phone or fumbling through the website.

Not all will be able to compete with the "Amazon's" of the world but there are thousands of other online retailers that are finding success with many expanding to the brick and mortar world. "There is estimated to be well over 800,000 online stores all vying to attract customers through

the gateway of Google." [4] Online real estate may be getting crowded, competitive and can be expensive to start up, but new sites, physical and electronic, are being created as we speak and show no sign of slowing down anytime soon. The next generation of shoppers are demanding new and innovative experiences whether online or in the brick and mortar store. This demand taps into all kinds of markets that impact all of us from clothing, grocery, beauty, music, video, pets, digital currency, health, and the list goes on and on. What experience are you looking for? It's probably out there or soon will be!

*The risks are not as great from brick & mortar to online and the potential gains far exceed those risks.*

1. <https://www.technologyreview.com/s/602780/amazons-next-big-move-take-over-the-mall/>
2. <http://www.retailtouchpoints.com/>
3. <http://www.techtarget.com/network>
4. <https://www.theguardian.com/business/2016/jan/30/future-of-e-commerce-bricks-and-mortar>

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## Legislative Update



by Leah Maurer, CUSHMAN & WAKEFIELD/NORTHMARQ



It is with conflicted emotions we announce Rich Forschler's upcoming retirement from Faegre Baker Daniels and his role as lobbyist for MSCA. Rich has been one of MSCA's lobbyists for many years along with Sonnie Elliott — a duo to be reckoned with! We are so grateful for all the work Rich has done for MSCA, his commitment to our organization, the shopping center industry and for just being a great guy. We have thoroughly enjoyed working with him, are sad to see him go, but wish him all the best in his retirement and future endeavors.



Rich will remain involved with MSCA over the next year as he transitions out of his role. Sonnie Elliot will continue as an MSCA lobbyist and will provide a great bridge through and after Rich's retirement. Sonnie knows MSCA's priorities, the commercial real estate industry, and has been our advocate for many years. Joining Sonnie from Faegre Baker Daniels will be David Johnson who brings a great wealth of experience and knowledge, especially as a former Minnesota Senator. We look forward to working with this new team as MSCA continues to advocate for the shopping center industry.

**PLEASE JOIN US IN THANKING RICH FOR HIS DEDICATION TO MSCA AND THE INDUSTRY, AND ALSO IN WELCOMING DAVID JOHNSON TO THE TEAM.**

**CLICK HERE** to go to the MSCA Legislative webpage for election updates and upcoming weekly session updates!

(top) Rich Forschler,  
(left) Sonnie Elliot, (right) David Johnson



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\* Based on Commercial Multi-Peril direct premiums written, according to a 2013 report by SNI Financial.

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**MEMBER PROFILES**

**JESSEKA DOHERTY**

**JOB TITLE:** VP Leasing  
**AREA OF FOCUS:** Project Leasing/Landlord Representation  
**YEAR JOINED MSCA:** 2003



MID-AMERICA REAL ESTATE

**WHAT WAS YOUR FIRST JOB IN THIS INDUSTRY AND FOR HOW LONG?**

My first job was as a summer intern at Welsh in their industrial department – shout out to Nick Reynolds at Rochon – we shared a tiny office with two other interns cold calling ALL. SUMMER. LONG.

**WHAT KEEPS YOU IN THE BUSINESS?** All of the cliché answers – I love what I do, I truly enjoy who I work with and every day is different.

**WHO HAS BEEN AN INFLUENTIAL TEACHER, MENTOR, OR MODEL TO YOU AND WHAT DID YOU LEARN FROM THEM?** I’ve always looked up to Stef Meyer, as a strong and successful woman in our industry. Everything about how she operates is admirable and a great example to anyone new in the business, male or female.

**WHAT IS THE MOST UNIQUE PROJECT/LEASE/PROPERTY THAT YOU EVER WORKED ON IN YOUR CAREER?** This one was more of a lucky situation –Office Depot was vacating an “elbow” space that I thought was going to be very hard to release and sit vacant for quite some time. Shortly before that expiration is when Big Lots was making their splash back into the market. The day after Office Depot vacated was when construction started on the Big Lots space. And yes, they’re still there today and have renewed!

**IF YOU HAD UNLIMITED FUNDS TO INVEST IN A RETAIL FRANCHISE, WHICH ONE WOULD IT BE AND WHY?** Camp Bow Wow. I spend way too much money there on daycare and boarding for my dog and I don’t see that slowing down anytime soon in that industry.

**WHAT PROFESSION OTHER THAN YOURS WOULD YOU MOST LIKE TO ATTEMPT?** A Nutritionist. I’m lactose intolerant and would specialize in that area to help others realize you really don’t have to give up cheese!

**WHAT IS YOUR FAVORITE MOVIE, BUSINESS OR OTHERWISE?**  
*Gone with the Wind* or the original *Annie*.

**WHAT HOBBY OUTSIDE OF WORK ARE YOU REALLY PASSIONATE ABOUT AND WHY?** This is where I might scare some people off, but I use essential oils and like to create solutions to replace typical household items – like hand soaps, hand scrubs, allergy and other medicine. I like to try and find ways to use less chemicals around my house and in/on my body. Otherwise the safe answer is running – I see it as a form of (free) therapy!



*Thanks Jesseka*

**JOHN HAMBLET**

**JOB TITLE:** Sales/Account management  
**AREA OF FOCUS:** Landscape, Snow & Ice Management  
**YEAR JOINED MSCA:** 2014



MAPLE CREST LANDSCAPE

**WHAT WAS YOUR FIRST JOB IN THIS INDUSTRY AND FOR HOW LONG?**

I started in the Turf industry working on golf courses in 1992. I was hired by Maple Crest landscape in 2003 and have been here since.

**WHAT KEEPS YOU IN THE BUSINESS?** Meeting lots of different people. Passion for my industry.

**WHO HAS BEEN AN INFLUENTIAL TEACHER, MENTOR, OR MODEL TO YOU AND WHAT DID YOU LEARN FROM THEM?** Greg Shaughnessy, owner Maple Crest Landscape. A great work ethic, handling different situations with customers and employees.

**WHAT IS THE MOST UNIQUE PROJECT/LEASE/PROPERTY THAT YOU EVER WORKED ON IN YOUR CAREER?** Federal Bank of Minneapolis

**IF YOU ARE A SEASONED VETERAN, WHAT ADVICE WOULD YOU GIVE TO THOSE NEW IN THE INDUSTRY?** Take your time and learn everything the industry has to offer and do over extend yourself .

**WHAT IS YOUR FAVORITE WORD THESE DAYS?** SNOW

**WHAT PROFESSION OTHER THAN YOURS WOULD YOU MOST LIKE TO ATTEMPT?** Sports Broadcaster, I could talk sports all day long.



**WHAT HOBBY OUTSIDE OF WORK ARE YOU REALLY PASSIONATE ABOUT AND WHY?** Fishing, I love the challenge of fishing finding that big walleye — take several trips to Canada and will fish any lake Minnesota has to offer. Love the big water.

**WHEN YOU RETIRE, YOU WANT TO** Fish and Golf — Repeat

*Thanks John*



# Parking Lot And Storm Drain Maintenance: Tips For The Deep Freeze



by Kevin Good, ADVANCED DRAINAGE SYSTEMS (ADS)

Mid-March, sun is shining, snow is starting to melt on a warm day, however, your storm drain is clogged with ice. The water slush mix rises inch-by-inch closer to the building, the windows, your investment.

Think about the middle of your parking lot, harmless enough with a large pool of water until the evening when refreeze causes drivers to slide across the lot and into concrete islands or each other. These are just two examples of maintenance concerns lurking under your feet as the seasons change. Take charge with these 3 simple steps.

### DESIGNATE AN INDIVIDUAL TO VISUALLY INSPECT AND MARK STORM DRAINS

Make sure your storm drain castings are flat. A snow plow that catches the edge of a grate can toss a the grate 10-15ft when at full speed. Marker posts for storm drain inlets come in handy for both property management and plow driver to keep storm drains clear.

*Marker posts for storm drain inlets come in handy for both property management and plow driver to keep storm drains clear.*

Make sure drains can be found as the freeze/thaw happens. The saying goes, “When everyone is responsible, ultimately no one is responsible.” Designating an individual for these tasks ensures they get done. Is there already a checklist for building and property infrastructure inspection, add this to the list.



### SINK HOLES NEAR DRAINS – WHAT’S LURKING BENEATH?

A small sink hole at the surface near a storm drain can spell major trouble below. If enough soil has been eroded to create a hole above ground, many times larger is the cavity below. These holes typically appear from bad joints either around storm drain or at pipe connections. Address immediately and avoid traffic over top of this area, it is unsafe. Pictured left is a parking lot in Bloomington, MN with suck holes around the storm drain.

Visually inspect storm drains and areas nearby for sink holes, depressions, cracking of concrete/asphalt, exposed rebar, all signs of trouble. Depressions in between drains can spell signs of pipe issues or poor install initially. Dealing with immediately can help avoid ice “expanding” problems!

### WATER QUALITY – PILES OF SAND AND DEBRIS – WATERSHEDS AND MUNICIPALITIES CRACKING DOWN

Many new shopping centers and buildings have underground systems to capture rainwater for non-potable use or to detain during a storm event. Make sure sand and other debris from the parking lots isn’t clogging up storage volume of your system.

Watersheds and Municipalities are cracking down on sand/debris entering storm drains and ultimately ending up in rivers and lakes. Capturing the majority of material above ground is beneficial combined with devices in place to stop debris entering storm drains.

There are devices available to capture sand at each inlet or larger scale systems to install when resurfacing parking lots or adding impervious surface to property. Small scale devices (manhole hoods or inlet filters) can be maintained by management while large systems (underground retention/detention) require commercial maintenance companies with easy cleaning.



by Katie Prater, PASTER PROPERTIES



# Minnesota Marketplace

▶ **SMAASH** is opening its first U.S. location at Mall of America. The 40,000 sf location will have a multi-level go kart track, over 30 games including virtual reality games, and a bar and restaurant with locally sourced menu. SMAASH currently has locations in India. The triple “A” in the MOA locations name stands for “America’s Adrenaline Arena.”

▶ **RESTAURANT ALMA** owner Alex Roberts opened a café in a former Dunn Brothers Coffee shop adjacent to his Restaurant Alma space in Minneapolis. The café serves breakfast, lunch, and dinner.

▶ **BONOBOS** opened a 1,100 sf guideshop in The Washington building located at 125 N. Washington Ave in the North Loop. Customers will be allowed to try on the clothing and find the perfect fit, but will not be allowed to purchase the clothing in store. Customers may then purchase the items they like online and have them shipped to them at no cost.

▶ Mediterranean and Middle Eastern restaurant, **SAFFRON** is closing December 3rd after 10 years near the North Loop in Minneapolis. Owners, Sameh and Saed Wadi are the brother restauranteur team behind World Street Kitchen and Milkjam Creamery in Uptown Minneapolis.

▶ **PENNY’S COFFEE** opened in the Washington Square building Downtown Minneapolis. The 38 seat coffee shop serves Spyhouse and La Colombe coffee. Penny’s Coffee already has their second location planned at 3509 w 44th St in the Linden Hills neighborhood.

▶ **JUICED NUTRITION** opened at 2839 Emerson Ave S. in the Elan Apartment Complex in Uptown. The juice bar opens at 6:00 AM and serves coffee, smoothies, protein shakes, and juices.

▶ **FLY FEET RUNNING** opened in November at 15 S. 5th St in the North Loop. The boutique fitness studio offers hour long classes focused on high-intensity interval training in a spin class like environment with music and colored lights. Fly Feet Running also has nearly 1,000 sf of retail space for fitness apparel.

▶ **TITLE BOXING CLUB** opened at 5450 Lyndale Ave S. in Edina in November. SportClips occupies the adjacent space and is set to open later this fall.

▶ **PORTILLO’S** received approval from the Woodbury City Council to develop a 9,000 sf restaurant with a drive thru on the corner of Hudson Road and Radio Drive. Portillo’s hopes to break ground before the cold season and anticipate opening summer 2017. This will be the first Portillo’s location in Minnesota.

▶ **GOODWILL** will open December 3rd at 310 Pioneer Trail in Chaska. The 20,615 sf store will include a drive-through donation center open daily.

▶ **DUMPLING** opened a brick and mortar location at 4004 Minnehaha Ave S in Minneapolis after creating a following at farmer’s markets and pop ups. The restaurant serves Vietnamese, Chinese, and Cambodian comfort food as well as a selection of low-proof cocktails.



**CONTINUED: Minnesota Marketplace**

▶ **VOLSTEAD HOUSE WHISKEY BAR AND SPEAKEASY** announced they will open a second location in Farmington named The Bourbon Butcher. The Bourbon Butcher is located at 20700 Chippendale Avenue and is set to open late November or early December.

▶ **PUNCH BOWL SOCIAL** opened a 23,000 sf bar, restaurant, and entertainment destination at The Shops at West End in November. Punch Bowl has eight bowling lanes, three private karaoke rooms, an outdoor patio, two bocce ball courts, skeeball, and pinball to keep customers entertained. They also feature a made from scratch menu using locally sourced ingredients.

▶ **RISE BAGEL CO.** owned by sister Jen and Kate Lloyd are opening a brick

and mortar bagel shop at 530 North Third Street in the North Loop. The sisters started Rise in 2014 and have generated a following through farmer's markets and pop-up shops.

▶ **MCKINNEY ROE** opened at 530 4th St S on the ground floor of the west Wells Fargo tower in Downtown East Minneapolis. The 7,200 sf restaurant is owned and operated by Irish Born Hospitality, which also owns O'Donovans Irish Pub in Downtown Minneapolis, Lola's Lakehouse in Waconia, and Jake O'Connors in Excelsior.

▶ **CUB FOODS** at Oak Park Plaza in Blaine opens on December 8th. This Cub Foods will be 45,000 sf.

▶ **SPRINT** opened a 1,200 sf store at Fridley Market in November.



PUNCH BOWL SOCIAL



MCKINNEY ROE



## MSCA Continues to Partner with the Diversity Collaborative in assisting Cristo Rey Jesuit High School and Metro State Students

On November 2nd at MSCA's State of Retail – Retail Tournament of Champions, 11 Cristo Rey Jesuit High School students and 1 Metro State MBA student joined us to learn more about the retail real estate industry. Students were partnered with several MSCA and Diversity Collaborative members who could give them a better understanding of the industry as well as perspective on the different classifications and job opportunities within the retail real estate. The students had a great time engaged in the interactive educational program and various conversations with industry professionals! MSCA members were very impressed with how motivated and ambitious the students were to learn about our industry!

**THANK YOU TO ALL PROGRAM ATTENDEES WHO WELCOMED AND INTERACTED WITH THE STUDENTS.  
A SPECIAL THANKS TO THE FOLLOWING PEOPLE WHO WERE MENTORS TO THE STUDENTS:**

- **DEB CARLSON**, Cushman & Wakfield/NorthMarq
- **LISA DONGOSKI**, Cushman & Wakefield/NorthMarq
- **EILEEN ENGELS**, Verizon Wireless
- **JON FAHNING**, Shingobee
- **NATINA JAMES**, RSP Architects
- **LUANN JOHNSON**, Rochon
- **CINDY MACDONALD**, Kraus-Anderson Companies
- **WENDY MADSEN**, Ryan Companies US, Inc.
- **CHANTILY MALIBAGO**, UnitedHealth Group
- **STEFANIE MEYER**, Mid-America Real Estate – Minnesota, LLC
- **PAULA MUELLER**, Northtown Mall/WPG
- **DEREK NAILL**, Western Bank
- **SUSAN PEDERSON**, DryTech Restoration and Construction
- **RICK PLESSNER**, IRC Retail Centers
- **BOB POUNDS**, Colliers International
- **NICK REYNOLDS**, Rochon
- **PAUL SCHROEDER**, Westwood Professional Services
- **LINDA SOLBERG**, Colliers International
- **JULIE STANKE**, Fresh Paint
- **JENNIE ZAFFT**, CBRE

# NOVEMBER PROGRAM — STATE OF RETAIL WINNERS:

**STEPHEN DOMBROVSKI** Suntide Commercial Realty, Inc.

**MIKE BRANDT** Kimley-Horn

**ANNA CUNNINGHAM** Kimley- Horn

**TIM IGO** Suntide Commercial Realty, Inc.

**RUSS MCGINTY** North Central Commercial Real Estate

**HANS RASMUSSEN** McGough

**JENNIFER PELANT** Colliers International | Minneapolis-St. Paul



## NOVEMBER PROFESSIONAL SHOWCASE — **JOHN A DAL SIN & SON ROOFING AND SHEET METAL**



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**Jon Fahning** - Shingobee  
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**Natina James** – RSP Architects, Ltd.  
**Jeff Johnson** – Barna, Guzy & Steffen, Ltd.  
**Wendy Madsen** – Ryan Companies US, Inc.  
**Paul Maenner** – The Waters Senior Living  
*Immediate Past President (as Director):* **Tony Barranco** – Ryan Companies US, Inc.

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**Phil Foster** - CMA  
**Kevin Good** - Advanced Drainage Systems  
**Richard Jahnke** - Sunbelt Business Brokers  
**Natina James** - RSP Architects, Ltd.  
**Paula Klimek-Partsch** - Sullivan|Day Construction  
**Jackie Knight** - The Ackerberg Group  
**Susanne Miller** - Loucks  
**Jessica Keefe** - Thirty Eight Properties, LLC  
**Katie Prater** - Paster Properties  
**Johnny Reimann** - Mid-America Real Estate – Minnesota LLC  
**Jeffrey Serum** - Fredrikson & Byron, P.A.  
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*Associate Director:* **Ryan Hericks** (p) 952-888-3491 (c) 952-292-2416  
*Layout Design:* **Christine Moen** (c) 612-481-5061

**COMMITTEE CHAIRS:**

**GOLF** ..... **Jon Fahning** – Shingobee  
**Kelle Lang Staats** – Guaranty Commercial Title, Inc.

**LEARNING SESSION** ..... **Brian Klancke** – Marcus & Millichap  
**Kristin Blenkush** – Fredrikson & Byron, P.A.

**LEGISLATIVE**..... **Leah Maurer** – Cushman & Wakefield/NorthMarq  
**Paul Berg** – Sunrise Banks, N.A.

**NETWORKING** ..... **Julie Stanke** – Fresh Paint Inc.  
**Susan Pederson** – DryTech Restoration and Construction

**NEWSLETTER**..... **Susanne Miller** – Loucks  
**Phil Foster** – CMA

**PROGRAM**..... **Matthew Mock** – QT Commercial Construction & Roofing  
**Jennie Zafft** – CBRE

**RETAIL REPORT**..... **Mike Sturdivant** – Paster Properties  
**Jeff Mitchell** – Hoyt Properties, Inc.

**SPONSORSHIP**..... **Wendy Madsen** – Ryan Companies US, Inc.  
**Kurt Stenson** - Cushman & Wakefield/NorthMarq

**STARR AWARDS** ..... **Stefanie Meyer** - Mid-America Real Estate – Minnesota, LLC  
**Russ McGinty** - North Central Commercial Real Estate

**WELCOME NEW MEMBERS:**

Wellson Group, Inc. .... **STEPHEN WELLIVER**  
Kraus-Anderson Companies ..... **MIKE BELZ**  
Flynn Midwest LP ..... **DERON THARP**

**MEMBER NEWS:**

A few MSCA Members won a few awards at the annual MNCREW(Minnesota Commercial Real Estate Women) celebration. **ROSEANNE HOPE** won the Collaborative Business Award, **SARA STAFFORD** won the Volunteer Contribution Award, and **ERICA DELAIN** won the Excellence in Business Development/Sales Award!

**MSCA IS CURRENTLY LOOKING FOR COMMITTEE MEMBERS FOR 2017!**

If you would be a dedicated and hardworking addition to one of our nine committees, then take a look at our committee page for your chance to contribute to this great association.

Committees meet at all sorts of different times throughout the year, so find the one that fits your interests and schedule the best.

**CLICK HERE FOR THE  
COMMITTEE PAGE!**



REGISTER FOR THESE 2016 CALENDAR EVENTS

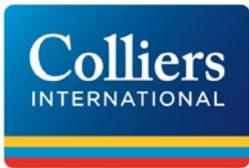
**DID YOU KNOW:** YOU CAN VIEW THE LIST OF ATTENDEES TO ANY OF OUR EVENTS IF YOU CLICK ON THE EVENT?

EVENT	VENUE	DATE
2016 STARR AWARDS/YEAR END CEREMONIES/HOLIDAY PARTY	Golden Valley Country Club	Dec 6, 3:30 - 7:00pm

[HTTP://WWW.MSCA-ONLINE.COM/EVENTS/CALENDAR/DATE/2016-12](http://www.msca-online.com/events/calendar/date/2016-12)

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- GGP/Ridgedale
- Great Clips, Inc.
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- John's Sewer and Drain Cleaning
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HOLIDAY PARTY

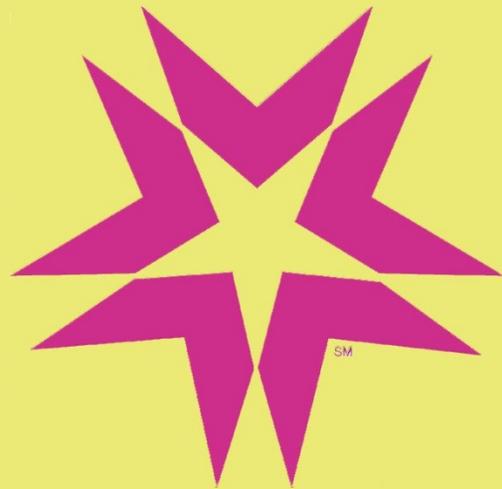


STARR<sup>SM</sup> AWARDS



YEAR END CEREMONIES

# 2016 STARR<sup>SM</sup> awards



**Tuesday, December 6, 2016**

## **Golden Valley Country Club**

7001 Golden Valley Road ~ Golden Valley

3:30 p.m. Registration & Networking

5 p.m. Year End Ceremonies & Awards Presentation

6 p.m. Holiday Party

**Reserve your tickets today online!**

Corporate tables of eight: \$450

Corporate tables of four: \$250

Individual tickets: \$65 in advance / \$75 at the door

[Click here to register](#) or

for more information log on to [www.msca-online.com](http://www.msca-online.com)

**LET'S CELEBRATE!**



MINNESOTA SHOPPING  
CENTER ASSOCIATION

# "Food Halls, Retail Mash-Ups and Cool Streets: Can Hipster Retail Concepts Save Retail?"

In this informative and entertaining session, we will explore who is getting it right and wrong in retail today with a special focus on the experiential retailers, food and entertainment concepts and outside the box tenants that are growing even while so many other concepts are in contraction mode. In this jam-packed and thought provoking session, we will be tackling:

- A Quick Update on U.S. Consumer Economics
- Holiday Shopping Season 2016: Winners and Losers and What it Means for Real Estate
- The Continued Acceleration of eCommerce: How to Survive in an Omnichannel World
- The Rise of the Millennial Consumer: What it Really Means for CRE
- Malls and High Streets vs. Rise of the Cool Streets
- Experiential Retail: More Than Just A Meaningless Catch Phrase
- Food, Food, Food! Can We Eat Our Way to Market Equilibrium?
- A Look Ahead at 2017: Who is Growing, Who is Shrinking, Who is Dying and Who is Thriving...

**DATE:** Wednesday, January 4, 2017

**TIME:** 7:30 am - 9:30 am  
7:30 Registration/Networking, 8:00 Program  
9:30 Adjourn/Networking

**LOCATION:** Doubletree Hotel Minneapolis Park Place  
(1500 Park Place Boulevard, Minneapolis)

**REGISTRATION:** Visit [msca-online.com](http://msca-online.com) or call (952) 888-3491

1.5 hours Real Estate Continuing Education Credits applied for.

**Keynote Speaker: Garrick Brown,  
Cushman & Wakefield/NorthMarq Director of Retail Real Estate**



Garrick manages Cushman & Wakefield's staff of retail researchers and is responsible for producing the firm's retail analyses and forecasts for the United States, Canada and Latin America. He also produces a number of Cushman & Wakefield's national publications focusing on the retail and investment markets and frequently authors white papers on prescient commercial real estate topics. He is also the editor of the Cushman & Wakefield Retail

Newsline, a popular publication that reaches approximately 30,000 real estate professionals weekly.

Garrick possesses a strong, distinct background and expertise in issues related to the national economy, which are often deeply connected to retail fundamentals and market conditions, as well as driven by them.

**Moderator: Deb Carlson, Cushman & Wakefield/NorthMarq**

**COST:** \$35 MSCA member, prepaid  
\$50 MSCA member, at door  
\$70 Non-member  
\$30 Student/Intern

- Pre-registration ends at 12:00 noon on Jan. 3rd
- No shows will be billed
- Substitutions or cancellations are allowed 24 hours in advance

**Professional Showcase: Clean Response**