One of the most important elements of building a successful real estate company or a successful real estate career is marketing. But, marketing can easily get relegated and/or delegated to the backburner.

Following is a mid-year checklist of marketing practices to help you evaluate how you are progressing in 2005.

1. Marketing begins at the beginning. We all grew up with the 4Ps of marketing – product, promotion, price and place. Is it all theory? Are the Ps still valid in today’s fast-paced marketing place? The answer is yes, more than ever. Marketing professionals need to be involved at the inception of a new project. Are you buying land and projecting rent rates before the market research is completed? Was there a negative news story after your last city council meeting so you e-mailed your marketing person after the fact to bail you out?

Industry leaders understand that decisions regarding product, promotion, price and place are best determined with a full team. Following is a mid-year checklist of marketing practices to help you evaluate how you are progressing in 2005.

1. Marketing begins at the beginning. We all grew up with the 4Ps of marketing – product, promotion, price and place. Is it all theory? Are the Ps still valid in today’s fast-paced marketing place? The answer is yes, more than ever. Marketing professionals need to be involved at the inception of a new project. Are you buying land and projecting rent rates before the market research is completed? Was there a negative news story after your last city council meeting so you e-mailed your marketing person after the fact to bail you out?

Industry leaders understand that decisions regarding product, promotion, price and place are best determined with a full team. Following is a mid-year checklist of marketing practices to help you evaluate how you are progressing in 2005.
that includes marketing strategists. They will bring to the table data on your potential customer’s point of view. They will assist you in determining “at what price your customer will buy your product” and the better question “what product would your customer want to buy from you – and at what price?”

2. Review your research and pay attention. The role research plays from company to company and project to project is all over the spectrum. I have known companies who routinely spend tens of thousands of dollars on extensive research only to spend tens of thousands more to have it analyzed by someone who will say what they wanted to hear.

There are also organizations with very limited budgets for research. The key, no matter what your budget, is to find out what your customers are thinking. Then act accordingly. Market research can be invaluable…but only if it’s valued.

3. Articulate your brand. Everyone in your organization should be able to simply and clearly articulate what your brand stands for. This should be an easy exercise. If it is – give yourself an A. If not, start working on it today.

What is branding? In short, it’s how you are perceived by others. The only way to manage your brand is to outline the key messages you want people to understand about your business. Then, try to convey those messages over and over again in word, image and deed. All other things being equal, if you are consistent about it, the resulting perception will align with what you intended to communicate.

Remember, branding is going to happen whether the process is managed or not. The choice is only whether to approach the brand proactively, or ignore it and let it happen to you. Although branding is far more than just your visual identity and marketing communications – start your review there. Reserve the conference room and spread out samples of all printed materials produced since the beginning of the year. Are they consistent in look and tone? Is there regular internal communication detailing what your brand is about? Is branding championed from your CEO down?

4. Market consistently. Despite your best efforts, most individuals and most companies can expect to lose some of their customers over time. Some customers go out of business. Some hire new people into decision-making roles and switch vendors. Some are acquired by the competition. Smart real estate companies and professionals prepare for these ebbs and flows by creating a consistent marketing plan that reaches current and prospective customers. Do you have a research driven, results-oriented marketing plan? Review it. Few people have a crystal ball that is accurate enough to look 12 months ahead. It may be time to rev up your marketing investment or to trim it back. But don’t stop. Consistent marketing pays off.

A marketing plan can only produce results if it is implemented and monitored throughout the year. Consider outsourcing your marketing, you may find a well-directed, strategic thinker with a fresh approach.

Marketing Trendz and Statistics
compiled by Ferne L. Sofio, Paster Enterprises

The shopping center’s Marketing Workplace Survey results show that marketers’ responsibilities go beyond traditional duties such as special event management, sales promotion planning and advertising plans. They are involved in virtually every aspect of a center’s management.

The Marketer – Vital Stats
• Age: 37 (mean age)
• Gender: Female
• Title: Marketing Director/Manager
• Education: Bachelor’s degree or higher
• Years of experience in shopping center marketing: 8
• Expected increase in compensation: 4%
• Vacation time: 3 weeks
• Number of years in current position: 5.4
• Number of years in current center: 4.3
• Number of merchants in center: 116

Budget Matters
This is how marketers allocate their funds, by percentage of annual marketing budget.
• Advertising 42% of budget
• Promotions 24% of budget
• Special Events 15% of budget
• Market Research 5% of budget
• Loyalty Schemes 4% of budget
• Other 19% of budget

Media Mix Top 5 Vehicles Used By Marketers
• Newspaper
• Radio
• Network TV
• Direct mail
• In-mall advertising

MAXI Winner
Madison Marquette developed and executed a new, comprehensive corporate branding campaign. Following is a breakdown of the expenses:

<table>
<thead>
<tr>
<th>Element</th>
<th>Creative</th>
<th>Printing</th>
<th># of Unit</th>
<th>Per Unit Cost</th>
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<tbody>
<tr>
<td>Corporate Brochures</td>
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<td>$15,000</td>
<td>5,000</td>
<td>$3.50</td>
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<tr>
<td>Corporate Brochure Inserts</td>
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<td>$2,000</td>
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<tr>
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<td>$19,000</td>
<td>5,000 each of 6</td>
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</tr>
<tr>
<td><strong>Total</strong></td>
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<td><strong>$36,000</strong></td>
<td></td>
<td><strong>$8.34</strong></td>
</tr>
</tbody>
</table>
Rising Star

Data Doctors

by Carol Ulstad, Suntide Comercial Realty

Data Doctors is an award winning computer service and repair company, founded in 1988 by Ken Colburn. The company is headquartered in Tempe, Arizona, and is franchising retail locations.

Data Doctors focuses on providing upscale, quality computer services in a locally owned, neighborhood store. They were identified as an “Up-and-Comer” franchise company to watch by BizAZ magazine. Data Doctors broadcasts “The Computer Corner,” and award winning computer help radio show via KTAR and their website. They also provide free advice to computer users around the world with a weekly newspaper Q&A column, local and national technology television broadcasts and the website.

Throughout the United States, they are projecting they will have 100 locations open and operating in 17 markets and 9 states by the end of the first quarter of 2006. Data Doctors will open its first location in Minnesota at Colonial Square in Wayzata in August 2005. They have commitments on an additional 16 sites in Minnesota right now. Future expansion plans call for a total of 25-30 stores in this market within the next 5-7 years.

Data Doctors seeks neighborhood centers in upscale communities, and they lease about 1,000-1,200 sf. Sites may be submitted to their website at www.datadoctors.com.

Member Profile

Anthony J. Oxborough

Primary Career Focus:
Retail development, leasing and acquisitions

Company: IRET Properties, Inc.

Title: Vice President Development and Leasing

Hometown: Edina, Minnesota

Education: Bachelor of Arts, St. Thomas University in Business/Finance

Family: Single

Hobbies: Golf, outdoors, soccer, hockey

Job History:
(2003 – present) IRET Properties, Inc.

Very First Job: Paper boy

Dream Job: Golf pro

Secret Talent: Fly fishing

Favorite Food: Steak and seafood

MSCA Involvement: Joined one year ago

Bookmark

Check out the top bestseller books on CD for easy listening this summer:

- 1776 by David McCollough
- A Summer of Faulkner (3 novels) by William Faulkner
- Sisterhood of the Traveling Pants by Ann Brashares
- Black Rose by Nora Roberts

The Kite Runner by Khaled Hosseini
You, The Owners Manual by Michael F. Roizen
The World is Flat, A Brief History of the 21st Century by Thomas Friedman
Freakonomics by Steven D. Levitt

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

msca news 2005

www.msca-online.com
● The unique specialty retailer of women’s apparel and accessories, Acorn, owned by Minneapolis based, Christopher & Banks opened their first Minnesota store on 50th and France in Edina recently.

● Baskin-Robbins, the chain famed for its 31 ice cream flavors, has added its first non-ice cream product, a fruity blended-ice beverage called Bold Breezes.

● Congrats to Office Depot which recently cut the ribbon on its 1,000 store in Countryside, Illinois.

● Magnolia Home Theater, a soundproof demonstration room offering high-end video and audio home-theater products, opened inside 45 Best Buy stores in 12 markets last week. The concept is named after Seattle-based Magnolia Audio Video, a high-end retailer Best Buy bought in 2000. Another concept recently opened by Best Buy is Best Buy for Business, providing business services for small companies with up to 20 employees, opened out east.

● JC Penney could be the buyer of Sak’s Carson Pirie Scott department store chain. Saks is selling Carson’s, along with Bergner’s, Boston Store, Herberger’s and Younkers in order to focus on its more lucrative Saks Fifth Avenue chain.

● The National Federation of coffee Growers of Columbia opened its third signature Juan Valdez Café in Seattle with plans percolating to open 300 coffee bars worldwide in the next five years.

● Crate and Barrel was one of five 2005 global honorees for the 2004 Global Innovator Award presented by the International Home and Housewares Show in Chicago.

● J. Crew is planning an initial public offering in 2006.

Thanks to Mike Sims

At the monthly MSCA programs, we will be holding drawings for referrals of new MSCA members.

Mike Sims was the winner of a $50 gift certificate to 2021, the new Wolfgang Puck restaurant at our June meeting. Congratulations Mike!

Search Me

Check this web site out for the news and information source for franchising, opportunities, finance and other publication information.

www.franchisetimes.com
Auction and Prize Donors

ACACIA Real Estate Partners, LLC
ACI Asphalt Contractors, Inc.
Acme Comedy Co.
Adolphson & Peterson Construction
Infinity Radio
Allied Blacktop
Architectural Consortium LLC
Art Holdings
Arthur Murray Studio
Aspen Waste Systems
Axel’s Bonfire
Barna, Guzy & Steffen, Ltd.
Benson-Orth Associates
Braden Construction, Inc.
Breadsmith
Brookdale Center
Burnsville Center
C.G. Rein Galleries
Cafe Latte
Capital Real Estate, Inc.
CB Richard Ellis
CD Warehouse
CEI Engineering Associates, Inc.
Chanhassen Dinner Theatres
Clear Channel Outdoor
Contractor Property Developers
Company
Crowne Plaza Hotel - Mpls
CSM Corporation
Dakota Sweeping
Dorsey & Whitney
DSK Sound Inc.
Evans Marketing
Excelsior Bay Spa Salon
Fine Line Music Cafe
Gabbert & Beck, Inc.
Gamesworks
Gavidiæ Common
GMAC Commercial Mortgage
Goodfellow’s
Great Clips, Inc.
Guthrie Theater
Hannon Security Services, Inc.
Hard Rock Cafe
Harold Benson
Haskell’s
Hays Companies
Hennepin Theatre Trust
Hilton Minneapolis/St. Paul Airport
HOM Furniture
Horizon Roofing Inc.
Inland Real Estate Corporation
Jax Café
KKE Architects, Inc.
Kloedt
Kraus-Anderson Companies
Kvasnik Photography and Frames, Inc.
LandAmerica Commercial Services
Lilydale Tennis Club
Lions Tap
Loucks Associates
Majors Sports Bar
McCoy’s
McGough Development
Mike Sims
Minnesota Orchestra
Minnesota Twins
MSP Communications
National Camera Exchange
New Reflections
Northwest Athletic Club
Northtown Mall
Old Log Theater
Olson General Contractors, Inc.
Opus Northwest LLC
Organized Audrey
Padelford Packet Boat Co.
Paul Sevenich
Reliable Snow Plowing
RTM Great Lakes
Schultz Outdoor Maintenance
Sheraton Bloomington Hotel
Signcrafters
Sleepyheads
Snips SpaSalon
Sonny’s Ice Cream
Southdale Center
Specialty Systems
St. Paul Chamber Orchestra
Stages Theatre Company
Stahl Construction Company
Storganie
Sun Country Airlines
Superior Striping, Inc.
The Bibelet Shops
The Flanary Group, Inc.
The Manrique Group, Wayzata
Yacht Club
The Shoppes at Arbor Lakes
Theatre de la Jeune Lune
Timberlodge Steakhouse
Timberwolves
Time Warner Cable
Top Web Solutions
Treasure Island Casino
Triple Espresso
Twin City Grill
Twin City Outdoor Services, Inc.
United Properties
Urban Associates
VSI Construction, Inc.
Wild Mountain Recreation
Wireless Toyz

Sponsors

2005 Golf Hole Sponsors

ACI Asphalt Contractors, Inc.
American Engineering Testing, Inc.
Aspen Waste Systems, Inc.
Associated Bank
Barna, Guzy & Steffen, Ltd.
BKV Group, Architects
BTO Development Corporation
C-D Products, Inc.
Chesapeake Companies
Commercial Partners Title, LLC
Continental Development Corporation
Contractor Property Developers Company
CSM Corporation
D.E. Winter & Associates, Inc.
Dougherty Funding LLC
EFH Realty Advisors, Inc.
Erdahl Aerial Photos
Exeter Realty Company
Faegre & Benson LLP
H.J. Development, L.L.P.
Heritage Property Investment Trust
InSite Commercial Real Estate, Inc.
Itasca Funding Group, Inc.
J.E. Dunn - North Central
J.L. Sullivan Construction, Inc.
Jerry’s Enterprises, Inc.
Jones Lang LaSalle
KKE Architects, Inc.
L.J. Melody & Company
LandAmerica Commercial Services
Landform
Larkin, Hoffman, Daly & Lindgren, Ltd.
LaSalle Bank
M & I Bank
Madison Marquette
Marketplace Management, Inc.
Master
McCaffery Interests, Inc./Block e
McComb Group, Ltd.
Meridian Real Estate Group, LLC
Minnesota Land Advisors, LLC
Minnesota Roadways
Morcon Construction
Muir Doran Construction
Nicollet Partners
NorthMarq Capital, Inc.
Northstar Partners L.L.C.
Oppidan, Inc.
Opus Northwest LLC
Parsinen Kaplan Rosberg & Gottlieb
Pastor Enterprises
Pfeffer Company, Inc.
RLK-Kuusisto Ltd.
Robert Muir Company
RSM McDaidrey, Inc.
Shenehon Company
Suntide Commercial Realty
The Collyard Group L.L.C.
The Flanary Group, Inc.
The Lindsay Group
The Marshall Group
Towle Financial Services
U.S. Bank
United Properties
Weis Builders, Inc.
Wells Fargo Bank, N.A.
Welsh Companies, LLC
Wendell R. Smith
Westwood Professional Services, Inc.
Winthrop & Weinstine, P.A.
The Golf Committee, chaired by Chris Hussman and Luann Sawochka, is responsible for coordinating MSCA’s highest attended event, the annual MSCA Golf Tournament. This committee’s goals include streamlining the sign up process, increasing the number of golfers, escalating the quality and quantity of prizes, enhancing marketing and advertising efforts and soliciting members to sponsor holes for this event. This is an excellent opportunity for members to have fun and contribute monies through auctions and contests to benefit The Caring Tree, founded by MSCA.

Congratulations to the Golf Committee for hosting another successful tournament and selling out the 2005 Golf Tournament!

Online Auction Raises $2,870 for The Caring Tree!

The second Caring Tree online auction, in conjunction with the MSCA Golf Tournament, successfully raised $2,870. Special thanks to Top Web Solutions for donating staff time to create and host the online auction!

Congratulations to the following Online Auction Winners!

Tom Heuer – Digital Camera, donated by Evans Marketing
Karla Keller Torp – Spa/Salon Certificate, donated by Excelsior Bay Spa/Salon
Karla Keller Torp – Snowblower, donated by Twin City Outdoor Services
Tom Madsen – Camp Snoopy Passes, donated by Clear Channel Outdoor
Tom Madsen – Twins Tickets, donated by United Properties
Natina James – Dr. Dolittle Tickets, donated by McGough
Matthew G. Mock – Acme Comedy Club tickets, donated by Acme Comedy Club
Matthew G. Mock – Television, donated by Schultz Outdoor Maintenance
Sara Stafford – Wild Mountain Passes, donated by Wild Mountain
Jan Goossens – Art Holdings Certificate, donated by Art Holdings
George O’Brien – Treasure Island Stay, donated by Treasure Island Resort & Casino
Paul Sevenich – Wild Tickets, donated by Great Clips
Bob Elliott – Twins Tickets and Cooler, donated by ACI Asphalt Contractors
Bob Elliott – Timberwolves Tickets, donated by Great Clips
Bob Elliott – Twins Tickets, donated by Adolfson & Peterson Construction
Terry Siede – Grill, donated by Allied Blacktop
Deborah Carlson – Ice Cream Party, donated by Sonny’s Ice Cream
Deborah Carlson – Galleria Certificate, donated by the Galleria
Deborah Carlson – Saints Tickets, donated by the St. Paul Saints

Nikki Aden – Little Shop of Horrors Tickets, donated by Hennepin Theatre Trust
Emily Fitzgerald – Wine Basket, donated by Haskell’s
Mick Thorsland – Golf Balls, donated by Aspen Waste Systems
Mick Thorsland – Putter, donated by GMAC Commercial Mortgage
Elizabeth Ewens – Wine Basket, donated by Architectural Consortium and Haskell’s
Elizabeth Ewens – Certificate to Hopscotch Grill and Gameworks, donated by Hopscotch Grill and Gameworks
We had a bit of a soggy day for the 14th annual MSCA Golf Tournament held on June 20th. This year was our best tournament to date with 288 real estate professionals enjoying a day of golf (or at least 9 holes) and networking with other MSCA members and their clients to raise funds for a great cause. The Caring Tree, founded by MSCA in 1993, promotes educational success for Minnesota’s K-12 students in need by ensuring that they have the appropriate school supplies.

The Golf and Community Enhancement Committees put 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. Park Midwest Commercial Real Estate sponsored the boxed lunches and Messerli & Kramer sponsored the lunch beverages. Seventy companies sponsored holes, eight of which hosted raffle drawings or handed out beverages, food or goodie bags to passing golfers.

Play was a little delayed on the course due to the lightening and strong rain, but while we were waiting for the storms to blow over, we had a successful silent auction, social hour and buffet. During this time, Mike Sims, 2005 Caring Tree Vice President thanked the crowd for their ongoing support for The Caring Tree. The Key Raffle was successful this year, raising $2,880 for a chance to win one of the three grand prizes: two roundtrip tickets on Sun Country Airlines and a one-week stay at a condo at The Mountainside at SilverCreek in Colorado, donated by Kraus-Anderson Companies, Sun Country Airlines and Horizon Roofing; a 23” LCD TV and DVD combo, donated by Allied Blacktop and a $500 Shopping Spree at Woodbury Lakes, donated by Opus Northwest LLC. The lucky winners: Neil Tessier won the airline tickets and condo in Colorado, Tim Thornton won the TV and DVD combo and Kevin Krolczyk won the shopping spree to Woodbury Lakes.

All together, the putting contest, key raffle, silent auction and hole sponsor raffles raised a total of $14,245 for The Caring Tree!

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

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

**The Caring Tree**

The Caring Tree promotes educational success for Minnesota’s K-12 students in need by ensuring that they have the appropriate school supplies. In Minnesota, there are over 110,000 children who live at or below the poverty level that cannot afford basic necessities. The Caring Tree believes that no child should ever have to experience the humiliation of not having school supplies due to financial challenges. On the behalf of children throughout the state, The Caring Tree thanks you for supporting our cause!

**Golf Tournament Recap**

The winner is:

**WINNERS**

**Overall – Gold Course**

1st place – Bob Lucius, John Danen, Greg McDonald, Bud Erickson
2nd place – Kim Nyberg, Tony Navarro, Kevin Dahl, David Larsen
Proximity – Dave Reimer
Longest Putt – Andrew Smith
Longest Drive (Women) – Lora Grgich
Longest Drive (Men) – Tom Bobak

**Overall – Platinum Course**

1st place – Matt Alexander, Tom Palmquist, Hans Rasmussen, Tim Thornton
2nd place – Ken Siefert, Joe Pierce, Tedd Schuster, Rick Straw
Proximity – Greg Nilson
Longest Putt – Terry Kriesel
Longest Drive (Women) – (Winner of Master’s Golf Bag Donation) Luann Sawochka
Longest Drive (Men) – Dan Kealey

**Sponsor Winners**

Special thanks to United Properties for hosting an event that gave away 2 mountain bikes and then donated $526 to The Caring Tree. And the winners are: Molly Bird and Jack Andal

A thank you to Westwood Professional Services for donating a custom fit driver at their hole event. The winner is: Theresa Hart

Thank you to Weis Builders for donating a DVD Player at their hole event. The winner is: John Gould
Pass the Spreadsheet, Please

Even seasoned sales professionals occasionally get queasy contemplating the best way to bring up business at the dinner table. Lydia Ramsey, a contributor to the Wall Street Journal and New York Times and author of Manners That Sell—Adding the Polish That Builds Profits, offers sage suggestions to transform business meals into pleasurable and profitable appointments:

Position at the table is strategic. When entertaining one client, sit next to him or her at the right angle rather than across the table. With two clients, place one across form you and the other to your side. If you sit between, you will look as if you are watching a tennis match as you follow the conversation.

As the host, you decide when to start discussing business. This will depend on the time of day and how well you know your clients. At breakfast, time is short so get down to business quickly. At lunch, wait until you have ordered so you won’t be interrupted. Dinner, the more social occasion, is a time for rapport building. Limit the business talk until after the main course.

When you have established a business friendship, eliminate some of the chitchat. If you’re entertaining newer clients, spend more time getting acquainted before launching into shoptalk.

Use judgement about when to get down to business, realizing if you wait too long, your clients may start to wonder why they were invited. If you begin too early in the meal, your guests might suspect you are more interested in their money than in them.

Top Ten Owners

The continuing consolidation of mall companies re-shaped the annual ranking of top owners and managers for 2004. The 10 leaders expanded their portfolios 20 percent from 2003. The growth was mainly due to acquisitions.

Simon Property Group
General Growth Properties
Developers Diversified Realty
Kimco Realty Corporation
The Inland Real Estate Group of Co.
CBL and Associates Properties, Inc.
Macerich Company
Westfield America
New Plan Excel Realty Trust, Inc.
The Mills Corporation
The annual 2005 ICSC Spring Convention provided for opportunities to showcase companies to the largest gathering of shopping center professionals in the world. Convention activities started this year with record attendance of 40,300 attendees and 875 companies represented. The mood was upbeat, with retail real estate outperforming other investments and confirming it is still the darling of the investment world. It is an exciting, booming time with interest rates low and a large amount of real estate changing hands.

Some of the convention highlights were:

● Online retail growth is expected to continue. More women than men shop online, and the biggest sale gains are expected in cosmetics, jewelry and perfume.

● Grocery Wars: Wal-Mart and Costco increased competition from warehouse retailers. Plus, the entry of ethnic, upscale and extreme market grocery stores means conventional chains will have to compete.

● China - Bigger Is Better: 400 new malls opened in the last six years. Beijing boasts the world’s largest mall with five levels and 6 million sf. Golden Resources Mall has more floor space than the Pentagon.

● Emerging international retail markets was a topic of interest.

● The hottest retailers of 2005 are Apple (with average sales of $4,000 per sf), Coach, Steve & Barry’s, White House/Black Market and William-Sonoma according to a SCT survey of 3,126 mall managers and marketing directors in the US and Canada.

● Jack Welsh, former Chairman and CEO General Electric Co., spoke and expressed the need to avoid complacency, the need to be constantly raising the bar, the need to be tough and weed out non-performers.

● Tommy Franks, former Commander in Chief of US Central Command spoke. He recounted events spanning the attack on the USS Cole to the devastation of September 11th, to wars in Afghanistan and Iraq with vivid storytelling delivered with wit, charm and wisdom. “Isn’t America great!” he always commented after each story. “Indeed!!”

● Kip Tindell, CEO and President of The Container Store, who spoke about the nations leading retailer of storage and organization products. He shared how powerful the mix of the right property, people, products and passionate customer service can delight, inspire and win fanatically loyal customers for life and how it has landed the company at the top of the Fortune Magazines list of “100 Best Companies To Work For” for six consecutive years.

● ICSC with membership now exceeding 55,000, proved once again that it showcases the premier shopping center and educational events in the world. Make plans to attend next year!

Americans Love Barbecuing

The Hearth, Patio and Barbeque Association consumer attitude survey found the backyard grill becoming a fixture in the way Americans live. The association reported 14 million new barbecue grills sold last year with 85% of U.S. families.

60% of grill owners cook out year round, with the typical barbecuer cooking out about once a week during July and August. The increasing popularity of outdoor heaters and chimineas make it comfortable and convenient to cook out in nearly any climate any time.

The top 6 reasons for grilling include:

1. Because it tastes so good
2. Requires little clean up
3. Easy, informal and secure way
4. Being outdoors
5. Keeps the kitchen cool
6. Simple personal satisfaction

Hamburgers, steak, hot dogs, and chicken breast remain the barbecue staples but a huge list of meats, fish, fowl, and veggie dishes are on many outdoor cooking repertoires as outdoor cooks become more adventurous and skilled. The most popular barbecue utensils are food tongs and long-handled forks and spatulas.

July is National Ice Cream Month

Each American consumes a yearly average of 23.2 quarts or almost 6 gallons of ice cream, ice milk, sherbet and frozen dairy products each year with July and August being the highest consumption months.

The Northern Central states have the highest per capita consumption of ice cream. Minnesota missed out. Portland, St. Louis and Seattle rise to the top.

More ice cream is sold on Sunday than any other day of the week. Children ages two through 12, and adults age 45 plus, eat the most ice cream per person.

98% of households purchase ice cream.

4th of July 2005

Consumers are once again turning red, white, and blue merchandise to help demonstrate their patriotism this 4th of July. According to NRF 2005 Independence Day Consumer Intentions and Actions Survey, more than half of consumers own an American flag, 64.8%, and patriotic apparel, 51%. This year 87.8% of consumers will celebrate the July 4th holiday. Retailers can expect to see increased traffic over the extended weekend.
2005 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, August 3 – Retail Focus
Tuesday, September 13 – MSCA/ICSC Retail Real Estate Forum
Wednesday, October 5 – Mall Focus
Wednesday, November 2 – Retail Report (afternoon program)
Tuesday, December 6 Year End Ceremonies/STARRSM Awards/Holiday Party Midland Hills Country Club (afternoon program)

Press releases are printed based upon availability of space and relevance to the local market.
Franchise This: The Ins and Outs of Franchising

by Christopher Naumann, KKE Architects Inc.

Synopsis: On Wednesday, June 1 the MSCA and moderator Kurt Scepaniak of Horizon Roofing, Inc., welcomed Mary Jo Larson, Vice President and Publisher of Franchise Times magazine. Franchise Times, a bi-monthly publication distributed throughout the US and Canada, is the franchise industry’s news and information source.

Ms. Larson noted the large impact franchising has on both the domestic and international economy. In 2001, there were 767,000 franchise locations that generated over $624 billion in sales and provided over 9.97 million jobs with a $229 billion payroll. Of the top 200 franchising systems, 27% are operating internationally. Although food concepts are still a large piece of the franchise industry, they are tending to be over-built in some markets. In the restaurant industry, the “fast casual” movement is still dominating the franchise world. However, the quick service industry is catching up and will be aggressive in their growth. Hot, new concepts in franchising are in the areas of health/fitness, maintenance (i.e. car service), and general services (spa’s, dry cleaning, child care). In the end, service industries are looking to “rule the day” with recent surges in franchising efforts.

Highlights:
In 2001, franchises accounted for $12 billion in sales, provided 322,000 jobs and generated $5 billion in payroll in the state of Minnesota.

In 2004, it is estimated that 219 franchises were started in Minnesota.

Since 1980, the Small Business Administration has guaranteed 56,000 franchise loans worth over $15 billion.

Any concept can be franchised. Examples include: DUI ignition lock service, wireless communication services, adult dating services, boxing classes, children’s cooking classes, pet training, etc.

MSP Airport Awarded Best Concession Design

by Andy McDermott, Shea, Inc.

Minneapolis-St. Paul International Airport’s Northstar Crossing is a collection of more than 75 retail shops, food courts and restaurants. For the sixth consecutive year, MSP has been named the Airport with the Best Concession Design by Airport Revenue News (ARN) Magazine.

A panel of industry experts decides the winners among a pool of nominees and many of this year’s judges believe that Minneapolis has set the standard by which other airports are measured. The ARN award is the most recent accolade MSP has received. In 2004, J.D. Power and Associates named MSP the sixth best large airport in the world and fourth best in the United States, based on the results of that company’s traveler satisfaction survey. Also in 2004, the International Air Transport Association and Airports Council International named MSP Best Airport in the Americas and Best Domestic Airport.

An expansion of the Northstar Crossing shops and restaurants is underway and will continue through 2005 and into early 2006. The following shops have recently opened and are new to MSP: Department 56, Dunn Bros. Coffee, Radio Road/Fly Babies and Authors Bookstore/The Red Balloon Bookshop. Restaurants scheduled to open at the airport include Axel’s Bonfire Grill, Buca di Beppo, French Meadow Bakery, Murray’s, and Rock Bottom Brewery.
The Caring Tree, founded by MSCA, promotes educational success for Minnesota’s K-12 students in-need by ensuring that they have the appropriate school supplies. The Caring Tree works year-round to collect backpacks, school supplies and financial contributions to help these children with the tools they need to succeed.

www.caringtree.org

The Caring Tree Thanks Top Web Solutions!

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