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news

Volume 20, Number 6

June 2006

Feature Better Project Management

Guest Author: Tom McGannon, Edwards and Kelcey

As a Project Engineer at Edwards and Kelcey, I was recently asked, "What are the elements of the most successful retail project that you can think of from an architectural/engineering point of view?"

I polled my colleagues here at EK during our monthly Facilities Group teleconference with 18 other EK regional offices, and initially received the humorous outpourings that I expected. Projects with unlimited budgets and projects with no construction issues were among the typical tongue-in-cheek replies.

When the conversation turned to reality, after my "seriously now" pause, a common theme

emerged. What we considered to be the most successful elements of retail projects we have worked on focused on problem solving, supporting the community, and positively impacting the built environments in which we live: in other words, creating projects that blend work and play in a positive way.

To cite one example, I managed the civil/site engineering portion of a recent retail project with Eric Reiners, AIA, at Welman Sperides Architects that was very satisfying. Why? We previously worked on projects that had a few typical pop-up problems. We realized that the one factor that helped most was effective

Better Project Management on page 2

Snapshot Stillwater Mills on Main

Location: 350 North Main Street, Stillwater

Month/Year Opened: Third Quarter, 2006

Owner: Four Star Land Development of Stillwater, LLC

Leasing Agent: Steven Mosborg and Scott Mason of Suntide Commercial Realty, Inc. (651) 603-0321

Architect: DJR Architecture, Inc.

Construction Contractor: Weis Builders, Inc.

Retail GLA: 14,700 sf with off-street parking

Number of Stores: Up to eight

Market Areas Served: Stillwater, Oak Park Heights, Bayport and surrounding areas plus a large tourist population

Construction Style: Brick and stone classic architecture



Additional Facts/Narrative: Brand new listing - bring your urban retailers to the latest and greatest project taking shape in historic downtown Stillwater. Join the 98 luxury condominiums being built above this prestigious retail site overlooking the St. Croix. Retail leasing/retail condominium ownership and investment opportunities now being offered on this exciting project.

BETTER PROJECT MANAGEMENT *continued*

communication. We both discussed where we thought the problems were, made a plan, and then solved the problems as they arose. It wasn't easy but it was smooth. The end product was delivered to the client efficiently, cost effectively and on time. We satisfied the community by designing and constructing an attractive and lasting building.

One of the trends often discussed during our EK Facilities Group teleconference is the successful development of retail projects by converting old unused industrial, brown-field or neighborhood eyesores into better urban environments and revitalizing the areas to provide safe, appealing and useful retail centers that give back to the community. These projects involve the local support of community groups, leaders and politicians and give the residents the services they need, as well as supply a source of tax revenue and needed jobs.

Edwards and Kelcey's wealth of experience in the public sector, including rail, airports, highway and transit projects, and in institutional/commercial areas, affords us the ability to apply our problem-solving skills developed on public infrastructure projects to the private sector arena. Our involvement with the planning of large-scale public projects has made us adept at designing solutions that incorporate the goals of multiple public interest groups and citizens, while minimizing budget impacts.

Developing successful public/private partnerships is an excellent methodology for retail developments. While these relationships can be challenging to build and maintain in the retail sector, they lead to success for countless projects. Building consensus through open communication throughout the project design and permitting process allows all parties to feel as if they have contributed to the success of a development. While both the developer

and the community must make concessions to work together, the end result is a project that addresses the needs of all, including the retailers and the local community.

I've personally gained a great deal of satisfaction in working as part of a team with clients and their contractors on developing projects. Problem resolution is more straightforward when all parties involved partner and work towards the same goal: namely, success of the project. A dedicated team working together can produce an end result that is less costly and more efficient than individuals working alone. Relationships built on honesty, integrity and loyalty are fruitful for all parties in a project.

Solving problems by building bridges to span the gaps between developer goals and community expectations with creative design solutions results in a great deal of satisfaction. This good-teaming approach is at the heart of what constitutes my idea of the most successful retail project. ■

Hats Off To The Marketing Committee

A huge thank you to the MSCA Marketing Committee for organizing the MSCA Fiesta after the program on May 3. It was

very well attended and everyone had a great time networking in an atmosphere of Mariachi and margaritas!

A Race To Profits

by Christopher Naumann, KKE Architects, Inc.

Retailers JCPenney Company and Kohl's Corporation have announced first quarter results that beat Wall Street expectations. Each retailer beat the street by a penny or more and both are predicting stronger profits into the summer season.

JCPenney announced a 22% rise in profits for the first quarter of 2006. According to an article by Anne D'Innocenzio, of the Associated Press, JCPenney attributes the sharp rise in profits with the ability to keep overhead costs below the rate of inflation. This, paired with a modest increase in warm weather sales, has helped beat estimates.

JCPenney rival Kohl's also reported a surprise jump in profits. Kohl's

reported a 34% jump in first quarter profits. In an article by Nicole Maestri of Reuters, Kohl's same store sales rose 6.9% during the quarter. This paired with a brand partnership with clothiers Quicksilver Inc. (Tony Hawk line) and strong margin performers like Chaps and Candies have led to increased profits.

Both Kohls and JCPenney are racing to find the right merchandising mix. Each retailer is competing to lure customers with the right mix of brands, styles and product offerings. Although both retailers are confident, analysts are being cautious as increasing energy and inflation costs are beginning to compete for consumers dollars. ■



Pictured:

*Mike O'Brien, Loucks Associates
MaryAnne London, Kraus-Anderson Communications
Matthew Mock, Braden Construction, Inc.*

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Program Recap

Behind the Bullseye

by Albi Albinson, Architectural Alliance

Who: Joan Ahrens and Tom Carrico of Target Corporation

What: Target Corporation

When: Wednesday, May 3

Where: Sheraton Bloomington Hotel

Synopsis: Target opened its first store in Roseville in 1963. Today there are 1,450 stores, with a goal of 2,000 by the year 2010. The program highlighted Target's rise to retail prominence, its emphasis on design and in giving back to the community. The secrets to Target's success are many and were discussed in a lively afternoon session, which concluded with a Fiesta style social hour.



May presenters:

Bruce Carlson, United Properties
Joan Ahrens, Target Corporation
Tom Carrico, Target Corporation

Presenters Joan Ahrens and Tom Carrico have over 41 years of real estate experience between them in management, green growth and new store growth. They discussed the mercurial growth of the retail chain. Target succeeds due to great leadership, clear vision, clear strategy and a lot of capital. Great design is the key to their success: they educate customers on the

value of great design, from fashion to accessories to vacuum cleaners, resulting in the preeminent store of affordable design in America.

The design, as illustrated in one of their award-winning clever ads, inspires, creates, shines, transforms, fits and protects. The ad was so well received they had people such as John Lassiter of Pixar and movie director Blake Edwards calling them requesting a DVD of the ad. A Dean at RISD (Rhode Island School of Design) was so taken with the ad he stated that the 60-second ad summarized his 30-year teaching career.

The Target Property Development Group is involved with store design and real estate, and prefers to own their real estate as opposed to leasing it. They would be the fourth largest construction company in the world if they went public!

75% of new stores are in the top 55 U.S. cities, and this urban location strategy will continue while also finding other less urban locations. Urban city center sites present unique challenges. They take cues from the local environment, believing one size does NOT fit all. In addition to Target stores being unique works of art, they revisit older stores to make sure they are "up to brand." They want each store to exceed guest expectations. They tore down and completely rebuilt the original Roseville store in nine months and it is stunning.

Target hits the Bullseye in community giving, giving back over \$2 million *weekly* to their communities. Their art grants, education scholarships, reading grants, volunteerism, and national partnerships with United Way, Red Cross and others, all illustrate the commitment to giving back to those communities that have supported them. ■

May Professional Showcase

Minneapolis/St. Paul Business Journal Weekly

In print, continually on the web, and daily through email, the Business Journal is the leading source of breaking local business news, vital market data, and valuable leads.



Steven Garcia, Minneapolis/St. Paul Business Journal



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Member Profiles New Members

Sam Van Tassel



Title: Owner/Real Estate Manager
Company: Kwik Trip Inc.
Primary Career Focus: Retail store site selection
Family: Wife, Valerie and miniature schnauzer, Scoonie
Hobbies: International travel, golf, photography and driving/working on a '55 Chevy
Dream Job: Photographer for National Geographic

Missy Schmidt



Title: Real Estate Manager
Company: Leeann Chin, Inc.
Family: Husband, Bill; daughters, Kaylyn and Evelyn; Dog, Desi
Dream Job: Wedding Planner
Secret Talent: Making up children's songs

MSCA would like to welcome our new members:

- Michael Murphy**, Minnesota Commercial Association of REALTORS
- Paul Ringdahl**, Ringdahl Architects
- Nancy Murdakes Brown**, Suntide Commercial Realty, Inc.
- Thomas Von Bische**, Metro Land Surveying & Engineering
- Mark Gossman**, Centerra Group
- Amy Carlson**, Welsh Companies
- Beth Simenstad**, Trek Development, Inc.
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- Steven Mayeron**, Leonard, Street and Deinard
- Kelly Quam**, Leonard, Street and Deinard
- Mary Selby**, United Properties

Jon Hempel, Hempel Properties, Inc.

Christina Szitta, Faegre & Benson

Anne-Marie Cookson, Mills Corporation

Rachel Macht, Mills Corporation

Jerry Cohen, Mills Corporation

Daniel Conzemius, Robert Muir Company

Todd Karlen, Madison Marquette

Terry Simpson, Atwell-Hicks

Christopher Moe, H.J. Development, Inc.

Chris Carlson, Target Corporation

John Hendrickson, Hendrickson Agency, Inc.

Dave Muma, Centerra Group

Ron Schultz, The Hexum Companies

Tom Hexum, The Hexum Companies

Kathleen Hayden, Parsinen, Kaplan, Rosberg & Gotlieb P.A.

Kathleen Allen, Parsinen, Kaplan, Rosberg & Gotlieb P.A.

Brian Rose, IRET Properties

Curt Kluznik, Kraus-Anderson Construction

Douglas Jaeger, Kraus-Anderson Construction

June Member News

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

Navarro Joins LaSalle Bank

Tony Navarro joined LaSalle Bank as Senior Vice President of Commercial Lending. He will be responsible for finding deals and lending money to developers and real estate investors.

that "Charlie Nestor has brought energy and experience" to the Twin Cities while helping Master Development become a rising player in unconventional site development.

Meyer Honored

The Mpls/St. Paul Business Journal announced this year's annual 40 UNDER FORTY. This year's list of honorees included MSCA member Stefanie Meyer of United Properties. Meyer was cited for her contribution to the success of United's brokerage division, as well as her MSCA committee work and community service.

Ulstad Achieves CCIM

Suntide Commercial Realty, Inc. wishes to congratulate Carol Ann Ulstad for achieving her CCIM designation recently.

Nestor Honored

The Mpls/St. Paul Business Journal announced this year's annual 40 UNDER FORTY. This year's list of honorees included MSCA member Charlie Nestor of Master Development. The NE Mpls Arts Association stated

Search Me

Mentoring and Coaching Resources:

What makes a leader inspirational? The ability to inspire people to reach great heights of performance and success is a skill that leaders need. Passion, purpose, listening and meaning help make a leader inspirational.

Baby boomers play a key role in mentoring the next generation of employees. Younger workers will benefit immensely from mentoring.

[Search Me on page 6](#)

Marketplace Minnesota

- The Construction Industry Cooperative Committee of Minnesota (CICC) has just published an extensively revised and updated version of its Blue Book of Recommendations for the construction industry of Minnesota. The new edition will soon be online at www.ciccbluebook.com.
- Stahl Construction Company has successfully completed construction of a 2,600 sf retail facility for Massage Envy in Plymouth. Construction includes multiple private massage “quiet” rooms, office, and lobby area.
- Bossardt Corporation awarded a contract to Gen-Con Construction for selective demolition and carpentry work at the Prior Lake – District Service Center remodeling project.
- Griffin Companies represented the owners of Cedar Hills Shopping Center in the lease of 1,800 sf to Supper Thyme, a take-out gourmet meal preparation store. This site represents the first location in the Twin Cities marketplace for Supper Thyme.
- Stahl Construction Company has successfully completed a new 2,700 sf innovation center for Buffalo Wild Wings Grill & Bar. This new facility includes a test kitchen; fully equipped

with a freezer, exhaust hoods, new duct work, a modified grease-duct; and a conference room to serve as a tasting area.

- Supervalu will close on its Albertsons acquisition on June 1st. This will triple their retail operations to become the nation’s second largest supermarket company.
- MinuteClinic is leaving its 5 Target locations in the Twin Cities, as well as others in the US, and joining up with partner and investor CVS Pharmacy to open in their retail stores.
- Torgerson Properties will open a 115 room Courtyard by Marriott hotel in Opus’ Fountains of Arbor Lakes in Maple Grove. This is in addition to their previously announced 136 room Holiday Inn with Water Park in the same development.

Members are encouraged to use this column as their platform for local industry announcements; sharing customer, tenant and landlord news; new retail developments and listings; or stores opening/closing in the marketplace. Email your releases and announcements to Stacey Bonine at sbonine@msca-online.com. We will print as many as space allows.

Rising Star Kirkland’s Home

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

Kirkland’s Home is devoted to bringing you home accents and decorative accessories at reasonable prices. A leading specialty retailer of home décor, Kirkland’s, Inc. was co-founded in 1966 by Carl Kirkland in Jackson, Tennessee, home of the company’s current headquarters. Featuring affordable rugs, framed art, lamps, candles, furniture, artificial flowers, garden accessories, seasonal gifts and holiday items, you’ll find Kirkland’s Home in four locations in Minnesota so far, including Woodbury Lakes in Woodbury, Apache Shoppes in Rochester and Shoppes at Arbor Lakes in Maple Grove. Their recently opened (May) store in Burnsville Center rounds out the current Twin Cities store list.

Currently there are over 350 Kirkland’s Home and Kirkland’s stores across 37 states. Over fifty new stores are planned for this year nationwide. At least one or two additional stores in Minnesota are targeted, most likely in regional mall areas. A location in Roseville is anticipated to be announced for 2006. Tricia Pitchford and Ned Rukavina of United Properties represent Kirkland’s Home here in Minnesota. The company is publicly traded on NASDAQ as KIRK, with 33% of the company owned by Advent International and sales for the year ending January 2006 of \$415.1 million, according to Hoovers. The typical store size is 6,500 sf. Key competitors include Bed Bath & Beyond, Cost Plus and Michaels.

Kirkland’s believes its success has resulted from providing customers with an engaging shopping experience characterized by a diverse, ever-changing merchandise selection at surprisingly attractive prices. With stores that offer a unique combination of style and value, they have emerged as a leader in home décor and have developed a strong customer loyalty. Watch for more stores soon.

www.kirklands.com ■

Bookmark

Looking for new ideas on balancing your life?

Harvard Business Review on Work and Life Balance (Harvard Business Review Paperback Series) by the Harvard Business School Press. With articles ranging from an in-depth look at the “mommy-track” to perspectives on telecommuting, this book will help professionals at all levels understand the delicate balance between our professional and personal lives.

Art of Possibility: Transforming Professional and Personal Life by

Rosamund Stone Zander & Benjamin Zander. The authors base their life-altering approach to fulfilling your dreams on two premises: that life is composed as a story, and that with all new definitions, much more is possible than people ordinarily think. This book offers creative innovative paradigms for personal & professional fulfillment.

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

Market Update

Crossroads Center



by Lisa Diehl, Steiner Development, Inc.

Crossroads Center, located just 60 miles northwest of the Twin Cities, is located in Minnesota's fastest growing metropolitan area, St. Cloud. The area serves as a commercial hub for over 250,000 people with a regional draw from over a 90 mile radius which includes: Brainerd, Willmar, Mora, Milaca, Princeton, Waite Park, Cold Springs, and extending to the edge of the Twin Cities.

The center is on Division Street and Highway 15 and is celebrating its 42nd year this year. Built as a strip center in 1964, the original center had less than 20,000 of GLA. Today, the center has a total of 904,721 GLA and is anchored by Target (129,000 sf), Marshall Field's (100,000 sf), JCPenney (167,000 sf), Sears (126,515 sf), Scheel's All Sports (82,000 sf) and has over 112 tenants. Pad users include: TGI Friday's, Pizza Hut and Caribou Coffee.

Since 1964, the center has gone through six expansions with three owners. With the

vision of making the center more of a regional draw, First Union purchased the Crossroads in 1966 and converted it to an enclosed mall adding anchors JCPenney, Sears, Piggly Wiggly, a small Herberger's, and Scheel's, which was a hardware store at the time.

In the 1970's, the center saw the addition of Dayton's, now Marshall Field's. And, in the 1980's, Target was added as another anchor. On April 1st of 2000, General Growth acquired the mall, and in 2004 the owners decided to strengthen the mall's dominant position in the market by aggressively expanding and renovating the center over a two-year period. The changes included adding Scheel's All Sports as the fifth anchor, creating a new 700-seat food court, improving traffic flow and parking with a ring road around the center, streamlining the common area and adding a children's soft-play area. Target also expanded to 129,000 sf.

Currently, Crossroads Center is 92% leased and has 4,800 sf available in the food court area. The owners have been pressing forward for the last two years to take smaller available spaces and combine them for new national retailers such as Chico's, Victoria's Secret, Express and Bath & Body Works. General Manager, Darcy Eigen and her staff will soon be announcing the addition of three new retailers totaling 23,000 sf, all projected to open by this fall. Also, to be announced are two retailers on a pad site.

On the marketing side, the mall holds an annual Heart Event in February. Crossroads is also known for "The Scene" event, which takes place during back-to-school. Last year they held a BMX bike event during back-to-school.

With the renovation nearly complete, the addition of new retailers, an already low vacancy rate, and a community which continues to grow, the center is poised to continue to be successful for years to come. www.crossroadscenter.com ■

Committee Profile

Technology Committee

Co-Chairs:

Cindy MacDonald, *Kraus-Anderson Companies*
Skip Melin, *Colliers*

Members:

Tony Barranco, *Ryan Companies US, Inc.*
Bob Bauer, *Cunningham Group Architecture, P.A.*
Larry Calhoun, *Kraus-Anderson Companies*
Charlie Casserly, *Casserly Media*
Sean Cullen, *McCombs Frank Roos Associates*
Lisa L. Diehl, *Steiner Development, Inc.*
David Durigan, *TDS Metrocom*
Matthew Gens, *Let There Be Lights!*
Caroline Lilienthal
Jim Mayland, *itrealtygroup.com*
David Mitchell, *BLI Lighting Specialists*
Michelle Nichols, *Kraus-Anderson Companies*
Sara Stafford, *LandAmerica Commercial Services*
Kenneth M. Vinje, *Kraus-Anderson Companies*

The Technology Committee has been busy over the past several months upgrading the MSCA website. Recent new features include the "Contact Us" toolbar to easily find Karla & Stacey's information, several new publications available in PDF format, and a job postings page free to MSCA members and available to the general public for a \$50, 30 day fee. The Technology Committee would like to increase awareness of both the job postings page and the opportunities for advertising with banner ads. Banner ads are a great way to promote companies' services to an increasingly tech-savvy audience. The committee is in the process of developing additional new services to the website. Expect the website to

continue to improve as the Technology Committee finds ever more convenient ways to gather members ideas and feedback.

Search Me *continued*

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"Leadership is based on a spiritual quality; the power to inspire, the power to inspire others to follow."

—Vince Lombardi

www.coachthee.com

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www.mentoring.org

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2006 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, July 12 – Professional Development

Wednesday, August 2 – Shopping Center Focus

Tuesday, September 19 – MSCA/ICSC Program, *Minneapolis Southwest Marriott*

Tuesday, October 3 – MSCA/MREJ Program

Wednesday, November 1 – Retail Report

Tuesday, December 5 – STARRSM Awards, *Golden Valley Country Club*

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