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FEATURE

by Dana Andresen, Chuck & Don's Pet Food Outlet

## TURNING A NEGATIVE INTO A POSITIVE: HOW YOU HANDLE CUSTOMER COMPLAINTS CAN STRENGTHEN YOUR BUSINESS!

Customer service is relevant today more than ever. Whether business-to-business, or business-to-consumer, during this period of cutbacks, layoffs, expense control, and flat or negative growth, it is increasingly important for companies to not only deliver on their commitments to customers, but to have a plan in place to recover the customers to whom their service may have fallen short.

Most companies cringe at the receipt of a complaint. Most companies don't thank a customer for informing them of that complaint. Many companies do not see the genuine opportunity in a customer telling them what went wrong so they can make it right. Janelle Barlow makes this point in her book, *A Complaint is a Gift*. "Complaining customers are giving us an opportunity to find out what their problems are so we can help them, and so that they will be encouraged to come back and use our services and buy our products. It is as if they are giving us the gift of a book entitled, *A Chance to Survive: Listen to Me and You'll Stay in Business*."

My company holds customer service as the number one priority. There are times, however, when we have fallen short of our own commitments to our customers. The relevant point is that every team member understands that we do what it takes to recover our customers. Two weeks ago, I received a copy of a customer survey on a Saturday afternoon from an angry loyal customer. This customer's wife had asked to use the restroom to clean up the coffee she had spilled on her shirt. The survey this couple submitted included these comments, "We have bought our dog's food at your store for nearly two years now. This afternoon my wife spilled coffee on her blouse just before entering your store. After we spent \$26 on Canidae, my wife



SNAPSHOT

## CROSSROADS OF CHANHASSEN



**Location:** SWQ of Hwy 212 and Hwy 101  
**Month/Year Opened:** Kwik Trip is now open, additional retail/restaurants projected to open Fall 2010  
**Owner:** Kraus-Anderson, Incorporated  
**Leasing Agent:** David Stalsberg, Jim Stimmler (952) 948-9400  
**Architect:** Architectural Consortium, LLC  
**Construction Contractor:** Kraus-Anderson  
**GLA:** Approximately 75,000 sf of freestanding and inline retail, as well as freestanding and multi-tenant medical/professional office  
**Market Area Served:** Chanhassen, Chaska, Eden Prairie, Victoria, Shakopee, Minnetonka  
**Additional Facts/Narrative:** Exciting new development located along the new Hwy 212 in Chanhassen, located across from the SW Transit Park & Ride and near the recently opened Chanhassen High School with more than 1,000 students. KA is offering inline and freestanding BTS opportunities, as well as several pad sites for sale.

## Turning a Negative into a Positive - continued

asked if she could use the restroom to clean off the coffee so it didn't stain her blouse. She was told no, with no other explanation than 'we don't have a public rest room.' This sort of cold uncaring interaction does not encourage us to continue shopping at your store."

I immediately called and left a message for the customer on a Saturday evening to let him know I had contacted the store and would be speaking to the manager on Monday.

I asked that one of them please return my call at their convenience. I e-mailed the store manager requesting she review our video footage of the incident and call me first thing on Monday morning. She did just that, and we established that there had been a miscommunication with regard to our restroom standard with a newer team member. In addition, this situation occurred during peak business, which did not help matters. This was not used as an excuse by the manager nor by the team member in question. By the time the manager had responded, I had received a voicemail from this customer stating how impressed they were that they had received a call regarding the survey and appreciated my apology. They stated that they may have overreacted a bit, and that because of our quick response and apology, they would return to the store.

While their return remains to be seen, it is important to note that a customer alluded to the fact they would not return, and one phone call with a sincere apology was able to effect a change in their outlook and attitude. The store manager also has the customer's name posted at the point of sale and all team members know to contact the manager when this customer enters the store next, so she is able to apologize in person.

I have encountered issues personally, and in my business relationships, where service was unacceptable. In the past I used a particular online flower service to order flowers for all of our management on their birthday (our male management receive some type of treat). After four late deliveries, two 'no service' in the requested area, a mischarge, and no apology with the last late delivery, I took my \$5,000 per year flower business to another online competitor and have experienced no issues. Because I deliver outstanding service and commitment to my business partners, I

expect my business partners to deliver the same outstanding service and commitment.



"I TOOK MY \$5,000  
PER YEAR FLOWER  
BUSINESS TO  
ANOTHER ONLINE  
COMPETITOR.."

In a business-to-business example, we had anticipated an order of t-shirts to arrive on a Friday afternoon at our corporate office. Through calling our sales rep, with whom I have a six-year business relationship, he determined that the order had not been released from the manufacturer, so it in turn, had not been

shipped. We had made arrangements to deliver these shirts over the weekend for a store promotion, and really needed them. Our representative arranged for Saturday delivery. The shirts did not arrive, three corporate staff spent the better part of Saturday attempting to track down the shirts, in addition to waiting and then doing the work that had been delayed. Our rep, who was on vacation, tracked down the shirts, had a security guard at the shipping establishment contact a supervisor, had the supervisor bring the shirts to the shipping establishment, and hand delivered the shirts to our office. While it was too late for weekend delivery, he ultimately paid for us to courier the shirts to all 15 of our locations the following Monday. He apologized many times and thanked me for involving him and letting him fix the problem. I will continue this business relationship.

Just last week, a vendor mistakenly shipped two pallets of promotional product to our corporate office which was supposed to be split by them and shipped directly to our 15 locations. I called our representative and inside of three hours, the product was picked up, taken back to New York to be redistributed and was shipped out to our locations the following day. I will continue this business relationship.

We have all heard the cliché that customers will tell ten friends about their awful experience and this word of mouth advertising can spread like wildfire and ultimately ruin a business. Service recovery can also have this effect. The recovered customer tells ten friends, and they, in turn, tell ten friends, and you have created an advocate and a successful business.

Complaints have a serious negative association. Service recovery has a positive association. Create a process and train your team – you will see the results.

## 2009 SPONSORS

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Cunningham Group Architecture, P.A. seeks to create memorable architecture that enriches our clients and communities. We do this by collaborating with clients to realize their visions through the design of the built environment.

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To acquire real estate investments with and on behalf of our capital partners, create long-term value and maximize returns.

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To be the best client-centered building partner in the United States.

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Full-service commercial bank with significant emphasis in commercial real estate lending.

### Mid-America Real Estate-Minnesota LLC

To be recognized as the dominant local & regional leader in providing full-service retail real estate brokerage, investment, management, and advisory services for our clients.

### Reliance Development Company, LLP

Exceptional locations, extraordinary results.

### United Properties

To be the leading local and regional commercial real estate investor and developer across property types.

We want your feedback!

Please watch for your 2009 MSCA membership survey blast email in October.

## HOT SPOTS / COLD SNAPS

by Mark Norman, Park Midwest  
Commercial Real Estate

# POP-UP STORES: MAKING THE BEST OUT OF A CHALLENGING MARKET?

A recent trend in our challenged industry is landlords taking on short-term tenants in an unconventional method designed to fill vacant spaces. Retailers call this growing short-term trend "pop-up stores." In defining "pop-up stores" as a form of "guerrilla retailing," Wikipedia states that a pop-up store is a retail selling facility that is established with the intention of conducting business for either a specific length of time, or for the duration of a peak in demand that is anticipated to be short.

In short, pop-up stores are tenants who sign very short-term leases, typically between two months and six months in length. These are becoming increasingly popular with landlords in today's difficult market. With a growing number of retailers hesitant to open new locations, pop-up stores have become a more affordable alternative. For landlords, they help fill empty spaces, bring in additional revenues and increase consumer traffic. Retailers benefit by having the ability to create a buzz around their brand or products, and conducting market testing in a location without long-term commitment and limited risk.

Examples of retailers who have launched pop-up stores include Gap, Inc. who opened pop-up stores to market the new 1969 Premium Jeans product line. This holiday season, Toys "R" Us projects it will open 70 pop-up stores nationwide to capitalize on its key sales period<sup>1</sup>. Minneapolis-based Target Corporation is considered by many to be one of the more prominent and groundbreaking pop-up retailers. Just a few years ago it opened a 1,500 sf pop-up in Rockefeller Center to introduce Isaac Mizrahi's new fashion design for women.<sup>2</sup> Further, as recent as May 2009, Target opened a pop-up store in Chicago to promote several exclusives to the store and Target.com, which coincidentally was also their first pop-up location in the Midwest market.<sup>3</sup>

While the exact time frame for a full market recovery remains unknown, pop-up stores continue to remain a hot topic. It will take time and experiences to tell who the real winners are under these types of deals. Arguably, both sides of the table will learn a lot in these circumstances under an otherwise sluggish retail market.

1 <http://retailtrafficmag.com/retailing/operations/0818-pop-up-stores/>  
2 [http://retailtrafficmag.com/mag/retail\\_pop\\_up\\_shop/](http://retailtrafficmag.com/mag/retail_pop_up_shop/)  
3 <http://twincities.bizjournals.com/twincities/stories/2009/05/04/daily1.html>

## BOOKMARK

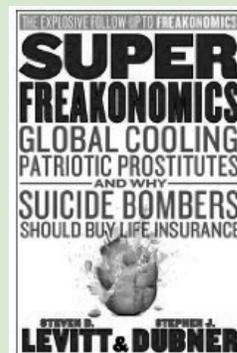
### Economics doesn't have to be boring!

This month, we are revisiting an older title, and with it a soon to be released sequel. **Freakonomics**, originally published in 2006, redefined how people engaged the topic of economics an entertaining way. Taking real-life examples and quirky real-life applications, **Freakonomics** related odd statistics and complex theories to everyday life. Later this month, the anticipated sequel **Super Freakonomics** will be published. It promises to bring with it fundamental explanations of the economic downturn related to many new trends and statistical data that will keep you engaged throughout.

**Freakonomics: A Rogue Economist Explores the Hidden Side of Everything**, Steven Levitt & Stephen Dubner, Harper Perennial, (paperback) August 2009

**Super Freakonomics: Global Cooling, Patriotic Prostitutes, and Why Suicide Bombers Should Buy Life Insurance**, Steven Levitt & Stephen Dubner, William Morrow, (hardcover) October 2009

Have a reading recommendation? Contact Christopher Max Naumann at [chrismax88@comcast.net](mailto:chrismax88@comcast.net) or Judy Lawrence at [jlawrence@karealty.com](mailto:jlawrence@karealty.com).



## EVENTS

Nov 4 **Monthly Program (afternoon):**  
Retail Report

Dec 1 **Year End Ceremonies/  
STARR<sup>SM</sup> Awards/  
Holiday Party (evening):**  
Golden Valley Country Club

2010 Event Calendar  
coming soon!

For program place and times and  
more info, please go to  
[www.msca-online.com](http://www.msca-online.com)

## 2009 LEADERSHIP

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**Tricia Pitchford**, NorthMarq

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**Brad Kaplan**, NorthMarq

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**Andy McDermott**, Shea, Inc.

**Christopher Naumann**, Christopher Max Design & Development LLC

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**Steve Young**, Arbor Commercial Group

#### Legislative

**Howard Paster**, Paster Enterprises

**Rob Stolpestad**, Exeter Realty Company

#### Retail Report

**Drew Johnson**, RJM Construction

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**Stefanie Meyer**, NorthMarq

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## PRESS RELEASES

# MN MARKETPLACE

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

■ **Crave Restaurant** is opening its third location in St. Louis Park in late September. In addition to its Galleria and Mall of America locations, the restaurant will open in the new West End project.

■ The **H&M** chain is scheduled to open a store at Southdale this fall. H&M's mission is to offer fashion and quality at the best price with a broad and varied selection for women, men, teens and children.

■ **D'Amico Kitchen** at the Chambers hotel celebrated its grand opening on September 9 in downtown Minneapolis.

■ **Sea Change** opened in the former Cue space at the Guthrie Theater. The restaurant features fish and shellfish from sustainable fisheries and environmentally responsible farms.

■ **Drama** has relocated to Uptown at 1203 Lagoon Avenue in Minneapolis and features local women's designers.

■ **Burger Time** is currently opening a new store in St. Cloud and one in the southern suburbs of the Twins Cities. They plan to open 40 stores over the next 48 months.

■ Valley West Shopping Center in Bloomington welcomes two new tenants; **Planet Fitness** signed for 13,014 sf and will open in December and **Cabana Tan** signed for 4,434 sf and will open November 1.

## NOTE FROM THE BOARD

Like all of you, MSCA Board of Directors has been working hard, and just approved our 2009/2010 budget. We constantly strive to keep the benefits to the members high, while keeping membership and sponsorship fees low. As part of our effort to keep costs low and to be more "green" for this new budget, we have made the following changes to name a few:

- instead of printing and mailing all program marketing fliers and event invites, they will be announced exclusively through blast emails and with online registrations;
- instead of printing hard copies of the Retail Report, we will only produce the CD, which will contain a PDF of the Report and the appendix in an Excel spreadsheet.

As MSCA looks towards 2010/2011, we will potentially be presented with some budget challenges and have considered moving both the MSCA directory and monthly newsletter to an electronic format only. An MSCA survey will be sent this month and you will be asked whether you would prefer the directory and newsletter in an electronic format. In addition, if you are currently advertising, we would like feedback on if you would advertise in either publication if they were only an electronic/online publication. Long-range plans include making both of these publications electronic, resulting in increased capability and features as well as reducing costs and paper usage. But the timing of this change depends in large part upon your feedback. Please share your comments with us, either through the survey or the general comment card located on the MSCA Web site.

## MEMBER PROFILES

### Cory Villaume

Marcus & Millichap



**Primary Career Focus:** Investment Brokerage  
**Hometown:** Mendota Heights  
**Hobbies:** Hunting, Fishing, Hockey, Golf, Waterskiing  
**Very First Job:** Fresh French Fries at the MN State Fair  
**Dream Job:** NHL hockey player or full time duck hunter  
**Secret Talent:** Cooking  
**Favorite Food:** Steak...rare Steak  
**Favorite Book:** *The Things They Carried*  
**Mentors:** My stepdad, Tom Lohmann and my mom  
**Favorite Place Traveled:** Alaska  
**MSCA Involvement:** Legislative Committee

### Tamara O'Neill Moreland

Larkin Hoffman



**Primary Career Focus:** Real Estate Litigation  
**Education:** B.A. Political Science, Centenary College of Louisiana; J.D. Hamline University School of Law  
**Family:** Husband, Chris; daughter, Annemarie  
**Hobbies:** Photography  
**Very First Job:** Picking weeds for a farmer (for \$1 a day)  
**Dream Job:** Photojournalist  
**Secret Talent:** Persuasion  
**Favorite Food:** Banana Split Blizzard  
**Favorite Quote:** "You keep using that word, I do not think it means what you think it means." Inigo, *The Princess Bride*  
**Favorite Place Traveled:** Hawaii

## NEW MEMBERS

### Jeff McCallum

Alta General Contractors

### Candace Huzel

RedAbout

## MEMBER NEWS

**Dahlin Joins Integra.** Ross Dahlin has joined Integra Realty Resources as of September 14, 2009. He is expected to obtain his Appraiser Trainee License by the end of October.

**Dongoske Promoted.** NorthMarq announced that Lisa Dongoske has been promoted to Executive Vice President of NorthMarq's Property Management Group. Dongoske is a 25-year commercial real estate industry professional and has spent the last 12 years of her career at NorthMarq.

**Welsh Receives Ranking.** Welsh has been named the #1 medium-sized company to work for in the Twin Cities by the *Minneapolis St. Paul Business Journal*.

## COMMITTEE CHAT

Co-Chairs: **Janele Taveggia & Ned Rukavina**

## SPONSORSHIP COMMITTEE

The Sponsorship Committee met in early September to kick off their efforts for 2010. An email blast to all MSCA members and sponsorship packages to last year's sponsors were sent in mid-September. Our committee members have already started making phone calls regarding renewal of sponsorships. Our goal is to complete all contracts by December 1; however the deadline is January 1. Other member companies should expect a call from one of our committee members to consider sponsorship opportunities.

We have a great time soliciting sponsors each year. Joining our committee would be an excellent way to increase exposure and further develop your network within MSCA.

Thanks to this year's Sponsorship Committee members: Mark Kampmeyer, Mike Melton, Shelly Muelken, Sandra Dobbles, Kurt Stenson, Diane Scherer, Jeff Blackwell, Renay Leone, Katie Provencher, Zach Stensland, and Michael Broich.

**We appreciate everyone's continued support of MSCA – thank you.**

GET  
INVOLVED!

Want to maximize  
your membership?

Join a committee!

For more  
information, log on  
to the MSCA Web  
site or call MSCA  
at (952) 345-0452.

# BRIDGING THE GENERATIONAL DIVIDE

## INTEGRATION OF BOOMERS, GEN X, AND GEN Y IN THE MARKETPLACE

**M**SCA's September 2 program was presented by Mr. Philippe Cesson, President of CESSON 2.0. If you are reading this on your paper copy of the MSCA newsletter, you are probably not a GenXer or GenYer – you're probably a Boomer!

So which group are you in?

- **Veterans**, born between 1922 and 1945 (very few left in the marketplace now); "Work First!" Known for good work ethics; conservative; lived through WWII & the Great Depression.
- **Baby Boomers**, born between 1945 and 1964 (75-79 million); "Live to Work!" Known for being good team players; optimistic; went through Vietnam War and the invention of TV.
- **GenXers**, born between 1962 and 1981 (50 million); "Work to Live!" Savvy and skeptical of hypes; techno-literate; grew up with cell phones and PDA's.
- **Millenium or GenYers**, born after 1980 (70 to 75 million); "Live, and then Work!" Optimistic & tenacious; all technology is an integral part of their life, including social activities. Why call when you can text?

Mr. Cesson gave us an entertaining session identifying these differences, and how to bridge the gaps:

- Boomers need to use/enhance technology with the GenXers & GenYers.
- Do quarterly 360° reviews (Survey Monkey works great); it's easier to make a point and move forward when you know what your peers think of you.
- Use Craigslist & FaceBook to find the best of the bunch – you can select potential employees before you even meet them.
- Develop a good mentoring program within your organization and industry. Study after study confirms it is the best retention tool.

For more information, you will need to go on your computer or PDA to [www.msca-online.com](http://www.msca-online.com) to see Mr. Cesson's entire presentation. Or check out [www.Cesson.com](http://www.Cesson.com); [Facebook.CESSON.com](https://www.facebook.com/CESSON.com); [Blog.CESSON.com](http://Blog.CESSON.com) or [Twitter.com/CESSON](https://twitter.com/CESSON).



September presenters left to right:  
Philippe Cesson, Cesson 2.0  
Jeff Wurst (moderator), Chesapeake Companies

## SEPTEMBER PROFESSIONAL SHOWCASE



Left to right:  
Jill Blihovde, Kevin Douglas

Since 1913, The Blue Book of Building and Construction has been the commercial construction industry's premier information source.

The Blue Book publishes FREE regional hardbound directories in most major markets throughout the United States. Minnesota (which includes Western WI) is our newest market.

Online, [thebluebook.com](http://thebluebook.com) provides easy access to continually updated information for each edition. Construction buyers and sellers also have access to BB-Bid, The Blue Book's online bid management system, complete with a private secure online plan room and integrated takeoff and markup tools with NO contracts or annual fees.

## WEB SITES

Check out the following websites for additional information about generational issues:

- [generationworkplace.com](http://generationworkplace.com)
- [nacada.ksu.edu/Clearinghouse/Links/generations.htm](http://nacada.ksu.edu/Clearinghouse/Links/generations.htm)
- [gentrends.com](http://gentrends.com)

## TECHNOLOGY TIP

Did you know that on the MSCA Web site you have access to various industry links with just the click of the mouse? To get to the links, click **resources** then click **industry links**. From there you can select from one of six categories available: Real Estate Associations, Federal Resources, County Property Tax Links, State Resources, Other Resources, or Press. There are many helpful links to choose from. Can't find a link to what you are looking for, but think it should be there? Send your link suggestions to the Technology Committee and we will see if we can get them added.

If you have any questions you can contact the Technology Committee Chair: Jim Mayland at [jmayland@ctmt.com](mailto:jmayland@ctmt.com) or (612) 347-9311.

## LORING KITCHEN & BAR

Loring Kitchen & Bar, a new restaurant concept in the recently redeveloped Eitel Building Apartments overlooking Loring Park in Minneapolis, opened to the public on Wednesday, September 9.



**LORING  
KITCHEN & BAR**

Loring Kitchen & Bar serves breakfast and lunch on the weekends and dinner seven days a week.

Breakfast, served Saturdays and Sundays from 8am to 2pm features eggs, omelets, waffles, pancakes and cereals in a "build-your-own" format, offering a checklist of items including meats, vegetables, cheeses and sides allowing you to customize your meal as you like it.

Lunch, served from 11 am to 2 pm on Saturdays and Sundays features burgers, salads and pizzas with the same "build-your-own" system, as well as a selection of sliders, including salmon, chicken, portobello and meatloaf on two mini-sesame buns. Dinner is offered every day starting at 4 pm and includes burgers, sandwiches, salads, pizzas, a variety of plates to share and

entrée offerings from hanger steak to half-chicken and ribs to Ahi tuna and a signature cracker-crust walleje.

Loring Kitchen & Bar was designed to take advantage of the site's picturesque setting and with floor-to-ceiling glass windows and doors on three sides, the majority of seats face outward, offering spectacular views of neighboring Loring Park. Nearly half of the approximately 200 seats flank the restaurant on a large outdoor patio and covered portico. The 60-seat open-air portico is soon-to-be equipped with large folding glass doors that will allow four-season seating on the restaurant's perimeter. The restaurant's interior includes a large travertine community table and zinc bar, a dramatic wine display, iron and seeded glass sconces and chandeliers, and wall-mounted graphic chalkboard menus.

The restaurant has been open nearly a month and is garnering great reviews and attracting large crowds. Be sure to check it out before the temperatures drop and grab a seat on the patio or inside at the open-air bar. Kick back with some tasty nibbles and one of their signature cocktails or reasonably priced bottled wine selections and take in the sights of Loring Park in this unique urban setting.

[www.loringkitchen.com](http://www.loringkitchen.com)

## Property Taxes Deserve a Closer Look.



**The 2010 appeal deadline is April 30, 2010.**

/ WHERE LAW AND BUSINESS MEET

**Fredrikson**  
& BYRON, P.A.

### Are you paying more than your fair share?

Let Fredrikson & Byron's property tax lawyers take a closer look. We've built a reputation for aggressive and thorough property tax strategies that yield valuable results for our clients. We represent many major retailers and shopping centers, and offer exceptional service and flexibility. We have successfully represented all types of retail properties using a flexible array of fee arrangements.

**To determine if your property taxes should be reduced, call us for a preliminary analysis.** Contact Judy Engel at 612.492.7118 or Thomas Wilhelm at 612.492.7058.

main 612.492.7000

fax 612.492.7077

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