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Feature Article

WHEN DISASTER STRIKES

by **Wes Nelson**, The Ackerberg Group
and **Michael Gross**, The Ackerberg Group



We've all felt the impact of severe weather this summer, and that got us thinking about how we respond to disasters at our various properties. Disaster response can often be forgotten about until it's too late. When disaster strikes your property what do you do? When the winds are whipping the trees, lightning is flashing across the sky and water is pouring into your space. What do you do? Who do you call first? How should you plan ahead for the next disaster?

Michael Gross, Property Manager for the Ackerberg Group, says the first thing you should do is to contact the proper authorities if necessary. Then assess the problem and decide which contractors you need to call in to get the work started. Think of it similar to triage in an emergency room. Start with the direst problems and work downwards to the minor problems. It goes without saying that a fire takes precedence over a patch of wet carpet.

How do you know who to call in case of an emergency? Do you have an up-to-date emergency manual call list? Is it handy? Do your maintenance technicians have an up-to-date copy? "It is very important to keep an updated list of our current tenants, contractors and in-house maintenance personnel; this includes e-mail addresses, business phone numbers, cell phone numbers, and after-hours contact numbers," says Gross. Your contact lists should be so readily found and easily understood that anyone in the event of an emergency can find it and know right away who to call for any problem. Too often call lists are updated after an emergency and then never re-visited until after the next emergency. Updating and maintaining call lists every couple months is a must.

Gross then stresses to let your tenants know what is going on. "You should let the tenants know as soon as possible of the problem and that you are addressing it. This not only will keep your tenants informed, it also lets them know that you are addressing the problem and that you will be letting everyone know the progress of repairs as you know more," stated Gross. Rapid communication with tenants lets you focus on your problem and cuts down on worried phone calls from tenants that can delay you fixing the main problem.

Your tenants have been informed and your contractors are starting to show up, but now they need to know where the water shut off valve is, and you have no idea. The seconds are starting to add up, and no one can address the problem until that valve is found. According to Gross, every property manager should have a good understanding of the systems that run their buildings. That means knowing where to find the breaker panel for the emergency lights. It means knowing that the water shut off valve for the toilets on the fifth floor is

actually located on the third floor. It means knowing the lock box combination for the key to get to the roof. Knowing your building is the key to quickly addressing and fixing problems. And it allows you to be creative when faced with tricky situations. Walking your property with contractors is a good way to really learn your building. Even small fixes can yield answers to questions you didn't even know about yet.

Now that all the major players are on site, what's next? Gross says that teamwork and collaboration is quite possibly the most important thing needed in any organization when a crisis happens. People need to work together and communicate effectively during a crisis. It can mean the difference between solving a problem or creating more. Having good contractor relationships is so important to any property especially during crises. "Contractors willing to go the extra mile and put in the extra hours means solving problems faster with as little disruption to tenants as possible," Gross says.

At the end of the day when the problem has been addressed, it's important to remember that our tenants are our customers. When they can't do their business, it not only hurts them, it also hurts us as property managers and owners. We all know that disasters will happen, but it's how we process them that our tenants will remember.



Member Profiles

Caleb Frostman

U.S. Bank

What is your primary career focus? Providing our clients with creative, attractive financing options for their real estate projects, as well as meeting all of their non-credit needs.

What is your favorite Disney movie? Definitely not *Bambi* – they exploit “Man” a little too much for my taste. I’d say it’s a tie between *Pinocchio* and *Jungle Book*.

What junk food is your weakness? Whatever is nearby. Usually donuts. I used to grab bear claws as a kid, two at a time, and get them lodged right in my thoracic region.

What makes you feel old? Seeing professional athletes that were born in the 1990’s.

What is something you have always wanted to try?

Moose hunting

If you could hire out one household chore, what would it be?

Raking; it’s the worst.

What is your favorite board game? Not really a board game, but I’ve had many laughs playing *Cards Against Humanity*. On a more family friendly occasion, *cribbage*.

What is your favorite Twin Cities breakfast/brunch spot?

Hazel’s Northeast

What was your favorite toy as a kid? Whichever football I owned at the time

How many rings before you answer the phone? Depending on who it is (thank goodness for caller ID), anywhere from one to letting it go to voicemail.

What is something you said you would never do, but did anyway? Went bald

How long have you been an MSCA member? Since September 2007



Rising Star

MAX MUSCLE

by [Richard Jahnke](#), Sunbelt Business Brokers



“These days, people want to stay active and be healthier. They may not be professional athletes, but they still want to get the maximum results for their efforts. Whatever their activity of choice, the market for health and fitness products will only continue to grow because people simply want to look and feel better,” said Joe Wells, CEO of Max Muscle. After being introduced to amino acids for muscle recovery by the late Lyle Alzado, Joe’s teammate on the L.A. Raiders, Joe was inspired to formulate one of the first low molecular amino acid formulas for athletes. His formula quickly became the #1 selling sports nutrition amino acid in the country.

Max Muscle is a franchise retail supplement and nutrition store with over 160 units across the U.S. There are currently three stores in the Minneapolis/St. Paul metro area in



Woodbury, Lakeville and Brooklyn Park. According to Christopher Holman, Max Muscle’s area developer in Minnesota, plans are to build out the metro with 23 stores with an additional 7 stores in greater Minnesota. The core audience for Max Muscle is 18 to 60 year olds trying slim down to look fitter and trimmer. There are also those folks that are weekend warriors and want to build muscle to be stronger in their sport of choice.

Consumers have many choices for purchasing vitamins and supplements at various local retailers. What sets Max Muscle apart, is the quality of the products and the consultation available from the in store sales associates.

When a customer walks in the store, the focus is on diet and nutrition first and supplements second. Each sales associate is trained in fitness and nutrition. The goal is to assist the customers achieve their goals with the right supplement along with education and information. Max Muscle customers come from all walks of life and include men, women, young adults, everyday fitness enthusiasts, and bodybuilders. The one thing that the customers have in common—and something that keeps them coming back to Max Muscle stores—is they appreciate the employees’ reputation for providing a high level of service and knowledge. The customer is educated on the balance of calorie intake, food, nutrition and exercise to achieve the desired result. Did you know that one of the benefits of drinking a protein shake is to place your body in an anabolic state which causes your body to burn fat? According to Christopher Holman, professional body builders drink a protein shake every four hours in order to keep their bodies at an “anabolic state.”

Max Muscle stores look for middle to upper demographic income areas and occupy 1,200–1,400 sf in strip centers. The initial franchise fee is \$35,000 and the build-out typically runs \$35–\$70 per sf. The total investment runs about \$150,000 to open a store. The \$70 average ticket sale in the store is higher than other nutrition retailers in the market.

The trend for consumers to improve diet, nutrition and fitness will continue to grow throughout the foreseeable future as evidenced by the proliferation of fitness clubs. Max Muscle is positioned for growth in the wellness space because the concept provides both retail products and education to the consumer. For more information go to www.maxmuscle.com

Ted Gonsior

Colliers International

What is your primary career focus?

Retail Leasing and Land Sales

What is your favorite Disney movie? The cartoon *Robin Hood*

What junk food is your weakness? Milk Duds, Laffy Taffy, Reese’s, BBQ Chips, Funyuns...All junk food

What makes you feel old?

Realizing my younger brother is almost 30

What is something you have always wanted to try?

Flying a plane

If you could hire out one household chore, what would it be?

Indoor = Dusting; Outdoor = Pulling weeds in the landscape

What is your favorite board game? Sorry!

What is your favorite alcoholic drink? GT’s Kombucha

What was your favorite toy as a kid? Any NERF gun

How many rings before you answer the phone? 1, 2 or 3...the 4th ring goes to voicemail

What is something you said you would never do, but did anyway? The list continues to grow!

How long have you been an MSCA member? 2 years





■ **Spruce Flowers & Home** is opening a second location in Edina. Fresh flowers and houseplants will take center stage, but like their shop at 48th & Chicago, Spruce in Edina will distinguish itself with a modern assortment of accessories, jewelry, and fine fragrance.

■ **Mainstreet Gourmet Bakery**, a self-proclaimed "old-school bakery," opened recently in Wayzata, one of several new developments in the Bay Center area. The owners aim to eventually expand to four more stores in Chanhassen, Excelsior, Plymouth and Maple Grove.

■ **Peterson Popcorn**, the popular snack destination in the St. Paul skyway, has closed that location. The company opened a new spot in Inver Grove Heights last spring, and according to signs in St. Paul, operations have entirely moved there.

■ **JL Beers**, a Fargo, N.D.-based restaurant that's expanded to several locations throughout the Dakotas, will open Twin Cities locations as part of a new franchising deal. The eateries offer hamburgers, fresh-cut chips and fries and a wide variety of tap beers.



■ Ryan Companies US, Inc. have announced a plan to build a grocery store and apartments at the corner of Selby & Snelling Avenues in St. Paul, where an Associated Bank branch now sits. The plan calls for a yet-undisclosed grocer occupying a 39,000-sf store with about 208 apartments above.



■ The new bar and cafe in Stillwater's historic Commander Grain Elevator building, **Tin Bins**, is open. The restaurant features lighter, mostly cold food like sandwiches, salads, pastries and appetizers. It also boasts a fantastic view of the St. Croix River from the patio.

■ Serve U Brands, the parent company of **Insomnia Cookies** is bringing its signature late night cookie delivery to Minnesota this summer with plans to open two new locations. Insomnia Cookies, already a staple on college campuses across the country, will open in Mankato, across from Minnesota State University in an area central to student activity and residences. The second will open in Minneapolis' Dinkytown neighborhood, within walking distance of the University of Minnesota.



■ **The Wedge Community Co-op** is planning a new store and a thorough remodeling of its existing one, becoming the latest grocery cooperative to make an expansion push this year.

■ The **Seward Co-op** is planning a second location, laying the groundwork for a \$10 million store at East 38th Street and Clinton Avenue South, near the Sabathani Community Center in Minneapolis.

■ **Kam Talebi**, the restaurateur behind Crave, plans to open a new restaurant on Hennepin Avenue in Uptown. Talebi has signed a lease for a 5,851-sf building currently occupied by Old Chicago at 2841 Hennepin Avenue in Minneapolis

■ **Cub Foods** unveiled its remodeled Fridley store, which it describes as the "most extensive remodel project" in Cub's 45-year history. The renovated, 65,000-sf store, located at 246 57th Avenue N.E., includes an expanded and updated bakery, deli, meat and produce departments.



■ **Kikugawa Sushi** is returning to downtown Minneapolis and will fill a 614-sf space at Northstar Center that previously was occupied by a smoothie shop called Urban Energy.

■ **RF Moeller Jeweler** has moved its downtown Minneapolis business and is shifting its sales focus for the store. They are exiting Gaviidae Common II for the busier Gaviidae I (the Saks half) on the skyway level. The new RF Moeller space is smaller, and so the store plans to change its inventory: less engagement rings, more fancy watches.

■ Minnesota's 33rd **Noodles & Company** location, and Richfield's second, opened its doors to the public. The new location is at 1732 E. 66th Street in the Cedar Point Commons commercial development near Cedar Avenue.

■ Minneapolis' go-to spot for Scandinavian home furnishings, **Nordic Home Interiors**, closed its retail showroom in late June. The business, located at 620 W. 58th Street, was founded in 2001 by Orlyn and Marit Kringstad.

■ **Gust-o**, the blow dry bar owned by Kacey Pohlad and Betsy Hawn, has closed at Calhoun Commons. The space, around the corner from Whole Foods, has already been leased to a full service salon.

■ **Duluth Trading Co.** plans to open its first Minnesota store in Bloomington this fall. The Belleville, Wis.-based company — originally founded in Duluth in 1989 — has signed a lease for 14,000 sf in the former Burger Brothers Sporting Goods store at 9801 South Lyndale Avenue.



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Please contact any member of the Newsletter Committee with suggestions or article ideas.

MSCA WELCOMES NEW ASSOCIATE DIRECTOR

MSCA is pleased to announce that Ryan Hericks has been hired as the MSCA Associate Director. Ryan is a graduate of the University of St. Thomas with a degree in Business Management. Ryan started with MSCA on August 1 and we are happy to have him on board!



MSCA Events

THIRD THURSDAYS

Next Meeting:
Thursday, August 15

Time:
3:30 pm – 4:30 pm

Where:
Salut Bar Americain,
 917 Grand Avenue,
 St. Paul, MN

Member hosts:
Steve Day, J.L. Sullivan
 Construction, Inc. and
Deb Vannelli, Upland
 Real Estate Group, Inc.

What: Casual
 networking hosted
 by MSCA members

Why: Create synergy
 in the commercial
 real estate industry—
 share ideas and
 stories and make
 new effective
 relationships. RSVP to
Karla is preferred,
 but not required.

2013 CALENDAR

For more information and registration, go to www.msca-online.com

Click on date within current month for details and registration link for that meeting.

- Monthly Program
- Third Thursdays
- Learning Sessions
- Board Meetings

JULY

SUN	MON	TUES	WED	THUR	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

AUGUST

SUN	MON	TUES	WED	THUR	FRI	SAT
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SEPTEMBER

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OCTOBER

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NOVEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
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DECEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

To view MSCA program presentations, [click here](#).

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AUGUST 2013 FEATURED SPONSORS

Click on
 company logo
 to learn more.



ASPEN WASTE SYSTEMS INC.



NEW MSCA MEMBERS

Brent Anderson, Greiner Construction
Patrick Craig, The PrivateBank and Trust
Luke Korbmacher, Wells Fargo Bank, N.A.
John Richardson, The PrivateBank and Trust
Bill Trout, Shingobee

MEMBER NEWS

Shingobee Builders, Inc. announced that Elliot Christensen will manage business development efforts in the company's Loretto office, working with the real estate development team to provide construction opportunities in the Twin Cities metro area and beyond. He brings 14 years of experience to this position.

The Lawn Ranger, Inc. recently received national recognition from the Snow & Ice Management Association (SIMA) as the recipient of a 2013 Safety Award. The SIMA Safety Award is presented to companies with a strong focus on safety as well as the number of snow/ice events, number of injuries/accidents, and number of property damages for the past years' snow season.



**BUERKLE ACURA
 PRESENTS**
Summer **FAIRE**
THURSDAYS AT THE SHOPPES

summer faire concert series
THURSDAYS, JULY 11 - AUGUST 22
6:00-8:00 PM • ARBOR PARK

Enjoy summer nights outdoors with live music,
 free face painting for the kids, and great shopping!

2013 concert schedule*

AUGUST 1: Keri Noble (*piano-driven singer, songwriter*)
AUGUST 8: Davina & the Vagabonds (*jazz, blues, roots*)
AUGUST 15: The Lamont Cranston Band (*blues*)
AUGUST 22: Aimee & Boyd Lee (*jazz, blues, folk, country*)

*Schedule is tentative and subject to change.



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Program Recap

GET ON BOARD THE GREEN LINE

by [Greg LaMere](#), Metro Equity Management LLC



This month's program covered the Green Line, the newest Light Rail Transit (LRT) line formerly called the Central Corridor. This 11-mile transit line will have 18 new stations and travel between Downtown St. Paul and Minneapolis in 39 minutes.

Robin Caufman of the Metropolitan Council provided an update on LRT construction and future plans. LRT is a quiet, high capacity and convenient form of public transportation. The Blue Line, formerly Hiawatha line which opened in 2004, is exceeding expectations with over 30,500 riders per week day.

The Green Line, which is projected to open for ridership in mid-2014, is estimated to take 41,000 riders per work day by 2030. Construction of the Green Line has employed 5,260 construction workers. Major construction of the project is nearing completion. Initial test runs through the line have been done, but much more testing needs to be completed before opening.

The southwest LRT line, stretching from downtown Minneapolis to Eden Prairie, is expected to open in 2018. When completed it will be 15 miles long and include 17 new stations.



July speakers – left to right

Jeff Budish, CBRE (moderator)

Peter Remes, First and First

Ben Shardlow, The Starling Project

Robin Caufman, Metropolitan Council

Throughout the construction of the Green Line on University and Washington Avenues, landlords and retailers experienced many problems from difficult access to excess noise.

Ben Shardlow of The Starling Project created temporary pop-up storefronts along the line. They worked with building owners with vacant spaces to find tenants who were looking for short term opportunities. The tenants included new businesses, galleries, or other types of work space or event space. These tenants unlocked the community potential of vacant storefronts.

Peter Remes of First and First talked about current unique developments going on around the University and Washington Avenue area. With a focus on urban core and industrial age properties, First and First repurposes and redevelops former factory and industrial properties into multi-tenant use. Examples include converting the Van Buren building into an open office space that houses a tech company and creating 250 new jobs, and taking an old turn-of-the-century ice storage facility and adapting it to contain Vertical Endeavors, a 75' rock climbing facility in the tower and an eating and entertaining venue on the first floor.

PROFESSIONAL SHOWCASE



NaturalGreen Landscape Management offers quality snow removal with economic pricing to help you meet your budgets with a range of contract options. Let NaturalGreen Landscaping take care of the outside maintenance so you can focus on your customers for their needs. They are offering early sign on incentives through September. Also, if you have any immediate summer/fall landscaping projects that need help, don't forget to call NaturalGreen!

Congratulations to Dan Conzemius, Mid-America Real Estate, for winning the flat screen TV that was NaturalGreen's Professional Showcase giveaway.

AUGUST LEARNING SESSION

Don't forget to sign up for the August 20th Learning Session: **Shingle Creek Crossing – The Redevelopment of the Former Brookdale Mall Continues**. This session includes program and site walking tour.

Click [here](#) to register!

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**Luck had nothing
to do with it!**

HIGH RECYCLING RECOVERY RATES

by **Tom Heuer**, Aspen Waste Systems, Inc.



Commercial and retail properties offer one of our society's greatest opportunities to go green. They are among the largest generators of solid waste and recyclables. With their larger sizes and significant amount of associated economic activity, there is tremendous opportunity to "reduce, reuse, and recycle." Recycling recovery rates can be the highest in retail properties in U.S. Typically they can exceed 50%.

High recycling recovery rates require participation from property managers, tenants, customers, janitorial and waste/recycling service providers. Creating a successful recycling program requires more than just a plan. All the stakeholders must buy into not only the plan but also the benefits of a properly executed plan, from equipment placement to ease of use and efficient collection schedules.

The environment is the first winner in a good recycling program. By diverting materials from waste to energy facilities and landfills, we are saving resources. The materials that are ultimately recycled are reused and made into new products. One ton of recycled paper saves approximately 17 trees.



Another major benefit is the financial reward. Recycling services usually cost less to provide than waste collection services. That is because some of the recyclable materials have a net value which offsets the cost of providing the service. The newer single sort recycling programs that encompass most recyclable

material being combined together in one container have a cost per ton to process, but it is still significantly less than waste disposal costs. Additionally, recycling services are not taxed in the state of Minnesota.

A well thought out and efficient recycling plan will provide benefits to all the stakeholders in a commercial retail building.

Have a property management topic you want addressed?
Contact Ryan Burke at rburke@karealty.com.



WHAT DO COFFEE AND HOME ADDRESSES HAVE IN COMMON?

by **Leah Maurer**,
Cushman & Wakefield/NorthMarq



Every year MSCA members and the Legislative Committee set-up coffee meetings with Legislators in any given district to meet and discuss important issues relating to the retail real estate industry. These Legislative Coffees are a great opportunity for MSCA members to meet their representatives and share their thoughts and concerns. The coffees are also a key factor in how MSCA advocates on a personal level as an association.

Given the impact and importance of these targeted coffee meetings, it is critical that we know your home address. When we can accurately portray how many MSCA members are residents in any given district, it allows us to approach elected officials with a clear description of the constituents we represent.



If you have not already done so, please contact Karla with your home address or login to your MSCA profile to update your home address. This information is not shared outside of MSCA. Your address is used solely for the purpose of setting up Legislative Coffees and to inform you of your home district and legislators. It is a critical piece of information that is needed for the Legislative Committee's work on behalf of MSCA.

So, what coffee and home addresses have in common is Y-O-U. Please help us by giving **Karla** your home address, and if you're up for it, join us for coffee at our next meeting.

Hot App

BUILDING ENGINES MOBILE

Building Engines Mobile provides key property management features in the palm of your hand. You can manage work orders, preventative maintenance tasks, inspections and incidents. Also you can attach photos to any record and view associated files on your phone. Download the app at the App Store or Android market for free 2-week trial.



Have a favorite app that you want to share?

Contact Greg LaMere at greg@metroequityllc.com.



2013 SUBMITTAL FORM

MSCA HALL OF FAME

BACKGROUND INFORMATION:

Name: _____

Company: _____

Number of Years in the Retail Real Estate Industry: _____

Number of Years in MSCA: _____

MSCA Involvement (Participation and Year): _____

JUDGING CRITERIA:

This award shall go to a current MSCA member who has shown outstanding participation, leadership, and achievement for at least 10 years of service within MSCA and the retail real estate industry. The candidate must be a valuable ambassador to MSCA and demonstrate identifiable results within our industry. The candidate must exhibit mentorship skills by sharing his or her knowledge to help better our industry and individuals.

Please attach a narrative description using the judging criteria above: (500 words or less)

Please include an award statement of 5 sentences or less. This will be read if your candidate is selected.

SUBMISSION DUE DATE TO A BOARD MEMBER: *September 13, 2013*

Potential candidates can be nominated by any MSCA member via a current Director of the MSCA Board. The Board Member will then qualify the nominee and forward to the nominating committee (MSCA President, First Vice President and Past President) for consideration.

This award is given at the discretion of the nominating committee.

Checklist:

- 5 copies of the completed submittal form and narrative description
- 1 colored digital image scanned at 300 dpi, JPEG or TIF format preferred, for display board and presentation

Please send required checklist to MSCA. Thank you for your submission.

