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MINNESOTA SHOPPING
CENTER ASSOCIATION

FEBRUARY 2019

The Connection

FEATURE
NEWS

The 5 Most Important Trends That Will Shift Retail's Balance Of Power In 2019

IN ADDITION TO THE CUSTOMARY YULETIDE CHEER, THE HOLIDAYS ARE A WONDERFUL TIME BECAUSE THEY FORCE ONE TO REFLECT BACK ON THE PAST YEAR, NOT JUST TO GIVE THANKS, BUT ALSO TO PREPARE ONESELF FOR WHAT LIES AHEAD. THEY SERVE AS AN IMPORTANT COPING MECHANISM AND AS A TIME TO RESET.

This year the holiday 2018 reset is more important than ever. 2019, as I have said before, promises to be a watershed year in the history of retail. 2019 will be a year of separation, a year where the long-term haves begin to separate themselves from the have nots. Smart retailers will place their bets this next year not only on incremental ideas to change their operations but also on conceptual work that could transform the way they do business today.

Empathizing with this challenge and reflecting back, here then are the five trends upon which retailers should concentrate their experimentation over the coming years in order to ensure their long-term success:



#1. THE VIRTUAL MALL

According to Survata, roughly forty-nine percent of all first product searches start on Amazon. Add Google to the mix, and this figure grows to eighty-five percent. So, when consumers know what they want to buy or have a strong inkling about what they want to buy, they go to Google or to Amazon in droves. Conversely, and even more startling, the above means that consumers only go to retailers' brands or websites fifteen percent of the time to conduct first product searches (and this number continues to decline year over year too).

TRANSLATION — the physical store as a means of find, seek, and destroy product acquisition is dead. The "mall," as consumers came to know it in the salad days of Fast Times at Ridgemont High in the 1980s, is now an anachronism.

When consumers know explicitly what they want, when they are in the mindset of wanting to search and to buy, that activity is now the purview of a only a select few. Search and discovery are now two entirely different constructs, where in the past they were always one and the same.

#2. THE RISE OF SOCIAL COMMERCE

Amazon and Google may own search as a means to facilitate product acquisition, but who owns the act of discovery within commerce overall is still very much up for grabs. No one owns discovery in either the digital or the physical worlds (yet).



by Chris Walton,
VIA FORBES

When consumers know explicitly what they want, when they are in the mindset of wanting to search and to buy, that activity is now the purview of a only a select few.

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The best way to think about this last statement is to examine commerce along a horizontal continuum, as depicted in the below picture:



On the one end of the horizontal line, you have a commerce platform (say Amazon), while on the other end, you have a social network (say Facebook). Whoever connects the horizontal line end-to-end has an enormous data advantage in the long-run. For example, Google and Amazon know what consumers explicitly want, but social networks, like Facebook, know what consumers implicitly want too. Social networks know what we like, on what we comment, what events we memorialize, and even how long we linger scrolling past pictures of old girlfriends and boyfriends from high school.

As a result, social networks have the potential to know what consumers want better than they know themselves.

Facebook and Amazon get the punchline to this joke. It is why Facebook has gone after Instagram shopping, continues to build out its marketplace, and just last week launched direct-to-consumer video shopping. It is also why Amazon has fooled around with its own social play, Amazon Spark, has formed visual search partnerships with Snapchat, and why I believe Snapchat may one day end up getting acquired by Amazon.

The perfect model of all this — Glossier. The upstart beauty retailer started as a blog, amassed a huge social following of active users, then grew into a digital retailer, and now has its own physical store presence. Glossier has accomplished what it has on a small scale, but it is the model for end-to-end social commerce discussed above.



Glossier is important to study because whoever owns discovery within the digital world, across all categories, or even within a category itself, ultimately may have the ability to take consumers from discovery-to-buy in nanoseconds within its own platforms, and thus also potentially upset the apple cart of Amazon's and Google's current search dominance along the way.

#3. POP-UP RETAIL

As much as discovery within the digital sphere is still up for the taking, it is also open season on discovery within the physical world too. No one retailer or experience owns discovery at this point in time.

Stores, throughout history, always functioned to serve the purpose of the word “store” itself — i.e. as stores of inventory. Stores served five key roles: 1) **Inspiration** 2) **Convenience** 3) **Immediate Gratification** 4) **Taction** — touching, feeling, trying things on, essentially giving consumers confidence in a purchase 5) **Experience** — the sheer memory and delight of being somewhere or with someone.

For centuries, all five of the above were the solid purview of a physical place, but then along came eBay and Amazon in the mid-1990s, and they and their digital brethren, later supercharged even further by mobile technology and social media, said to the world, “You know, those first three things you mentioned: Inspiration, Convenience, and Immediate Gratification? We can do those three things as well as if not better than stores can.”

And, they can. Amazon is the everything store. An Amazon shopping experience is not bound by four walls — there are almost no limitations on what a consumer can buy. Fulfillment can happen on one's own schedule, and the browser in and of itself is a unique commercial experience from one individual to the next. All that remains, therefore, to differentiate a physical experience from a commercial one are the last two points — taction and experience.

This last point is why we have seen the rise of pop-up retail recently, the idea being to give consumers a more tactile experience around what they cannot comprehend within the digital sphere alone. Bonobos was the first penguin in the water, and soon after many digitally-native brands like Glossier, Brandless, Warby Parker and others have all extended their brands into the physical realm, some on a more permanent basis and others in a more temporary manner. Even some of the old guard, like Macy's, are riding the pop-up wave. Macy's acquired Story, invested in b8ta, and its new The Market@Macy's concept is designed around the principle of giving consumers the ability to touch and feel products that they normally would not see in a fresh environment. Macy's is even partnering with Facebook to bring brands into the Market and into the physical world for the first time, which, if you read the above, may also be the greatest Trojan Horse play in the history of retail.

With all this activity already, the pop-up retail space will only get hotter. WeWork is in the game, and startups are also popping up all over the place to facilitate the activity, from companies that help brands secure real estate, like Splacer and Storefront, to companies reimagining the department store a la Macy's, like Neighborhood Goods and Fourpost.

But, while all this activity is wonderful, one important \$64 thousand question still remains. Pop-up retail is fun and exciting, but if it

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CONTINUED: The 5 Most Important Trends That Will Shift Retail's Balance Of Power In 2019

is just old retail, on an old business model, and on a shorter-term lease, has it really solved anything?

The answer is decidedly, “no,” which is why it is also important to turn your attention now to trends #4 and #5 below.

#4. CHECKOUT-FREE RETAIL

Lions and Tigers and Bears and Amazon Go, oh my!

Amazon burst onto the scene this year with Amazon Go, and now, at the time of this piece, Amazon has already deployed nine installations throughout the country. The concept is Yuppie Nirvana. It is like 7-Eleven got together with Whole Foods and genetically engineered their perfect offspring in a Petri dish. It is the perfect execution for the use case for which it is designed — busy professionals who want to get in and out of a store quickly during their lunch breaks or before or after work. Simply scan a barcode on the way into the store, and consumers can take whatever they want off the shelf.

It is that easy.

Amazon hasn't stopped with Go either. Amazon, similar to experiments we have seen overseas by Alibaba with its Hema Supermarket concept, also understands that there are other applications of checkout-free retail better suited to different use cases. Amazon's GH Lab installation at the Mall of America, where consumers use the Amazon app to scan-for-purchase a showroom of products they see before them is just as groundbreaking.

Whether I were to list and go more in depth on Amazon Go, GH Lab, Hema, Bingobox, Zippin, Standard Cognition, Trigo, AVA retail, or many others, it doesn't really matter. It only belabors the point that checkout-free innovation is coming and, more importantly, that it is a concept that will make the economics of the flurry of pop-up retailing work at some point down the road as well.

Checkout-free retail means less payroll, less inventory, and less theft for retailers and a faster and more convenient shopping experience for consumers in the long-run. It will be a key ingredient that separates the winners from the losers in the future landscape of retail.

#5. MICRO-WAREHOUSING

If checkout-free technology is a key ingredient to the future of retail than micro-warehousing is the lighter fluid poured on top of the charcoal.

Micro-warehousing is the operational dynamic that brings omnichannel retailing to life. It facilitates everything discussed above so that retailers do not need to concern themselves with where the buying actually occurs — that is, either online or within a store. Micro-warehousing is the realization of a mindset. It is the

bringing to fruition of the belief that buying and shopping no longer have to be one and the same thing.

The best way to think about micro-warehousing and the cognitive split between buying and shopping is to imagine an IKEA. IKEA already separates its back-of-house and front-of-house operations. It essentially runs a micro-warehouse model already, only its customers at the end of the shopping experience do all the picking and still have to wait in line to pay.

Now imagine a different IKEA experience, one modernized by technology. Rather than going around and writing down the name of an unpronounceable bookcase with a pencil and paper, imagine instead that the consumer uses scan-and-go technology, a la GH Lab, to record his or her desired purchases via a mobile phone. Then, while he or she shops, advances in robotics and automation work within the adjoined warehouse to pick and pack orders while the consumer scans the salesfloor. With the quick press of a button, the consumer can then elect to have the products shipped and waiting for him or her anywhere in the world that they desire.

This world is coming, and it will hit direct-to-consumer grocery first. Walmart, Albertsons, and Stop & Shop have all announced plans to run micro-warehousing experiments within the near future. The concepts deployed all run on the premise of leveraging already forward-deployed inventory, taking advantage of a closer last-mile, and reducing pick-and-pack expense through automation.

Once these experiments take hold, soon after retailers of other product categories will follow suit, and ultimately the trend will have reached its crescendo when the mall operators begin to redesign their physical architectures and operations around these principles as well. Stand-alone boxes within “malls” (I hate to even use that word anymore) will go away, and instead retailers will pool their resources for warehousing and the co-sharing of consumer-facing applications and infrastructure for the good of all the consumers that they serve.

Because, at the end of the day, the store of the future is not just a linear, physical experience anymore. The store of the future is omnichannel. It is non-linear in its touch points and also the perfect blend of physical, digital, and human infrastructure, all working in concert to celebrate shopping, no matter where one finds him or herself, and in a world where buying is forever unhinged from shopping.

Now, not everything just mentioned will take its long-term form in 2019, but you can bet, sure as the sun will rise, that the winners in 2030 will start to seed experiments related to the points above in some form or another over the next few years. These trends are the roadmap to a New Retail, a retail that is ripe for the taking by those willing and able to do the experimentation it will take to get there.

Upward and onward to 2019! ■



Legislative Committee 101



by Genevieve Liesener,
MID-AMERICA REAL
ESTATE-MINNESOTA, LLC

WHAT DOES THE MSCA LEGISLATIVE COMMITTEE DO?

The committee advocates on behalf of all MSCA members to legislators in the Minnesota House, Senate, and Governor's office. We help educate them about issues pertaining to the shopping center industry by organizing small group meetings at the Capitol, participating in MNCRE Day at the Capitol, Business Day at the Capitol, and by hosting breakout sessions with local constituents in legislators' home communities. The more frequently we engage with our legislators and discuss how their votes' impact local economies, the better we can impact change in the legislative issues impacting our industry.

WHY IS IT IMPORTANT?

We interact with a wide variety of topics and legislation that directly affects the growth and sustainability of the retail and shopping center industry. A few of our top priorities for 2019 include: property tax reform, transportation funding, sewer availability charges (SAC), salt prevention/liability protection, and several others.

WHY DOES THIS REQUIRE ADDITIONAL FUNDING?

For our involvement to be successful, we not only need the help of member volunteers but the assistance of professional lobbyists as well. MSCA is fortunate to work with Faegre Baker Daniels (FBD) in this capacity. FBD helps monitor our top priorities and leverages their relationships and experience at the Capitol to position our association for the best possible outcomes of legislation. Their involvement is a huge part of the favorable change we have experienced at the Capitol in years past pertaining to our industry.

CONTRIBUTOR'S CORNER

Beginning in March, the committee will highlight one of our Legislative Fund contributors each month, both through our newsletter and at monthly programs. We have a variety of contributor classifications (developers, property managers, brokers, and vendors, for instance) who will share with you how their contributions help benefit our industry. Our committee is excited to share with you these contributor's stories and we hope you take the time to thank them for their efforts. In kind, we hope you consider contributing yourself! Keep an eye out in the next newsletter for our very first spotlight!

VISIT MSCA'S LEGISLATIVE PAGE TO FIND WEEKLY UPDATES ON THE LEGISLATIVE SESSION FROM OUR LOBBYISTS AT FAEGRE BAKER DANIELS.

Protecting businesses isn't a sideline for American Family-it's a big part of who we are. American Family has been protecting the livelihoods of business customers like you for over 35 years. In fact, we're the **Top Commercial Insurer in Minnesota!** Our strength allows us to offer a broad range of high-quality products and services at competitive prices. As an American Family agent, and a business owner, I have knowledge of your insurance needs, as well as the responsibilities and challenges you face. Whether you own residential, office, industrial or retail property we'll focus on keeping your business protected so you can focus on keeping your properties competitive in the market.

* Based on Commercial Multi-Peril direct premiums written, according to a 2013 report by S&P Financial.

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Shake Shack – Southdale



by Scott Clemente,
SERVPRO OF MINNETONKA



IN 2001 THE CITY OF NEW YORK approached Danny Meyer, owner of Union Square Hospitality Group, and operator of two of the hottest restaurants in New York City to take over a hot dog stand as part of the rebuilding of the city’s Madison Square Park.

Meyer had achieved huge success with his Union Square Café and Gramercy Tavern, two of the toughest reservations in New York. He credited his success to his business philosophy of putting employees first and distinguishing his company by how it made its customers feel. As Danny told Inc Magazine in 2014, “49% of customer service comes down to the food. But the other 51% is made of the ‘experience’ and the thoughtful things you do for your customers. Just having good food will never be enough”

Meyer was intrigued by the idea of the hotdog stand as a way to test out his philosophy. He thought that if he could create a great customer service out of something as generic as serving a hot dog, he’d be on to something.



So in 2001, he opened up the hot dog cart in the middle of the park. The cart quickly became a hit and then, in 2004 he expanded into a kiosk in the park and opened as Shake Shack.

Using Meyer’s formula of 49% great food and 51% customer experience the location quickly exploded in popularity and quickly became famous for the massive lines that would form in the park around lunch time.

Since then, Shake Shack has expanded to 162 locations, including two Minneapolis locations at the Mall of American and at Southdale Mall. The burgers, hotdogs and shakes have been a huge hit with constant lines and rave reviews from customers.

As traditional brick and mortar retailers continue to struggle with keeping customers, The Shake Shack story is a good reminder of how a strong culture coupled with a great customer experience is viable business strategy. ■



MEMBER PROFILES

ROSEANNE HOPE

JOB TITLE: Attorney, President
AREA OF FOCUS: Commercial Leasing, Acquisitions and Development
YEAR JOINED MSCA: 1995



HOPE LAW PLLC

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

ITT Commercial Finance Corp as a real estate paralegal while I was going to law school at night for 4 years. I learned a lot about finance, national commercial real estate and made a lot of life long friends. After graduation, I went into private practice specializing in commercial real estate and have stayed in the industry for 30 years.

WHAT KEEPS YOU IN THE BUSINESS? The energetic, smart and ambitious people that I work with every day. Constant stimulation and resolving new issues every day.

WHAT THINGS DO YOU NEED TO BE SUCCESSFUL IN THIS JOB, AND WHAT ARE THE DEAL KILLERS FOR YOU? As an attorney, I identify risks for clients but also work hard to problem solve and be able to make the deals work. It is important to work together as a team to get a deal to closing.

WHAT IS THE MOST UNIQUE PROJECT/LEASE/PROPERTY THAT YOU EVER WORKED ON IN YOUR CAREER?

As a young lawyer, I worked on a team closing one of the first large scale sale leasebacks in the U.S. for my client Best Buy. Spending weeks working very long days in New York, we sold 20 stores to an investment firm and leased them back. It was an amazing learning experience.

WHAT IS ONE INTERESTING FACT THAT NOT MANY PEOPLE KNOW ABOUT YOU?

In 2013, I took an epic round the world “gap year” sabbatical volunteering at an elephant camp in Thailand, working in legal education and compliance for a social justice NGO in SE Asia, research and grant writing on anti trafficking in Kathmandu, studying Buddhism, diving the Great Barrier Reef and climbing Kilimanjaro and Machu Picchu. It was life changing and gave me a fresh perspective on my career.

WHAT IS YOUR FAVORITE LOCAL ACTIVITY? Running. I love to exercise outdoors and live by Lake Harriet so it is easy to run almost every day. Some of my best lifelong friends are my runner friends and I feel so fortunate to have travelled many miles with them.

IF YOU WERE AN ANIMAL, WHAT WOULD YOU BE AND WHY?
 My Shit-tzu Poo Schatzie. He has the best life—everyone loves him, he dances for treats and he comes to the office with me every day and naps.

Thanks Roseanne

MATT HAZELTON

JOB TITLE: First Vice President
AREA OF FOCUS: Investment Sales
YEAR JOINED MSCA: 2013



CBRE

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

I went straight into investment sales after graduating from college.

WHAT KEEPS YOU IN THE BUSINESS? I get to work with great people throughout the Midwest, and I get to look at real estate all day!

WHAT THINGS DO YOU NEED TO BE SUCCESSFUL IN THIS JOB, AND WHAT ARE THE DEAL KILLERS FOR YOU? For success: Persistence and a solid work ethic are keys to success in any industry, but I think those two traits are particularly relevant for brokerage. Deal killers: Those that have not succeeded have generally approached the business with a short view. It’s a marathon, not a sprint.

WHAT IS THE MOST UNIQUE PROJECT/LEASE/PROPERTY THAT YOU EVER WORKED ON IN YOUR CAREER? My team got the opportunity to market and sell the Pinehurst Building at 50th & France in Edina. It was an interesting and fun assignment because a) it was a such a unique piece of real estate and b) it drew the attention of all types of investors.

WHAT IS YOUR FAVORITE REAL ESTATE RELATED APP? MyFirstAm is a great app through First American Title for searching properties and being able to view property boundary lines.

WHAT IS ONE INTERESTING FACT THAT NOT MANY PEOPLE KNOW ABOUT YOU? I was a music major in college.

WHAT IS YOUR MOTTO / PERSONAL MANTRA? Be present. I’m not always perfect, but I try to remember, mentally, to be present in any task or activity I’m doing.

HOW DO YOU LIKE YOUR EGGS? Scrambled, unless it’s on a burger.



WHAT IS YOUR FAVORITE LOCAL ACTIVITY? Curling at the Frogtown Curling Club in one of their winter leagues. It represents everything good about Minnesota. Embrace the cold and enjoy the comradery with both your own team and all the others.

Thanks Matt



Minnesota Marketplace

▶ **THE NORTH FACE INC** is closing its store in Uptown after 10 years in the space.

▶ **COLUMBIA SPORTSWEAR** will closed its doors in Uptown on January 20th .

▶ **OH BABY!**, an upscale seller of apparel and kids’ room furnishings that’s been a longtime tenant at Edina’s Galleria, is leaving the mall for the city’s 50th and France district. They’re taking a 1,500-square-foot space at 5005 France Avenue, which also includes a nursery-design studio and space for the retailer’s e-commerce operations.

▶ **P.S. STEAK** has opened in the 6,000 square foot former LaBelle Vie space in Minneapolis. The interior is split into two sections with separate menus, a lounge area as well as the restaurant section.

▶ **ASKOV FINLAYSON**, the boutique North Loop mens’ shop, will temporarily close, and will reopen later this spring selling only Askov Finlayson merchandise, including a new women’s line. The eCommerce store will remain open during their remodel.

▶ **THE HASTY TASTY**, the restaurant on the corner of Lake Street and Lyndale Avenue has closed after just one year of business. They hope to rebrand and open in the spring.

▶ **PLANET FITNESS** opened a new club at Westgate Mall in Brainerd/Baxter in January.

▶ **THE AVEDA INSTITUTE IN MINNEAPOLIS** (and **SOHO NEW YORK**) will be sold by Aveda to Neill Corp, who currently runs about a third of the companies institutes. These were the last two institutes owned by Aveda.

▶ **GOODTHINGS** co-owner Tyler Conrad said GoodThings will merge with the Bibelot shops on Grand Avenue in St. Paul and Linden Hills in Minneapolis, they already have locations in Maple Grove and White Bear Lake. The Bibelot shops Bibelot’s locations in Northeast Minneapolis and St. Anthony Park are not part of the acquisition, and will close.

▶ **IFLY** opened their first indoor skydiving tunnel in Minnesota, on a pad at Ridgedale Center.

▶ **SHOPKO** announced the closing of five locations in Minnesota near the time of the retailers Chapter 11 bankruptcy filing. Stores in Rochester (South), Fairmont, Mahnomon, Warroad and Paynesville will close this spring.

▶ **WILSON & WILLY’S**, an apparel and accessories shop in Minneapolis’ North Loop neighborhood, is calling it quits after five years in that location. They plan to continue building the brand, and adding others, but in an online presence.



by Johnny Reimann,
MID-AMERICA REAL ESTATE –
MINNESOTA, LLC



by Anna Blake,
COLLIERS INTERNATIONAL

“Hard work doesn’t guarantee success, but improves its chances.”

B.J. Gupta





Learn more about our Philanthropic Partner for 2019, Cornerstone!



by Emma Radtke
MSCA



Each year, Cornerstone's Day One Call Center staff answer over 23,000 calls, texts and online chat messages from people across Minnesota who are looking for help and resources. Day One staff answer inquiries on two separate lines: the Minnesota Day One Crisis Line (for victims of domestic violence, sexual violence and human trafficking) and the Minnesota Crime Victim Support Line for those who have experienced other types of crime.

Since opening the Call Center in 2017, Cornerstone's Day One program has become an innovative, centralized and more accessible way for people to get help. Victims can not only call to get connected to services, but they can text, chat online or email with an advocate. Those inquiries all land in one place and are answered by highly-trained, trauma-informed advocates who access a robust, searchable database of resources to help meet the needs of victims 24/7/365.

You can learn more about Day One by clicking here!



CORNERSTONE

MSCA IS CURRENTLY LOOKING FOR COMMITTEE MEMBERS FOR 2019!

If you would be a dedicated and hard-working addition to one of our eight committees, then take a look at our committee page for your chance to contribute to this great organization! Committees looking for your help in 2019: Program and Newsletter!

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

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TO LEARN
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MISSION ACCOMPLISHED

Thank you, to our January
Third Thursday Sponsor –
Cushman & Wakefield!



Our first happy hour of the year was a huge success! Hosted at the recently opened Lucky Cricket in the West End, we had over 60 people in attendance.

Professional Showcase: Clean Response



Since 1998, Clean Response has been the preferred restoration experts of the area’s preeminent management companies. Having worked in industrial complexes, commercial offices, and multi-housing properties, and retail spaces, Clean Response provides a seamless service, from the first call to the final inspection. The Clean Response Team is known for their swift response time and professionalism, in handling everything from a sewer backups, pipe breaks, fire damage, mold, and bio hazards and trauma scenes. With a team of professionally trained and certified individuals, property managers can trust in Clean Response when disaster hits.



HAVE YOU SEEN?

As you are driving the market, be sure to keep your eyes out for the CRE projects that are under construction.

JANUARY MONTHLY SPEAKERS



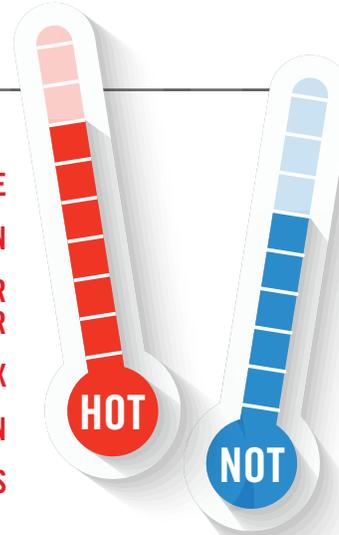
From l to r:

TANYA SPAULDING, Shea, Inc.; LEE KRUEGER, Saint Paul Port Authority
TRISH SIEH, Kimley-Horn; MITCHELL COOKAS, Kimley-Horn (moderator)

WHAT'S TRENDING IN THE TWIN CITIES?



HYGGE
BLOCK CHAIN
**THE WINTER
WEATHER**
LYNX
AUSTIN, MN
GYM MEMBERSHIPS



**GOVERNMENT
SHUTDOWN**
LACK OF SNOW
VIKINGS
SHOPKO
GYMBOREE

MSCA SCHEDULE OF EVENTS » 2019

Log on to www.msca-online.com/events/calendar for full calendar and updated information.

WEDNESDAY FEBRUARY 6TH – Monthly Program

THURSDAY FEBRUARY 21ST – Third Thursday

TUESDAY FEBRUARY 26TH – Annual Tubing Event

WEDNESDAY FEBRUARY 27TH – Business Day at the Capitol

WEDNESDAY MARCH 6TH – Monthly Program

THURSDAY MARCH 21ST – Third Thursday

WEDNESDAY APRIL 3RD – Monthly Program

THURSDAY APRIL 18TH – Third Thursday

THURSDAY APRIL 26TH – Bowling Bonanza

WEDNESDAY MAY 1ST – Monthly Program

THURSDAY MAY 16TH – Third Thursday

WEDNESDAY JUNE 5TH – Monthly Program

MONDAY JUNE 17TH – MSCA Golf Tournament

THURSDAY JUNE 20TH – Third Thursday

WEDNESDAY JULY 25TH – MSCA at the St. Paul Saints

WEDNESDAY AUGUST 7TH – Monthly Program

THURSDAY AUGUST 17TH – Third Thursday

WEDNESDAY SEPTEMBER 11TH – Monthly Program

THURSDAY SEPTEMBER 19TH – Third Thursday

WEDNESDAY OCTOBER 2ND – Monthly Program

THURSDAY OCTOBER 10TH – Third Thursday

WEDNESDAY NOVEMBER 6TH – State of Retail Event

THURSDAY NOVEMBER 21ST – Third Thursday

TUESDAY DECEMBER 3RD – STARR Awards/ Year End Ceremonies /
Holiday Party

REGISTER FOR THESE 2019 CALENDAR EVENTS

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

EVENT	VENUE	DATE
U.S. RETAIL AND ECOMMERCE IN THE POST DEPARTMENT STORE ERA	Doubletree Hotel Minneapolis Park Place	February 6
THIRD THURSDAYS NETWORKING - FREE <i>Sponsored by Qt Commercial</i>	JJ's Clubhouse	February 21
TUBING EVENT <i>Sponsored by Bauer Design Build!</i>	Buck Hill	February 26
BUSINESS DAY AT THE CAPITOL	InterContinental St. Paul Riverfront	February 27

WWW.MSCA-ONLINE.COM/EVENTS/CALENDAR/DATE/2019-02

MSCA LEADERSHIP

WWW.MSCA-ONLINE.COM

OFFICERS:

President: **Jon Fahning** – Bremer Bank, N.A.
1st Vice President: **Eileen Engels** – Verizon Wireless
2nd Vice President: **Matthew Mock** – QT Commercial Construction & Roofing
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Secretary: **Christopher Huntley** – Mulligan & Bjornnes, PLLP

DIRECTORS:

Patrick Daly – Ryan Companies US, Inc.
David Eddy – Prescription Landscape
Russ McGinty – North Central Commercial Real Estate
Derek Naill – Wells Fargo Private Bank
Johnny Reimann – Mid-America Real Estate–Minnesota, LLC
Trisha Sieh – Kimley-Horn
Kelle Lang Staats – Guaranty Commercial Title, Inc.
Immediate Past President (as Director): **Jesseka Doherty** –
 Mid-America Real Estate–Minnesota, LLC

COMMITTEE CHAIRS:

GOLF **Kelle Lang Staats** – Guaranty Commercial Title, Inc.
Alan Catchpool – Kimley-Horn

LEGISLATIVE..... **Genevieve Liesener** –
 Mid-America Real Estate–Minnesota, LLC
Zander Fried – Mid-America Real Estate–Minnesota, LLC

NETWORKING **Emilee DeCoteau** – RPT Realty
Sheri Tessier – Mid-America Real Estate–Minnesota, LLC

NEWSLETTER..... **Scott Clemente** – SERVPRO of Minnetonka
Suzanne Jones – Mid-America Real Estate–Minnesota, LLC

PROGRAM..... **Amy Remely** – Kraus-Anderson Companies
Gavin Tugana – Mint Roofing

STATE OF RETAIL..... **Christopher Huntley** – Mulligan & Bjornnes, PLLP
Jesseka Doherty – Mid-America Real Estate–Minnesota, LLC

SPONSORSHIP..... **David Eddy** – Prescription Landscape
Emily Becker – RMA Real Estate Services, LLC

STARR AWARDS..... **Patrick Daly** – Ryan Companies US, Inc.
Mitchell Cookas – Kimley-Horn

STAFF:

Executive Director: **Karla Keller Torp** (p) 952-888-3490 (c) 952-292-2414
Associate Director: **Emma Radtke** (p) 952-888-3491 (c) 952-292-2416

MEET LEADERSHIP...



David Eddy,
 PRESCRIPTION LANDSCAPE
 MSCA Director 2019-2020



Suzanne Jones,
 MID-AMERICA REAL ESTATE – MINNESOTA, LLC
 MSCA Newsletter Committee
 Co-Chair 2019-2020

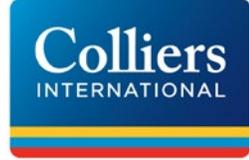
WELCOME NEW MEMBERS:

ANDREA FLOREK Ridgedale/Brookfield Properties
CARLOS ACOSTA..... Crawford Merz llc
JAMES DICKEY Bernick Lifson, PA
MARY LINDELL Christianson & Company
 Commercial Real Estate Services
CORTNEY BAILEY CBRE
JAMIE KORZAN Oppidan, Inc.
BILL KREBSBACH Mid-America Real Estate – Minnesota, LLC
BRIAN MEUWISSEN Welsh Construction

2019 MSCA ADVERTISING AND SPONSORSHIP OPPORTUNITIES

MSCA has officially released 2019 advertising and sponsorships via first come, first served. Please don't miss out on your chance to advertise in this upcoming year!

MSCA WOULD LIKE TO THANK OUR 2019 CORPORATE SPONSORS!



Allied Blacktop Company

- Aspen Waste Systems, Inc.
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- Midwest Maintenance & Mechanical, Inc.
- Oppidan, Inc.

Prescription Landscape

- Quality Trusted Commercial
Construction & Roofing, Inc.
- RMA Real Estate Services, LLC
- RSM US LLP
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- Ryan Companies US, Inc.
- Sambatek, Inc.
- Smith Gendler Shiell Sheff Ford & Maher
- TCF Bank
- Target Corporation
- Trautz Properties, Inc.
- U.S. Bank National Association
- United Properties
- Weis Builders, Inc.
- Wings Financial Credit Union

MSCA's 3rd Annual Tubing and Networking Extravaganza at Buck Hill!

Tuesday, February 26, 2019 3:00-7:00 pm

3:00 registration & social hour ▪ 4:00-5:30 tubing, races & fun ▪ 5:30-7:00 social hour, drinks & music
Buck Hill ▪ 15400 Buck Hill Road ▪ Burnsville, MN 55306 ▪ 952-435-7174

Registration Forms Due February 19, 2019

Price includes tubing for up to two hours, two drinks, live music, food & networking!

You can tube recreationally or competitively and race for prizes!

Tuber: \$60 – Includes tubing for two hours, two drinks, live music, food & networking!

Name _____

Recreational

Company _____

Racer

Email _____

Non-tuber: \$37 – Join us for two drinks, live music, food & networking!

Name _____

Company _____

Email _____



MEDALS AWARDED TO THE WINNERS!

Winners names will also be recorded on the
MSCA Tubing Trophy



BUCK HILL

Tubing Event Sponsors



We would like to thank Buck Hill and Bauer Design Build
on helping to make this event possible.

Return Payment Made Payable to MSCA Amount \$ _____ Check # _____ Visa/Mastercard

Name on Card: _____

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Exp. Date: _____ CVV Code: _____ Signature: _____