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# news

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## Feature Emerging Culinary Trends

by Natina James, KKE Architects, Inc.

Why do we support and frequent different restaurants? Why do some great restaurants fail? What's the hottest new restaurant trend? It's difficult to forecast what trend will overtake the public in the restaurant business. David Pursglove, whose job it is to forecast and track culinary trends, studies 22 publications and five broadcast programs. He enters coverage information into a database, which "charts the incidence of references to specific foods."<sup>1</sup> Concepts which rise rapidly, tend to be short-lived fads – not real trends – and tend to crash into obscurity just as quickly as they rose to prominence. Real trends gain momentum slowly before they plateau and then slowly decrease in popularity. Media, TV/cable chefs, diets fads, demographics and your geographical

region all play a big role in establishing trends. Other items which have a great effect on demographic trends include: "increased numbers of working moms with little time to cook at home; a population that travels more and thus is exposed to worldly cuisine; aging baby-boomers who are concerned about their health; an increase in the country's Latin American population; and an increase in disposable income".<sup>1</sup>

National trends include – Noshes and nibbles, healthful, steakhouses, highly themed concepts, Latin fare, focusing locally grown ingredients and "back to the basics." Nationally – 2006 "Restaurant News Hot Concept" winners include: Cheeseburger in Paradise, Pandini's, Spicy Pickle, Summer Shackland, RedBrick

*Emerging Culinary Trends on page 2*

## Snapshot The Shoppes of Willmar

**Location:** Hwy. 71 and 24th Ave., Willmar

**Month/Year Opened:** October 2006

**Owner:** Solomon Real Estate Group

**Leasing Agent:** John Tramm, Griffin Companies, 612-338-2828

**Construction Contractor:** Amcon Construction

**GLA:** 36,000 sf

**Current Occupancy:** 13,000 sf of shop space available

**Other Key Tenants:** Caribou Coffee and Papa Murphy's Pizza

**Anchor Tenant:** Best Buy

**Market Area Served:** Willmar and surrounding communities



**Additional Facts/Narrative:** Located in the heart of downtown Willmar's regional shopping district along Hwy. 71, The Shoppes of Willmar, anchored by Best Buy, is ideally positioned among Cub Foods, Target and a new Super Wal-Mart.

## EMERGING CULINARY TRENDS *continued*

Pizza and Johnny Rockets. Curiously enough, the national award winners listed above typically were not founded within the last 2 to 5 years, which points to being an actual “trend” as discussed above. Hot concepts often include designing an environment which supports or enhances the food or conceptual theme. One of this year’s winners includes Johnny Rockets, which was founded in 1940. It is a renewed franchise today and “is projecting system wide sales in 2006 of more than \$200 million.”<sup>2</sup> It is an “all-American” nostalgic diner experience serving favorites like hamburgers, hand mixed shakes & malts in authentically decorated restaurants including tabletop jukeboxes that belt out tunes for a nickel. Restaurant concepts affected by the fad no-carb diets are on a comeback. Pandini’s was created in 1999, catering to breakfast, lunch and dinner serving authentic cuisine in a casual Italian environment. One of the favorite menu items is the Labretti, a pizza dough based sandwich marrying the freshness of salads and fire grilled chicken and deli meats. If the Cheeseburger in Paradise restaurant rings a bell for Jimmy Buffet fans it should. It was founded in 2002, is owned by Outback Steakhouse and licensed by Jimmy Buffet. “Jimmy’s casual style is found in this island fantasy concept that features colorful cocktails and live music as well as Key West-style structures that invite escape from the daily grind.”<sup>2</sup> Seasons 52 was founded in 2003 and enjoys a seasonally changing menu, and excellent wine bar. According to their website, the chefs at Seasons 52 “celebrate living well through seasonally inspired healthier dining”. They utilize natural cooking techniques grilling over oak and mesquite to create more flavors with fewer calories.<sup>2</sup> An often ignored and difficult category to succeed in is seafood and regional comfort food. The Summer Shack, created by chef Jasper White, won this year. The restaurant focuses on authentic New England cuisine. Retro menu favorites include corn dogs, meatloaf and pan-roasted lobster. The most interestingly named of the bunch is the Spicy Pickle, which claims to have the world’s best spicy pickle. It’s a fast casual, relaxed atmosphere sandwich shop founded in 1999 that offers healthy and delicious panini and sub sandwiches with flavors

from around the world with a possible 17,000 sandwich combinations. Lastly is the RedBrick Pizza based in Palmdale, California. According to founder James Dean Minidis “we are aiming to be the largest fire-roasted gourmet pizza chain in the world.”<sup>2</sup>

Interestingly enough – two of the winners above, Summer Shack and Pandini’s, offer two concepts; full restaurant and Express versions depending on locations available to capture a good market.

Another difficult category to retain uniqueness and authenticity/ethnicity includes Chinese restaurants. If you ever find yourself in San Gabriel Valley in California you must stop by the “New Concept” Chinese restaurant. If you crave real Chinese seafood which serves the menu item of choice in all of its natural splendor (not removing all identifiable parts such as heads and shells) this is the place. New Concept is the first U.S. outpost of a restaurant group that has more than 20 restaurants in China. The menu is “a photo album of all the dishes, though the English translations can be awkward. What to make of something described as ‘stewed frog oil with papaya or stewed swimming bladder with pepper and pickles?’”<sup>3</sup> If items like crackling pigskin with a dab of foie gras intimidate you, you can always select their extraordinarily good Dim sum, delicate steamed buns with barbecued pork or spare ribs with black bean sauce. This authentic restaurant reminds me of my local favorite on 4th Street in Dinkytown, the Shuang Cheng. Though their aesthetic ambiance may not be at the same level as their cooking – they’re worth the visit.

What about the Twin Cities? What items have made their way into our market or do we have new trends of our own? 2006 has been an amazingly busy year with over 50 new restaurants opening. We’ve enjoyed quite a variety of high profile to wonderfully unique and eccentric restaurants in and around the city. Two of the most high profile openings include the Cue in the new Guthrie and Wolfgang Puck’s 20.21 at the Walker. The Cue extends the theatre experience by marrying dinner and show into one. “A supporter of farm to fork culinary philosophy that utilizes products raised by area farmers, Executive Chef Lenny Russo created a menu featuring fresh, regional and seasonal ingredients in understated, yet inventive dishes that please

both the eye and palate.”<sup>4</sup> Of course, the ambiance of the restaurant with dining room surrounded by floor to ceiling storefront with views to the river rival the foods presentation. If you’re lucky enough to visit in good weather – I encourage you to enjoy the patio seating if available. The Cue is one of the only restaurants to engage the Mississippi River. Chef Wolfgang Puck created two experiences for the Walker – 20.21 Restaurant and Bar and Gallery 8 Café. 20.21 is fine dining featuring “Asian-influenced California cuisine”. According to City Pages, 20.21 “dazzles with style, polish and pop,” and food critic Dara Moskowitz highly suggests the signature appetizer of tuna tartar served in elegant cones fashioned from a black-and-brown sesame praline. Gallery 8 utilizes the freshest ingredients to offer “an array of delicious and seasonal selections of soups, salads and sandwiches with quick and friendly service.”<sup>5</sup> Better yet are the 180-degree views of the Minneapolis Sculpture Garden and the city.

As for the unique, one-of-a-kind restaurants try: Eichten’s Bistro and Market, Chambers Kitchen, 128 Café, Zander or La Belle Vie. Eichtens is an amazing eclectic mix of gourmet market, specialty cheese shop, deli & bistro located on a 150-acre family run bison and cheese ranch. Zander, 128 Café, Spoon River, 112 Eatery and La Belle Vie allow you to enjoy the talents of the great creative local chefs of our area. The cozy 112 Eatery “features a long list of inventive but affordable dishes. Think pan-fired sweetbreads, roasted grouper, and a much touted bacon, egg, and Harissa sandwich.”<sup>6</sup> For the authentic Neapolitan Pizza fans, don’t miss the wonderful new Punch Pizza in NE nick-named the “spruced goose” according to founder John Soranno. Make time to try one of the new unique bakeries and ethnic spots including: Kafe 421, Blackey’s Bakery, Hickory Hut and Whistling bird. They don’t call Minneapolis the “Mini Apple” for nothing. Keep the above restaurant lists on hand when you can’t think of a place to go in the next few months. Get out and enjoy the numerous offerings available. ■

<sup>1</sup> Food Trends: Tracking What’s Hot and What’s Not, Restaurants USA, March 2000

<sup>2</sup> Restaurant News – www.nrnhotconcepts.com/2006\_winners/index.cfm

<sup>3</sup> LA Times – Entertainment News, March 23 2005

<sup>4</sup> Minnesota Monthly - Twin Cities Taste “Openings & Closings” – October 2006

<sup>5</sup> www.walkerartcenter.org

<sup>6</sup> Bon Appetit magazine – “The Hot 10”, June 2006

## Hockey Sticks and Scrambled Eggs: Retail Development & Investment Conference

by **Deb Carlson**, Northstar Partners LLC

**B**ill Ostlund of Griffin Companies ably kept speakers and presenters on point and on time during the October 3rd joint breakfast program with MSCA and the Minnesota Real Estate Journal. As he brandished a threatening hockey stick at those speakers that dared to go over their time on an ambitious agenda, over 400 attendees heard from industry leaders on subjects ranging from market updates to legal issues to environmental concerns.

The morning was kicked off by the panel of Tim Bloom, Mike Sims, John Tramm, Tony Krejci and Deb Carlson, discussing retail market updates and trends. All five panelists concurred that while the retail landscape is ever changing, it is still strong in most areas of the metro, and projected to continue the current growth trend for the next few years. Aging demographics will impact all sectors, including retail, with higher disposable incomes and changing lifestyle needs.

Tony Gleekel, local attorney for Siegel & Brill, discussed legal issues affecting retail, including current eminent domain laws and how they will likely negatively impact growth. He believes TIF is still viable in most cities for creative and patient developers. Jeff Peterson of Commercial Partners Exchange talked about 1031 exchanges and how it can be a profitable tool for property owners who can invest their equity in like-kind properties.

Engineering and architectural issues were discussed by the panel of Jon Carlson, John Dietrich, Jack Amdal, Chris Garrison and Paul Burley. Team approaches were encouraged by all panelists; as projects get more sophisticated and take longer to get done, a team of experts working together can help owners and developers steer through the complicated entitlement processes.

Glenn Sansburn of Wells Fargo informed the audience that preferred property types for financing are commercial centers, power centers, lifestyle, mixed use, single tenant w/credit,

anchored neighborhood, followed by acceptable property financing types of unanchored neighborhood, regional malls and outlet malls. Michael Houge of Upland Real Estate covered retail investment opportunities, reviewing retail vs office vs industrial vs residential market opportunities.

Tom Carrico of Target said that they are still looking for sites and growth opportunities in the Twin Cities, despite having 49 stores now open. Target is focusing on redevelopment and repositioning opportunities, looking for sites that will "densify" their store base in existing markets.

The conference concluded with the panel of Jay Scott, Dale Joel, Stephani Sundry and John Meyers covering trends and opportunities, including mixed use developments. The panelists agreed that a property developer needs to understand what is driving the mixed use; i.e. retail, office or residential, and then work with the city on creating the right parameters for that focus.

A successful morning - great information from smart speakers . . . and no one was injured by hockey sticks OR eggs! ■

### The Caring Tree Helps Nearly 13,000!



The Caring Tree is proud to report that the 2006 Annual Back-to-School Campaign has served nearly 13,000 students to date. The number of students served increases daily through continued school supply drives and incoming financial donations. For more information, visit

[www.caringtree.org](http://www.caringtree.org) ■

*A special thank you to the 23 shopping centers and Cub Foods stores for hosting our 2006 Caring Tree sites and to our media partners, KQRS and Radio Disney.*



#### 2006 LEADERSHIP OFFICERS

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#### COMMITTEE CO-CHAIRS

##### Awards

Kim Meyer, *Robert Muir Company*

Margaret Jordan, *Great Clips, Inc.*

##### Community Enhancement

Nikki Aden, *Target Corporation*

Shelley Klaessy, *Brooks Mall Properties*

##### Golf

Luann Sawochka, *Rochon Corporation*

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Tom Madsen, *Benson-Orth Associates, Inc.*

John Tramm, *Griffin Companies*

##### Retail Report

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Bill McCrum

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## Ryan Trebil



**Company:** The Lindsay Group  
**Primary Career Focus:** Acquisitions, development, leasing  
**Family:** Wife, Jessica  
**Job History:** With The Lindsay Group for about four years and before that, a high school biology teacher and mountaineering guide  
**Person You Admire or Would Like to Meet:** Peter Armbrust of United Properties  
**MSCA Involvement:** Community Enhancement Committee

## Jesseka Zellmer



**Company:** Park Midwest Commercial Real Estate  
**Primary Career Focus:** Leasing/Landlord Rep – focus in retail  
**Dream Job:** Tour guide in Europe  
**Favorite Book:** A Time to Kill  
**Person You Admire or Would Like to Meet:** Donald Trump  
**MSCA Involvement:** Community Enhancement Committee

## MSCA would like to welcome our new members:

- Galen Tongen**, Steiner Construction Services LLC
- Michelle Piontek**, KKE Architects, Inc.
- James Grzybowski**, Cuningham Group Architecture, P.A.
- Brenda Thomas**, Robert Muir Company
- Jeff Holmes**, Maurices, Incorporated
- Paul Skram**, Opus Northwest LLC
- Ben Fazendin**, Collateral Real Estate Capital, LLC
- Damon Peters**, M & I Bank
- Tim Vergin**, Diversified Acquisitions, Inc.
- Michael Sedwick**, Robert Muir Company

# November Member News

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

## Aden Joins Target

Nikki Aden joined Target Corporation as Corporate Counsel in their legal department doing real estate work.

## Mayland Joins Colliers

Jim Mayland joined Colliers as a Research Manager.

## Griffin Welcomes Rettinger

Suzette Rettinger recently joined Griffin Companies' Retail Team as a sales and leasing associate providing services to tenants, buyers and owners needing specialized knowledge of retail markets throughout the Upper Midwest.

## Did You Know...

Although Black Friday (the Friday following Thanksgiving) is typically the busiest shopping day of the year in terms of customer traffic, it is not usually the day with the highest sales volume. That is typically either Christmas Eve or the last Saturday before Christmas.

# Committee Profile

## Program Committee

### Co-Chairs:

Tom Madsen, *Benson-Orth Associates*  
 John Tramm, *Griffin Companies*

### Members:

Mark Anderson, *Impact Investments, LLC*  
 Barry Brottlund, *InSite Commercial Real Estate, Inc.*  
 Ed Karsnia, *Midwest Maintenance & Mechanical, Inc.*  
 Andy McConville, *CB Richard Ellis*  
 Kurt Scepaniak, *Horizon Roofing Inc.*  
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 Jeffrey Wurst, *Chesapeake Companies*  
 Rollin Hunsicker, *Jones Lang LaSalle*  
 Sandra Dobbles, *Faegre & Benson LLP*  
 Joe Muniz, *KBKG Cost Segregation*  
 Tom Moran, *Olson General Contractors*  
 Paula Mueller, *Glimcher Properties/ Northtown Mall*

The Program Committee strives to plan quality monthly programs that provide value and new information to MSCA members and encourage non-members to join. Committee members select speakers that are interesting to MSCA's diverse membership. Each month, one or two members work with the speaker to make sure the program is tailored to MSCA and its audience. After each program, the committee members meet to evaluate the program, discuss what can be improved for future programs and talk about the status of upcoming monthly programs. The committee is an excellent opportunity to get to know fellow MSCA members and to work with key industry players that are potential speakers. The committee has received good feedback regarding this year's programs, but is interested in new topics, ideas and suggestions. Please e-mail any suggestions or ideas to co-chairs Tom Madsen at [tmadsen@benson-orth.com](mailto:tmadsen@benson-orth.com) or John Tramm at [jtramm@griffincos.com](mailto:jtramm@griffincos.com).

# Marketplace Minnesota

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

- **Shingobee Builders** has completed construction of **The Cornerstone** development. Located at the southwest corner of County Roads 35 and 19 in the heart of St. Michael, it includes a new building for Thrifty White Pharmacy and a two-story multi-tenant retail/office building.

- **2nd Wind Exercise Equipment** has opened their newest location in lower level JCPenney Lane at **Rosedale Center**.

- **Upland Real Estate Group, Inc.** announces the sales of two **Arby's** locations within one month, both located in Minnesota. One property was sold through a 1031 exchange while the other was sold to a private investor. The two transactions totaled \$3.3 million.

- **Chambers Hotel**, the first boutique "art hotel" in downtown Minneapolis,

opened to the public on September 10, 2006. The hotel's design is the result of collaboration between Burnet, **Shea, Inc.** and Rockwell Group of New York.

- **Griffin Companies** has entered into a relationship with **Solomon Real Estate Group**, to represent the company for five retail leasing projects, beginning with: Ramsey Town Center, The Shoppes of Willmar, North Branch Marketplace, Park Place Promenade and Windsor Plaza.

- Country themed **Texas Roadhouse, Inc.**, which has more than 200 locations nationwide, will open its first Minnesota restaurant in Coon Rapids in January and plans additional stores in the area in the future.

- **Payless ShoeSource** has united with fashion designer Laura Poretzky to create the Abaete for Payless collection, the retailer's first-ever designer footwear

line. **Rosedale Center** became 1 of only 2 locations in the market to carry the new designer shoe line when it was released on September 6, 2006.

- **Borders** will open a two-level, 30,969 sf store at The Plaza at **Rosedale Center** on November 1, 2006.

- The Galleria shopping center space formerly occupied by Sydney's restaurant in Edina, will soon be home to **Crave**, a new restaurant concept developed by Kaskaid Enterprises who is working with Minneapolis-based marketing and design firm, **Shea, Inc.**, on design of the space.

- **Griffin Companies** represented S&J Partnership, LLP in their lease to **Stone & Tile, Inc.** for 11,075 sf of retail space in the 2500 Cleveland Avenue North Building in Roseville.



## Rising Star Raising Cane's Chicken Fingers

by Sara Martin, Welsh Companies, LLC

As a commercial real estate broker, I have come across a lot of very unique concepts, some which seem like no brainers and some that take a little convincing. Raising Cane's is one that may take some convincing. Raising Cane's Chicken Fingers is just what it sounds like, a chicken finger restaurant. The concept is centered on serving high quality, marinated chicken strips. The menu is very simple: chicken fingers, coleslaw, Texas toast and Cane's special sauce. To many, this may sound like a concept thought up by a couple of bored college kids. And while those people would be right, they would probably be more than a little surprised to hear that this is a \$50 million dollar company with 57 locations.

The story of Raising Cane's is quite interesting. Shortly after graduating from college, Todd Graves, Raising Cane's founder, began pitching the concept to any bank that would listen, hoping someone would take a leap and believe that a restaurant that sold nothing but chicken fingers could make it. After several rejections, Graves realized he would need to bring his own money to the table if he was going to make his dream a reality. Graves spent the next few years working 20-hour days as a boilermaker in California and on an Alaskan fishing boat to earn the money he would need to open his first restaurant. Upon returning to Baton Rouge with his hard-earned capital in hand, Graves had to find a suitable name

for his labor of love, so he did what any red blooded American male would do...he named it after his dog, "Raising Cane." Armed with a new name and the financing he needed, Graves opened the first Raising Cane's location in August of 1996 at the entrance to Louisiana State University, and the rest is history.

The concept is driven by the founder's enthusiasm. "I don't have a job, I have a passion. I love seeing my dream and the dream of our crew become a reality every day," said Graves in a message on his website. Thanks to this unwavering spirit, Raising Cane's is now entering the Minneapolis market and will open its first store in Apple Valley in a former Burger King building and is working on several other locations metro wide. Raising Cane's is looking for 3,000 – 3,500 sf end caps and stand-alone buildings with drive thru access in good metro markets. If you think you have a site that would interest Raising Cane's, please contact Jen Helm and Ned Rukavina of United Properties. ■

# Market Update

## Arbor Lakes / Maple Grove



by Anne Knuth, Solomon Real Estate Group

The Arbor Lakes retail district was first envisioned ten years ago when Opus Northwest acquired 450 acres in Maple Grove. It has since become defined by the 2 million sf multi-phased retail development that has been well-received by both shopper and retailer alike. The success of each phase open to date: Maple Grove Crossing (1996), Arbor Lakes Main Street (1999), The Shoppes at Arbor Lakes (2003) and the latest phase – Fountains at Arbor Lakes, has transformed this former gravel mine into one of the largest shopping areas in the Twin Cities. Arbor Lakes serves not only the northwest quadrant of the metro and upstate Minnesota, but also has become a destination location for the Upper Midwest and beyond.

Buffered by impressive residential demographics: 600,000 people in 10 miles

with an average household income of \$80,000, as well as optimal visibility and access to nearly 300,000 cars per day traveling on Interstates 94/494/694, Arbor Lakes' impressive collection of retail and restaurant tenants has made it a "must-have" address for both national and local retailers as word of past successes has bred increased demand for an Arbor Lakes location.

In particular, that increased retail demand spurred the latest phase of Arbor Lakes – Fountains at Arbor Lakes, located to the east of Hemlock Lane, bordering Interstate 694. Opus Northwest celebrated the grand opening of Fountains this past September, with much of the available space already pre-leased. Fountains at Arbor Lakes is primarily an 800,000 sf power center featuring Lowe's, Petsmart, REI, DSW, Marshalls, Dick's Sporting Goods, Circuit

City and Costco. Fountains also includes a Dave and Busters entertainment facility and has two hotels slated – a Holiday Inn Water Park and a Marriott Courtyard. The main entrance to the Fountains is lined with 60,000 sf of smaller, two-story buildings with office above, tenanted with the likes of Salsaritas, Caribou Coffee, Running Room and Verizon Wireless - just to name a few.

Not to be overshadowed by the new Fountains phase, the Shoppes at Arbor Lakes, the successful lifestyle center component of Arbor Lakes, is still expanding and landing attractive new retail tenants. Most recently, Trader Joe's committed to the Shoppes and is set to open in early 2007. Children's Place and The Great Frame Up will join the fold at the Shoppes, both opening for the holidays.

## 2006 Holiday Spending Directions

With the average shopper expected to spend nearly \$800 this year on holiday merchandise, retailers may be jingling all the way to the bank. The National Retail Federation's 2006 Holiday Consumer Intentions and Actions Survey, conducted by Big Research, found that the average consumer plans to spend \$791.10 this holiday season, up from \$738.11 last year. Shoppers will take advantage of sales and discount during the holiday season to spend an additional \$99.22 on themselves.

With gas prices coming down and consumer sentiment on the rise, shoppers want to celebrate the holidays in style noted the NRF President/CEO Tracy Mullin.

Consumers this year will shop at a variety of destinations for holiday gifts. While discount stores continue to be the most popular holiday shopping locations, many

### What's New on the MSCA Website?



We now have maps available for our meeting locations! You can go to the MSCA home page and click on Meetings, select Calendar, and then choose your desired meeting. Look for the map icon and click the meeting location to the right of the icon. This will take you to the meeting location website and provide detailed directions. You can use this option for the December 5th Year End Program and STARR<sup>SM</sup> Awards at Golden Valley Country Club. We hope to see you there! For questions, please contact Cindy MacDonald at (952) 948-9408.

people will also be shopping at specialty stores, grocery stores, drug stores and crafts/fabric stores. This holiday season is likely to bring good news for department stores.

Wish lists include traditional favorites, from clothing and accessories to books,

### 2006/2007 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.

**Tuesday, December 5** – STARR<sup>SM</sup> Awards, *Golden Valley Country Club*

**Wednesday, January 3** – Geographic Focus

**Wednesday, February 7** – Trends, location TBD

**Wednesday, March 7** – MSCA Headline Speaker

CD's, DVD's, videos and video games. Gift cards will also continue to be a popular request. 52% of consumers would like to receive a gift card this year.

Source: National Retail Federation

# Thank You!

## Featured Corporate Sponsors

### Company Visions

#### J.L. Sullivan Construction, Inc.

To provide outstanding commercial construction expertise and service which exceeds our customer's needs and expectations.

#### Opus Northwest LLC

To be a company with a reputation unparalleled in the business world – of uncompromising integrity that inspires our clients, employees and all stakeholders to say, "What a great experience it is, working with Opus."

#### Westwood Professional Services, Inc.

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#### RLK Incorporated

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#### Robert Muir Company

To create developments, which are designed and built to become centers of community pride, through innovative and visionary planning, creative use of the highest quality building materials, and exceptional property maintenance.

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#### Bookmark

Authors with a few ideas on improving your public speaking skills:

*Public Speaking for Wimps: Staying Cool When Stage Fright Strikes* by Rich Mintzer. Offers simple, easy ways to conquer stage fright. Mintzer discusses the reasons underlying the anxiety and suggests effective relaxation and visualization techniques, using lots of photos.

*Public Speaking: An Audience-Centered Approach* by Susan Beebe. This book serves as a foundation for speechmaking, emphasizing the importance of analyzing and considering the audience through the public speaking process. Includes a book and Website with two chapters and many interactive activities.

Contact Deb Carlson at [dcarlson@northstarparters.net](mailto:dcarlson@northstarparters.net) with your recommendation.

# Introducing...



## BirdsEye Reporting

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