“We need to face the truth that today, the world is not on the right path.”

—CHRISTOPHE BECK, ECOLAB CHAIRMAN AND CEO
Carba takes home the $50,000 Grand Prize for their revolutionary process of permanently removing Carbon Dioxide from the atmosphere.

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ON THE COVER: Photo by Nate Ryan; ABOVE: Photo by Caitlin Abrams
Federated Insurance® raises a record-breaking $4,012,000 for Big Brothers Big Sisters During Annual Gala

Federated Mutual Insurance Company is dedicated to the success of its clients. For nearly 120 years, this has been Federated’s mission, and it continues to guide them in serving the risk management and insurance needs of its more than 45,000 clients across the country.

They also partner closely with 510 national, regional, state, and local associations and buying groups, providing valuable risk management services to help keep their member clients safe. Additionally, Federated believes in nurturing and developing the next generation of leaders by encouraging its more than 2,900 employees to practice equity, act with integrity, embrace teamwork, and treat each other with respect.

Federated also believes in nurturing and developing our nation’s youth. Because after all, they are our future.

Since 2005, Federated Insurance® has hosted the annual charity event, Federated Challenge®, supporting Big Brothers Big Sisters®. Led by Federated Insurance Chairman Jeff Fetters, the two-day gala and golf event helps support youth mentoring in Minnesota and across America, and aims to create powerful one-to-one mentoring relationships between adult volunteers (“Bigs”) and children (“Littles”). These relationships open opportunities for our next generation.

Federated Insurance covers 100% of all Federated Challenge expenses, so every dollar raised will be donated to Minnesota’s three Big Brothers Big Sisters agencies and Big Brothers Big Sisters of America®. A portion of the donations are also set aside for the Federated Challenge Scholarship Program, which provides up to $5,000 per year to qualified Littles or high school Bigs. Hundreds of students have benefited from this fund and are earning job-ready training degrees with little to no debt.

This year had the highest number of attendees yet, with 86 incredible businesses (17 of whom were new this year to the Federated Challenge) and more than 650 generous people who attended the gala. During the Big Possibilities: Big Futures-themed event, they raised a record-breaking $4,012,000 for Big Brothers Big Sisters. Now in its 19th year, the event has raised more than $52 million for youth mentoring.

The transformational work Big Brothers Big Sisters does drives change for the next generation, and Federated continues to serve as an advocate for this remarkable organization. There is still more to do. With big possibilities, come big futures. That’s why Federated is encouraging you to learn more about Big Brothers Big Sisters, sign up to be a Big, or become a sponsor and join Federated’s efforts through the Federated Challenge. Take the next step and be Big for someone else, and visit federatedchallenge.org to learn more.

(from left to right): Big Brothers Big Sisters Twin Cities CEO Patrick Sukhum; Big Brothers Big Sisters of Central Minnesota Executive Director Jackie Johnson; Big Brothers Big Sisters of Southern Minnesota Executive Director Michelle Redman; Big Brothers Big Sisters of America President and CEO Artis Stevens; Federated Challenge Chair Jeff Fetters; Federated Challenge Co-Host and Little Isaiah; and Federated Challenge Co-Host and Little Delaney.

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Together, we've made possibilities bigger and futures brighter. And together, we raised a record-breaking $4,012,000 for Big Brothers Big Sisters®! A sincere thank you to this year's corporate sponsors, donors, and attendees of the Federated Challenge®. Because of you, thousands of kids across the country get to realize their potential with the support of a caring mentor.

To learn more or to make a donation, visit federatedchallenge.org
TCB kicked off a busy fall season by toasting the magazine’s 30th anniversary with many esteemed members of the local business community at a Sept. 14 celebration at Glass House. A week later, we gathered at Metropolitan Ballroom to recognize TCB’s 2023 Outstanding Directors: Lynn Casey, Patrick McGuinness, Debora Frodl, Dan Abdul, and John Himle. Read about them online and learn more about upcoming events at tcbmag.com.

TOP 5 READS
1. KTIS: The New Radio King
2. 81 Minnesota Companies Make Inc. 5000 List
3. Life Time Is Still Doubling Down on Pickleball
4. Adam Turman’s ‘Deep Local’ Art Is Big Business at the MN State Fair
5. Analysis: What’s Next After Collapse of Fairview-Sanford Merger Deal?

EVENTS

November 7
CHRIS HILGER
Chairman, President & CEO
Securian Financial

December 5
JAMIE PRENKERT
Dean and Investors in Leadership Distinguished Chair
Carlson School of Management

Celebrating Business Leadership
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For more information and to register visit: z.umn.edu/1stTuesday

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While companies grapple with meeting the ambitious hiring and DEI goals they set in 2020, Dan Ryan is doing the work on his own. He left an advertising job in 2021 to launch InspireMSP, an organization that is already delivering on its lofty mission to “empower the future workforce and unleash limitless creative minds.”

How? InspireMSP shows historically excluded youth what it’s like to be a creative professional. It’s that old adage “You can’t be what you don’t see” in action; for example, taking local middle school kids backstage at a theater to meet the lighting tech or going to a design-build firm and helping architects design a building prototype.

In its first year of programming for the 2022-23 school year, Inspire MSP brought more than 200 Twin Cities students on career field trips to places like First Avenue, the Guthrie Theater, and the Bakken Museum. It culminated with a career day at Target Center where they got to step onto the basketball court, but perhaps more importantly, talk to professionals who work off the court.

“They are making money and big moves,” exclaimed one student from Franklin Middle School in Minneapolis. The kids were polite.

“I’m new to this,” says the gracious and soft-spoken Ryan. You can tell he’d much rather be taking a kid to the Target design offices or into a General Mills kitchen lab than talking about the dollars required to pull this off on a larger scale. “But it seems a lot of funding goes to what’s already being funded because that’s what we’ve done.”

Ryan is out there every day, meeting with companies, trying to get them to see what he sees—that we need to move beyond some of the metrics that count a program as a success only if it produces direct results. “We lose the true impact that exposure and providing choice can have down the road.” He points to InspireMSP supporter Nadege Souvenir. You may know her as chief operating officer for the Saint Paul & Minnesota Foundation. She also just completed a term as board chair of the Minnesota Opera. Souvenir didn’t see a fully staged opera until she was an adult, but she traces her interest back to one week of learning about and listening to Madame Butterfly in grade school.

“The measurement isn’t a three-year journey” from school to internship or job, Ryan says. “I believe collaboratively, we will significantly change industries. We might not see that for six to 10 years. But it’s a byproduct of what we’re doing today.”

As you read this issue of TCB, you might think about all of the experiences that led you to the job and title you hold today. Think about how powerful it could be to spark that sort of passion in the next generation, just by inviting them in.
WHY WON’T HENNEPIN COUNTY COME BACK TO THE OFFICE?

THE COUNTY REMAINS SUBSTANTIALLY REMOTE FOR NON-CUSTOMER-FACING JOBS.

By now it’s well known that the city of Minneapolis and other downtown stakeholders are asking employers to return to the office at least two to three days per week to return the center city to some semblance of vitality. Most of the city’s largest employers have followed suit, with the exception of two of the largest, Target Corp. and Hennepin County.

Target, once downtown’s largest employer, has been well chronicled. Unique among large downtown businesses, it requires no in-person presence for most headquarters team members. The company has reduced its leased downtown footprint and continues to rationalize its space. Plus, since 2020, Target has added hundreds of team members who don’t even live in the metro.
region, making even a limited return to the office a permanent impracticality.

Curiously, Hennepin County has received virtually no attention for adopting a near-identical posture on work from home. According to the county, roughly 68% of its employees, or more than 6,500 people, remain remote or hybrid, more than 3,700 downtown. The eerie quiet in the once-bustling Government Center is unnerving.

(Certain county downtown job functions remained or reverted to on-site, such as policing, jails, courts, and, subsequently, the library and service center.)

Currently the number of workers “based” downtown is roughly 5,500. Hennepin County spokesperson Carolyn Marinan says approximately 26% of its downtown workforce—1,425 workers—is remote; 1,760, or 32%, are on-site, and 2,320 (42%) are hybrid. Hybrid is a term that means different things to different employers, but at the county, such status can mean an employee is in the office as little as one day per week or one day per month, based on conversations TCB had with several county employees.

Minneapolis Mayor Jacob Frey has been an emphatic advocate of return to office. His office is on-site five days a week, as are two-thirds of city jobs, with others in the office a minimum of two days a week. Frey says 67% of all downtown workers are back at least one day each week. He criticizes both the productive wisdom of work from home and its effect on downtown. “It’s my preference that every [downtown] business and government agency is working in person,” he told TCB. Frey said he had not spoken to Hennepin County administrator David Hough about the county’s policies.

In an interview, Hough was unmoved, noting the county’s obligations are to residents and to its workers. He says through technology the county has improved service metrics since the pandemic and worker retention would be negatively affected by required in-office days. “We have an obligation to provide service to residents,” he says. “There’s no obligation to make sure people are buying lunches in downtown Minneapolis.”

—DAVID HOUGH, HENNEPIN COUNTY ADMINISTRATOR

“We have an obligation to provide service to residents.... There’s no obligation to make sure people are buying lunches in downtown Minneapolis.”

Ultimately the county may suffer for its lack of interest and investment in downtown. Both Frey and Hough agree on this: High office vacancies fueled by work-from-home arrangements are driving down building values, which then reduces the amount of property tax downtown throws off—this during an era when county and city spending is skyrocketing. In such an environment, a tax deficit must be shifted to residential and non-downtown businesses or new taxes must be created. Frey calls it “a massive challenge,” the scope of which can’t yet be fully understood. —Adam Platt
STATE OF THE UNION


—Gene Rebeck

14.3% OF MINNESOTA WORKERS ARE UNION MEMBERS

+ Ninth highest in the U.S.
+ The trend is downward; in 2019, 15.0% of Minnesota workers were union members (seventh highest in the U.S.).
+ Union membership rate nationwide: 10.1%
+ No. 1 unionized state: Hawaii (21.7%)

13.7% OF MINNEAPOLIS-ST. PAUL-BLOOMINGTON WORKERS ARE UNION MEMBERS

+ 14th highest among large metros (population 1 million+)
+ The trend is downward; in 2020, 14.1% of Twin Cities workers were union members (10th highest in U.S.).
+ No. 1 unionized large metro: Buffalo, New York (23.5%)

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HARD TIMES ON THE TREADMILL
THE MINNEAPOLIS YWCA IS GRADUALLY EXITING THE FITNESS BUSINESS.

In the realm of post-pandemic closings, one of the more shocking was the summer’s announcement that the YWCA of Minneapolis was shuttering both its downtown and Uptown Minneapolis locations due to declining use. Not long after, phones began ringing at the nearly brand-new Douglas Dayton YMCA up Nicollet Mall. “We have seen an uptick in inquiries” about swim lessons, among other fitness offerings, says Glen Gunderson, president and CEO of the YMCA of the North.

The two YWCA locations close Nov. 1 (non-fitness services offered downtown will continue until the building is sold). The move might give a temporary boost to the YMCA, but the broader outlook for the industry remains murky. “The fitness industry wasn’t great before the pandemic, but it has not come back in the same way, whether you’re Life Time, LA Fitness, or places like us and the YMCA,” says Shelley Carthen Watson, president and CEO of the YWCA Minneapolis.

Indeed, the recent financial performances of for-profit big dogs like Life Time exemplify the pandemic’s impact on the fitness landscape: The Chanhassen company reported multimillion-dollar losses in its last two fiscal years. And for Carthen Watson at the YWCA, the math simply did not pencil out: “Fitness comprised 25% of our revenue but 35% of our expenses,” she says. Plus, historically the YWCA has primarily focused on social programs, like early child care and racial justice initiatives. “A lot of people confuse us with YMCA, whose focus is fitness,” she says. “Fitness is a very small part of all we do.”

Carthen Watson estimates that as many as 85% of YWCAs across the nation have either downsized or entirely exited the “swim and gym” business. She talked to several other chapters before making the closure decision, which is part of a larger 10-year strategic plan. Her organization also consulted with McKinsey, which provided pro bono services.

Over at the YMCA, Gunderson says his organization is committed to downtown and to well-being, though he concedes he’s facing some of the same challenges. “We saw 30-40% of our membership drop” following the pandemic, he says. It’s improved since then, but it’s been slow going.

In terms of membership, Gunderson says Y of the North is “significantly ahead of plan this year, which has been a pleasant surprise.” But the YMCA of the North—the second-largest YMCA group in the nation—comprises clubs throughout the metro area. And its downtown location “has been the slowest to come back.” —Dan Niepow

“The fitness industry wasn’t great before the pandemic, but it has not come back in the same way, whether you’re Life Time, LA Fitness, or places like us and the YMCA.”

—SHELLEY CARTHEN WATSON, PRESIDENT AND CEO OF YWCA MINNEAPOLIS
HOW WE WORK NOW

LIVEFRONT

Minneapolis-based digital consultancy and app maker Livefront has no daily or weekly office attendance requirements for its 90-person workforce, some of whom live in other states. But CEO Mike Bollinger says he maintains a sense of “connection and camaraderie” through a series of 10-12 in-person gatherings each year. Not every employee is required at every event, but, at minimum, all workers gather for an annual retreat. As with countless other businesses, flexibility is the name of the game for Livefront, which has created digital products for big-name clients like Samsung, Medtronic, and the Minnesota Twins. Bollinger shares his tips on maintaining company culture in a hybrid world. —Dan Niepow

• Schedule one-on-ones for new employees. Over the course of an employee’s first few weeks, they’ll participate in 15-minute meetings or video calls with more than a dozen other Livefront workers. “From the get-go, we’re being really intentional about the connection with other individuals on the team.”

• Respect employees’ working preferences. Some Livefront employees choose to report to the office daily; others come in just once or twice a week or not at all. As long as the work gets done and clients are happy, Bollinger says hybrid works: “We’re grateful for our highly adaptive team members.”

• It’s OK to have fun. Livefront typically hosts a summer “field day” party each year.

• Embrace creative office uses. Bollinger says employees often organize game nights at the company’s Uptown office: “Those sorts of unofficial gatherings are encouraged.”

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HIGHLAND BRIDGE: MORE BASEBALL, FEWER HOMES

MORE THAN 50% OF THE ST. PAUL MASTER-PLANNED DEVELOPMENT’S MARKET-RATE APARTMENTS REMAIN PAUSED INDEFINITELY DUE TO RENT CONTROL.

There has been plenty of movement on the 122-acre site of the former Ford Twin Cities assembly plant over the last year. However, one piece of the Highland Bridge development remains glaringly on pause: 2,000 units of market-rate rental housing. This makes up more than 50% of the project’s original 3,800 housing units planned—which includes row homes, apartments, senior living, and custom home lots.

Officials with master developer Ryan Cos. say the pause is due to an inability to find financing after St. Paul voters passed a 3% cap rent-control policy in 2021, long after the city had adopted its original Ford Site Zoning and Public Realm Master Plan in 2017.

While the statute has been amended by the City Council with a 20-year exemption for new construction, Maureen Michalski, Ryan Cos.’ executive overseeing the site, says it hasn’t been sufficient to attract lenders. She says Ryan would like the rent-control policy to be fully repealed. However, “short of a full repeal, we have advocated for a 30-year new construction exemption,” Michalski says it all comes down to the type of financing needed. For example, Marvella, a senior housing development by nonprofit Presbyterian Homes, pulls from different funding sources because it’s a nonprofit, mission-based organization. “So they were able to advance a second phase of their Marvella project, but all the other market-rate, traditionally financed rental housing is on hold.”

Other parts of the massive development have begun to see life. Beyond Lunds & Byerlys, parks have been completed, and medical office building Highland Bridge Medical is nearly fully occupied.

Most recently, the city of St. Paul approved a change to the project master plan that will allow the University of St. Thomas to build a baseball and softball stadium with an indoor practice facility and surface parking. UST is now in fundraising for the project. The earliest construction will begin is likely 2025. —Winter Keefer
Community leader, executive coach, and co-founder of The Black Collective, Minnesota's first Black-led community foundation, Chanda Smith Baker recently left her post as chief impact officer and senior vice president of the Minneapolis Foundation. And she took her popular podcast, Conversations with Chanda, with her. On it, she delves into issues that have been the cornerstones of her career: race, social justice, and philanthropy, with big-name guests like Pulitzer Prize-winning journalist and author Isabel Wilkerson and WNBA champ Maya Moore. Follow Smith Baker on Instagram, X, and LinkedIn. We asked whom she’s following for connection and inspiration. —Allison Kaplan

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LinkedIn | Let's Talk Women “I’ve been facilitating this women’s health series with the Woman’s Club of Minneapolis. Their social content amplifies the challenges and the great work being done all through the lens of empowering women and improving outcomes.”

Facebook | African American Leadership Forum Twin Cities “Their mission is to create a radical future for Black Minnesotans by advancing Black-centered policies and solutions that actualize true liberation. Their content is beautiful and celebrates the truly great work they’re doing.”

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Previously located in Minnetonka, Sovos moved to its Hopkins location in August 2022.

“[Sovos was] in a very stale, very old kind of traditional layout, so they were really looking to be more progressive and be more flexible,” NELSON interior designer Amanda St. Jacque says.

The global tax compliance company didn’t follow in the footsteps of other tech companies when it came to designing its Hopkins offices, which will serve as the template for redesigning its other offices around the world.

“So often with tech companies, we see lots of crazy colors everywhere, and it’s all too much energy,” says Michelle Sirivong, an interior designer with NELSON, the architecture and design firm with offices in Minneapolis. “They actually wanted to go the opposite [direction]—warm and bright.”

The new office has brought new energy and excitement to the company, which had outgrown its old space.

The design of the new office speaks to Sovos’ priorities of attracting and retaining talent, facilitating a flexible work environment, creating a welcoming space, and increasing security. It features a neutral palette, work by local artists from Art Partners Group, and an emphasis on natural light.

Glass-pane walls allow light to pour into the workspace, and the design team made sure to avoid obstructions by situating enclosed rooms away from the windows.

The NELSON design team laid out the office in seven “neighborhoods” named after actual Twin Cities neighborhoods. Each has similar features—workstations, conference rooms, huddle rooms, and varied seating—making it easier for teams to work together when in the office. But with hybrid work in mind, conference rooms feature videoconferencing capabilities. In every decision, flexibility was key. Currently the office space can seat 126 people, but there is room for up to 160.

“We realize that a lot of people don’t want to just sit; some people think better standing, so we wanted to make sure that we were providing a lot of different options for a lot of different folks,” says Scott Hierlinger, principal at NELSON’s Minneapolis office.

To incentivize team members to come to the office, the space includes a café with complimentary drinks and snacks, as well as a game area with foosball, table tennis, and retro games like Pac-Man. The game area, which is on a raised platform, is used often, especially as a stress reliever during the busy tax seasons, says Sovos office coordinator Sherisa Littlefield.

“[Team members] are extremely excited to come in,” Littlefield says. “Everyone loves the space.”

—Laura Simmons
SOUND BITE

“Things have changed, and we’re having to change with it.”

—OMAR ANSARI, FOUNDER AND PRESIDENT, SURLY BREWING

With beer sales in decline, Surly recently introduced a nonalcoholic sparkling hop-flavored water as well as a THC seltzer to stay competitive. Ansari talked about the diversification of the adult beverage marketplace as well as changing employee expectations on Episode 117 of By All Means. Listen on most major podcast platforms. tcbmag.com/byallmeans

ON OUR RADAR

BAR DIVER

BEVERAGE ENTREPRENEUR JOE HERON IS STILL THIRSTY.

Serial beverage entrepreneur Joe Heron, creator of Twin Cities-born brands Nutrisoda, Crispin Hard Cider, and Copper & Kings Brandy, is at it again. He and wife Lesley noticed another hole in the market and felt compelled to fill it. This time, it’s ready-to-serve cocktails.

Now, if you’ve gotten in the habit of cracking open a canned margarita or Moscow mule at the end of the week, you might be thinking that the ready-to-serve cocktail market has already taken over the better part of an aisle in most liquor stores. But Heron believes consumers want a glass. “Cans are convenient but lack elegance,” he says. “It’s time to move beyond utility.” Introducing Bar Diver, a line of bottled spirits that he says are not watered down like many in the canned space. “Full proof, foolproof” is Heron’s favorite tagline. The collection includes classics like the old-fashioned, cream cocktails such as brandy Alexander and white Russian, and sparkling varieties, including a paloma. “We wanted to reflect the quality you’d get in a bar.”

Bar Diver is already on the shelves at Surdyk’s, France 44, and other Twin Cities shops. Next, Heron is targeting Wisconsin and Illinois. Distribution comes easier when you’ve sold three prior brands to national players like PepsiAmericas and MillerCoors. “Drinkers are not bound by categories anymore—they’re choosing different things based on how they feel. That’s a big change from the days when you were formally defined as a Jack Daniels drinker or craft beer drinker,” Heron says. “Cocktailing is the manifestation of the consumer really feeling more empowered.” —A.K.

RECOMMENDED

Bhagavad Gita: A New Translation

by Stephen Mitchell

“I’m studying this text with a yoga group, and I draw upon this stanza for resolve, advancement, and hope: ‘It is better to do your own duty badly than to perfectly do another’s; you are safe from harm when you do what you should be doing.’”

—KEVIN KIRSCH, DIRECTOR OF DIVERSITY, EQUITY, AND INCLUSION, CLIFTONLARSONALLEN
WaveMaker Honorees, nominated by their peers, are trailblazers in their fields, celebrated for their leadership in Minnesota's business community and their support for women's aspirations.
November 9, 2023 | 5 pm | Metropolitan Ballroom

Join us in celebrating our mission work of inspiring women and girls to rise together, plus enjoy the unique opportunity to participate in our silent and live auction.
So you have a new job. First and foremost, congratulations—it’s not easy out there as hiring slows. If you found the job search challenging, it is—which makes the advice I am sharing even more important.

In my last column, we talked all about the job search—a behemoth task that can feel like a high-stakes roller coaster ride. In this column, I want to follow up on that “new job” joy and talk about her often-overlooked sister: onboarding. Oftentimes we are so excited (or exhausted) by the job search, we forget to think about what happens after we get the job. And by “we,” I mean both new employee and employer.

The time spent getting to know your team, peers, manager, new company/industry/function is absolutely critical to your success. And just like a business plan, onboarding plans require thoughtful planning and support. Your initial communication and engagement set the tone for how your new teammates perceive you. What you say, what you do, even who you meet with first are all under review by those around you. Missteps take but a few minutes to make and many months to correct. Careful onboarding is a chance for you to partner with your new team or new company in creating great first impressions.

In my 20-plus years in HR, I have spent many hours, sometimes days, working on onboarding plans for individuals or processes for teams. Onboarding plans give employers the chance to be clear on individual expectations and priorities. They take the guesswork out of ensuring new employees or leaders get the information that’s most important for everyone’s success.

Onboarding plans also allow companies to continue to “show the love” to new hires they have worked hard to recruit; recruiting shouldn’t stop when someone accepts the job. Accelerating their transition to your company or team creates a faster path to achieving the goals you hired them to accomplish. So, my very first piece of advice is to companies: Make sure you have an onboarding strategy that is owned by a member of the team.

Let’s look at some of the missteps that can happen at the start of a new gig and how onboarding can help mitigate or avoid those challenges.

**Misstep: Assuming your new boss knows your career objectives or why you took the job.**

**Solution: Set your leadership vision.** If you have read anything I have written, you can likely guess what I am going to say first. Ready? First step is YOU. Get clear on your expectations and professional goals. Where are you in your career, and how does that impact you in this role? What are your expectations of yourself? What do you hope to gain from this role (i.e., learn a new skill, get promoted, prepare for retirement)? Know your “why” and share it with your boss.

**Misstep: Moving forward with your plan for success without engaging your new boss.**

**Solution: Understand the business.** Make sure you understand what success looks like from the perspective of your manager. Meet with your new boss to learn about the business, key team priorities, and what success looks like in your role. Gather more insights about the culture and informal decision-makers. Determine how often you and the boss will connect, especially in the first few months. Knowing what matters to them can help you better understand the choices they make.

**Misstep: Focusing only on your immediate team.**

**Solution: Engage with your peers and key stakeholders.** Peers throughout the company can play a critical role in your ability to enjoy work and get things done. They also know some of the informal rules of the road, and you’ll want to know what those are so you don’t stick your foot in it! Meet with peers and any key stakeholders within the first few weeks of your new job.

**Misstep: Having an onboarding plan “in your head.”**

**Solution: Write it all down!** Maybe it’s just me, but I do better when I put my plan on paper (or Google Sheets). It gives me a chance to see the big picture and share it with others for input and suggestions. Put together a schedule by week or by day and set goals for yourself. Write down the questions you want to ask and then determine who best to ask, remembering that you can ask several people the same question.

Happy new job, and may your first few weeks and months be magic!
Lights, camera, and… logistics? The pre-production stage of video development involves tallying all the tangibles that come before the cameras start rolling. This is when things start to get real—from calculating budgets to screening talent and storyboarding to setting timelines. The pros at Plymouth-based video production agency Studio 120 say that this is the stage that sets the course for a video’s creative message.

“Murphy’s Law is in full effect most of the time,” says Jeff Petersen, creative director. “If things can go sideways, they’ll often start in that direction at some point. The more you have your goal defined... the easier it is to keep things on track and efficient. That puts you in the position to focus on doing your best work.”

✓ IDENTIFY YOUR INTENTION
Tracy ReiderBower, business development, says there are three main purposes of video projects: reach, recognition, and education. Identifying the intention behind a video project starts with determining who your target audience is, and what your metric for success is.

Your purpose helps inform the direction of your story, so it’s important to also take into account the brand standards and tone of your organization, which can ensure a video project aligns with your business strategy and resonates with your view.

✓ REIGN IN THE SCOPE
There are some practical things you’ll need to know before connecting with a video production team—like budget, timeline, and a general idea of the length and breadth of your video project. “Simply just stay on course,” Petersen says. “Eyes on the prize is essential. We’re there to navigate the variables for you.”

The nature of video editing is iterative and can be costly, meaning it’s important to come prepared with set parameters to ensure you manage expectations. Consider how long it will take for the video to be created, but also consider how long it will take for the video to be approved by your organization’s executive leadership (how far up the flagpole does it have to go?). A quality production company like Studio 120 will check into any legal concerns and make sure you have the permissions you need, such as consent forms for subjects that appear on camera.

✓ GET CURIOUS
The video production process can be confusing, especially for businesses that haven’t explored its full potential. Address any confusion head-on with a list of questions to ask. Some of the FAQs that Studio 120 receives include: What kind of costs are associated? How quickly can the project reach the finish line? “My favorite common question is, ‘Do I have to clean my office?’” Petersen says, “Or, ‘Can you film around the mess?’”

✓ BRING EXAMPLES
One of the best ways to develop an effective video project is to gain inspiration from other successful projects. Studio 120’s video team often asks clients to provide examples of a video that inspired them. “We want their insights, feeling, passions,” ReiderBower says. “We engage with the client to collaborate.”

Identify elements in those videos that you enjoy—the cinematography and camera angles, format, location, lighting, the way it makes you feel. Share these insights with your video production team and see how to incorporate the elements you like into your own video process.

Whatever you do, don’t say: I don’t know what I want, but that’s not it. It helps to come prepared with tangible ideas and discussion points versus engaging in a process of elimination.

✓ KEEP UP TO STANDARDS
Accessibility is no longer a nice-to-have in video development; it’s critical to the effectiveness and reach of your marketing efforts. “We encourage our clients to look at the expansion into all markets,” ReiderBower says. “Be mindful that the content can be taken in by all audiences.” Identify your needs, such as subtitles or closed captioning as well as ASL translation or human-voice audio production.

Your Pre-Production Checklist

Local agency Studio 120 shares what to prioritize prior to showtime.

By Rebecca Mennecke

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The Price of Working Remotely

MANY EMPLOYEES HERALD THE FLEXIBILITY OF WORKING FROM HOME, BUT THERE ARE LESS VISIBLE COSTS.

Twenty-two million Americans ages 18 and older were exclusively working from home at the midpoint of this year.

“Fully remote,” a phrase touted with great flourish on Indeed and LinkedIn job listings, conjures an undeniably attractive scenario for current job seekers.

According to research from the Pew Research Center, as well as Gallup's August workplace survey of 9,000 U.S. workers whose jobs are “teleworkable” or “remote-capable,” 38% reported great satisfaction with their full-time work-from-home settings.

For worried employers, desperate to recruit and retain staff, the conundrum of the post-pandemic workplace continues to confound beliefs about what makes a worker engaged, loyal, and committed to an organization's mission.

In the Gallup survey, workers were quizzed on whether they agreed with the following statements: “1) I know what’s expected of me at work, 2) I have the materials and equipment to do my work right, and 3) I have the opportunity to do what I do best every day.”

Results from each of the current work types—remote, hybrid, and on-site—yielded positive “engagement” metrics between 2022 and 2023. A fourth survey statement, however, showed a precipitous decline among fully remote workers: “The mission or purpose of my company makes me feel my job is important.” Of the exclusively remote employees responding in Gallup's poll, only 28% answered yes to the company mission question, an all-time low, according to Gallup.

After the Gallup survey release in mid-August, major news sites jumped on the revelation that, as the Wall Street
Journal headlined the next day, “Stay-at-homers don’t feel tied to the mission of their companies.”

This lack of connectedness means employees “appear to be approaching their jobs with a gig-worker mentality, fulfilling the basic responsibilities of the role rather than anticipating the broader needs of their team or company,” according to Gallup's analysis.

The Federal Reserve Bank of New York in August released its own detailed study of remote work. Not surprisingly, the New York Fed concluded that the “degree and persistence of remote work will largely depend on the tightness of the labor market ... [because] it has been particularly helpful for attracting and retaining workers.”

What was glaringly apparent from this regional analysis, encompassing business-heavy New York state and parts of New Jersey, is the desire of service-firm employers to ultimately offer fewer remote jobs, even considering the major real estate cost savings from less office space.

As in the Gallup poll, there was an insignificant difference in raw productivity numbers among remote, hybrid, and on-site workers. But both service-firm employees and their bosses agreed that “training and mentorship,” as well as “building a workplace culture,” suffered when no on-site interaction occurred.

Most distressing amid all this research, at least from a societal standpoint, is the somewhat casual reference to the “power of proximity,” a concept long recognized by the ambitious but unavailable to the home worker.

One’s workplace “culture” may well defy description (or interest) for the average worker, but failing to get a raise or promotion sparks immediate concern. Especially for jobs requiring communication and collaboration, initial research points to remote work as “potentially damaging to young workers and women” (the sectors most enthusiastic about remote work), who miss out on on-the-job training and the proximity traditionally favoring on-site workers.

The hackneyed phrase “out of sight, out of mind” more brutally describes the remote worker’s getting-ahead/proximity dilemma.

Despite these drawbacks, American workers will continue to demand, and get, flexible work options.

One that seems the most popular, including in the manufacturing world, is the four-day workweek.

In a July economic indicator poll, Bankrate.com found that 81% of American full-time workers favor a four-day workweek, a sentiment much greater than support for hybrid or remote work.

The Bankrate.com economists noted that people favoring a four-day workweek would willingly work 10-hour days the rest of the week to reap the benefit of having one day completely “off.”

While the survey didn’t reveal which day of the week is most popular for not working, anecdotal evidence indicates it’s that day we used to call “Casual Friday,” featuring a relaxed dress code.

Casual Friday, it would seem, has morphed into “No-Work Friday,” for which there is no dress code at all.
Last issue, I authored a piece in our Agenda section about Uptown—specifically, attempting to get behind why Uptown remains so beleaguered while downtown Minneapolis rebounds (in a limited way). The column sparked a lot of conversation on X (formerly known as Twitter), and most of it was predictable. Conservatives hammered away at the crime situation in Uptown while leftists took aim at landlords. (My article identified other phenomena as well, such as lack of leadership, parking, interest rates, and rent control.)

What struck me about the commentary was not that it was ideologically polarized—I mean, welcome to 2023—but that most of it acknowledged one strand of Uptown’s problems and ignored the others. A particularly prolific Minneapolis Twitter lib dug into landlord Jeff Herman’s claim that high city property taxes were untenably inflating rents. Herman’s claims were from 2021, and I repeated them because the article asked the question of whether Uptown was suffering from “market failure” due to the normal forces of supply and demand ceasing to function.

His assertion that taxes of $10 per square foot needed to come down were dissected. Herman owns a lot of property at Lake and Hennepin, and the critic went into county records and found that most of it is taxed at less than that rate, though one property had been that high.

The critic repeated a point that City Councilmember Lisa Goodman had made in the article: that landlords like Herman had redeveloped properties to attract national retailers like Victoria’s Secret and Gap, but those retailers could not drive the kind of volume in Uptown they wanted, so they left. Goodman believes it is landlords who need to take the financial hit; once they do so, and cut rents sufficiently, Uptown will again thrive.

Only the market can determine if Uptown rents may still be too high to attract tenants, and I’m not surprised that landlords exaggerate the impact of high taxes. Everyone speaks to journalists in hyperbole. But anyone who actually spends time in Uptown rather than pontificating from a laptop can see a host of other problems at work—problems that contribute to the inability to lease space.

Landlords may have to take a haircut. But given that so many of their properties lack tenants right now, it’s hard to argue that hasn’t already happened. Herman’s point was that the legacy of three years of rampant crime and business loss has emptied Uptown of vitality and fed a vicious cycle. Days after my article came out, there was a killing near the Lagoon Cinema followed by a second evening of gunfire in the same location so intense it made the front page of startribune.com.

My point is everyone has a self-serving take. Landlords see high taxes and crime as the bogeymen but don’t see their profession’s miscalculations as germane. The left sees it as capitalism run amok and refuses to acknowledge that the people they rise in endless defense of are causing most of the misery in Uptown.

In fact, it’s all of the above.

No complex problem has a simple solution. I should repeat it for emphasis. I could parse almost any major controversy facing the city, from the 2040 Plan lawsuit to Southwest Light Rail to downtown vitality, and the solutions proposed by ideologues consistently leave me wanting. Because ideology doesn’t seek solutions, it seeks theoretical satisfaction.

If we could create public safety in Uptown, it would still take half a decade to restore the neighborhood’s economic base. Minds don’t change easily, and small businesses won’t risk capital until they believe stability is in place. And the public will require a critical mass of attractions to entice them to return. (See this summer’s failure of the much-hyped Arts + Rec entertainment zone at Seven Points, formerly known as Calhoun Square.)

We are more ideologically divided in America than at any point in my lifetime. We also need solutions to difficult problems more severely than at any time in my lifetime. There are ideologues with good intentions in many of these debates, but they aren’t offering viable solutions because they see reality through a prism of belief, discarding facts that don’t suit their agendas.

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Security Bank and Trust Congratulates Plato Woodwork on their TCB Minnesota Family Business Award Recognition!

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Andy Schornack
President
Gale Hoese
CEO
If MGM is getting hacked today, they aren't alone. There's been some significant compromises this month.

1:23 PM • Sep 11, 2023 • 6,184 views

I hope Minneapolis calls Uber and Lyft's bluff. These companies can afford to give more of each fare to the driver. In my opinion, the percentage drivers keep from each trip is predatory.

3:57 PM • Aug 18, 2023 • 53.6K Views

Pretty sure everyone on the roads right now is intoxicated. The good news? Every cop I saw was engaged in an active DUI stop. They know it too.

2:36 AM • Sep 4, 2023 • 13.6K views

If MGM is getting hacked today, they aren't alone. There's been some significant compromises this month.

1:23 PM • Sep 11, 2023 • 6,184 views
It’s 5 p.m. on an uncharacteristically rainy summer Sunday at the Mall of America, so the mall is jammed. Or at least the food court is. Inside it, at Mason’s Famous Lobster Rolls, I meet Chey Eisenmann, owner of Chey Car, a local black car service. Eisenmann has only one Escalade, but she has 20,000 Twitter followers, who avidly follow her punditry, rumor mongering, and early warnings.

“The out-of-towners come here,” she says, tucking into a Connecticut lobster roll, ”Bar Harbor”-style, with extra lobster. “The Minnesotans are at Shake Shack”—a few feet away in the long lines. Like much of what Eisenmann says, it has an air of truth to it, you want to believe it, but it’s kinda impossible to be sure.

It may be Sunday, but Chey Car operates seven days a week, meaning Eisenmann, 43, is working, and Sunday is the sine qua non of airport pickup; everyone comes home on Sunday. We scarf our lobster rolls and discuss the night’s agenda. An arrival from Oslo (via Amsterdam), another from Jacksonville, and finally LaGuardia. But the dark skies are thick with intrigue. Both the JAX and LGA flights are late, with neither off the ground yet. “I might have to call in my reserves,” she says.

We approach the specialized ride pickup area at MSP. ’90s on 9 is playing on SiriusXM. The Escalade’s temp is set to 63. Eisenmann is in her uniform of black slacks and black jacket with a white or off-white shirt. There are FIJI waters in the door pockets and gummy bears in the cup holders.

After Oslo lands, Eisenmann texts a welcome, asks if they have checked bags, and tries to time her arrival to that. Unfortunately, the vagaries of customs and the airlines’ increasingly understaffed baggage operations make the calculus precarious. (BTW, she wants you to know that it’s illegal to pick you up at baggage claim, so stop asking.)
The Oslo ride is waiting for us, not a best practice—Eisenmann would rather be waiting for them, but Global Entry threw a wrench into that. They are a graying southwest Edina couple—he’s retired, she’s in wealth management. They talk about their trip on the Norwegian coastal ferry, the Hurtigruten. The banter is as Minnesota as it gets—everything was lovely, an amazing country; there will be no viral tweets emanating from this ride. We drop them off at their home and head for the park-and-ride near Fort Snelling to prepare for the Jacksonville pickup.

Oh, and if you’re wondering, yes, Eisenmann thinks people have been driving terribly since the pandemic. “There’s a general recklessness. Collective cognition downgraded. I see wrong-way drivers [on freeways] two to three times a month. The roads are far more dangerous.”

The JAX flight is 90 minutes late and getting later. The LGA flight is late too, but not late enough; the flights will likely overlap—not a nightmare scenario, but one that will take money out of Chey Car’s pocket. Eisenmann phones Omar, her top relief driver, who recently left Red Wing Shoes but grew up in the business watching his parents drive. “Customers love him,” she says. He takes LaGuardia in his Tesla X.

Then we’re back on Highway 5 headed to the Holiday at 34th Avenue for a quick wash (not her favorite wash spot, Paradise Wash, but it’s Sunday night) and tire shine. An array of cleaning products sits in a cubby in the back, including 3M Plastic Protectant. In winter the Escalade is washed three to four times a day, but in summer usually once will suffice. “Professional chauffeurs are obsessive,” she notes, with a pause. “About cleanliness of vehicles.”

THE BUSINESS

Eisenmann’s led an interesting life (some of it’s being saved for her book). The CliffsNotes version: She’s an adopted kid raised in the Driftless region of southeast Minnesota, educated at the University of Minnesota and St. Catherine University. Worked in ad sales for the Strib (there’s an erroneous rumor that she’s a former journalist), then a tech company. In 2009 she started “driving cab.” She transitioned in 2014 to a black car as Uber descended on the country. Chey Car barely survived the pandemic. Half the black car industry didn’t.

She says Twitter fueled her recovery (today the social site generates 70% of her new customers), plus a lot of big tips. “As soon as the boomers got their [Covid] shots, the phones blew up.”

“I like studying my community,” Eisenmann explains. “What do people need, talk about? I see it in real time. Every day now I get, ‘Are you Chey on Twitter?’”

It’s all rather ironic because it plays against the monastic culture of privacy in the discretion-oriented black car business. “I like to get the conversation beyond the weather,” she says. “In my job people tell me things.”

Which sometimes end up on X (formerly known as Twitter). Eisenmann says she hears “things” from nightclub attendants and bartenders (she has her fair share of concert and nightclub clients), plus detectives (who like a ride to Hudson, Wisconsin, where they go to drink) or perhaps an exec from a local Fortune 500.

When Eisenmann says she has a “Ph.D. in the streets,” it’s more than a commentary on her knowledge of local geography. She has lived and worked among an atypically diverse group of Minnesotans. Her cab days brought her in contact with a cross section of folks on life’s margins—sex workers, crime victims, journalists, cops, anyone whose beater couldn’t make it across town. Subsequently, her time in the black car industry has ingratiated her with the state’s corporate and political elite. As a result, her Twitter feed is full of whispers both local and from deep inside the far-flung gambling industry and the sex trade.

Before Covid, Medtronic was her biggest customer. But that was then, when the revenue pie was 70% corporate and 30% leisure. It’s now 25% corporate and 75% leisure. Only a quarter of her corporate business came back from Covid. “It’s bounced back in other markets,” she says, “but not here,” which will surprise no one who’s been downtown on any recent Monday.

The cab business was more eclectic, but it was not always safe or lucrative. The black car business is less volatile, but it’s a difficult business to scale because everyone wants to go to the airport at the same time and there are long stretches of tedium. And Minnesotans are hugely anal-retentive about their airport trips. “We have people in summer with pending reservations for December,” Eisenmann says.

And the worst flight times create the greatest demand. Plenty of planes arrive between 10 a.m. and the dinner hour, but that’s potential nap time, because “Minnesotans will always want to use you at 3 a.m. to get to the airport but will find a relative to pick them up at 3 p.m.”

Often Eisenmann gets only three hours of sleep a night. “I’d like eight hours sleep. [But] everyone has a complicated problem in their life. Quality of life is mine. I’m getting older and need twice the sleep I get.”

Oh, and about that 1 a.m. airport trip (“We get people in Highland who want to go at 1 a.m. for a 5 a.m. flight.”). She’d like you to know that the check-in counters and security rarely open until just before 4. Eisenmann really wishes you would stop asking to go to the airport at 1 a.m.
The slowest months are summer. The busiest? Well, you know the answer to that: from MEA weekend in mid-October to spring break. Fun fact: Even during MEA or spring break, she’s never had a ride go to Forest Lake.

Oh, and Eisenmann says she’s a bargain. “Our rates are half of national averages. Minnesotans are price-sensitive. So we don’t charge what we need to. ... Our costs have gone up 38% since 2019. I raised prices 24%, but anything higher got resistance.” Her lowest-priced ride is $72 (including the mandatory 20% service charge); $20-$40 is the average cash tip, she says.

Driving is a male-dominated industry, so “women [customers] and families come to me. I also don’t shun elders.” An increasing share of her business is transporting those clients to medical appointments.

Although Eisenmann says “it takes a community to take care of everybody,” she has avoided putting her overflow drivers on payroll. The pandemic and post-pandemic roller coaster was a reminder, she says, that her business model is precarious. Chey Car may have half a dozen vehicles on the street some mornings, but other than Eisenman’s Escalade, they are all independent contractors. “Scaling is risky,” she says. “I’m wary of it. You’re the first to get hit in a recession.”

She describes her job as “not a get-rich business. It’s too volatile. Independent operators like me have to do $150K in revenue to have enough to live on,” Eisenmann says. “That’s up from $120K five years ago.” She says 2022 was her best year, three times historical norms. This year has not been remotely similar.

As for that Escalade, a new one costs a hundred grand, because Cadillac stopped making the cheaper livery model. She replaces them every two years and averages 65,000 miles a year, but during the post-Covid boom she drove 90,000. The pandemic remains a dark cloud, hovering. “I’m still paying back pandemic loans. Unemployment saved me.”

Spend some time talking to her regulars, and the common denominator behind their loyalty is not the reliability, the pricing, or the clean sidewalks. It’s Chey. Not the stereotypical silent, invisible driver.

“She’s always up to date on news or current events,” says Matt Van Zant, an Orlando, Florida-based software exec who frequently visits MSP. “She can talk about anything. She’s got a good sense of humor. But she’s professional. If you have clients in the car, she adjusts accordingly. ... She reads people well. She knows if you’re in a frame of mind to chitchat. It’s a mundane part of travel that I now look forward to. She’s become a friend.”

The most notable thing about Eisenmann relative to her industry is her loquaciousness. No topic is off-limits; she’s well-informed, and even when she isn’t, she might offer an opinion. And after realizing it endears her to customers, she sought out a soapbox. Some of what she hears each day goes up on X. And it’s been noticed. Word of mouth is no longer her business’s best resource.
THE SOCIAL EXPERIMENT

Eisenmann says she got on Twitter in 2010 or ’11 when she was a cab driver. She believes she was one of the first cabbies on the social media site. She joined for news and traffic and then began to follow London taxi drivers, “to find out how my day would be in Minneapolis. If people are behaving badly in London,” she says, “they will also be here.” At press time Eisenmann (@cheycab) was closing in on 20,000 followers.

“Some of my first followers were reporters,” she says. “My cab would occasionally end up at crime scenes. I got to know journalists.”

She’s liked the soapbox. In 2014 she wrote a cover story for City Pages, “Confessions of a Lady Cab Driver.”

She says she’s never had viral tweets, but in 2020 she saw a big spike in followers due to lockdown isolation, because she was actually leaving her house and experiencing life outside. During the post-George Floyd social unrest, she gave rides to workers who couldn’t get home because buses had been pulled off the roads. She remembers calling in a gas station arson to 911.

“All info is valuable at some point,” she says. “The industry standard is to never talk about controversial things. I talk about them in the car. Customers understand that I listen and respect them. It’s a safe environment. I dig into what they’re saying to find truths. I can find common ground with anyone.”

Eisenmann’s clients say she has a way of providing the tantalizing details of a topic online without telling enough to lead to a specific source. “I don’t talk about anything confidential,” says local attorney Ryan Palmer, “but the stuff she shares on Twitter is anonymized in a way you can’t really figure out.”

Why people talk to Eisenmann, and occasionally open a vein, is an intriguing question. She has theories: “People are more isolated. They need someone to talk to. I had more people confessing crimes [in 2021] than in the last 14 combined,” she says. “To some degree the isolation continues.”

“I found her on Twitter,” recalls Palmer. “I’d had some bad Uber experiences. Chey is reliable, fun to talk to. We’ll chat for 20 minutes, and the next ride we’ll pick the thread up. She has an incredible memory.”

Still, even anonymized tweets can rankle. “People are paranoid right now,” Eisenmann observes. She tweeted about “local dads” damaging her bumper trying to help with luggage, “and everyone thinks I am talking about them.” She occasionally receives requests that she retract a tweet. After relating an endearing conversation between a mom and her 12-year-old son on the appropriate frequency of masturbation, Eisenmann tweeted it sensitively, she believes. “Six moms asked me to take it down.”

She was one of the first to tweet about Gov. Walz’s spring meeting with Uber, she says, and far earlier about Rep. Ilhan Omar’s marital affair. “I was told, ‘You are not wrong, but that has to come down,’ ”

“If something about my tweet bothers you, I will always take it down,” she says. “Relationships matter more to me than Twitter.”

Eisenmann is not overtly political but is willing to run afoul of the zeitgeist. After a particularly depraved murder in St. Paul’s St. Anthony Park neighborhood this summer, allegedly perpetrated by a minor, she tweeted that had her kids committed the car theft gone murderous, they would need to be more scared of her than of the cops. (She has no kids.) The online liberal intelligentsia accused her of “custesfying” cops and advocating for child abuse. That tweet is history, too. “Anytime a tweet starts showing viral activity, I take it down.”

Tweeting might be good for business, but “I don’t think of [tweeting] as business solicitation,” Eisenmann says. “But the visibility makes you top of mind. People feel they know and trust me and then become good clients.”

Even when she’s revealing that 50% of her passengers with pets are blithely unaware that their partner drugs the animal before travel.

“It’s all in a day’s work on Highway 5, between flights, and if you like the vibe on social, you’ll probably like the ride as well. “Chey in the car,” laughs Palmer, “is the same as Chey on Twitter. A singular kind of experience.”

Adam Platt is TCB’s executive editor.
F rom distributing agricultural equipment to manufacturing custom cabinetry to slinging burgers, the 2023 Minnesota Family Business Award winners represent a wide range of industries throughout the state. But regardless of their industry, these enduring companies share a deeper level of commitment—to legacy. They’re motivated not just by profit, but by building on family tradition. Work ethic, collaboration, and leadership are skills they discuss not only at the office, but around the dinner table.

This year’s five honorees and four finalists were evaluated on management, governance, organizational structure, transition plan, success, and other key factors. Our selection committee included Tom Hubler, owner, Hubler for Business Families; Jessica Manivasager, shareholder, Fredrikson & Byron; Paddy McNeely, chairman and CEO, The Meritex Company; Jon Keimig, Family Business Center director, University of St. Thomas; psychologist Michaela Smith; Allison Kaplan, editor-in-chief, Twin Cities Business; and Shelly Elmore, publisher, Twin Cities Business.

We will formally honor this year’s winners at an event on Oct. 25 at the Nicollet Island Pavilion.
Success can be defined by high profit margins, company expansion, or low employee turnover. Edney Distributing Co. adds another measure to that list: confidence in the next generation. Former CEO Doug Edney is the first leader in the company’s 72 years to retire by choice. His predecessors worked until their last breath, but Doug Edney says he has full faith that his daughter, Jennifer, can lead without him.

Lakeville-based Edney Distributing is a wholesale distributor of high-quality equipment and original equipment manufacturing (OEM) parts focusing on the agricultural, lawn and turf maintenance, forestry, and light industries. Edney Distributing currently has more than 1,000 dealers, a network that spans the Midwest, including Montana, Wyoming, Nebraska, and Michigan. The company hit a new sales record for its 2022-2023 fiscal year and expects that trend to continue in 2024.

But when the business started in Huron, South Dakota, in 1951, it was small and modest in its aspirations—a means of survival for co-founders and spouses, Fred and Ferne Edney, who were retired at the time. “They were just trying to get by,” says Doug, their grandson. “My dad, who had a very dry sense of humor, said, ‘Well, they were hungry.’ And I think that’s a simple way of putting that.”

After Fred’s passing, Ferne continued to manage the company’s finances. During this time, sons Milton (Doug’s father) and Dale came into the business to help with sales and operations, respectively. In the 1960s, Edney Distributing transitioned to a larger facility and built supplementary warehouse and office spaces in South Dakota; it also was able to hire a small staff. Ferne continued to work until her passing in 1974. “I remember my dad saying, right on the day before she passed away,
she was reminding him of what needed to be paid,” Doug says with a laugh.

At this time, Milton was president, and Doug, a recent college grad, joined the company. He managed the Bismarck, North Dakota, branch office and warehouse for about four years and was promoted to territory manager in North Dakota before he got a call from his father to move to Minnesota in the early ’80s and reorganize operations in Lakeville, which serves as company headquarters today. Although Edney distributed equipment for a variety of industries, its emphasis is agriculture. The move to Minnesota, which had more agricultural variety, allowed Edney Distributing to diversify the products it markets and grow its footprint. Plus, the proximity to Wisconsin laid the groundwork to expand operations there, Doug says.

“We’ve been gradually taking bites here and there when we get opportunities that will lead, in the future, to a larger footprint, a larger company, hopefully a more successful company,” he says. When they reached the 2000s, they had built four distribution centers: Huron, Lakeville, Fargo, and Portage, Wisconsin.

Milton was the heart of the company until his death in 2007. That’s when Jennifer (Jenni) Edney, current CEO and president, jumped in to help.

“I just felt pulled in my heart to support my dad and our family,” Jenni says—so much so that she even created her own position as organizational development manager, handling logistics such as the electronic timekeeping system, updates to the employee handbook, and the performance management software. “I felt like I put my ‘bossy pants’ on and kind of barged in,” she says with a laugh.

Jenni later took on the role of vice president of Edney, then president, and transitioned to the role of president and CEO in April following Doug’s retirement.

Although Jenni grew up seeing multiple generations of her family manage and run the business, she says she still had to fight to be heard in rooms filled with predominantly men, she says. “I was almost always the only woman in the room when we were meeting with suppliers or distributors or going to equipment shows. Now there are more women, but we’re still a minority compared to the men in the industry.”

For his part, Doug says that he took to heart the notion of transition after attending a seminar hosted by the Prairie Family Business Association. “The time to retire is not when you’re ready, but when the next generation is ready,” he notes. “That’s when I first started seriously considering that that would be the appropriate thing to do.”

As chairperson, Doug still has a toe in the family business. He and Jenni still meet monthly to discuss metrics and strategic items. Edney recently established an independent board of directors to assist and evaluate the senior leadership team and serve as a balance point for the family board made up of Jenni, Doug, and his wife and board secretary Lynn.

Innovation is top of mind for the next 10 years, Jenni says, with the company expanding into rechargeable electrical equipment and autonomous robotic equipment. However, she emphasizes that Edney’s growth wouldn’t have been possible without the team members and multigenerational partnerships with both dealers and manufacturers.

“When I first joined the company, my purpose was to help my dad. And, over time, I had to figure out: What is the meaning of what I am doing here?” she says. “The answer could have just been, ‘Well, I sell manure spreaders.’ But it morphed into the vision I tried to create for our team members: How do we have an impact? And as we think about the future, what could be more important than helping to feed a hungry world, helping to care for animals, helping to make the world more beautiful, and making work safer for growers? It’s a beautiful thing to be involved with.”

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**HEADQUARTERS:**
Lakeville

**INCEPTION:**
1951

**FAMILY NAME:**
Edney

**WHAT THE COMPANY DOES:**
A wholesale distributor of high-quality equipment and OEM parts focusing on the following markets: agriculture, lawn and turf maintenance, forestry, and light industrial.

**TYPE OF OWNERSHIP:**
C corp.

**PRINCIPAL OWNERS:**
Doug Edney, Lynn Edney, Jennifer Edney

**EMPLOYEES:** 25

**FAMILY MEMBERS IN THE BUSINESS:** 4

**FAMILY MEMBERS ON THE BOARD:** 3

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**MINNESOTA FAMILY BUSINESS**

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From left: Alex Cameron, operations specialist; Jennifer Edney, president and CEO; Doug Edney, board chair; and Lynn Edney, board secretary.
Grand Rapids-based Arrowhead Promotion & Fulfillment Co. is celebrating its 40th year in business. Twenty years ago, it almost looked as though the company wouldn’t see that anniversary. In 2003, the founding family faced its biggest challenge when Gary Prokop, who had led the company nearly from the beginning, suddenly passed away.

“There was a gaping hole that got ripped in the family,” recalls Luke Prokop, executive vice president of business development and finance, of his father’s death. “It was very difficult for us to pick up the pieces as a family and as the Arrowhead family as well. There were a lot of things he did on a day-in and day-out basis that a lot of people knew about.”

Gary’s wife was thrown into the leadership position. Until then, Katie Arnold Prokop had worked for Arrowhead Promotion only sporadically while raising five children and teaching at the local public university. What got her through? “I was surrounded by really good, smart people who understood the mission of Arrowhead,” says Katie, CEO. “The whole team really stepped up. We supported each other and got through it.”

Twenty years later, Luke projects the company will grow 20% in 2023. “We’re as big as we’ve ever been, and we’re growing faster than we’ve ever grown before.”

Arrowhead’s promotions and fulfillment services include loyalty programs, coupon and contest fulfillment, contact center services, and sales incentive platforms. It has attracted business from large enterprises such as General Mills, Campbell Soup, and global consumer health care company Haleon. And Arrowhead does it all in northern Minnesota.

Why there? When the St. Paul promotions company that Katie’s father, Keith Arnold, worked for was acquired by a larger business, he took that as a cue to start his own company in the same industry. “He always wanted to get up to what he called God’s country and start his own business,” Katie says. “He loved northern Minnesota, and that was where he wanted to be.”

In 1983, Keith Arnold moved to Grand Rapids and started Arrowhead Promotion. Three years later, Katie and husband Gary moved north, and Gary went to work for his father-in-law. Now, Luke’s brother, Matt, also works for the business as its vice president of operations.

According to Luke, there are several advantages to running a national promotions company in their neck of the woods. For one thing, Arrowhead has been able to build strong small-town relationships with the Postal Service, FedEx, and UPS. “We get some pretty preferential rates,” Luke says.

As for the high-profile customers, “a lot of that has to do with the feet on the street that we have,” he adds. Many of the company’s employees travel frequently, which helps them meet potential clients. There’s another factor Luke cites, though with some regret. “I hate saying this, but it’s true, unfortunately: Covid helped us out a lot,” he says. “Zoom and Teams are very well accepted by pretty much everybody.”

“We’re as big as we’ve ever been, and we’re growing faster than we’ve ever grown before.”

—LUKE PROKOP, EXECUTIVE VICE PRESIDENT, ARROWHEAD

significant business from a large U.S. brewing company “without setting foot in their headquarters,” he adds.

His mother has a slightly different take on the company’s success garnering larger clients. She credits word-of-mouth referrals and relationship building. “Also, we do what we say we’re going to do,” she notes.

Arrowhead Promotion prides itself on a flat organization and a familial culture where “everyone rolls up their sleeves and gets things done,” Luke says.

An example: This past summer, Arrowhead was helping produce a book for an energy company. This company suddenly changed the number of books it wanted shipped from 200 to 1,200, without changing the deadline. “There were some folks in our production area who were having a difficult time keeping up,” Luke says. “So a number of account managers and account coordinators went down there to make the thing work and get all the books out the door.”

Another of Arrowhead Promotion’s big-name clients is U.K.-headquartered Haleon, whose numerous brands include Sensodyne, Advil, and Centrum. For the past 17 years, Arrowhead has been fulfilling online orders for Haleon’s Nicorette and Nicoderm smoking cessation products.

“They’re on the cutting edge when it comes to promotion and website fulfillment—anything on the web, they’re really good,” says Michael Conahan, New Jersey-based national account manager for Haleon. He notes that Arrowhead Promotion went through a “grueling” two-year process to earn common security framework (CSF) certification, “the gold standard” in health care-related cybersecurity.

“They’re more than just a vendor to us,” says Conahan, who travels to Grand Rapids at least once a year for a business review. “They’re all family—they care. They’re just great people.”
HEADQUARTERS: Grand Rapids
INCEPTION: 1983
FAMILY NAMES: Arnold, Prokop
WHAT THE COMPANY DOES: Loyalty programs, sales incentives, fulfillment
TYPE OF OWNERSHIP: S corp.

PRINCIPAL OWNER: Katie Prokop
EMPLOYEES: 200
FAMILY MEMBERS IN THE BUSINESS: 3
FAMILY MEMBERS ON THE BOARD: No board

Luke Prokop, executive vice president of business development and finance; Katie Prokop, CEO; and Matt Prokop, vice president of operations
Here’s a story that encapsulates Plato Woodwork’s durability: One of the first “products” constructed by Theodore Pinske, the building contractor who founded the company in 1893, was a barn near Plato, the small farm town the business still calls home. Though the barn was torn down in 2007 because of neglect, about 75% of the timber, joists, and boards were salvageable and were used to build the house where Karl Pinske, the family business’ current president, now resides.

Plato is roughly an hour west of the Twin Cities on U.S. 212; these days, the population numbers about 330. From its little hometown, Plato Woodwork builds cabinetry that it sells to residential construction companies nationwide. The company is now run by members of the fourth, fifth, and sixth generations of the Pinske family.

“We’re active in about 32 states right now,” says Karl Pinske, Plato Woodwork’s president and a fifth-generation family member. What’s made the company last and grow? “We diversified into design-build firms versus just straight-up kitchen-design companies,” he says. “It’s not necessarily direct-to-contractors, but it is diversifying the market of people we can choose to work with.” From a growth perspective, it might have been easier “to choose the volume route versus the custom route,” he says. “We stuck with the custom side, and it’s really worked out for us.”

The Pinske family remains firmly rooted in their hometown. “Plato has been very good to us as far as providing the infrastructure that...
Along with the layoffs, the company had to work its way back from a huge drop in revenue. And it has. “Luckily, we’re 30% to 40% growth from where we started at before that,” Karl adds. He credits much of that to the 11 independent salespeople who cover territory nationwide. “They’ve done a remarkable job in getting business back and growing it,” he says.

One of the company’s longtime customers is Jamie Bottcher, vice president and COO of Bozeman, Montana-based SBC, a custom, residential general contractor. In 2005, when Bottcher’s company was in the market for a new millwork cabinet supplier, it found Plato’s handiwork on display in a kitchen showroom in Nebraska, where SBC was doing remodeling work. “We could tell from the samples that the quality of their product was on the forefront,” Bottcher says.

It’s not only the quality of Plato Woodwork’s products that keeps SBC ordering cabinetry from a manufacturer 1,000 miles away. “They’re one of the few companies left that truly value what correct customer service can do for the longevity of the brand and the company,” Bottcher says. And he notes he has been welcomed by Plato Woodwork’s team, from its top leadership to its craftspeople on the production floor.

Three years ago, a member of the sixth generation of Pinskes joined the family business. Mitchell, Karl’s son, came on board after graduating from Mankato State University with a business management degree. Among other duties, he’s rolling out a new online ordering system for Plato Woodwork’s dealers.

Karl likes to think that Mitch’s presence is a selling point for Plato Woodwork. “I think the six generations of being here tells people that we’re going to be here when we put a warranty on a product.”
Two companies owned by members of the same family—UMI Co. and Lilja Communications—take pride in a low-ego stewardship approach that has made generational transitions easy rather than painful.

Third-generation UMI owners Sam Carlsen and Wes Lilja and second-generation Lilja Communications owner Kate Lilja Lohnes build on shared respect and comity. “One of the things we’re proud of as a family is we’ve had several successful transfers of ownership between generations,” Wes says. “I think it happens both because of the respect of the incoming generation and the grace of the departing generation.”

They say Ted Carlsen, UMI’s first-generation owner, said it best when he passed on the business to son David: “The younger people on the firing line … should be the ones who share in the growth of the business. And the only way to get to that point is to have the major stockholder phase-down.”

Building UMI into the company it is today began when Ted purchased Spantek Expanded Metal in 1963. That year, Spantek had lost $25,000, and it lost $46,000 the year before. But Ted believed it could be turned around with proper management. Soon, Spantek became profitable. Over the next 18 years, Ted built or purchased four additional small manufacturing companies before combining them to create Upper Midwest Industries (UMI), a manufacturing company that processes metal and plastic parts for industrial applications.

David Carlsen became UMI’s second-generation owner when he purchased it from his father in 1997. In the 19 years he owned the company, David bought and sold several more businesses, building UMI into the entity it is today. Cousins Sam and Wes purchased a controlling stake from David in 2019. Like the two generations before, the cousins look to continue acquisitions for growth. UMI has more than doubled its sales over the past five fiscal years, from around $30 million in 2017 to around $70 million in 2022.

Lilja Communications, a Twin Cities-based strategic communications and content agency, was founded by Ted’s daughter, Mary Carlsen Lilja, in 1988 (Mary is married to Mike Lilja. They are the parents of Kate and Wes). Initially known as Lilja Ink, a writing agency with an emphasis on “words that work,” it has since evolved into a public relations and publishing enterprise. It’s now owned and operated by second-generation owner Kate, Mary’s daughter, who joined the firm in 2016 as a senior PR consultant. Kate purchased it and assumed the role of president in 2020, never missing a payment throughout the pandemic. Revenue has grown 50% since Kate joined the firm.

“Through 2022, Mary still worked part-time as a senior PR consultant, while Mike stayed on as CFO. Now, they have retired. Kate is running the business on her own, but she says her parents are only a call away if she wants their insight and advice.

Despite divergent business niches, UMI and Lilja Communications have worked together at times. Lilja Communications has provided public relations counsel to UMI, including helping it create campaigns and announcements, such as when it created the unique metal wrap for the 2005 Walker Art Center addition.

Though the two companies share no leadership, family remains at the forefront, such as when they jointly attend the University of St. Thomas Opus College monthly family business breakfasts.

“When I first started in the business, our kids were playing together a lot,” Sam says. “Then I was like, well, ‘I see Wes Monday through Friday, so we probably shouldn’t hang out on the weekends anymore.’ Then someone at the [UST] Family Business Center said, ‘What’s the point of having a family business if there’s no family?’ ”

That was the moment Sam says he decided “we should hang out on the weekends and our kids should play together because that’s the great part about family business, not the danger of it.”
HEADQUARTERS: Hopkins (UMI) and Eden Prairie (Lilja Communications)

INCEPTION: 1963 (UMI); 1988 (Lilja)

FAMILY NAMES: Carlsen, Lilja

WHAT THE COMPANY DOES: UMI: manufacturing holding company that processes metal and plastic components for industry. Lilja: strategic communications and content agency

TYPE OF OWNERSHIP: S corp.

PRINCIPAL OWNERS: UMI owners: Sam Carlsen and Wes Lilja; Lilja Communications: Kate Lilja Lohnes

EMPLOYEES: UMI: Over 200; Lilja: 4

FAMILY MEMBERS IN THE BUSINESS: 3

FAMILY MEMBERS ON THE BOARD: UMI: 3; Lilja: 1
"We’re not growing a business," says Larry Abdo. "We’re growing a great family. How many families miss that piece?"

It’s a good question, emphatically issued by the patriarch and creator of My Burger, sitting in his Marquette Avenue office in jeans, chewing on an unlit cigar.

"Family first, we always told the kids," explains spouse and partner Caryl Abdo. "If the business gets in the way of family, the business goes."

That’s a compelling sentiment given the family’s century-plus presence in the Twin Cities business world.

Abdo’s grandparents arrived in the U.S. from Lebanon in 1909, operating a corner store in northeast Minneapolis, Abdo Market House, for decades. (Caryl’s family founded discount retailer Shopper’s City in the 1960s.) From there, through successive generations, the family moved into ice, pizza, parking ramp restoration, health food, real estate—and today, My Burger, the Nicollet Island Inn, plus Gopher State Ice and Big Fat Bacon at the State Fair.

Though food businesses have been foundational, the family has gone in different directions as well. It’s less about one specialty than an approach. "My dad’s an opportunistic entrepreneur; he goes where the money is," says son Paul.

Larry doesn’t disagree. "I consider my profession whatever I’m doing at the moment," he says. "My curiosity far exceeds my intelligence. I follow my curiosity."

But it always comes back to a core set of values. "These are principles we’ve had since Grandpa came over: Lead with moral beliefs, ethics," Larry explains. "Work as a family so we can have a wonderful life and be proud of what we do. I could have made a lot more money doing other things."

The origin story of My Burger is this: In 2003, Larry bought 601 Marquette in downtown Minneapolis. "That skyway just wanted a hamburger place," he recalls. After an operator got cold feet, "I thought, I can do this." A devotee of In-N-Out Burger’s simple formula, he figured the business model shouldn’t be complicated: "They’ve never changed to meet the market."

His burger wasn’t a copy. There’s no signature sauce. Instead, sauteed onions added a "hot, heavy quality," explains Larry. He also decided to salt the underside of the patty so the umami-rich caramelized meat is not subsumed in toppings.

Larry knew he needed branding and marketing and tried to hire Minneapolis branding agency Fame but couldn’t afford their fees. Instead, he offered to pay in stock in the unproven startup. Shockingly, the Paris-based CEO of parent company Omnicom Group signed off. Family and friends make up the rest of My Burger’s investors.

Son John, now CEO, wanted to join My Burger out of Notre Dame. "I told him to get a job instead," Larry says, "but he was committed." His dad relented. "I told him, let’s do something glorious, then."

"We’re four English majors," adds John.
“Family first, we always told the kids. If the business gets in the way of family, the business goes.”

—CARYL ABDO, PARTNER, MY BURGER

All the Abdos are at least tangentially involved in My Burger. Larry remains on the board. John is CEO, Paul handles real estate and marketing, and older sister Mandy Abdo Sheahan manages branding, guest experience, the food truck, and philanthropy. Brother Corey runs the family’s Nicollet Island Inn and consults with My Burger on hospitality.

Yet the story hasn’t been exclusively hot and juicy. “We had conflicts over control and money,” explains Mandy. “John is my boss, but there are times I go full big sister. We’re all opinionated, we all have our own ideas, but we still have dinner together on Sunday.”

Perhaps that’s their parents’ values in play; perhaps it’s a special kind of Minnesota magic. “Us kids working at the Fair from a young age was so intense,” says John, “you can’t help but learn how to work with each other as adults.”

Today, there are eight Twin Cites stores (versus a dozen Five Guys and more than 20 Culver’s, competitors My Burger measures itself against), and the company is ready to start growing again, to retain and reward its top employees. The goal is to add two to three stores a year based on a model My Burger created early on. John says a store needs to do $1 million in annual revenue to pass muster, and if it can generate $1.5 million, that’s “really good.”

“Our staff are empowered to believe it’s their store, managers to believe it’s their business,” says Paul. “Those are values we’ve imparted.”

“Family first, we always told the kids. If the business gets in the way of family, the business goes.”

—CARYL ABDO, PARTNER, MY BURGER
Since 2016, Jon Keimig has been director of the University of St. Thomas Family Business Center, the only family business center in the state. For his work providing educational and networking opportunities for business-owning families and their advisers, Keimig is the 2023 winner of the Hubler Award for a Multidisciplinary Approach to Working with Family Businesses.

“Jon has been multifaceted in terms of his commitment to family businesses,” says Tom Hubler, founder of Minneapolis-based consultancy Hubler for Business Families and the creator of the Minnesota Family Business Awards. “He’s done an extraordinary job of providing services to family businesses, and he also has developed an excellent educational program for family business professionals.”

Keimig was appointed director in 2016 after three years working for the Family Business Center and St. Thomas’s Schulze School of Entrepreneurship. The year after becoming director, he earned certification in family business advising from the Boston-based Family Firm Institute.

The Family Business Center has created several programs since Keimig took over that he says are making a positive impact. Those programs include family-business peer groups facilitated by family business advisers. The groups are specific to “next generation” family members, women, or family business executives.

Six years ago, the center also launched a luncheon series for advisers. “I wanted to start something that helps the entire family business ecosystem,” Keimig says. The luncheons give advisers and their family business clients an opportunity to discuss common issues and challenges and to collaborate on solutions.

“Our members love to learn from other family businesses,” Keimig notes. “We always bring in at least a couple of panels a year that they can identify with and learn from.”

The topics covered in the center’s programs are chosen with members in mind. Those topics are often pain points they’re struggling with, Keimig says. One of last year’s programs dealt with the issue of “fair versus equal”—often a fraught subject for both parents and offspring.

Currently, 95 families belong to the Family Business Center, and Keimig says membership is growing. His next goal is diversification. The Family Business Center offers events specific to Black-owned family businesses, and Keimig has been reaching out to businesses in underrepresented areas of the metro and state.

“A lot of family businesses don’t know we exist, and they don’t know the conversations they need to have, or they may be avoiding them,” Keimig says. “We’d like to give them the tools to have those conversations with their families.”
DI LABS
Headquarters: Willmar
Inception: 2013
Family members in the business: 3
Employees: 20

Brothers Carl and Brian Douglas launched this engineering and industrial 3D-printing company to help client companies develop and manufacture new products and components. It now serves numerous industries nationwide, with a focus on medtech. DI Labs “finishes” 3D-printed products using techniques including multi-jet fusion, direct multi-laser sintering, and vapor smoothing. About 80% of DI Labs’ work is full-scale production for clients; the company also develops and manufactures its own consumer products. Outside of 2021-2022, DI Labs has consistently increased its revenue year over year by 50% to 100%.

PINE BEND PAVING
Headquarters: Hastings
Inception: 1973
Family members in the business: 4
Employees: 50

Lyle Jacoby began his company focused on street paving. As his sons became more involved in Pine Bend Paving’s management—Joe is president; Rich is vice president—they shifted most of its work to commercial and industrial projects. Pine Bend Paving produces its own asphalt and aggregates, which helps it ensure quality control and makes it easier for the company to schedule jobs, since it’s not dependent on third-party suppliers. These capabilities have helped keep this family-run paving business growing in an industry dominated by consolidation and massive competitors.

SIGNATURE CONCEPTS
Headquarters: Minnetonka
Inception: 1989
Family members in the business: 4
Employees: 300

The Leafblad family’s company began as a manager of the University of Minnesota’s merchandising program. It has since grown to become a custom apparel and branded merchandise provider for hundreds of Minnesota-based corporations, retail stores, teams, athletic associations, and resorts. Operating its own embroidery and screen-printing production operations, Signature Concepts has built a customer list that includes Dairy Queen, Holiday Stationstores, Life Time Fitness, the St. Paul Saints, and the Minnesota State Fair.

STINSON ELECTRIC
Headquarters: New Brighton
Inception: 2008
Family members in the business: 4
Employees: 50

After being laid off from an executive-level position during the Great Recession, Paul Archambault returned to his career beginnings and started his own commercial and industrial electrical contracting company. In addition to repair and installation work, Stinson Electric designs and builds electrical systems for new and existing commercial, religious, educational, medical, retail, and industrial buildings. Typical projects include office build-outs, auto dealerships, medical clinics, financial institutions, and manufacturing plants. Thanks to its capabilities and the quality of its work, the company’s business has nearly tripled over the last six years.

Celebrating family businesses that make a difference

Congratulations to the Minnesota Family Business Award winners and finalists. We honor all contenders for their exceptional dedication and drive.

At Norwest Equity Partners, we build growing middle market companies the right way by making their goals our own and championing their efforts. With over 60 years of investing experience, we act as long-term owners, not just investors, as we partner with companies to create lasting value.

Learn more about our approach at nep.com.
In Minnesotans have endured three consecutive summer droughts, and in 2023 they watched global temperatures soar as July and August became the hottest on record.

The experiences and statistics are sobering, and they may create greater resolve to accelerate progress on climate change.

Several large Minnesota companies are on the front lines in cutting greenhouse gas emissions, reducing water use, and developing sustainable practices for growing food.

Twin Cities Business asked Ecolab, Cargill, Land O’Lakes, and Xcel Energy to define what they are doing to combat global warming.

Business leaders from the companies also assessed the effects of private-sector initiatives as extreme weather events and record-breaking heat become more common.

Water scarcity fuels the passion of Ecolab CEO Christophe Beck to make a difference on climate change. From his headquarters in downtown St. Paul, Beck focuses on strategies to reduce water use among Ecolab’s customers in more than 170 countries.

“We need to face the truth that today, the world is not on the right path,” Beck says. Globally, one in four people lack access to safe, potable water, and unsustainable demands are being placed on water systems.

In the United States, Beck says, 36 states already are seeing the effects of “water stress.” That occurs when “you draw more water than what nature can replenish, which means that the groundwater level goes down,” he says.

He labels London as one of the top water-stressed cities in Europe. “It’s just a question of time when the problem is going to become acute for industries and for people there, too,” Beck says.

Ecolab, which is celebrating its 100th anniversary, was known in earlier decades for its cleaning products. Today, it identifies itself as a “water, hygiene, and infection prevention solutions and services” company.

“We have a very big reach, and what we do is to help customers reuse and recycle water,” Beck says. “We’ve made the commitment that by 2030 we will have helped our customers save enough water for the drinking needs of a billion people.”

Ecolab isn’t simply urging companies to do what is good for the environment in an ethical sense. Beck says Ecolab’s water management solutions make business sense for customers, thus providing a financial incentive for them to modify their practices.

“When they use less water, because they reuse it, they reduce energy use as well,” he says. “That reduces their cost and their impact as well on their carbon footprint, which is a good deal, ultimately, for customers, the environment, and for us.”

While many people associate global warming with the emission of greenhouse gases from vehicles and facilities, less visible is how water usage is linked to climate change.

“In an industrial setting, up to 75% of the power being used in a plant is used to manage water—to heat water, to cool water, to transport water, to purify water, to treat water,” Beck says.

Companies that decrease their energy use end up reducing their carbon footprint. “The best and most impactful way to reduce greenhouse gas emissions is to reuse and recycle...
water, because you reduce and recycle energy,” Beck says. “Twenty percent of the power that is generated in California is used to manage water.”

HEADING IN THE WRONG DIRECTION
Ecolab supports the climate change targets that were set in December 2015 at the United Nations Climate Change Conference in France. The document that was produced is commonly known as the Paris Agreement.

A primary element of that pact is to limit the global temperature increase to 1.5 degrees Celsius during the current century. The United States pulled out of the agreement during the Trump administration and resumed participation during the Biden administration.

Compliance with the agreement’s terms “would require that we reduce carbon emissions by 45% by 2030, which means roughly 7.5% per year,” Beck says. “Last year, the world went up 2% [in emissions], so it went the wrong way. It feels like the 1.5-degree cap that we all are trying to reach by 2100, we will probably reach by 2050. That’s not exactly good news.”

But Beck is encouraged by the leadership being taken by some countries and companies.

“Microsoft announced that by 2030 the data centers are going to be net-zero water and net-zero carbon,” he says. Microsoft is the type of company that prompted Beck and his leadership team to launch the Ecolab Water for Climate program about a year ago. “It brings all the capabilities of Ecolab together to help those most advanced customers like Microsoft to get to net zero by the time frame that they’ve defined,” he says.

In the past, Beck says, Ecolab was helping its customers make incremental changes that yielded annual improvements. However, based on the urgency of climate change and the desire for companies to accelerate their progress, Ecolab will work more intensely on climate solutions with the most advanced and sophisticated customers.

“Industry is very interested in moving faster,” Beck says. “Consumers, at the same time, are expecting their companies they buy from to do much more for climate change, especially the new generations.”

Access to clean and safe water was cited as a concern by 81% of U.S. consumers in the inaugural Ecolab Watermark Study released in September. The study also found that 65% of U.S. consumers “agree that businesses and manufacturers lack clear guidance and plans to combat water scarcity.”

In the global survey, a majority of consumers expressed optimism that the water crisis can be mitigated if government and business leaders take “proper and immediate action.”

In Europe, where there has been very hot summer weather, France is working with Ecolab on water solutions. “They have been the first country in Europe with whom we’ve worked at the government level to establish a water plan,” Beck says. “[France wants] to create industrial sites where they want to have a joint plan where all the companies work together in order to get to net zero.”

Nearly one-fifth of the world’s population lives in India, and Beck says the country suffers from water shortages. “Indian customers are coming to us and asking for solutions to help them keep growing while reducing the amount of water they are using,” he says. For example, he adds, Tata Steel wants to double its steel production and cut its water usage in absolute terms.

BEEF AND SUSTAINABILITY
During her 21-year tenure with Cargill, Pilar Cruz has worked around the world for the agribusiness giant that’s based in Minnetonka.
In her current role as chief sustainability officer, Cruz is involved in developing and supporting multiple programs that battle global warming.

A key sustainability initiative is called Cargill BeefUp. “That is our commitment to reduce greenhouse gas emissions in the North America beef supply chain,” Cruz says. “We’ve worked with partners, ranchers, NGOs, and customers to identify ways to reduce methane emissions.”

By 2030, Cargill wants to reduce emissions by 30% in its North America beef business. In the United States, beef production is responsible for about 3% of all greenhouse gas emissions.

Cargill BeefUp was launched in 2019. Among the strategies being employed are better grazing management for cattle and a reduction in food waste. Also, Cruz says, alternative feed solutions for beef cattle are being tested at the Cargill Global Animal Nutrition Innovation Center in Elk River, Minnesota.

In addition to working with ranchers on BeefUp, Cruz says Cargill has partnerships with McDonald’s, Burger King, Target, Nestle, and Taco Bell.

“Consumers love beef,” Cruz says. “But we are making investments in plant-based proteins because we know consumers are asking for them.”

On a daily basis, she says, Cargill deals with the intersection of climate change and food security as it “moves food from places where it is produced to places where it’s needed.”

It recently began testing what are called WindWings, which can be placed on cargo vessels. Cargill is in a partnership with BAR Technologies and Yara Marine Technologies to assess the impact of the new product.

“It is the concept of having a wind sail moving a large vessel in the ocean, which has the potential to reduce greenhouse gas emissions significantly,” Cruz says. The 123-foot-high sails—made of steel and composite glass—are estimated to decrease fuel use by 20%.

Minnesota farmers are part of the global commodities market, and their crops are transported around the globe. Earlier this year, Cruz traveled to a Mankato-area farm where the farmer was enrolled in Cargill’s RegenConnect program. Cargill buys corn and soybeans from the southern Minnesota farmer.

RegenConnect was introduced two and a half years ago to increase farmers’ adoption of regenerative agriculture. That includes planting cover crops and not tilling the soil or reducing tillage of some farm acres.

“It is all about identifying practices that help increase the resiliency of the soil, working with farmers to increase yields and productivity but reduce waste at the farm level,” Cruz says. “We partnered with John Deere recently to provide technology solutions to make it easier for the farmers to measure the effectiveness of these programs.”

STORING CARBON ON FARMS

Two Midwest farm boys who earned degrees in agricultural economics now hold executive jobs at Land O’Lakes in which they promote sustainability in farming.

Brett Bruggeman, a native of central Iowa, is executive vice president and chief operating officer of Arden Hills-based Land O’Lakes. Tom Ryan, who was raised on a farm near Springfield, Minnesota, is president of True Terra, a business owned by Land O’Lakes.
Like Cargill, the 102-year-old Land O’Lakes cooperative embraces regenerative agriculture. Dairy farmers and agriculture supply retailers are the cooperative’s owners.

“In the last two years, we’ve been working first and foremost with row-crop farmers,” Ryan says. “We’ve been able to pay over $9 million to farmers for adopting conservation practices like cover crops, no-till, and nitrogen management. We’ve sequestered over a half-million tons of carbon from the atmosphere and banked that into the soil.”

During photosynthesis, plants absorb carbon dioxide from the air, and much of it is stored in plant roots. Land O’Lakes encourages farmers to plant cover crops and embrace no-till practices to avoid releasing the carbon.

“By not disturbing that soil, you’ve transferred that atmospheric carbon into the soil, and then you leave it there,” Ryan says.

Every day, Bruggeman says, Land O’Lakes leaders are focused on two overarching questions: How do we increase productivity? How do we make more food with less water and do it sustainably?

“We are very disciplined around a science-based, data-driven approach,” he says, so that multiple parts of the Land O’Lakes business can help farmers succeed in ways that lessen agriculture’s impact on the environment.

Through its product lines that serve livestock and crop producers, Land O’Lakes has the scale to have a major impact on how fertilizer, water, and other resources are used on farms. “We sell close to $10 billion of crop inputs [annually],” Bruggeman says, and employees across the cooperative leverage scientific knowledge and tools designed to help farmers on a customized, individual farm level.

“With all the variables in ag, the reality is the way to reduce risk is to use data,” Bruggeman says. Land O’Lakes products feed more than 100 million animals and are used on about one-third of all U.S. acres, he adds.

In effect, regenerative agriculture builds on the conservation practices many farmers have employed for years so they would have healthy soil on the farms they passed along to the next generation.

To ensure that farmers embrace sustainable practices, Ryan says they need to see agronomic, economic, and environmental benefits and components.

Land O’Lakes, he says, helps growers transition through the agronomic benefits of sustainability. “If we are not driving productivity, a farmer is not going to adopt it.”

An economic value also must be present, he says. “We are not in the business of just growing bushels,” he says. “They have to be profitable bushels that ensure the long-term viability of that farm.”

Finally, the environmental benefits need to be clear. “We can’t just do whatever we want and say, ‘Well, it will sort itself out,”’ he says. “We have to steward our resources in a way that allows us to thrive and to drive the benefits to the local communities that all of these farmers reside in.”

**Harnessing Wind for Energy**

In 2030, Xcel Energy will close its last coal plant in Minnesota. It will be a major milestone that marks how far the Minneapolis-based utility has come in shifting to an energy system that relies primarily on renewable sources.

“We’ve been on a journey since the early 2000s to transition our system,” says Chris Clark, Xcel Energy president for Minnesota, North Dakota, and South Dakota. “We’ve been closing coal plants. We’ve been the nation’s No. 1 wind provider for many, many years.”

In Xcel’s five-state Upper Midwest region, its energy source mix in 2005 was led by coal, at 51%, while wind was last, at only 3%. By 2022, wind had soared to first place, with a 30% share, and coal had fallen to 18%.

Xcel Energy was a pioneer among U.S. utilities in setting a goal to become 100% carbon-free in producing electricity, Clark says. The original target was 2050 for the utility that provides power in eight Midwest and Western states.

“Since we set that goal several years ago, the state of Minnesota in the last legislative session passed a goal to be 100% carbon-free by 2040,” he says. Xcel backed the legislation.

“We supported it even though it was more aggressive than our 2050 goal, because we don’t mind being pushed by the state, and we think that there are a lot of reasons to try to go as fast as we can,” Clark says.

Xcel has three units at its Sherco coal-fired
power plant in Becker, Minnesota. The coal units will be shut down this year, in 2026, and in 2030.

“As we are closing those coal units, we are also building the state’s largest solar installation right next to the plant,” Clark says. A year ago, Xcel Energy said it planned to nearly triple the amount of solar on its Upper Midwest system by 2028.

Clark says that Xcel will also be testing the performance of a long-duration battery and exploring other new technologies.

Xcel has seen marked improvements in the performance of wind energy technology.

“Over the 25-plus years that wind has been on our system, we’ve seen a dramatic increase in the amount of energy you get from a wind turbine and in the quality of energy you get,” Clark says.

“The wind turbines that are made today and installed are able to capture wind and make energy at lower wind speeds and go up to higher wind speeds,” he says. “The blades are bigger, and the geometries are better. They actually are using that [new design] to capture more wind.”

CREATING A SUSTAINABLE FUTURE

Xcel Energy is part of a new coalition, unveiled in late August, that focuses on producing sustainable aviation fuel.

Through the Greater MSP Partnership, Xcel, Ecolab, Delta Air Lines, and Bank of America have pledged to establish a Minnesota sustainable aviation fuel (SAF) hub.

This business collaboration was formed with the intent of commercial aviation reaching a net-zero goal by 2050. With the desire to reduce greenhouse gas production, the coalition announced a “focus on transforming Minnesota ethanol to jet fuel.”

This year, Gov. Tim Walz signed legislation that created a sustainable aviation fuel tax credit.

Ecolab CEO Beck is excited about the potential impact of the Minnesota aviation fuel initiative. “I see my role in my job to work at two levels—the local one and the global one.”

On a global level, Beck is co-chair of the Water Resilience Coalition. The other co-chair is Sanda Ojiambo of Kenya, assistant secretary-general of the United Nations Global Compact.

About 150 huge companies have a profound effect on global water usage, so Beck says the Water Resilience Coalition wants to shift the practices of those businesses to get them to net zero by 2050. It also wants to replenish the most important water basins around the world and provide access to the millions of people who don’t have clean water where they live.

Beck is abundantly aware of the tremendous challenges posed by climate change and the need for people around the globe to respond substantively and with a sense of urgency to meet the crisis.

He’s encouraged that many people in the private sector see that global warming is too important to get mired in politics. After the United States withdrew from the Paris Agreement in 2019, Beck notes that many companies stayed the course and held firm to their climate change commitments.

“They knew it was the right thing to do—to protect their business, to do what is right for the consumers, to do what is right for their communities and what is right for the bottom line,” Beck says.

Liz Fedor is TCB’s senior editor. She previously covered business for the Star Tribune and politics for the Grand Forks (N.D.) Herald.
MAKING CENTS OF YOUR INVESTMENTS

Developing sustainable relationships is the secret sauce to every successful business—and that includes a business owner’s relationship with their company’s finances. Are you innovating your investments? Finding ways to boost your bottom line? Maximizing earnings requires time and attention many small business owners just don’t have. And it shows: approximately 20% of new businesses fail during their first two years and 45% fail in the first five years, according to the U.S. Bureau of Labor Statistics. Only 25% of new businesses make it to their 15th anniversary. Banking for your business not only ensures your business's survival, but it ensures your company flourishes in an ever-evolving market.

Local community banks, unlike massive banks, are often better poised to offer more personalized advice because of their local ties. Since they’re invested in the community, that means they tangentially benefit when your business succeeds.

Ahead, two local banks offer advice on hot topics, including personalized fintech solutions and cash conversions to help ensure your business heads into 2024 on the right foot.

BILL LAVIGNE
COO, The Bank of Elk River

How do community banks use fintech to empower small business owners?
Financial technology firms have emerged as key players in leveling the field between the nation’s largest banks and their smaller community counterparts. This transformation is not only redefining the industry—it’s expanding banking options, allowing small business owners to have their cake and eat it, too.

Where big banks once held the reins due to their vast resources, fintech innovations offer cutting-edge solutions that empower community banks to provide services tailored to the unique needs of small business owners. With seamless digital platforms, mobile apps, and online lending solutions, community banks can now match their larger peers in user experience while offering the
personal touch that small business owners value.

Fintech partnerships have enabled community banks to tap into advanced data analytics and streamlined processes, helping them to make more informed decisions faster and cater their services to individual customer needs. This personalized approach enhances customer satisfaction and retention, creating a competitive advantage against the impersonal, cookie-cutter nature of big banks.

The synergy between fintech and community banks is a win-win situation. This partnership not only equalizes opportunities but also nurtures the growth of small businesses by providing accessible and personalized financial solutions. As a result, community banks, fintech organizations, and small business owners are poised to thrive.

STEVE BISHOP  
President and CEO,  
Minnesota Bank & Trust,  
a division of HTLF Bank

How can you use the cash conversion cycle to optimize working capital?

The time it takes your business to convert inventory or other resources into cash from sales is measured in the Cash Conversion Cycle (CCC). Creating CCC efficiencies can increase working capital without generating additional revenue.

There are three important factors that affect your CCC:

• **Days Inventory Outstanding (DIO)** measures how quickly your business converts materials into products. Releasing additional working capital into the CCC allows your business to purchase needed inventory. Access to additional working capital may also allow your business to take advantage of potential supplier discounts.

• **Days Sales Outstanding (DSO)** tracks how quickly your business collects payments after sales. Optimizing receivables processes will accelerate collections, allowing your business to access these funds quicker and reduce errors, costs, and fraud.

• **Days Payable Outstanding (DPO)** reflects the time it takes your business to pay suppliers. An effective payables strategy increases float, thus increasing payables outstanding and releasing additional working capital into your CCC.

The goal is to shorten your CCC by reducing DSO and increasing DPO, increasing positive cash flow. An important first step is comparing your CCC to competitors within your industry. Our team can provide industry benchmarks and help analyze your CCC to unlock trapped cash.

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Awards of Excellence Winners

RECOGNIZING EXCELLENCE IN MINNESOTA COMMERCIAL REAL ESTATE

Mara Hospitality entered by United Properties
Zachary Distribution Center Industrial - Bulk Distribution entered by Endeavor Development
Premier Marine Industrial Build-to-Suit entered by R.J. Ryan Construction
Artis Blaine 35W Building A Light Industrial – High Finish entered by R.J. Ryan Construction
Nordeast Business Center Light Industrial – Low Finish entered by The Opus Group
Wayzata Specialty Center Medical / Medical Office entered by Davis
The Collection at Highland Bridge Mixed Use entered by Ryan Companies US, Inc.
Four Seasons Residences Multi-Family Apts/Condos > High-Rise (8+ stories) entered by United Properties
The Bowline at Mississippi Crossings Multi-Family Apts/Condos > Low-Rise (1-4 stories) entered by BKV Group
235 Lake Street Office Building Office Build-to-Suit entered by R.J. Ryan Construction
401 Lake Street East Office Multi-Tenant entered by Terra Construction
Amber Union Apartments Repositioned/Renovated > New Use entered by Alta Via Consulting
The Cafesjian Art Trust Repositioned / Renovated > TI entered by Mohagen Hansen Architecture | Interiors
Marvella at Highland Bridge Senior Living entered by Ryan Companies US, Inc.
Animal Emergency & Referral Center of Minnesota Special Purpose entered by RJM Construction

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MEDIA PARTNER
The Minnesota Chapter of NAIOP, the Commercial Real Estate Development Association, has chosen 15 projects for special recognition. Announcements of these winning projects were made Sept. 21 during the 40th Annual Awards of Excellence event at the Metropolitan Ballroom in Golden Valley.

Ten of the 15 awards were won by suburban projects. Three winning projects are located in Minneapolis, including the Mara restaurant and luxury residences in the RBC Gateway tower in downtown Minneapolis. St. Paul projects won two awards—both housing developments in the new Highland Bridge neighborhood.

Forty nominees were considered this year for NAIOP awards. Several of the nominees were in the light industrial and renovation categories. The judges evaluated the 40 buildings on project development, function and design, architectural integrity, market feasibility, sustainable attributes, and unique project challenges. The winning properties are profiled on the following pages.
This project took shape after Premier Marine, which manufactures pontoon boats, decided to move its headquarters from Wyoming, Minnesota, to Big Lake. Training and conference rooms and private offices are in the mezzanine. There’s an additional 15,500 square feet of office space on the first floor. Most of the building houses manufacturing and warehouse spaces. In the new facility, Premier Marine can increase annual production from 1,500 to 5,000 boats. The building, which incorporates boat shapes as design elements, was constructed to accommodate company expansion.

This Mediterranean-inspired restaurant is the vision of chef Gavin Kaysen in partnership with United Properties and Four Seasons Hotel. It’s located in the 37-story RBC Gateway tower. The open kitchen offers patrons an energetic, lively ambiance, and floor-to-ceiling windows provide significant natural light. The dining room and bar feature bold red plaster with splashes of gold, green, and natural wood. Showcasing cuisine from 22 countries, this restaurant blends function with luxury. Wood coffers on the ceiling create the sensation of sitting under a wooden trellis.
Congratulations

Tim Murnane

on earning the 2023 President’s Award, NAIOP Minnesota’s highest individual honor.

Tim, we’re grateful for you and your decades of leadership, authenticity, industry expertise, and commitment to our mission, core values, and people.

We’re thrilled to see you recognized for the organization and culture you continue to foster at Opus, your indelible impact in commercial real estate, and your meaningful contributions to NAIOP and the communities across the country where we live and work.

Thank you, Tim, for setting the example for what it means to be driven to deliver, and congratulations from your team at Opus!
**ARTIS BLAINE 35W BUILDING A**

**CATEGORY: LIGHT INDUSTRIAL, HIGH FINISH**

**LOCATION:** 8611 W. 35W Service Dr. NE, Blaine  
OWNER: Artis Reit  DEVELOPER: Artis Reit  GENERAL CONTRACTOR: RJ Ryan Construction  ARCHITECT: Edward Farr Architects, Inc.  INTERIOR DESIGNER: N/A  SIZE: 118,500 square feet

Building A is part of a master-planned business park that provides new industrial construction with prominent frontage on I-35W. The development, Blaine 35, was designed to offer a good location for warehousing, distribution, and manufacturing facilities. Building A has a clearance height of 32 feet. When the three-building campus is completed, it will consist of 320,000 square feet of commercial space. Because of the growth of online shopping and home delivery, there is a huge demand for product warehouses, distribution hubs, and logistical sorting centers.

**ZACHARY DISTRIBUTION CENTER**

**CATEGORY: INDUSTRIAL, BULK DISTRIBUTION**

**LOCATION:** 9450 Zachary Ln. N., Maple Grove  
OWNER: N/A  DEVELOPER: Endeavor Development  GENERAL CONTRACTOR: RJ Ryan Construction  ARCHITECT: Mohagen Hansen  INTERIOR DESIGNER: N/A  SIZE: 172,224 square feet

This bulk distribution center was developed upon a rare industrial infill lot that’s located south of Minnesota Highway 610. The building is 100% leased to Border States Electric and MTL, a trucking, logistics, and warehousing company. The structure has 52 trailer stalls and a 32-foot clear height. The project team dealt with the challenges of a harsh winter to complete this project on time and under budget. Also, poor soils at the project location were mined and buried on-site because of their limited structural properties.
LOCATION: 420 37th Ave. NE, Minneapolis  OWNER: Opus Development Company, LLC  DEVELOPER: Opus Development Company, LLC  GENERAL CONTRACTOR: Opus Design Build, LLC  ARCHITECT: N/A  INTERIOR DESIGNER: Opus AE Group, LLC  SIZE: 130,440 square feet

This project was built on land that had been underutilized for more than 30 years. The center was constructed on an urban infill site to meet the demand for modern, efficient industrial buildings in an area with limited supply. The building provides 136 vehicle parking stalls, 22 dock doors, two drive-in doors, and 19 trailer parking stalls. Its clear height is 32 feet. The project had major environmental remediation costs because the site previously was used for linseed oil processing as well as a railroad spur.
Developer Davis spent nearly a decade trying to acquire the right site for a medical office building in Wayzata. Before construction could begin, about $800,000 was spent on environmental cleanup because a gas station previously had occupied the site. The center that ultimately was constructed features design choices to create a warm and welcoming atmosphere, including elongated glass windows and a grand light fixture at the front of the building. Defined by a brick and wood exterior, the building was nearly 80% leased by the project’s completion.
THE COLLECTION AT HIGHLAND BRIDGE
CATEGORY: MIXED USE

LOCATION: 800 Cretin Ave. S., St. Paul
OWNER: Weidner Apartment Homes
DEVELOPER: Ryan Companies US, Inc.
GENERAL CONTRACTOR: Ryan Companies US, Inc.
ARCHITECT: Ryan A+E, Inc.
INTERIOR DESIGNER: Ryan A+E, Inc.
SIZE: 460,000 square feet

This six-story housing project consists of a Lunds & Byerlys that is topped by 230 apartment units, ranging from studios to upscale penthouse suites. The development serves as the gateway to the new Highland Bridge neighborhood, which is being built on the former Ford plant site. To connect with historic St. Paul, the northern portion of the building includes brick arches, traditional cornices, and a signature tower element. The southern portion has a different aesthetic that is more modern and industrial. It has corrugated metal siding.

Amber Union Apartments

2023 NAIOP Awards of Excellence WINNER

Architect/Interior Designer
Mohagen Hansen • 952-426-7400 • mohagenhansen.com
Electrical and Mechanical Engineer
Design Tree • 763-270-6300 • dte-ls.com
Mechanical Contractor
Associated Mechanical • 952-445-5100 • associatedmechanical.com

235 Lake Street Office Building

2023 NAIOP Awards of Excellence WINNER

Architect
Momentum Design Group • 952-583-9788 • mdgarchitects.com
FOUR SEASONS RESIDENCES
CATEGORY: MULTI-FAMILY APARTMENTS/CONDOS, HIGH-RISE (8+ STORIES)

LOCATION: 245 Hennepin Ave., Minneapolis  OWNER: N/A
ARCHITECT: MSR Design  INTERIOR DESIGNER: MSR Design  SIZE: 88,633 square feet

The 34 condominiums sit atop the Four Seasons Hotel, which is the only five-star hotel in Minneapolis. People who live in the condos have access to hotel services 24/7, a spa, and a pool. Ground was broken in 2019 on the RBC Gateway building, which houses the condominiums. Much of the project was completed during the Covid-19 pandemic and civil unrest in the city. The residences are offered in two styles—Nordic and urban. The residences feature floor-to-ceiling windows, large private balconies, and heated bathroom floors.
THE BOWLINE AT MISSISSIPPI CROSSINGS
CATEGORY: MULTI-FAMILY APARTMENTS/CONDOS, LOW-RISE (1-4 STORIES)

LOCATION: 220 East River Pkwy., Champlin
OWNER: Greco
DEVELOPER: Greco
GENERAL CONTRACTOR: Frana Companies
ARCHITECT: BKV Group
INTERIOR DESIGNER: BKV Group
SIZE: 308,000 square feet

This project is the first phase of a three-phase development that features market-rate apartments, community amenity space and connectivity, street-level walk-up units, and significant parking space within a highly landscaped park-like setting overlooking the Mississippi River. The four-story multi-family housing development is part of an overall Mississippi Crossings planned unit development. Tax-increment financing is being used. The Bowline brings together new housing, park facilities, public pickleball courts, an amphitheater, and a state-of-the-art public pavilion.

Blu Dot Global Distribution Center

Premier Marine

2023 NAIOP Awards of Excellence Nominee

2023 NAIOP Awards of Excellence WINNER

Building Architect &
Interior Build-Out Architect/Interior Designer
Mohagen Hansen • 952-426-7400 • mohagenhansen.com

Interior Build-Out Architect and Interior Designer
Mohagen Hansen • 952-426-7400 • mohagenhansen.com
235 LAKE STREET OFFICE BUILDING  
CATEGORY: OFFICE BUILD-TO-SUIT

LOCATION: 235 Lake St., Wayzata  
OWNER: Pat Hughes  
DEVELOPER: The Excelsior Group  
GENERAL CONTRACTOR: RJ Ryan Construction  
ARCHITECT: Momentum Design Group  
INTERIOR DESIGNER: N/A  
SIZE: 50,061 square feet

This three-story building of Class A office space was constructed to match adjacent properties in scale, the city’s character, and Wayzata neighborhoods and commercial areas. An existing building was demolished to make way for this new structure in the heart of Wayzata. The project includes private and shared balconies, 29 underground parking stalls, lake views, and walkable access to local amenities. Design techniques were used to preserve sensitive areas such as streams, wetlands, wildlife habitat, trees and vegetation, and scenic points.

Zachary Distribution Center  
Building Shell Architect  
Mohagen Hansen • 952-426-7400 • mohagenhansen.com  

Inverpoint — Building #2  
General Contractor  
Gardner Builders • 612-326-6377 • gardner-builders.com
A building was demolished to make space available for a new three-story office building with a central courtyard, which provides natural daylighting into interior spaces. The new structure houses retail, office space, and parking. Classical proportions in the design and the use of high-quality materials evoke memories of libraries, historic banks, and other civic buildings. The building, located in the west end of Wayzata, includes a green roof and is surrounded by ecologically balanced landscaping. The property offers views of Lake Minnetonka.
LOCATION: 1667 Snelling Ave., Falcon Heights  
OWNER: Buhl Investors  
DEVELOPER: Buhl Investors  
GENERAL CONTRACTOR: Frana Companies  
ARCHITECT: Mohagen Hansen Architecture | Interiors  
INTERIOR DESIGNER: Mohagen Hansen Architecture | Interiors  
SIZE: 170,600 square feet

This project began in 2019 when Buhl Investors bought the 75-year-old office building, which has historic designation. Originally constructed for the Farmers Union Grain Terminal Association, this structure is located at the intersection of Larpenteur and Snelling avenues near the State Fairgrounds. A $57 million redevelopment converted the property into a 125-unit affordable housing complex. The facility consists of studios to four-bedroom units. Amenities include a fitness area, community room, and theater. The building was fully leased within four months.

AMBER UNION APARTMENTS  
CATEGORY: REPOSITIONED/RENOVATED, NEW USE

Schmitt Music

Shell Building Architect
Finn Daniels Architects • 651-690-5525 • finn-daniels.com

2023 NAIOP Awards of Excellence Nominee

Friendship Village of Bloomington

Architect
SAS Architects & Planners • 847-564-8333 • sasarch.com

Mechanical Contractor
Associated Mechanical • 952-445-5100 • associatedmechanical.com

2023 NAIOP Awards of Excellence Nominee
THE CAFESJIAN ART TRUST
CATEGORY: REPOSITIONED/RENOVATED, TENANT IMPROVEMENT

LOCATION: 4600 Churchill St., Shoreview
OWNER: Cafesjian Art Trust
DEVELOPER: N/A
GENERAL CONTRACTOR: Greiner Construction
ARCHITECT: Mohagen Hansen Architecture | Interiors
INTERIOR DESIGNER: Mohagen Hansen Architecture | Interiors
SIZE: 20,418 square feet

This distinctive project began with the need to find a new building to house the large art collection of the late philanthropist Gerard Cafesjian, who was an executive at West Publishing. In a competitive warehouse building market, art trust principals made a successful offer on the building within 24 hours of its listing. The renovated interior showcases a collection of studio art glass, while the building’s exterior features different shades of blue glass paneling. Many arches define the interior, which also has an egg-shaped library, gallery, offices, and dining area.
This senior living community was built on the site of the former Ford Motor Co. plant in St. Paul. Marvella consists of 220 independent living units, 40 assisted living units, and 40 memory care units spread across two multi-story buildings connected by a pedestrian skyway. Ryan Companies is developing Highland Bridge, and this senior housing was built in partnership with Presbyterian Homes. Marvella’s exterior contains stone, brick, and stucco. Eleven lenders financed this project, which features many amenities, including a pool and movie theater.
Since the pandemic’s onset, demand for specialized veterinary care has risen. The Animal Emergency & Referral Center of Minnesota was running short on space, so it decided to develop a new facility across the street from its Oakdale clinic. The new facility houses 24/7 emergency services as well as 11 specialty services. It’s been operating daily near full capacity. The new building features three lobbies. Different specialized doctors work on each level, so project planners wanted multiple lobbies so each of the floors would feel like its own clinic.
NAIOP Nominees for 2023 Excellence Awards

Fifteen NAIOP awards were given to outstanding projects this year on Sept. 21. Twenty-five other projects were recognized as nominees. Here are the nominees by category:

**Industrial, Build-to-Suit**
Blu Dot Global Distribution Center, Otsego

**Industrial, Bulk Distribution**
Cottage Grove Logistics Park, Cottage Grove

**Light Industrial, High Finish**
Gateway Interstate, Arden Hills

**Light Industrial, Low Finish**
Arbor Lakes Building No. 3, Maple Grove; Chaska Creek Industrial Phase 1, Chaska; InverPoint Building No. 2, Inver Grove Heights; NorthPark VIII, Brooklyn Park; Sanctuary Business Center, Blaine

**Medical/Medical Office**
610 Medical, Brooklyn Park; Maple Grove Specialty Center, Maple Grove; North Memorial Health Clinic, Blaine

**Multi-Family Apartments/Condos, Low-Rise (1-4 Stories)**
Waterford Bay Apartments, St. Paul

**Repositioned/Renovated, New Use**
Amp House, Minneapolis; Highway 8 Business Center, New Brighton; J.I. Case, Minneapolis; Open Arms of Minnesota, St. Paul; Schmitt Music, Bloomington

**Repositioned/Renovated, Tenant Improvement**
Crest Ridge, Minnetonka; Davis & Associates, Eagan; Groveland Tap, St. Paul; The Salvation Army Adult Rehabilitation Center, Minneapolis

**Senior Living**
Friendship Village Expansion and Renovation, Bloomington; The Hillock, Minneapolis; The Pillars, Lakeville

**Special Purpose**
Carillon Building, Edina

NAIOP President’s Award

Tim Murnane, president and CEO of Opus Holding, LLC, is the winner of the 2023 NAIOP Minnesota President’s Award. It is NAIOP’s highest honor, and the winner is selected by chapter leaders from a field of candidates nominated by members.

Murnane has worked in the commercial real estate sector for more than 40 years, including 34 years with Opus.

The President’s Award is given to individuals who’ve demonstrated outstanding service to the commercial real estate industry, the NAIOP organization, and the broader community.

“Tim is a leader within NAIOP, embodying the core principles of the President’s Award,” says NAIOP president Jim Hoopes, chief lending officer for United Financials Capital, LLC. “His remarkable contributions to the commercial real estate community and NAIOP warrant this well-deserved recognition.”

A graduate of the University of St. Thomas, Murnane started working at The Opus Group in 1984. He went to work for another developer in the late 1980s, before returning to Opus in 1991.

He established the retail division at Opus.

He developed the Maple Grove Crossings and Arbor Lakes and Woodbury Lakes lifestyle centers. He led the development of the Ameriprise Financial headquarters and The Carlyle in Minneapolis, as well as the Best Buy headquarters in Richfield and the Crescent Ridge Corporate Center in Minnetonka.

In 2010, he became president and CEO of Opus Holding, LLC. At that time, the company was in a rebuilding mode because of a serious downturn suffered during the global financial crises. He remains in that pivotal leadership role, which involves overseeing all operations of the operating companies that fall under The Opus Group umbrella. Those companies are Opus Development Co., Opus Design Build, and Opus AE Group.

During his long career, Murnane developed more than 30 million square feet of office, industrial, multi-family, and retail projects.

Murnane is a past NAIOP Minnesota president, and he served on the organization’s board. Over more than 30 years as a NAIOP member, he spoke at many NAIOP programs and was a mentor to people new to the industry.

He has served on several governing and advisory boards, including the University of St. Thomas Real Estate Program, the Urban Land Institute, the Minneapolis Downtown Council, the Minnesota Business Partnership, and St. Thomas Academy.

Murnane also has been a board member of Twin Cities RISE, which helps people in poverty gain skills and secure jobs.
2023 Private Dining Guide

OUR TWIN CITIES RESTAURANT GUIDE WILL HELP YOU FIND THE RIGHT CUISINE AND SETTING FOR YOUR NEXT MEETING OR CELEBRATION.

By TCB Staff

Whether it’s an all-day planning session, team bonding, or a new-client pitch, consider taking your gathering out of the office for a memorable, elevated experience in a private or semi-private restaurant space. Demand for meeting spaces is on the rise with teams more dispersed. Rare is the new restaurant that doesn’t include an option to enjoy the menu and atmosphere with the intimacy and elevated service of a space set off from the main dining room. Let our list be your guide.

MINNEAPOLIS

112 Eatery
612-343-7696 | 112eatery.com
Capacity: Up to 48
Cuisine: Elevated comfort fare

ALMA
612-379-4909 | almampls.com
Capacity: Up to 100
Cuisine: Contemporary American cuisine featuring local, seasonal, organic ingredients

Barbette
612-827-5710 | barbette.com
Capacity: Up to 10 for Barbette
Cuisine: French cuisine and small plates featuring local ingredients; sparkling wine bar

Bar La Grassa
612-333-3837 | barlagrassa.com
Capacity: Up to 14
Cuisine: Italian eatery featuring pastas and small plates

Brit’s Pub
612-332-3908 | britspub.com
Capacity: Up to 1,600
Cuisine: Classic British pub fare and American favorites

Bryant Lake Bowl & Theater
612-825-3737 | bryantlakebowl.com
Capacity: Up to 50
Cuisine: American fare with local and sustainably sourced foods; burgers, bowls, and breakfast

The Butcher’s Tale
612-236-4075 | butcherstale.com
Capacity: Up to 250
Cuisine: American cuisine with artisanal meats such as handcrafted sausages and slow-fired long ribs

The Capital Grille
612-692-9000 | thecapitalgrille.com
Capacity: Up to 20
Cuisine: Hand-cut, dry-aged steaks and seafood

Centro / Vivir / EveryWhen
612-345-5527 | centrompls.com, vivirmpls.com, everywhenburgers.com
Capacity: Up to 12
Cuisine: Mexican cafe, market, burger bar, and bakery
Crave
612-332-1133 | craveminneapolis.com
Capacity: Up to 500
Cuisine: American cuisine and sushi

Dakota
612-332-5299 | dakotacooks.com
Capacity: Up to 500
Cuisine: American cuisine

EaTo
612-208-1638 | eatompls.com
Capacity: Up to 30
Cuisine: Italian-style cuisine

Fhima’s
612-353-4792 | fhimasmpls.com
Capacity: 150
Cuisine: Elevated brew pub fare with an emphasis on breakfast and local ingredients

Gluek’s Restaurant & Bar
612-338-6621 | glueks.com
Capacity: Up to 100
Cuisine: Old-world beer hall with diverse pub eats

Giulia
612-215-5450 | dinegiulia.com
Capacity: Up to 150
Cuisine: Northern Italian cuisine

Hell’s Kitchen
612-332-4700 | hellskitcheninc.com
Capacity: Up to 325 standing
Cuisine: Up to 120
Atmosphere: Upscale

I.e. Italian Eatery
612-223-8504 | italianeatery.com
Capacity: Up to 50 standing
Cuisine: Modern Italian cuisine

J.D. Hoyt’s Supper Club
612-338-1560 | jdhoyts.com
Capacity: Up to 32
Cuisine: Cajun-influenced steakhouse with charcoal-grilled steaks, seafood, and chops

Jefe Urban Cocina
612-255-2000 | jefeminneapolis.com
Capacity: 30 to 200
Cuisine: Tacos and Mexican bar bites

Khâluna
612-345-5199 | khaluna.com
Capacity: Up to 16
Cuisine: Southeast Asian cuisine

Kieran’s Irish Pub
612-259-8840 | kierans.com
Capacity: 15 to 250
Cuisine: Irish-American pub food

Kim’s
612-540-2554
Capacity: Up to 80
Cuisine: Mexican- and Korean-inspired fare

Maison Margaux
612-900-1800 | maisonmargauxmpls.com
Capacity: Up to 250
Cuisine: French-Mediterranean fare and underground bar

Manny’s Steakhouse
612-339-9900 | mannyshouse.com
Capacity: Up to 30
Cuisine: Specializing in steak and seafood

Mara Restaurant and Bar
612-895-5709 | mararestaurantandbar.com
Capacity: Up to 12
Cuisine: Innovative Mediterranean

The Market at Malcolm Yards
612-886-1022 | malcolmyardsmarket
Capacity: Up to 1,000
Cuisine: A wide variety of food from various vendors available

Market Bar-B-Que
612-872-1111 | marketbbq.com
Capacity: 30 to 125
Cuisine: Specializing in smoked meats

The Monte Carlo
612-333-5900 | montecarlonn.com
Capacity: 20 to 100
Cuisine: Steaks, chops, seafood, pasta, chicken wings, and more

Moto-i Ramen and Sake House
612-821-6262 | moto-i.com
Capacity: Up to 65
Cuisine: Ramen, steamed buns, and small plates

Murray’s
612-339-0909 | murraysrestaurant.com
Capacity: Up to 50
Cuisine: American steakhouse

Nord Social Hall at French Meadow Cafe
612-767-5443 ext. 22 | nordsocialhall.com
Capacity: Up to 150
Cuisine: Organic and farm-to-table cuisine; specializing in traditional, vegan, vegetarian, and gluten-free food

Normandy Kitchen and Bar
612-570-1400 | bestwesternnormandy.com
Capacity: Up to 240
Cuisine: Classic American bistro cuisine

Butcher and the Boar
612-886-1769 | butcherandtheboarmpls.com
Capacity: Up to 250
Atmosphere: Upscale
Cuisine: American cuisine with smoked meats, bourbon, craft beer, and diverse wines

W e offer a wide selection of creative and distinctive options to fit the largest of crowds or the most intimate of gatherings. Butcher & The Boar welcomes you and your party and is looking forward to providing an exceptional experience.
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The Oceanaire Seafood Room
612-333-2277 ext. 2 | theoceanaire.com/location/minneapolis-mn
Capacity: Up to 50
Cuisine: Seafood

Pivo Riverplace
612-331-4544 | pivoriverplace.com
Capacity: 6 to 36
Cuisine: American comfort dishes

Rainbow Chinese Restaurant and Bar
612-870-7084 | rainbowrestaurant.com
Capacity: Up to 100
Cuisine: Classic and contemporary Chinese cuisine

Spoon and Stable
612-224-9850 | spoonandstable.com
Capacity: Up to 52
Cuisine: French-inspired cuisine focused on local and seasonal ingredients

The Local
612-452-2222 | the-local.com
Capacity: Up to 60 seated; up to 75 reception style
Cuisine: Irish-American pub food

The Lynhall No. 2640
612-870-2640 | thelynhall.com
Capacity: Up to 300 for reception; 160 seated
Cuisine: Modern European, from-scratch comfort food, breads, pastries, and desserts

Tullibee
651-468-0400 | hewinghotel.com/tullibee
Capacity: Up to 25
Cuisine: Upscale Nordic cuisine

Twin Cities 400 Tavern
612-455-6311 | tc400tavern.com
Capacity: Up to 52
Cuisine: Modern Minnesotan tavern offering contemporary American comfort food

Union Rooftop Kitchen & Bar
612-455-6690 | unionmpls.com
Capacity: Up to 300
Cuisine: American cuisine

Urban Eatery
612-920-5000 | myurbaneatery.com
Capacity: Up to 150
Cuisine: American cuisine

FireLake Grill House & Cocktail Bar
612-216-3473 | firelakerestaurant.com
Capacity: Up to 50
Cuisine: New American dishes with local ingredients cooked over an open flame.

P.S. Steak
Minneapolis
612-886-1620 | psmpls.com
Capacity: Up to 100
Atmosphere: Upscale
Cuisine: Steakhouse with seasonal dishes

S.S. Steak consists of two distinct spaces, both of which are available for private events and set with their own individual statement bars. The Lounge’s versatility lends itself to large group dinners and receptions. The Steakhouse is a chic and inviting space for intimate, seated dinners.

ST PAUL

Cooks | Bellecour
651-288-7271 | cooksbellecour.com
Capacity: 85
Cuisine: American and global fare

Bennett’s Chop & Railhouse
651-228-1408 | bennettschopandrailhouse.com
Capacity: Up to 100
Cuisine: Classic American chophouse

Citizen
651-605-0190 | citizenstpaul.com
Capacity: 22 to 80
Cuisine: Modern American cuisine; small plates; elevated comfort food

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<table>
<thead>
<tr>
<th>Restaurant Name</th>
<th>Phone Number</th>
<th>Website</th>
<th>Capacity</th>
<th>Cuisine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cossetta Alimentari</td>
<td>651-222-3476</td>
<td>cossettas.com</td>
<td>Up to 50</td>
<td>Italian cuisine</td>
</tr>
<tr>
<td>DeGidio’s Restaurant &amp; Bar</td>
<td>651-291-7105</td>
<td>degidios.com</td>
<td>40 to 160</td>
<td>Italian cuisine</td>
</tr>
<tr>
<td>The Downtowner Woodfire Grill</td>
<td>651-228-9500</td>
<td>downtownerwoodfire.com</td>
<td>Up to 34</td>
<td>Persian cuisine featuring steaks, lamb chops, and pizza cooked on a traditional oak-burning grill</td>
</tr>
<tr>
<td>The Gnome Craft Pub</td>
<td>651-219-4231</td>
<td>thegnomepub.com</td>
<td>Up to 130</td>
<td>Local seasonal American fare and a variety of draft microbrews</td>
</tr>
<tr>
<td>Herbie’s on the Park</td>
<td>651-726-1700</td>
<td>herbiesonthepark.com</td>
<td>Up to 100</td>
<td>Upscale tavern fare</td>
</tr>
<tr>
<td>Holman’s Table</td>
<td>612-261-1620</td>
<td>holmanstable.com</td>
<td>Up to 70</td>
<td>Modern New American cuisine</td>
</tr>
<tr>
<td>Kincaid’s Fish, Chops, &amp; Steaks</td>
<td>651-602-9000</td>
<td>kincaidstc.com</td>
<td>Up to 75</td>
<td>Steaks and seafood</td>
</tr>
<tr>
<td>La Grola</td>
<td>651-221-1061</td>
<td>lagrollastpaul.com</td>
<td>Up to 30</td>
<td>Classic pasta and grilled dishes</td>
</tr>
<tr>
<td>The Lexington</td>
<td>651-289-4990</td>
<td>thelexmn.com</td>
<td>Up to 125</td>
<td>American steakhouse fare</td>
</tr>
<tr>
<td>Mancini’s Char House &amp; Lounge</td>
<td>651-224-7345</td>
<td>mancinis.com</td>
<td>30 to 150</td>
<td>Charbroiled steaks and lobsters</td>
</tr>
<tr>
<td>Meritage</td>
<td>651-222-5670</td>
<td>meritage-stpaul.com</td>
<td>Up to 25</td>
<td>Mix of traditional French and seasonal New American cuisine</td>
</tr>
<tr>
<td>Moscow on the Hill</td>
<td>651-291-1236</td>
<td>moscowonthehill.com</td>
<td>Up to 80</td>
<td>Authentic Russian and Eastern European cuisine</td>
</tr>
</tbody>
</table>

We’re a neighborhood restaurant, at our heart. A place for our community to gather, to celebrate, to raise yet another glass and let the good times roll. We believe in bold flavors, cooked simply but beautifully to reflect our Louisiana & Latin Caribbean roots.

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Kelly Bergeron | Events Manager | kelly.bergeron@jesterconcepts.com
www.jesterconcepts.com
### Spicy Feta

- **Phone:** 651-219-4438 | eatspicyfeta.com
- **Capacity:** Up to 86
- **Cuisine:** Modern Mediterranean rotisserie

### Rival House Sporting Parlour

- **Phone:** 651-255-0645 | rivalhousesportingparlour.com
- **Capacity:** Up to 130
- **Cuisine:** Wood-fired pizzas; shareable bites

### Saint Dinette

- **Phone:** 651-800-1415 | saintdinette.com
- **Capacity:** Up to 100
- **Cuisine:** French-inspired American fare

### Sakura Restaurant and Bar

- **Phone:** 651-224-0185 | sakurastpaul.com
- **Capacity:** Up to 100
- **Cuisine:** Traditional Japanese cuisine including sushi, tempura, and bento boxes

### Salut Bar American

- **Phone:** 651-917-2345 | salutbaramerican.com
- **Capacity:** Up to 100
- **Cuisine:** French-American brasserie with raw bar

### Station 81 Drink & Eatery

- **Phone:** 651-493-3204 | uniondepot.org/shop-dine/station-81
- **Capacity:** Up to 100
- **Cuisine:** Contemporary American

### The St. Paul Grill

- **Phone:** 651-224-7455 | stpaulgrill.com
- **Capacity:** Up to 40
- **Cuisine:** Classic American eatery showcasing steaks, chops, and seafood

### Stockyards Tavern & Chophouse

- **Phone:** 651-350-7743 | stockyardstc.com
- **Capacity:** Up to 40
- **Cuisine:** American classics

### W.A. Frost and Company

- **Phone:** 651-224-5715 | wafrost.com
- **Capacity:** Up to 60
- **Cuisine:** New American fare

### SUBURBS

#### 6Smith

- **Phone:** 952-698-7900 | 6smith.com
- **Capacity:** Up to 130
- **Cuisine:** Artisanal New American cuisine

#### Bacio Italian Restaurant

- **Phone:** 952-544-7000 | baciomn.com
- **Capacity:** Up to 60
- **Cuisine:** Italian and American cuisines

#### Birch’s on the Lake Brewhouse & Supperclub

- **Phone:** 952-473-7373 | birchsonthelake.com
- **Capacity:** Up to 400
- **Cuisine:** Wisconsin-style supperclub with American fare

#### BLVD Kitchen & Bar

- **Phone:** 952-232-9855 | kaskaidevents.com/blvd-kitchen-bar
- **Capacity:** Up to 70
- **Cuisine:** American bar and grill

#### Campiello Ristorante & Bar

- **Phone:** 952-941-6868 | campielloedenprairie.com
- **Capacity:** Up to 18
- **Cuisine:** Italian cuisine

#### Cedar + Stone, Urban Table

- **Phone:** 952-615-0124 | cedarandstoneurbantable.com
- **Capacity:** Up to 14
- **Cuisine:** Contemporary American; farm-to-table Minnesotan cuisine

#### Brianno’s Chart House Restaurant

- **Phone:** 952-435-7156 | charthouserestaurant.com
- **Capacity:** Up to 300
- **Cuisine:** American entrees and pub cuisine; seafood

#### Barrio

- **Phone:** 952-920-1860 | barriotequila.com
- **Capacity:** Up to 18
- **Cuisine:** Scratch-made Latin American cuisine

#### CōV

- **Phone:** 952-999-4011 | covrestaurants.com
- **Capacity:** Up to 75
- **Cuisine:** Coastal American eatery

#### Gianni’s Steakhouse

- **Phone:** 952-404-1100 | giannis-steakhouse.com
- **Capacity:** Up to 50
- **Cuisine:** Steakhouse, seafood, and American fare
Gold Nugget Tavern & Grille
Minnetonka
952-935-3600 | gntag.com
Capacity: Up to 75
Cuisine: Classic pub and eatery featuring burgers and American comfort food

Hazelwood Food + Drink
Excelsior
952-401-0066 | hazelwoodfoodanddrink.com
Capacity: Up to 50
Cuisine: New American fare

Jensen’s Food and Cocktails
Eagan
651-688-7969 | jensensfoodandcocktails.com
Capacity: Up to 85
Cuisine: Traditional American fare featuring steaks and seafood

Jimmy’s Kitchen & Bar
Minnetonka
952-224-5858 | jimmysmn.com
Capacity: Up to 36
Cuisine: Globally inspired American dishes

Kendall’s Tavern & Chophouse
Coon Rapids
763-951-7276 | kendallstc.com
Capacity: Up to 20
Cuisine: Classic American fare

Kip’s Irish Pub
St. Louis Park
952-267-5070 | kippub.com
Capacity: Up to 100
Cuisine: Elevated Irish pub cuisine

Lat14 Asian Eatery
Golden Valley
763-400-7910 | lat14.com
Capacity: Up to 12
Cuisine: Thai, Vietnamese, Lao, Cambodian, and Filipino dishes

Lela
Bloomington
952-656-5980 | lelarestaurant.com
Capacity: Up to 28
Cuisine: Steak, crudos, and pastas

Lindey’s Prime Steak House
Arden Hills
651-631-9813 | theplaceforsteak.com
Capacity: Up to 32
Cuisine: American fare including steaks, sandwiches, and burgers

Lord Fletcher’s Old Lake Lodge
Spring Park
952-471-8513 | lordfletchers.com
Capacity: Up to 120
Cuisine: Steakhouse, eatery, and sports bar
Mason Jar Kitchen & Bar
Eagan
651-340-7809 | masonjar.kitchen
Capacity: 10 to 75
Cuisine: Modern American classics and elevated comfort food

McCormick’s Pub & Restaurant
Wayzata
952-767-2417 | mccormicks.pub
Capacity: Up to 15
Cuisine: Irish pub serving Continental and American Nouveau cuisine

McCoy’s Public House
St. Louis Park
952-224-9494 | mccoysmn.com
Capacity: Up to 50
Cuisine: American comfort food with a twist

Mediterranean Cruise Cafe
Burnsville
952-641-6222 | medcruisecafe.com
Capacity: Up to 180
Cuisine: Middle Eastern dishes from a buffet or a la carte menu

Mill Valley Kitchen
St. Louis Park
952-358-2000 | millvalleykitchen.com
Capacity: Up to 18
Cuisine: Farm-to-table, organic dining; gluten-free and keto options

ninetwentyfive
Wayzata
612-858-5330 | ninetwentyfive.com
Capacity: 4 to 160
Cuisine: Modern American

Nonna Rosa’s Ristorante Italiano
Robbinsdale
763-537-3700 | nonnarosaswinebar.com
Capacity: Up to 50; up to 75 on patio
Cuisine: Italian cuisine

Olivia’s Organic Cafe
Burnsville
952-346-8800 | oliviasorganiccafe.com
Capacity: Up to 100
Cuisine: American brunch; 100% organic, gluten-free, dairy-free, and peanut-free

Osteria I Nonni
Lilydale
651-905-1081 | osteriainonni.com
Capacity: Up to 30 for a private room; up to 150 for the full restaurant
Cuisine: Italian cuisine including fresh seafood and pastas

Pajarito
Edina
612-268-4770 | pajaritorestaurant.com
Capacity: Up to 60
Cuisine: Elevated Mexican fare
Discover the unexpected at Travail Kitchen and Amusements. We’re culinary innovators and event experts dedicated to exceptional hospitality. With interactive dining experiences and chef’s tasting menus, our three-story restaurant offers versatile spaces for all events. Let our award-winning chefs craft an unforgettable experience for your next event.

The Park Tavern
St. Louis Park
952-929-6810 | parktavern.net
Capacity: Up to 40
Cuisine: American cuisine

Pinstripes
Edina
952-835-6440 | pinstripes.com
Capacity: 20 to 300
Cuisine: Italian-American fare

Pittsburgh Blue Steakhouse
Edina
952-567-2700 | pittsburghbluesteak.com
Capacity: Up to 54
Cuisine: Chophouse featuring hand-cut steaks and seafood

Punch Bowl Social
St. Louis Park
763-400-3965 | punchbowlsocial.com
Capacity: Up to 20
Cuisine: Made-from-scratch shareable plates, salads, tacos, and mains

Red Sauce Rebellion
Excelsior
952-234-4646 | redsaucerebellion.com
Capacity: Up to 10
Cuisine: Italian-American cuisine

Rojo Mexican Grill
St. Louis Park
952-657-5385 | rojomexicangrill.com
Capacity: Up to 75
Cuisine: Mexican cuisine

Spasso
Minnetonka
952-224-9555 | spassomn.com
Capacity: Up to 60
Cuisine: Italian cuisine

The Tavern Grill / Tavern on France
Edina
952-358-6100 | thetaverngrill.com
Capacity: Up to 50
Cuisine: American comfort food; sandwiches, pizzas, and pub grub

Tria Restaurant
North Oaks
651-615-0836 | triarestaurant.com
Capacity: Up to 200
Cuisine: Elevated American cuisine

Wildfire
Eden Prairie
952-914-9100 | wildfirerestaurant.com
Capacity: Up to 70
Cuisine: Steak, chops, seafood, burgers, and sides

Woolley’s Kitchen & Bar
Bloomington
952-854-1010 | woolleysrestaurant.com
Capacity: Up to 400
Cuisine: Steaks and seafood

Community support that counts

The Northeast Bank - Walter C. Rasmussen Foundation supports local education, housing, economic development, job creation, cultural, environmental, and health initiatives.

Our recent donation to The Dwelling Place shows our strong commitment to community building. The gift created an expanded play space for children escaping and recovering from domestic violence.

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Maximizing Large and Unexpected Grants

Penumbra Theatre and Habitat for Humanity are among Minnesota nonprofits to receive huge grants from philanthropist Mackenzie Scott. Big windfalls merit careful stewardship.

By Sarah Lutman

It’s not unusual to read a news story about a major charitable gift going to a Minnesota charity. Since the beginning of 2022, the University of St. Thomas announced a $75 million gift, Saint Mary’s University of Minnesota received $25 million, and Minnesota Public Radio reported receiving a $56 million anonymous gift. What is news is when nonprofits receive such generous contributions without a long period of donor cultivation or when the nonprofit is small, community-based, or working on social justice causes. Big gifts tend to go to large mainstream organizations, with universities historically near the top of the list, reaping the benefits of their long-term relationships with alumni.

Inequality.org, which tracks the volume of donations to specific recipients, shows that Donor Advised Funds (DAF) such as Fidelity’s Charitable Gift Fund received the largest total dollar amount of charitable contributions in 2020 from all donors. In the United States, eight of the top 20 awards went to DAFs; higher education institutions got four of the top 20. Large social service providers, including Salvation Army, St. Jude Children’s Hospital, the Boys and Girls Clubs of America, and Catholic Charities USA, also were represented in this top group.
So when news hits that billionaire MacKenzie Scott has surprised much smaller and locally based organizations with major gifts, it’s game-changing news. Scott, whose current net worth is estimated at $25 billion, signed the “Giving Pledge” in 2019 and has publicly stated her goal to give away at least half her fortune in her lifetime.

The Giving Pledge was created in 2010 to encourage the world’s wealthiest individuals to dedicate the majority of their wealth to charitable causes. Well-known pledgers include Warren Buffett, Mark Zuckerberg, Bill Gates, and Carl Icahn. Scott is a published author whose vast financial assets came from her divorce settlement from Amazon founder Jeff Bezos.

Scott’s philanthropy in Minnesota is documented best on her website, yielding.com. The website details some $14 billion in charitable donations she’s made thus far to more than 1,600 nonprofits internationally, of which at least 18 gifts went to Minnesota nonprofits. But the list is likely incomplete, according to observers who note that Scott’s disclosure practices are continuing to evolve. Eventually, charitable donation recipients will report Scott’s hefty contributions on their federal tax returns, which will be publicly available.

For now, Yield Giving’s data and some sleuthing will have to do. The total amount of Scott’s generosity in Minnesota is not a number that’s easy to find. Scott only discloses the amount of each gift when the recipient agrees. Many listings on the Yield Giving website say “Disclosure delayed for the benefit of the recipient.” In addition, one Minneapolis-based organization announced it received an $8 million Scott gift, but it doesn’t show up when you search for Minnesota grantees on the Yield Giving site. Arts Midwest, a regional arts service and development organization, is only listed under “Midwest” geography on the site.

Scott’s giving has signature elements that Yield Giving and news reports consistently amplify:

- Scott doesn’t want the giving to be about her but rather about the recipients. She leaves the announcement up to the organization and isn’t looking to get her picture in every newspaper.
- Gifts are unrestricted. Not a single gift on the Yield Giving site offers a “grant purpose.” Instead, the site offers, in a sentence, the organization’s mission statement. The gifts come with no strings attached.
- Organizations often describe her gift as the largest they’ve ever received and use words like “unexpected” and “surprise.” Often organizations are not aware that they are being considered for possible gifts by Scott’s team.
- Scott is forthright in her support for social and racial justice, environmental, and human rights causes, with many gifts supporting BIPOC-led organizations, LGBTQ+ service and advocacy organizations, nonprofits serving women and girls, and climate change activists.
- Before the launch of the Yield Giving website, Scott was regularly writing about her philanthropy on her Medium site; the most recent post was published this past December. Other than these essays, Scott does not comment on her process or rationale.

“What’s clear is that [MacKenzie] Scott trusts us to do the work we have set out to do. There are no hoops to jump through, no restrictions, no reporting. Just do the good work.”

—CATHY LAWRENCE, TWIN CITIES HABITAT FOR HUMANITY

$13.5 million for Habitat housing

Twin Cities Habitat for Humanity is a Minnesota nonprofit that received an unexpected $13.5 million gift from Scott. The staff responded to an inquiry asking what they would do with a significant influx of new unrestricted funds and had to quickly respond. A few months later, the call came through to Chris Coleman, president and CEO, that the funds would be made available, with a request for confidentiality in the short term.

Cathy Lawrence, chief of staff, says that TC Habitat was piloting a homeownership program designed to help close the racial housing gap between African Americans and white families in Minnesota. The TC Habitat program targets U.S.-born residents of the seven-county metro area who are descendants of enslaved Africans brought to this country. Habitat had identified these individuals as facing the steepest barriers in obtaining a mortgage and the widest disparities in rates of homeownership.

Lawrence says the Scott gift is helping TC Habitat work on scaling the program to reach more families. Of the most recent cohort of participants, 13 have already closed on a home, seven are in process, and five families are shopping for homes.

TC Habitat has helped these homebuyers with programmatic support, access to a different set of underwriting criteria, and additional financial assistance, so participants can come to the table with greater support, knowledge, and resources. TC Habitat also made a much-needed investment in its digital capacities, upgrading computer systems and equipment.

Asked about lessons learned from managing this windfall, Lawrence says, “We didn’t decide what to do with the money right away. We held listening sessions and considered options, not only in the community but with our own staff and board.”

While everyone was in immediate agreement about expanding the Advancing Black Homeownership Project, ideas such as strengthening technology came from these listening sessions.

“What’s clear is that Scott trusts us to do the work we have set out to do. There are no hoops to jump through, no restrictions, no reporting. Just do the good work.”

Equity funding at Penumbra

In 2021, Penumbra Theatre in St. Paul also received a surprise call from MacKenzie Scott’s team, letting president Sarah Bellamy know to expect a $5 million gift.

Khamara Pettus, Penumbra’s director of development, says that a major impact of the gift has been to “allow Penumbra to shift its focus on future investments versus focusing on surviving the here and now.”

The African American theater has long struggled with undercapitalization, even as it has been among the most generative and critically acclaimed companies in the United States for more than 40 years—a clear reflection of data analyzing the historical gaps in funding for BIPOC-led cultural beacons like Penumbra.
“Equity requires the moving of resources to the communities that are most affected by systemic injustice and to the organizations led by and serving these communities,” Pettus says of gifts like Scott’s. “The shift toward removing hurdles and barriers to funding is a step in a more equitable direction.”

Penumbra is transforming from a theater company to a center for racial healing. Programs will expand beyond producing plays to include nurturing Black artists, advancing racial equity, and providing wellness programming for individuals and communities, all supported in part by Scott’s gift.

Pettus describes the unrestricted gift as wonderful. “Ms. Scott is leading a trend that exemplifies many of the hallmarks of equitable funding practices; by focusing on underserved communities and trusting that those communities know what they need and how to invest wisely, it does profound reparative work,” she says.

**Growth in windfall philanthropy**

Alongside MacKenzie Scott’s huge grantmaking initiative comes the trend in “windfall gifts.” Large grants are increasing in frequency in the nonprofit sector. Whether these arise from one-time federal Covid relief payouts, gifts and bequests representing the intergenerational transfer of wealth, gifts resulting from the sale of businesses, or gifts made for tax purposes, there is now a clear pattern emerging of larger gifts to more organizations.

Workshops in windfall planning are popping up, and more organizations are thinking about what they would do to seize such an opportunity if it arises.

“We definitely are seeing this more and more, outside the typical mainstream foundation and individual funding,” says Heidi Grinde, principal at CliftonLarsonAllen, the Minneapolis-based global financial consulting firm with a large nonprofit client base. “[Scott] is doing this, and other donors are picking up on it. They may choose only one organization for a bequest or make a major gift while they are still living.”

Beyond multimillion-dollar grants, Grinde says, “we are also seeing the $100,000 to $200,000 unexpected gifts, and depending on the size of the operating budget, these can be very, very significant.”

In April, Stanford Social Innovation Review published an advice piece on dealing with windfalls, after author Humberto Camarena interviewed windfall recipients. Both he and Grinde agree that having a plan is critical.

In “Riding the Wave of Abundance,” Camarena, of La Piana Consulting, urges nonprofits to pace themselves and “build a visionary plan.” He suggests careful investments in infrastructure and clear-eyed thinking about what happens when a windfall is spent.

Grinde suggests that organizations “do some careful dreaming now.” Consider board training and “blue-skying” to think about what you would do if resources were available. “It’s good to think about this before it happens,” she adds, “and think about what’s holding you back from advancing your ideas now.”

Scott’s giving adheres to the growing movement called “trust-based philanthropy,” a peer-to-peer initiative among funders started in 2020 “to address the inherent power imbalances between foundations and nonprofits.”

The initiative advocates six grantmaking practices that are evident in Scott’s approach and that most nonprofits wish would be more widely adopted. They are: advocacy for multiyear unrestricted funding as the norm; putting due diligence of organizational research on the donor, not on the applicant; simplifying and streamlining paperwork requirements; building transparency into grantmaking processes; soliciting and acting on feedback; and giving support “beyond the check.”

Scott’s large-scale gifts, and those of other donors, are not only influencing the way nonprofits think about the need for and contours of strategic planning, but they are also heralding a different kind of philanthropy whose emphasis is squarely on the recipient and not on the donor.

While Scott is certainly attracting media attention, she consistently and purposefully deflects it, asking us to instead look at the opportunities and gaps in society and how we all might help.

In her Giving Pledge essay, she says, “I have no doubt that tremendous value comes when people act quickly on the impulse to give. No drive has more positive ripple effects than the desire to be of service.”

Minnesota nonprofits will be watching Scott’s next steps, and they’ll likely be doing some blue-sky thinking in the process.

*Sarah Lutman is a St. Paul-based independent consultant and writer for clients in the cultural, media, and philanthropic sectors.*
WHO IS CCF? The Catholic Community Foundation of Minnesota (CCF) helps Catholics create meaningful charitable giving plans. Our faith-aligned, tax-efficient, charitable funds offer you a smart, flexible, and convenient way to help build and sustain a vibrant, thriving Catholic community.

GIVE ACCORDING TO YOUR FAITH: When you're inspired to share your blessings, CCF is here to help you build a giving plan aligned with your Catholic values. And we can ensure that your charitable intentions will be honored for generations to come.

INVEST WITH PURPOSE: When you entrust your funds to CCF’s stewardship, your gifts grow through faith-consistent investments managed by financial experts. Then, you make grants to invest in your favorite ministries and missions.

GRANT TO CAUSES YOU BELIEVE IN: When you give through CCF, you can support the causes closest to your heart and rest assured knowing CCF screens all recommended charities for financial standing and alignment with Catholic social teaching.

WORK IN PARTNERSHIP: We share your faith — and your hope, too. We feel privileged to witness and facilitate the faithful generosity of our local Catholic community. We’re here to serve as a partner and resource to support your philanthropic goals.

JOIN US: With practical tools and planned giving expertise, CCF can ensure your vision for giving is as smart as it is charitable. Call us today to begin a conversation about your philanthropy.
Faithful in life. Faithful in legacy.

You live a life of faith. You rely on your values when making business decisions. You pray with your family, volunteer your time, and give to charity.

**Does your estate plan reflect the faithfulness of the life you lead?**

It’s common to revisit your estate plan when life shifts. Retirement, the sale of property, the loss of a loved one, or the birth of a grandchild are all milestones that could affect your current estate plan. And, with changes to tax law, your existing plan may lack tax efficiency.

When planning or adjusting your estate, consider the values you’ll pass on as well as your assets. By including a charitable legacy in your estate plan, your values will live on through the ministries of your parish or the missions of your favorite nonprofit organizations.

Learn how the Catholic Community Foundation of Minnesota can help you plan smarter and give better — now and forever.
Geraghty Fights ALS. In January of 2022, Kevin Geraghty was diagnosed with ALS. Kevin and his wife, Tessa, had minimal knowledge of this disease. At 38 and 40 years old, they were six days shy of undergoing the second egg retrieval for In Vitro Fertilization. Kevin had been experiencing some muscle loss in his right shoulder and muscle twitches at that time. He was having a tough time holding his right arm above his head. They were shocked by the ALS diagnosis.

Fast forward to September of 2023. Kevin is in a wheelchair permanently. He has no movement in his arms minimal movement in his legs, and relies on his left middle finger to control a button attached to his iPad for all communication. Kevin is on a non-permanent ventilator 24/7, and his labored voice is a whisper. He had a feeding tube placed in his stomach in June and no longer eats solid food. He completed a clinical trial at the Mayo Clinic in July but no longer qualifies for any clinical trials due to his progression. ALS currently has no cure, but it is not an incurable disease. It is simply underfunded.

We want to save others from the heartbreak of ALS. That is why we established Geraghty Fights ALS. All events and funds raised go entirely to ALS research and organizations. To date, through our fund and events, we have helped raise over $1 million for ALS research. Please visit GeraghtyFightsALS.com and read more about how we’re THROWING PUNCHES AT ALS.
throwing punches at ALS

Kevin and Tessa Geraghty on their wedding day, 2017

All funds raised through the Kevin Geraghty Fund go entirely to ALS research and organizations dedicated to curing this terminal disease.

GERAGHTY FIGHTS ALS COM
MISSION
For over 35 years, Mn Adult & Teen Challenge has been helping people break free from alcohol, drug, and other life-controlling addictions by addressing their physical, emotional, and spiritual needs.

KEY SERVICES PROVIDED
Mn Adult & Teen Challenge offers a full range of services to help men, women, and teens with a broad spectrum of addiction issues, from those seeking treatment for the first time to those who have been struggling with addiction for many years. Clients range in age from 14-75 years. In 2022, more than 3,400 clients received services across Minnesota.

- Residential Treatment- Up to 90 days, faith-based track available upon request
- Telehealth Services: Assessments and outpatient counseling available
- Long-Term Recovery: 12-month, faith-based residential program
- Mental health services that address co-occurring disorders such as anxiety, depression, PTSD, etc.
- Alumni services, transitional housing, and leadership training
- Multiple Locations: Minneapolis, Brainerd, Alexandria, Duluth, Rochester, Buffalo (teen boys center)

JOIN THE CAUSE
- Read about how Mn Adult & Teen Challenge clients have changed their lives at mntc.org/divine
- Become a mentor or volunteer
- Make a financial or vehicle donation
- Learn more at mntc.org
When you give to Minnesota Adult & Teen Challenge, you are putting hope within reach of every Minnesotan struggling with substance use. You can be part of the solution as we continue to help individuals find freedom from addiction and reunite them with their families this holiday season.

Give today: mntc.org/TCB
There's no shortage of innovation or inspiration around the University of Minnesota. As the fundraising body for the University of Minnesota system as well as M Health Fairview, the University of Minnesota Foundation raises money for a wide range of causes. Gifts from generous donors have supported:

- Scholarships that can change the trajectory of a promising student’s life
- Research focused on creating sustainable polymers as an alternative to petroleum-based plastics
- Lifesaving equipment for more than 8,300 law enforcement vehicles in Minnesota to help those who suffer sudden cardiac arrest
- Emergency assistance funds for M Health Fairview patients and families facing difficult financial and medical circumstances
- The maintenance of the largest archive in the upper Midwest dedicated to LGBTQIA+ history

Gifts from the University of Minnesota Foundation’s 91,561 donors in fiscal year 2023 have transformed lives, inspired creativity, and provided answers for the people of Minnesota and around the world. And as the University continues working to solve the most pressing challenges of our time and to create a sense of belonging for all, the need to support students, faculty, and bold ideas remains great.

WAYS TO GIVE

- Make outright annual gifts to have an immediate impact on excellence and access across the University of Minnesota system and M Health Fairview programs, hospitals, and clinics.
- Join or create a crowdfunding campaign to raise money for your favorite cause.
- Endow a scholarship, fellowship, or faculty position through a gift of cash, securities, real estate, or multiyear pledge.
- Include a gift in your will to create a personal legacy.
Fuel innovation and the drive to discover

With their commitment to advancing knowledge through research and inspiring future generations through teaching, University of Minnesota faculty members are at the heart of our thriving academic community.

Support high-impact discovery and world-class instruction by joining our Innovators and Educators drive for U of M faculty.

z.umn.edu/innovatorsandeducators

INNOVATORS and EDUCATORS
Drive for University of Minnesota Faculty
Appetite For Change is a nonprofit social enterprise that uses food as a tool to build health, wealth, and social change in North Minneapolis. We bring people together through programs, events, and a variety of opportunities to learn, cook, eat, and sustainably grow food, grow leaders, and create positive, lasting change.

**VOLUNTEER:**
Through December, we are welcoming volunteers (groups and individuals) to join us as we pack our essential meal box kits, which are distributed to families in need throughout the metro area.

There will be opportunities for individuals to volunteer with our Urban Agriculture program year round, with our deep winter greenhouse in full swing throughout the colder months.

If you or someone you know is an expert in their field, our Youth Training & Opportunities Program welcomes your application for a one-time skillshare session. We aim to educate and empower our youth through a variety of community led events and opportunities, and welcome involvement.

**GIVE:**
$20 Supports local growers and provides fresh veggies for our meal boxes

$50 pays for a weekly meal box serving 12 meals, including fresh produce, protein, herbs and spices

$100 supports two families of six in cooking two nourishing meals, for a total of 24 meals a week

$250 supplies 5 households with a mealbox. That saves more than 8 costly trips to the grocery store for busy families each week.

$1,000 provides a meal box subscription for 30 weeks, a full programming season, cooking up 360 flavorful meals for one household.

**SUPPORT:**
Our Breaking Bread Cafe & Catering, and our Station 81 restaurant bring the best of both worlds to our guests: wholesome, culturally relevant foods, as well as nutritious and sustainable dining options. Call us for your next business meeting or event catering needs!

2520 North Second Street
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Minneapolis
info@afcmn.org
giving@afcmn.org
612.588.7611
VISION: CaringBridge is a non-profit, no cost communication platform for family caregivers and the loved ones they support on a health journey. We make it easy to share updates with everyone all at the same time and organize and activate a support network. CaringBridge envisions a world where no one goes through a health journey alone.

WHY THE WORLD NEEDS CARINGBRIDGE
Facing a health challenge is overwhelming, isolating, and lonely. It’s not easy to share updates, ask for help, or coordinate care. During these vulnerable times, people need a trusted place to feel comfortable and protected while receiving support from family and friends.

Since 1997, we’ve supported people to simplify group communication and share sensitive health information – on their CaringBridge page that’s free from ads, private, and easy to use.

THE FUTURE LOOKS BRIGHT
Family caregivers need connection and support. CaringBridge provides essential support by building bridges of care and communication. We are committed to supporting family caregivers for the next 25 years and beyond, and to do this we are pursuing a transformative vision for the future, including:

• Creating Better Support – Through platform improvements we will build stronger connections and communities.
• Measuring Impact – Feelings of being overwhelmed, isolated, and lonely are prevalent among family caregivers and the loved ones they support on a health journey. Investments in research will ensure caregiver needs are met by improving emotional health and social support.
• Growing CaringBridge Reach – Through investments in brand awareness and new partnerships we will support more family caregivers.

TOGETHER IT’S POSSIBLE
Your support fuels the work we do to expand our impact and improve the CaringBridge experience, creating a world where no one goes through a health journey alone. Visit www.caringbridge.org to make a donation today.
St. Louis Park High School students participate in Career Academies, an innovation initiative of Greater Twin Cities United Way.

MISSION: We unite changemakers, advocate for social good and develop solutions to address the challenges no one can solve alone.

VISION: A community where all people thrive, regardless of income, race or place.

APPROACH: Together with volunteers, business and nonprofit partners, organizational leaders and policymakers, Greater Twin Cities United Way fuels broad, systemic change in our community. We seek to disrupt the racial inequities that cause poverty by meeting urgent needs and making lasting change in the areas of housing, food, education and economic opportunity. The work we do spans four distinct areas:

**Information and Crisis Support:** Free, confidential, and available 24/7 in multiple languages, United Way’s 211 resource helpline and 988 Suicide and Crisis Lifeline connect callers with the information and support they need to thrive.

**Innovation Initiatives:** Through thoughtful collaboration with partners, we co-create and deliver scalable solutions—such as 80x3 and Pathways Home—to address gaps in community support, disrupt inequities, and fuel lasting, systems-level change.

**Policy and Advocacy:** In partnership with the public, private and nonprofit sectors, we leverage relationships and real-time data to amplify community voices, educate lawmakers on pressing issues, and develop lasting solutions through equitable policy changes and community funding.

**Strategic Partnerships:** We partner with businesses, individuals and other nonprofits to raise critically important funds and to develop comprehensive community solutions.

GIVING OPPORTUNITIES: Your gift has magnified impact because we address the root causes of disparity in our region while meeting the urgent needs of today. Please consider contributions of cash, a planned gift, tribute and honor donation, or gift of stock. Visit gtcuw.org to donate.
EXPANDING BOOK ACCESS FOR ALL

There are more than 170,000 Little Free Library® book sharing boxes worldwide in 120 countries and on all seven continents. Through them, 70 million books are shared each year, profoundly increasing access to books for readers of all ages and backgrounds.

Little Free Library (LFL) is an international nonprofit based right here in St. Paul. Our mission is to be a catalyst for building community, inspiring readers, and expanding book access for all through a global network of volunteer-led Little Free Library book sharing boxes. With your support, we can improve access to books in the most under-resourced communities.

How Do We Achieve Our Mission?

1. Providing 24/7 book access. Little Free Library book sharing boxes are open seven days a week, 24 hours a day and are freely accessible to all, removing barriers to book access.

2. Fostering new Little Free Libraries. LFL equips, educates, and guides volunteer stewards to establish Little Free Libraries in their communities.

3. Granting Little Free Libraries to high-need areas. Through our programs, LFL grants no-cost Little Free Libraries full of books to underserved urban, suburban, rural, and Indigenous communities.

4. Championing diverse books. Through our Read in Color program, LFL makes books available representing BIPOC, LGBTQ+, and other marginalized voices to promote understanding, empathy, and inclusion.

5. Working with key community partners. LFL collaborates with businesses, civic organizations, schools, and public libraries to bring Little Free Libraries to their communities.

Support Indigenous Readers

This year we launched the Indigenous Library Program, which provides Little Free Libraries and books to Native communities in collaboration with Native leaders. Here in Minnesota we have worked with the Native American Community Clinic in Minneapolis (pictured above), the White Earth Reservation, Little Earth Residents Association, and Johns Hopkins Center for Indigenous Health. Your gift today helps ensure culturally responsive books are available to Indigenous families and children.

Thank you! Donate: give.littlefreelibrary.org/donate
For the past 50 years, it has been Park Nicollet Foundation’s mission to improve the health and well-being of patients, families, and communities through partnerships and philanthropy. That mission has never wavered. In fact, as times have changed, the impact we create together through gifts to the Foundation has inspired us to add and expand our services and programs.

We fund programs and offer volunteer experiences that create safe, caring environments at Park Nicollet. Programs like integrative therapy that includes music therapy, spiritual care, massage therapy, and more. Programs that help patients live well with Parkinson’s at the nationally recognized Struthers Parkinson’s Center. Programs that provide special needs and services to help patients and veterans live with peace, dignity, and comfort as they face end of life. And essential no-fee health services, grief counseling, and much-needed mental health care for our children—right in their schools.

We support innovative research focused on strengthening the future of health care. Our foundation is able to address unmet health care needs and empower people to overcome barriers to care by partnering with local communities and public schools.

Supporters like you are at the heart of everything we do. Join us today to make good happen for everyone. Park Nicollet Foundation is proud to be improving the health and well-being of the community we love. We’ve been doing it for 50 years—and we’re just getting started.
OUR MISSION: END HUNGER TOGETHER
Second Harvest Heartland is one of the largest, most efficient and most innovative hunger-relief organizations in the nation. For more than 20 years, we’ve served as the primary regional food bank for 59 counties in Minnesota and western Wisconsin, including the Twin Cities metro.

OUR IMPACT
We use our unique position in the emergency food chain to make a large-scale impact across our region. We partner with 423 food shelves and nonprofits and 1,115 hunger-relief programs, providing 94 percent of the food that our partners distribute.

JOIN US IN ENDING HUNGER
Our dedicated food bank staff, volunteers, donors and food shelves and partner programs work together to ensure more than 800,000 people in our community have access to the food they need to thrive. There are many ways to get involved in supporting your neighbors facing hunger.

• Give Financially — You can help fight hunger with a monthly or one-time gift, by including Second Harvest Heartland in your will, or even by making a gift to celebrate a special person or event. For every $1 you contribute, we can provide three meals to neighbors in need, and 92.5% of your donation goes directly to programs and services designed to end hunger. Give today at 2harvest.org/givemeals.

• Volunteer — Our work to end hunger is made possible by volunteers like you packing food, assisting clients and contributing your diverse talents to skill-based projects. Learn more and sign up for a shift at 2harvest.org/volunteer.

• Advocate — You can help support anti-hunger policies and programs that impact people in Minnesota and across the country. Help end hunger by making sure all our neighbors have affordable access to the healthy food they need to thrive. Visit 2harvest.org/advocate to learn more.
Community Spotlight

Nexus Family Healing

Your gift helps us provide mental health and foster and adopt services for children and families in our communities.

MISSION: Changing the course of a child’s life by stabilizing families and strengthening mental health.

VOLUNTEER OPPORTUNITIES: Bring together your friends and family by hosting a gift drive, donation drive, or your own unique fundraising event to donate proceeds to Nexus Family Healing. Whether it’s a charity run, bake sale, or an online auction, you become a vital part of transforming lives. Your efforts help us provide special activities, vocational opportunities, support for family needs, and more. Call 612-419-6524 for more information and guidelines.

FUNDRAISING EVENTS: We offer a variety of fundraising events every year. Please visit NexusFamilyHealing.org/ways-to-give for event attendance and sponsorship information.

GIVING OPPORTUNITIES: Our mission to heal and strengthen families is only made possible through generous contributions from people like you. We provide many giving opportunities. Individual gifts, legacy giving, and company matches are great ways to support our mission and make an impact.

Pinky Swear Foundation

No One Plans for Cancer

Every time a family hears the words “your child has cancer,” they are forced to make hard decisions. They ask themselves: “Do I keep working while having to take time off? If I quit my job, will we survive financially?”

Medical bills can be delayed, but rent is due, bills still come, and food is a necessity. Families facing childhood cancer need help with everyday expenses. Pinky Swear Foundation provides financial support for transportation, food, and housing so families can focus on what matters most – their child.

“We had no clue what resources were out there. Then we found Pinky Swear. I have no words to describe how thankful we were to have the huge financial stressor taken away, so we could focus on caring for our family. We are so grateful for all the help we received.” — All-Star Ella’s Mom

Pinky Swear Foundation All-Star Ella and her Mom at a cancer treatment appointment.

5555 W 78th St., Suite E, Edina
952.974.9600 / pinkyswear.org

Restoring Hope. Reshaping Futures.

Nexus Family Healing
505 Highway 169 N Suite 500, Plymouth, MN 55441
763-551-8640 / NexusFamilyHealing.org
Community Spotlight

The Bridge for Youth

Every night in Minnesota, more than 6,000 youth experience homelessness.

MISSION: The Bridge for Youth centers youth voice, justice, and equity in all we do, and empowers youth experiencing homelessness through safe shelter, basic needs, and healthy relationships.

GIVING OPPORTUNITIES: The Bridge has a variety of options for individuals, foundations and corporations to support and further our mission. Donations and gifts of all sizes make a difference. Learn more at bridgeforyouth.org/donate.

EMPLOYMENT: Volunteers play a crucial role at The Bridge in helping us propel our vision forward—a community where all youth feel safe, accepted, and supported. From individual on-going to group one-time to seasonal supply drive opportunities, your gift of time will make a positive impact!

Learn more: development@bridgeforyouth.org

Twin Cities PBS

Twin Cities PBS (TPT) is your gateway to exceptional educational programming, inspiring storytelling, and thought-provoking entertainment.

Delve into a treasure trove of award-winning documentaries, groundbreaking series, and engaging local content that highlights the diverse voices and stories of our community. From riveting historical accounts to enriching cultural programming to characters and content that nurture children's imagination, TPT sparks curiosity and fosters a love for learning.

Join a vibrant community of lifelong learners. With its unwavering commitment to quality and dedication to the community, TPT is truly television that makes you think.

Tune in, connect, and experience TPT today. Unleash your imagination, expand your horizons, and let TPT be your window to the world.

Your support plays a vital role in sustaining our programming and mission. Donate to Twin Cities PBS today and help us continue to provide educational, entertaining, and inspiring content for generations to come.

Twin Cities PBS

172 East Fourth Street, Saint Paul
651.229.1300 / tpt.org
At the Aim Higher Foundation, we’re committed to helping children from low-income and working-class families access the life-changing benefits of a Catholic education. Our mission is to ensure all children, regardless of background, can attend a Catholic school.

Aim Higher Foundation

Providing K-8 Tuition Assistance
Scholarships Since 2012

2610 University Ave W, Ste. 525, Saint Paul
612-819-6711
info@aimhigherfoundation.org

Achieve Twin Cities

Achieve Twin Cities rallies community support to inspire and equip students for careers, college and life. Each year we support 20,000 Minneapolis and Saint Paul students with personalized guidance and opportunities through our career and college readiness centers and internship programs. Learn how you can join us as an employer, volunteer or donor!

Achieve Twin Cities

404 South 8th Street, Suite 105
Minneapolis
info@achievetwincities.org
achievetwincities.org

Alzheimer’s Association

The Association serves individuals and families with dementia and Alzheimer’s through community education programs, free care and support programs and a 24/7 Helpline staffed in 200 languages. As the nation’s largest non-profit funder of Alzheimer’s research, the Association also advocates with federal and state legislators on behalf of legislation affecting those with Alzheimers.

Alzheimer’s Association

Offices in Minnesota and North Dakota
800.272.3900 Helpline
952.830.0512 Minneapolis Office
alz.org

Charities Review Council

Sustaining a healthy philanthropic culture in Minnesota for strong, vibrant, just communities. Donors rely on Council resources, including a list of reviewed nonprofits, for smart giving. Organizations rely on Council tools to build capacity and demonstrate accountability to supporters.

Charities Review Council

1915 Highway 36 W, Ste 133, Roseville
651-224-7030 / info@smartgivers.org
smartgivers.org
NorthPoint Health & Wellness Center is a trusted partner in the heart of North Minneapolis. Our community is stronger when we work together. At NorthPoint, we innovate to make health happen through integrated whole-person care, community well-being, and health equity.

Opportunity Partners

Celebrating 70 years of advancing the quality of life for people with disabilities! Our award-winning and person-centered services foster independence, inclusion and community. Your support ensures we can help the people who count on us. Become a volunteer, donor or community partner today.

Rainbow Health

Rainbow Health provides comprehensive health services for people who experience injustice at the intersection of health status and identity. We center and advocate for people living with HIV, LGBTQ+ people, and folks from underserved communities facing barriers to healthcare.
The Food Group provides nutritious foods to people across 30+ counties in Minnesota and Wisconsin. Working across the food system, our programs include a food bank, affordable grocery mobile markets, and a land-based education farm. We believe that food for today is change for tomorrow. Make a difference today with your gift!

8501 54th Ave. N. Minneapolis
thefoodgroupmn.org

Reach for Resources empowers people of all abilities to reach their full potential. We provide individualized services that maximize independence, boosts community engagement and improves physical and emotional well-being. Join us today.

Reach for Resources
5900 Green Oak Dr., Ste 303, Minnetonka
952-200-3030
info@reachforresources.org
reachforresources.org

This year, Tubman will help 17,000 people of all ages, genders, and cultures who are facing relationship violence, homelessness, trafficking, addiction, mental health challenges, and other trauma. Help people move from fear to freedom by giving or volunteering at Tubman.

Tubman
Family Crisis & Support Services
4432 Chicago Av S, Minneapolis
1725 Monastery Way, Maplewood
Get Help: 612.825.0000
Give Help: 612.825.3333 / tubman.org

Union Gospel Mission Twin Cities

Fighting homelessness, addiction and poverty in the Twin Cities since 1902. Union Gospel Mission Twin Cities serves men, women and children by offering food, safe shelter and vital care along with faith formation, on-site professional mental health services, education, job-skills training, early childhood education, addiction recovery, financial literacy and more.

Union Gospel Mission Twin Cities
376 Western Ave N, Saint Paul
ugmtc.org | 651-228-1800
PROMOTION | Technology
Prentice Keller
Prentice Keller has been promoted to “Partner” at gener8tor, a national venture capital fund and startup accelerator network. Prentice is the first Twin Cities-based Partner at gener8tor. Since its inception in 2012, gener8tor has been the most active, private venture capital investor in the Midwest. Prentice leads growth and business development at gener8tor—a firm that spans 41 markets across 22 states and 3 countries with 120+ employees.

PROMOTION | Architecture & Engineering
Andrew Portis, AIA, NCARB
Andrew Portis has been promoted to managing principal of HDR’s Minneapolis architecture studio. A licensed architect with a decade of experience in health design and project management, Andrew has a proven ability to lead large, multidisciplinary teams designing technically complex healthcare facilities, including academic hospitals and pediatric facilities, to meet client objectives and positively impact communities. Various types of clients brings a relevant perspective that helps guide the firm’s transformation roadmap.

NEWSMAKERS. INNOVATORS. TRAILBLAZERS.
Join us as we reveal the TCB 100 People to Know in 2024, and celebrate our Person of the Year, Beth Wozniak. With the event taking place before the magazine is distributed, you’ll be among the first to learn who is on this highly anticipated list. It’s a can’t-miss event for the business community!

December 4
The Metropolitan Ballroom
For more information and to buy tickets visit: tcbmag.com/events/poy23

2023 Person of the Year
Beth Wozniak
CEO, nVent
Thrive with Purpose

Thrivent is a Fortune 500 diversified financial services organization, providing advice, investments, insurance, banking and generosity programs and solutions so people can make the most of all they’ve been given. We believe in the power of building personal and trusted relationships, and we are invested in our clients, our communities and in one another.

Through our focus on attracting, developing and retaining top talent, Thrivent is a place where employees at every level can grow their careers. Our organization is strengthened by building a diverse workforce that reflects our clients and the communities we serve.

Learn more about how to Thrive with Purpose at thrivent.com.

Congratulations Roz, for being recognized as a 2023 Notable Leader in Recruitment and Talent!

Roz Tsai, Ph.D.
Vice President, Talent, Learning & Organizational Effectiveness
Best-in-Class Executives

Recruiting, hiring, and retaining talent is top of mind for just about every company and organization these days, from Fortune 500s to small businesses and nonprofits. And employee expectations are higher than ever when it comes to company culture, training, and advancement opportunities. That makes the role of recruitment and talent experts critical. TCB is recognizing 22 leaders in the field. These powerhouses don’t just fill open positions; they’re expanding employee benefits, diversifying teams, and aiding in aggressive growth strategies for their employers.

**METHODOLOGY:** The individuals featured did not pay to be included. Their profiles were drawn from nomination materials. This list is not comprehensive; it includes only people who were nominated and accepted after editorial review. To qualify for this list, individuals must have at least five years of experience in their field and have shown the ability to effect change in their roles or areas of practice.

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**MCKAELA BALDUS**
Senior vice president and general manager, 24 Seven MN

In her 13 years in the staffing and recruiting industry, McKaela Baldus has distinguished herself as a service-oriented leader. She oversees all operations and business development initiatives for the Minneapolis talent firm 24 Seven. Last year, her team placed more than 100 candidates in new positions. She strives to build an equitable and collaborative workplace while empowering her team to achieve their goals. “She looks at every situation with an ‘everything is figure-outable’ mindset and aims to be fair, positive, and communicative in her approach to ensure success for her team,” says Anne Gardner, senior marketing manager at 24 Seven. Previously, Baldus was the managing director and vice president of Creatis, which was acquired by 24 Seven.

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**PAM BJERKE**
Chief human resources officer, Stearns Bank

Colleagues credit Pam Bjerke for cultivating a thriving workplace culture at Stearns Bank in St. Cloud. She leads the bank’s DEI initiative, and with an 80% participation rate in its voluntary survey, the organization has been able to recognize areas that need improvement, enabling the bank to create community empowerment and economic opportunities, and expand intentional inclusiveness and allyship. A passionate volunteer, Bjerke is a board member and chair of the Coming Home Capital Campaign committee at Anna Marie’s Alliance. She and her committee plan to raise $2.5 million to update the women’s shelter facility in St. Cloud.

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**ANN BOARMAN**
Managing director of recruiting, finance, and accounting interim solutions, Versique Search & Consulting

Ann Boarman brings more than 13 years of talent acquisition leadership experience to her latest role with Versique Search & Consulting, where she identifies top finance and accounting consulting talent and matches them with the right opportunities. Last year, her first with the Minneapolis agency, she achieved more client bookings than many seasoned recruiters. Her colleagues credit her ability to instantly connect with individuals and build trust. Boarman is passionate about serving her community, as shown through her involvement with the PFund Foundation’s Governance Committee and Scholarship Review Committee. She is also active on Versique’s volunteer committee.

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**LAURIN CATHEY**
Senior vice president and chief human resources officer, Children’s Minnesota

In 2022, when Children’s Minnesota was experiencing job-opening levels in line with Minnesota’s 21% health care vacancy, Laurin Cathey quickly changed the hospital HR team’s approach to attract new employees, alleviate pressure on the workforce, and ensure new hires reflected the diversity of patients and families. As a result, Children’s hired 1,300 employees last year. Of those hires, 37% were BIPOC. So far this year, the hospital has hired 688, 39% of whom are BIPOC. Cathey also leads professional development initiatives for benefits such as expanded mental health therapy and coverage of fertility services, adoption, and surrogacy. Cathey also created the Children’s Minnesota Leadership Academy, enrolling 120 vital second-tier leaders. One year later, all 120 participants remain at Children’s Minnesota.
TRICIA EISWALD
Principal and human resources director, BWBR

Tricia Eiswald joined BWBR in 2019 and stepped up to the plate in 2020 when the world was disrupted by Covid, helping staff navigate challenging days and emerge stronger by redoubling commitments to equity and workplace flexibility. As a result, she was named principal in 2021 and promoted to the board of directors last year. Over the past two years, staff size at the St. Paul-based company has increased by 30%. Despite a tight labor market, her team has been able to hire top-notch talent who have proven to be a great fit in the organization. Her personal mantra: “Make sure everyone feels valued, appreciated, and respected.”

JACK FAHRENDORFF
Manager of member care & corporate recruiting, Included Health

Jack Fahrendorff is a talent management professional with more than 12 years of experience. He recruits talent for a variety of industries, including health care, aerospace and defense, composites, technology, industrial manufacturing, and renewable energy. He also specializes in executive searches and implementing companywide talent programs. As manager at Included Health, he leads the Eden Prairie health care company’s recruitment efforts, refines hiring forecasting capabilities, and mentors a team of recruiters. Fahrendorff’s team describes him as driven, open to new ideas, focused, and understanding.

MIATA GETAWEH
Vice president of human resources, Lutheran Social Service of Minnesota

This past year, Miata Getaweh spearheaded the launch of a mentorship program at Lutheran Social Service of Minnesota (LSS), matching senior-level mentors with emerging leaders as part of a broader effort to cultivate personal and professional development across the St. Paul organization. Getaweh also implemented a new day care resource at LSS earlier this year, and in just four months, 90 employees opted into the program. Under her leadership, LSS expanded its benefits and supportive services to include tuition discounts and college scholarships, as well as new health benefits. Getaweh is also a co-founder and lead organizer of the African Immigrant Professional Development Conference. Through this, she recently launched a mentorship cohort in partnership with Best Buy and Land O’Lakes.

Lutheran Social Service of MN is proud to recognize Miata Getaweh, vice president of Human Resources, as a 2023 Notable Leader in Recruitment and Talent.

Thank you for your outstanding leadership of the LSS vision – that team members have deeply meaningful work that changes lives, opportunity for their unique gifts to shine and grow, and abundant and balanced lives.
Dana Gray leads recruiting and talent development at Minneapolis law firm Faegre Drinker. To that end, she oversees the development of programming around skills, evaluation and advancement, coaching, engagement, and retention. Prior to her current role, she served as Faegre’s director of professional development and engagement and manager of legal personnel and lateral integration. Recognized for 30 years of industry experience, Gray was appointed to the board of The National Association for Law Placement, an association of more than 2,500 legal career professionals who advise attorneys and law students. She serves as one of the organization’s four at-large directors.

Compassion is core to Alissa Henriksen’s leadership at Grey Search + Strategy, a boutique executive recruiting and consulting firm in Minnetonka. She supported Fortune 500 and Fortune 100 companies with their recruiting strategies at the age of 24 and has built 15 years of experience working with clients ranging from small startups to public corporations. In that time, Henriksen has also rebuilt recruiting and interviewing processes to attract and retain talent, crafted strategies for challenging rural areas, and developed “playbooks” to guide managers through hiring. The firm also gives 5% of its profits to organizations and causes dedicated to those in need. In 2022, this resulted in more than $50,000 donated to local nonprofits.

Sara Hill is the first chief human resources officer at Intricon, an international manufacturer of medical device components. Working from its St. Paul office, Hill’s leadership at Intricon has resulted in a new organizational structure, leadership development approach, employee experience strategy, compensation model, performance management system, and the company’s first talent acquisition program. Thanks to her work, Intricon is now filling an average of four to five direct-labor positions per week. She’s also reduced the monthly turnover of temporary direct-labor positions from more than 40% to less than 25%. The average annual turnover rate for all Intricon full-time employees is less than 3%. An active volunteer, Hill has served on the board of trustees, executive committee, and as chair of the HR committee for the Wolf Ridge Environmental Learning Center.
Karen Kaplan leads recruiting and retention as well as leadership and organization development for People Incorporated, a nonprofit community mental health provider in Eagan. To address the shortage of diverse mental health professionals, she spearheaded the Pathways program for high school and post-secondary graduates and current students in behavioral science fields. Participants receive training and practical experience in medical administration, mental health diagnosis and symptoms principles, and client-centered care. Kaplan’s vision for the program was to create low-barrier access points for aspiring mental health professionals, especially those who are underrepresented. Since its inception, the program has graduated 58 trainees, with 50% of them currently working at People Incorporated.

Katie Kelly
Managing director, Ambrion

With nearly two decades of experience, Katie Kelly keeps talent firm Ambrion ahead of the curve and anticipates emerging trends and market shifts. One example is Kelly’s focus on automation, artificial intelligence, and streamlined communication. Under her guidance, the Bloomington firm has evolved its internal processes, doubling its revenue through enhanced efficiency and productivity. She leads a team of 10 recruiters, supporting and mentoring staff and spearheading strategic business growth initiatives. Passionate about sharing her expertise, Kelly launched a monthly newsletter to support hiring leaders in the Twin Cities. Distributed to more than 10,000 clients, the newsletter provides insights, advice, and education resources.

Lars Leafblad
Co-founder and partner, Ballinger | Leafblad

In 2014, Lars Leafblad co-founded Ballinger | Leafblad, a St. Paul executive search and selection consulting firm, to serve civic clients such as foundations, higher education institutions, and nonprofits. Leafblad helps those organizations fill open executive roles. In addition to candidate placement, newly placed executives work with the firm’s onboarding coaches, as well as a leadership advisor network composed of executive mentors recruited by the firm. A serial civil servant who founded the nonprofit Pollen Midwest, Leafblad also served as chief development officer for the Hubert H. Humphrey School of Public Affairs at the University of Minnesota, co-chaired the civic practice at executive search firm KeyStone Search, and led the Bush Fellowship leadership programs for the Bush Foundation.

The Ballinger | Leafblad Team

Connector, collaborator, advocate, rock collector, prankster, card player, father, partner.

Congratulations Lars!!
We love you!
GWEN MARTIN
Partner, Scouts Talent

Gwen Martin witnessed a diminishing number of new grads coming into the accounting profession—a problem she’s now tackling head-on as a partner at Scouts Talent, which connects accounting and finance professionals to employment opportunities. In 2022, she and her team partnered with Metropolitan State University to launch a program called One-to-One. Through this program, Scouts Talent sponsors classes for accounting students, many of whom are from underrepresented groups, and it connects students with internships and jobs in their field. Beyond the Minneapolis firm, Martin is currently mentoring the founders of two women- and diverse-led startups through the University of St. Thomas Schulze School of Entrepreneurship and a private fund.

ALISON NELSON
Director of human resources, Living Well Disability Services

Alison Nelson has built a career in the human services industry with a focus on partnership between operations and HR. She first joined Living Well Disability Services in 1999, working directly in the homes of clients. After growing her HR career at other organizations, Nelson returned to the Mendota Heights organization in 2022. Now she leads a team with a focus on recruitment and staff development, while meeting the mission of delivering services to people with disabilities. Living Well serves 300 people, around the clock, every day of the year. Nelson took the initiative to hire a new recruitment manager and dive into a digital ad campaign, and she remains intentional about hiring in a way that creates a cohesive team. Just a year ago, the organization had 80 to 90 full-time positions open. As of August, that number has been whittled down to 56.

JESSICA PEREZ
Chief people officer and executive vice president of culture, Starkey

With more than 20 years of experience in the human resources industry, Jessica Perez creates a culture of belonging at Starkey in Eden Prairie. She’s developed initiatives and strategies that reinforce the hearing technology company’s values and attract and retain talent. Last year, under her leadership, Starkey launched the Total Wellness employee program, which focuses on physical, emotional, financial, and social wellness. This includes volunteer time off to encourage community involvement, an on-campus and full-service wellness center for employees and their families, telehealth and mental health resources, and monthly Wellness Wednesday events for employees.
Health care is experiencing unprecedented hiring challenges, but at Minneapolis-based Allina Health, Brigitte Rath is delivering stability. From 2021 to 2022, Allina’s talent acquisition team experienced a 24% turnover. Since Rath joined in 2022, there’s been no turnover. Rath and her team implemented a strategy that has lowered requisition loads from more than 4,000 to less than 3,000, giving confidence to hospital and clinic operations leaders. She and her team also partnered with Allina’s marketing sector to develop a “careers with a purpose” campaign for critical roles, accelerating the pace of hiring and modernizing talent acquisition. The campaign highlights employees who are thriving in their careers, feel supported and safe, and have found acceptance for their skills and talents.

A licensed psychologist, Dr. Jennifer Stoltenberg has led numerous HR initiatives at CARE Counseling, a St. Louis Park mental health service company. She has grown her team from one to four and implemented recruitment and HR platforms to support the organization’s growth from 70 to more than 200 employees. In 2022, Stoltenberg launched a CARE leadership training series to elevate leaders in the company and positively impact the mental health field. She also developed a DEI role at CARE and, along with the the specialist, recruits diverse team members. “Jenni stands out as a leader in talent and recruitment as she empowers those around her, embraces her strength as a leader, and effortlessly embodies humility,” says Heidi Bausch-Ryan, vice president of training at CARE Counseling.

Roz Tsai leads a team of more than 30 employees at Thrivent and is responsible for the financial services organization’s strategic direction in attracting, retaining, and developing great talent. Recently, she led efforts to refresh Thrivent’s Leadership Competency model, which outlines the skills, behaviors, and mindsets that are critical to the company’s success. More than 1,200 employees have completed related program training. Tsai also helped to develop Thrivent’s Leading with Purpose program, which launched last summer. By the end of the year, more than 200 employees will have completed this program focused on increasing their individual impact. She also spearheaded the Minneapolis-based organization’s partnership with the Harvard Business School for executive development and programming for mid-level leaders.

Since launching her career at global talent solutions firm Robert Half 12 years ago, Ashley Voss has been steadily gaining a positive reputation among her clients while increasing sales. In 2019, Voss joined the firm’s advisory board; in 2022, she moved into her current role directing the Minneapolis management resource team, specializing in the placement of senior accounting and financial professionals on a project basis. She frequently represents Robert Half in the community, speaking to universities and other groups. Beyond business, Voss led her team’s volunteerism last year by helping to coordinate opportunities at Ronald McDonald House Charities, Pinky Swear Foundation, and Adopt a Family. This year, she also joined the firm’s community involvement team, an employee group that organizes community volunteer events for the entire Minneapolis office.

Brigitte Rath
Vice president of talent acquisition, Allina Health

Since joining Minnetronix Medical in 2020, Randy Ross has challenged the St. Paul medical equipment manufacturer to define skills required to grow, now and in the future. His leadership efforts have led to retention levels of 80% to 87%. Ross also spearheaded the Minnetronix Growth Adaption Plan to improve employee and customer experience by reducing team sizes, adding key leadership positions, and providing more leadership opportunities for production employees. This has contributed to 100% customer retention, volunteer retention of 92% year-to-date, and more than 50 new leadership positions, opportunities, and career paths. Ross also brought recruitment in-house, developing an employee ambassador campaign resulting in more than 100 new employees and $1 million in savings.

Amy Sheehan
Director of talent acquisition, Hormel Foods

Amy Sheehan leads the strategic direction of enterprise-wide efforts to attract top talent to Hormel Foods, a Fortune 500 global branded food company in Austin. In her role, she identifies talent gaps and aligns recruitment efforts with the company’s growth strategy. Sheehan and her team have revamped the supervisory model for the company’s production facilities, launched its entry-level rotational supply chain development program, and were instrumental in its GoFwd 2023 corporate reorganization. She’s also responsible for the company’s nationally recognized internship program and designed the Inspired Hires orientation program to onboard new employees. Sheehan also served as a key leader during Hormel’s acquisition of Columbus Craft Meats. Known for her talent acquisition expertise, she frequently speaks at industry conferences and contributes to HR publications.
Best-in-Class Executives

Meet TCB’s 25 Notable Women in Law, exemplary professionals who handle complex transactions and use their expertise to guide clients through a variety of obstacles. They also serve as mentors, do pro bono work for social and economic causes, and advance diversity, equity, and inclusion efforts.

**METHODOLOGY:** The individuals featured did not pay to be included. Their profiles were drawn from nomination materials. This list is not comprehensive; it includes only people who were nominated and accepted after editorial review. To qualify for this list, individuals must have at least five years of experience in their field and have shown the ability to effect change in their roles or areas of practice.

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**RACHEL BARRETT**  
Associate, Ciresi Conlin

Rachel Barrett has dedicated her practice to advocating for people dealing with pain, suffering, and loss. At Minneapolis firm Ciresi Conlin, Barrett represents plaintiffs in medical malpractice lawsuits. Most recently, she served as second chair in a trial in Minnesota federal court that resulted in a $111-million jury verdict for her client, a victim of medical malpractice. Before practicing, she served as a judicial law clerk to Judge Margaret Chutich and Judge Diane Bratvold of the Minnesota Court of Appeals. Following her clerkship, Barrett worked as an assistant Hennepin County public defender, where she gained valuable litigation experience. Beyond the firm, Barrett serves on the board of the Children’s Law Center of Minnesota; in 2021, she was appointed to the executive committee and named chair of the volunteer recruitment committee.

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**JENNELL BILEK**  
Attorney and shareholder, Carlson Caspers

An accomplished litigator with a Ph.D. in pharmacy, Jennell Bilek handles complex civil litigation for Minneapolis-based law firm Carlson Caspers. Her focus is on regulatory issues facing drug, biological, and nutraceutical clients, such as product life cycle management, patent/exclusivity guidance, navigating the health care supply chain, and complying with federal and state drug and pharmacy laws and regulations. Bilek brings hands-on experience, having worked as a community pharmacist and deputy director of the Minnesota Board of Pharmacy. She is also an adjunct assistant professor at the University of Minnesota College of Pharmacy. She was formerly chair of the Hennepin Healthcare Foundation’s board and is now president-elect of the American Society for Pharmacy Law.

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**DEBBIE ELLINGBOE**  
Partner, Faegre Drinker

Debbie Ellingboe is a legal strategist and trial attorney who has represented clients in courts and before arbitration panels across the U.S. Sought after for key roles in high-stakes class actions and sensitive government investigations, she has served as a leader of Faegre Drinker’s business litigation group since 2016. Her peers nominated her to become a fellow in the American College of Trial Lawyers. Ellingboe is committed to recruiting top talent, as well as mentoring associates. She is actively involved in Faegre Drinker’s deposition and trial training programs. Her leadership bridges the geographic and subject-matter diversity of the Minneapolis-based firm, which spans 16 offices and includes more than 200 attorneys.

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**COURTNEY ERNSTON**  
President, North Star Law Group

With a vision to make law better for both clients and attorneys, Courtney Ernston spearheaded a new firm, North Star Law Group in St. Paul. In the last nine months, Ernston has incorporated work-life balance for the attorneys and transparent fees for clients. The firm’s efficiency is boosted using systems thinking, AI, and tech solutions, such as detailed bids, which allow clients to better understand upfront costs and included fees. Ernston also pioneered subscription models that encourage clients to view legal counsel as their partner and ask for advice when needed. In its first four months, the firm doubled its personnel, adding a cannabis practice area as soon as Minnesota legalized it. Ernston’s keen understanding of small business, rooted in her family’s construction business, has set a precedent at the Minnesota Court of Appeals, where she’s won substantial sums for her clients.
In her 12 years as a practicing attorney with Gender Justice, a St. Paul organization dedicated to gender equity, Christy Hall has had an impact on Minnesota civil rights, crafting and litigating multiple precedent-setting cases to advance gender equity. In one case, Hall convinced a jury that her client’s former employer not only failed to take action against sexual harassment and abuse in the workplace but also retaliated against the client for reporting the abuse. She won $750,000 in damages for her client. Hall was also a critical member of the team that persuaded a state district court to block most of the state’s abortion restrictions just a couple of weeks after the U.S. Supreme Court overruled Roe v. Wade. “No obstacle is too big for Christy to tackle,” says Gender Justice executive director Megan Peterson.

In July, Jennifer Huang was named managing principal of Fish & Richardson’s Minneapolis office of more than 30 lawyers. She’s also a trusted patent advisor to some of the world’s largest companies. Huang’s high-profile clients rely on her to handle everything from patent prosecution to portfolio management to due diligence. She’s become a top attorney in post-grant proceedings, which enable companies to challenge the validity of patents before the Patent Trial and Appeal Board (PTAB). Huang won her first PTAB case in 2014 and has been winning cases since for clients like Microsoft, General Motors, Samsung, and LG Electronics, making Fish & Richardson one of the most active law firms at the PTAB for the past five years. She also co-chairs the firm’s Asian Affinity Group and launched a firmwide mentoring program during Covid.

A respected corporate attorney at Stoel Rives, Laurie Huotari has two decades of experience guiding Minnesota companies and enterprises operating in the state. She represents agribusiness, renewable energy, life sciences, and health care clients in all aspects of corporate and transactional law. Her recent high-profile dealings included representing a global grain-based distillery in its acquisition by a privately owned investment company, advising European medical device companies in establishing U.S. operations, and providing corporate counsel to the largest farmer-owned organic cooperative in the U.S. As the Minneapolis office managing partner, Huotari leads efforts to invigorate community engagement and collaborative culture, particularly for associates who joined during the pandemic.

Congratulations!

Thank you, Suzanne, for your 30 years of leadership and commitment to our clients and the community!

Suzanne Remington
Family Law Attorney
sremington@hjlawfirm.com
hjlawfirm.com

2023 Notable Woman in Law
RENEE KRAFT
Director counsel, trademark and copyright, Target Corp.

Renee Kraft is the head of the Target Corp. trademark group. She and her team have launched more than 40 new in-house brands for the Minneapolis-based retailer, including All In Motion, Cat & Jack, Good & Gather, and A New Day. Ten of those brands individually generate more than $1 billion in revenue for Target each year. Over the last two years, Kraft has worked with Congress and IP counsel from other Fortune 500 companies to update U.S. trademark laws. With Target's support, Kraft led the call for these changes, resulting in the passage of the Trademark Modernization Act in 2021. Kraft also sets aside time to teach the next generation of IP practitioners at Mitchell Hamline School of Law, where she is a supervising attorney and adjunct professor in the school's IP Law Clinic.

POONAM KUMAR
Partner, DLA Piper

Poonam Kumar is a highly experienced lawyer who advises global clients on a wide variety of cross-border transactions, including mergers and acquisitions, divestitures, spinoffs, joint ventures, and corporate restructurings, as well as general corporate and commercial law matters. At Minneapolis firm DLA Piper, she leads large, multi-jurisdictional teams to help clients structure, negotiate, implement, and close complex international transactions. Recently, Kumar represented General Electric through the spinoff of its GE HealthCare business and the London Stock Exchange Group in its $325 million cross-border acquisition of TORA, a cloud-based technology provider. Kumar is also the president of Minnesota Women Lawyers and serves on the advisory board for the South Asian Women's Network MN.

SUSAN MARKEY
Partner, Maslon

This year, Susan Markey took over as sole chair of Maslon's Corporate & Securities Group, a key practice area for the Minneapolis firm. Hired as an associate in 2016, she made partner in 2021 and became co-chair of her practice group the following year. In the past 18 months, she's brought in seven new attorneys and provides them with mentorship. In her practice, Markey guides clients on general corporate, mergers/acquisitions, taxation, and nonprofit matters. She draws her expertise from a diverse background in government, accounting, and law. She strongly believes that tax and corporate advice should be both easy to understand and practical. Recently, Markey provided pro bono legal assistance in the creation of Lake Street Speaks, a book about the street murals that emerged in Minneapolis after the murder of George Floyd.

CONGRATS
Thank you for your leadership, integrity, dedicated service to clients, and commitment to our community. We applaud all of your achievements—as well as your well-deserved recognition.

2023 NOTABLE WOMEN IN LAW

SUSAN MARKEY
Partner & Chair of Corporate & Securities Group

MASLON.COM 612.672.8200
A renowned litigator, Shannon McDonough’s focus on unfair competition is a niche that has earned her national recognition. She also has an extensive HR and employment advising practice. She has successfully litigated, tried, and arbitrated cases in Minnesota and other states, from California to New York. McDonough is a senior charter member of the Litigation Counsel of America, an invitation-only trial lawyer honorary society. With her leadership and expertise, McDonough has helped spearhead Fafinski Mark & Johnson’s employment advising practice, which has now grown into a subspecialty at the Eden Prairie firm. As chair of the litigation and the HR and employment practice groups, McDonough provides mentoring and guidance for attorneys and staff of all experience levels.

An experienced litigator, Sara Gullickson McGrane has handled hundreds of matters in both the federal and state courts of many states, including Minnesota and North Dakota. She focuses her practice on litigation, with an emphasis on employment and energy law, and is certified as a specialist in labor and employment law by the Minnesota State Bar Association. McGrane’s expertise in the employment and commercial arena includes breach of contract, discrimination, defamation, harassment, non-competes, and wage and hour. She’s handled approximately 30 appeals to state and federal appellate courts. From 2017 to 2023, McGrane served as firm president of Felhaber Larson, successfully leading the Minneapolis firm through Covid-19.

Sarah Nelsen leads a team responsible for Hormel Foods’ intellectual property, which includes more than 2,500 registrations in approximately 175 countries. A member of the Austin-based food company’s legal team since 2008, Nelsen was a key player in the recent acquisition of the snack nuts company Planters. Valued at $1 billion, it stands as the largest M&A deal in company history. At Hormel, Nelsen has developed and oversees an internal claims review board, which ensures that all marketing, advertising, social media, and public relations efforts are compliant with applicable laws to protect the company and its intellectual property. “Sarah leads by example and believes in the importance of lifting others at work and in the community,” says Dean Peters, senior communications manager at Hormel.

Congratulations, Laurie!

Stoel Rives Minneapolis Office Managing Partner, Laurie Huotari is selected among Twin Cities Business’ 2023 Notable Women in Law! The honor recognizes her professional accomplishments, leadership in the community, and commitment to the legal profession.

Stoel Rives salute the hard work and community spirit of the Notable Women in Law.
Emily Niles is a partner and trial lawyer at Robins Kaplan, a Minneapolis firm. She’s successfully represented clients in high-stakes intellectual property, technology, and business disputes. She has litigated cases involving patent infringement; trade secrets misappropriation; business torts; individual torts; and breach of contract cases related to technology licensing, confidential and proprietary information, and non-competition and non-solicitation disputes. Throughout her career, Niles has won several trial decisions for plaintiffs and defendants, including multimillion-dollar verdicts and complete defense verdicts. She also sets aside time for pro bono representation, helping clients through asylum and removal proceedings in immigration court.

Hired as a senior attorney for Andersen Corporation in 2003, Andrea Nordaune was promoted to her current role in July while also overseeing the company’s code and regulatory affairs and audit teams from the Oak Park Heights office. In addition to serving as a member of the executive team for the window and door manufacturer, Nordaune is also Andersen’s board representative for the industry’s principal trade group, the Window and Door Manufacturers Association. She was recently elected to the executive committee of that organization. Since 2020, Nordaune has also served on the board of directors of the YMCA of the North, a Minneapolis nonprofit dedicated to strengthening communities through youth development, healthy living, and social responsibility.

Laura Pfeiffer is an employment attorney who understands that there’s no such thing as “just business”—when an employment issue arises, it always feels personal to the employee involved. Pfeiffer leverages her counseling practice with her many years of litigation experience to advise clients on issues including wages and hours, training, and harassment and discrimination. She recently added employment mediation to the list and obtained certification as a qualified neutral for mediation in Minnesota and North Dakota. Now that adult-use recreational cannabis is legal in Minnesota, Pfeiffer also advises clients on the still-developing employment considerations that will impact their businesses. Pfeiffer is co-chair of Winthrop & Weinstine’s DEI committee and employment group. Pfeiffer also leads a mentoring group for women attorneys at the firm.
ALLISON PLUNKETT  
Attorney and shareholder, Henson Efron

Allison Plunkett specializes in real estate and corporate transactions at Henson Efron, a Minneapolis firm. As part of her mergers and acquisitions practice, Plunkett negotiates purchase agreements with a keen eye for detail and facilitates many practical aspects of the overall deal to close the transaction quickly and successfully. Plunkett enjoys the opportunity to work with closely held companies as they transition ownership from one generation to the next. She’s managed a real estate portfolio of more than 100 locations for a company that was party to a stock transaction and worked with clients to purchase strategic target companies. Plunkett sets aside time to serve on the planning committee for the Hennepin County Bar Foundation, mentor law students, and present at numerous Minnesota Continuing Legal Education seminars.

JULIA REILAND  
Partner, Lathrop GPM

As a partner with Lathrop GPM, Julia Reiland has been instrumental in supporting the Twin Cities Orthopedics executive leadership team and its physician owners through several major projects over the past year. As a former mental health practitioner, Reiland brings medical and health care expertise to the Lathrop GPM team, with an innovative lens to support the growing practice in Minneapolis. She advises health care organizations on complex business transactions and strategic partnerships using her experience in joint ventures, affiliations, antitrust, governance, and contracting matters. At the firm, Reiland is chair of the recruiting committee and is a member of the culture, diversity, and inclusion committee. She’s also involved in the community, serving as a member of the U.S. Advisory Board for the Mama Hellen School in South Sudan and as a volunteer attorney for The Advocates for Human Rights.

SUZANNE REMINGTON  
Partner, Hellmuth & Johnson

Suzanne Remington has nearly 30 years of experience practicing exclusively in the area of family law. At Edina-based Hellmuth & Johnson, she focuses on the complex financial issues in divorce, including cash flow analysis relating to spousal maintenance and child support, the valuation and vision of businesses, retirement, executive compensation, and other assets. Remington also assists clients with contested custody issues. Over the last two decades, she’s appeared before the Minnesota Supreme Court and the Minnesota Court of Appeals. She’s tried numerous cases before district court judges in the metro and surrounding areas and is a frequent presenter and trainer on topics such as effective marital dissolution practices. Recently, Remington was appointed to the Minnesota family law appellate mediation roster made up of 20 highly respected attorneys.
Melodie Rose is a firm leader in several capacities at Fredrikson & Byron. Notably, she is chair of the Minneapolis firm’s business division, overseeing one of four primary business units. In the past year, she was elected to serve on the firm’s board of directors. She is also co-chair of the firm’s public companies/capital markets group, co-chair of the corporate governance group, and a member of the compensation committee. She’s built a portfolio of clients with whom she’s evolved from advising as legal counsel to partnering for the full life cycle of the organization. Outside the firm, she teaches corporate governance at the University of St. Thomas School of Law. She’s also on the board and the chair of the programming committee at the Minnesota chapter of the National Association of Corporate Directors.

Amy Salmela is a seasoned patent attorney with years of experience in both private practice and in-house counsel for a multinational company based in Germany. She’s frequently been the only woman in her position—from her days working as an engineering intern at an iron mine in northern Minnesota to the past 20 years in patent law. At Minneapolis firm Patterson Thuente, she’s working to change that, putting herself at the forefront of DEI work and leading a Women+ group that includes all the women employees in the firm. Salmela, who chairs patent prosecution for Patterson Thuente, was instrumental in developing the first-ever pro bono patent program in the U.S., the LegalCORPS Inventor Assistance Program. This has served as a model for patent pro bono programs across the country since its launch in 2011. She also co-authored “Patent Law Pro Bono: A Best Practices Guide.”

Rachel Schromen is an estate planning and elder law attorney and the owner of Schromen Law, a firm in St. Paul. She also is an end-of-life doula and hospice volunteer—experiences that drive her holistic approach to talking about and planning for death in the legal field. She recently moved her seven-year-old firm into a historic Ramsey Hill Victorian house where other professionals in the end-of-life and life transition space also office. The firm hosts free monthly community events to provide a space, support, and education around navigating grief and death. Her employees appreciate Schromen’s warm demeanor and leadership, which creates a culture of collaboration and support, says office coordinator Kimberly Witt.
Valerie Sims has earned a reputation as a standout trial lawyer in the construction industry. She represents businesses, property owners, insurers, design professionals, and contractors in a broad range of claims. Her experience also includes personal injury defense, business litigation, and commercial contracts. In addition to her work at Minneapolis firm Heley, Duncan & Melander, she serves on the board of the Minnesota State Bar Association Civil Trial Specialists and is the current dean of the Academy of Certified Trial Lawyers of Minnesota. She also is a member of an invite-only national organization of trial lawyers, the American Board of Trial Advocates. “Ms. Sims brings energetic, tenacious, and thoughtful representation to clients in litigation and trials throughout Minnesota,” says Don McNeil, managing partner at Heley, Duncan & Melander.

Maggie Tatton is practice co-leader of Ballard Spahr’s private equity group. Tatton represents private and public companies and private equity funds in mergers, acquisitions, sales, and other strategic business transactions, including joint ventures, minority investments, roll-ups, and carve-out transactions. She has experience closing transactions in a wide array of industries, including personal services, manufacturing, food distribution, personal products, specialty retail, and engineering. Outside of her work with Ballard Spahr, Tatton is president of the Association for Corporate Growth Minnesota. When the organization’s executive director of 27 years resigned in November, Tatton, along with a committee, helped recruit and install a new ED by May, while also overseeing remaining staff.

Melissa Weiner is a civil litigator focused on combating consumer deception, particularly in the consumer products area. She’s taken a leadership role in numerous complex class actions and multi-district litigations in cases across the country. These include matters challenging tobacco marketing, data breaches, defective construction products, and false advertising. She’s become the go-to expert in food safety, false advertising, complex class actions, and data breach cases. Notably, she successfully negotiated a large settlement in a food “greenwashing” case that involved the abuse of dairy cows, resulting in a $21-million settlement, plus comprehensive injunctive relief. A partner at Pearson Warshaw in Wayzata, Weiner also chairs the development committee for the Public Justice board and sits on the Food Law Center Advisory Board for Mitchell Hamline School of Law.

The Twin Cities Business Notable series features best-in-class executives across a range of industries in Minnesota.

Upcoming 2024 Categories

- Notable Emerging Leaders
- Notable Women in Manufacturing, Food & Beverage
- Notable Women in Agriculture
- Notable Women in Banking & Finance
- Notable Chief Marketing Officers
- Notable Chief Financial Officers
- Notable Nonprofit Board Members
- Notable Corporate Counsel
- Notable Military Veteran Executives
- Notable Hispanic Leaders
- Notable Women in Sports
- Notable Diverse Leaders in Law

Visit tcbmag.com/notable for more information and to nominate a deserving individual.
When it’s time to buy or sell your home, these Twin Cities real estate pros consistently deliver and have the client satisfaction metrics to prove it.

Mpls.St.Paul Magazine, Twin Cities Business, and Eagan-based market research company Crescendo Business Services asked tens of thousands of homebuyers—those who purchased a home of $250,000 or more—to evaluate the agents they worked with. The names that follow are the top 5% of Twin Cities real estate agents.

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<td>Holz Real Estate Group</td>
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<td>STEVE SMILLIE</td>
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Contents accurate as of 9/01/23. For more on highlighted agents, see page number by their names.
ADVERTISING SECTION

SUPER REAL ESTATE AGENTS

FOR MORE ON HIGHLIGHTED AGENTS, SEE PAGE NUMBER BY THEIR NAMES.
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<tr>
<td>Name</td>
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<tr>
<td>Nick Mansur</td>
<td>Keller Williams</td>
<td>651-587-5632</td>
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<td>Garrett Matheson</td>
<td>IQ Realty</td>
<td>218-428-8362</td>
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<td>Quaschen Moet</td>
<td>Coldwell Banker Realty</td>
<td>651-222-1007</td>
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<td>Betsy Morse</td>
<td>Coldwell Banker Realty</td>
<td>651-210-4444</td>
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<td>Ginger Overbye</td>
<td>Edina North Suburban</td>
<td>612-209-7206</td>
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<td>Devon Palmer</td>
<td>RE/MAX Results</td>
<td>651-707-4494</td>
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<td>Andrew Paulsen</td>
<td>Merck Real Estate</td>
<td>651-243-0243</td>
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<td>Bradley Pihlstrom R17</td>
<td>Edina Realty</td>
<td>612-747-5071</td>
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<td>Ryan Radtke</td>
<td>Keller Williams</td>
<td>651-402-5215</td>
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<tr>
<td>Don Schneider</td>
<td>VIBE Realty</td>
<td>651-271-3905</td>
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<td>Julian Scott</td>
<td>Coldwell Banker Realty</td>
<td>651-500-4038</td>
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<tr>
<td>Jim Seabold</td>
<td>Coldwell Banker Realty</td>
<td>612-276-8555</td>
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<tr>
<td>Paige Severson</td>
<td>Keller Williams</td>
<td>651-504-2327</td>
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<tr>
<td>Steve Shea R18</td>
<td>Sunset Realty</td>
<td>651-415-1111</td>
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<td>Margaret Solberg R18</td>
<td>Keller Williams</td>
<td>651-276-8585</td>
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<tr>
<td>Amy Sparer</td>
<td>Verve Realty</td>
<td>651-253-2625</td>
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<tr>
<td>Lisa Stevens</td>
<td>Vibrant Realty</td>
<td>952-808-1208</td>
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<tr>
<td>Heidi Swanson</td>
<td>Lynden Realty</td>
<td>651-503-1540</td>
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<tr>
<td>Adam Tafel</td>
<td>Keller Williams</td>
<td>715-456-7205</td>
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<tr>
<td>Michaela Toohey</td>
<td>Coldwell Banker Realty</td>
<td>651-253-6300</td>
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<tr>
<td>Joe Uebel</td>
<td>Coldwell Banker Realty</td>
<td>651-341-3599</td>
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<tr>
<td>Amber Urlacher</td>
<td>eXp Realty</td>
<td>612-859-9082</td>
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<td>Philip Wahlberg</td>
<td>Coldwell Banker Realty</td>
<td>651-336-2410</td>
</tr>
<tr>
<td>Linda Warner R7</td>
<td>Norton Realty</td>
<td>651-983-4863</td>
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Leo Merman

No Broken Promises.

Leo takes great pride in being a Realtor who is available around the clock. His ultimate goal is to ensure his clients' happiness as their satisfaction is his top priority. He is committed to making the buying or selling process an enjoyable, fun, and stress-free experience. Simple as that.

“I have high expectations for professionals I work with. I seek 100% reliable people with answers to ALL of my questions or the willingness to figure it out in a timely manner. And did I mention great communication skills, too? Leo met all of my expectations, made us feel at ease, and successfully completed a very challenging transaction. Huge thanks to Leo and his team!” Anna P.

Thea Velic

Above & beyond the typical real estate experience.

Working with me one can expect a dedicated and knowledgeable professional who will go above and beyond to help them find their dream home while providing exceptional service and support along the way. It is not lost on me that I am helping my clients through one of the biggest moments of their lives, and their trust in me during that process means the world. My biggest focus is and always will be creating the best home buying and selling experience through honesty, integrity, attention to detail, hard work, and overall care. Real estate is my absolute dream job, and I couldn’t do it without my amazing clients.

RealEstateByLeo.com / Leo@RealEstateByLeo.com
C: (651) 253-9486

theavelic.com / thea@theavelic.com
C: (763) 276-3973
Beth Andrews

**Over 30 years of Experience**

Continuously staying updated on the latest industry developments and adapting to changing market conditions for over 30 years will benefit my clients greatly from my seasoned perspective and comprehensive understanding of the real estate landscape. New construction, lakeshore, townhomes, single family, I have done it all.

bethandrews.com
O: (612) 801-2041
bandrews@cbburnet.com

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Gretchen Berg

**Over 20 years of experience**

Since 2001, Gretchen Berg has been helping people buy and sell homes all over the Twin Cities. Gretchen will provide you with excellent service, and is committed to work hard for you to represent your best interests throughout the entire process. Call Gretchen today to get the process started. You’ll be glad you did!

gretchenberghomes.com
C: 612-483-8655
gretchen@gretchenberghomes.com

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Virginia Antony

**Real Estate with Integrity**

Providing top-notch customer service, expertise and professionalism to make your buying or selling process as efficient and seamless as possible. With over 20 years experience in the real estate industry, and relocating 8 times myself, I understand the challenges that can arise. I’m excited to earn your trust.

COMPASS

VirginiaAntonyRealEstate.com
O: (763) 258-9999
C: (763) 258-9999
virginia.antony@compass.com

---

Steve Casalenda

**Annual Super Agent Since 2012**

For 19 years Steve has consistently provided his clients with a personalized real estate experience that is second to none. As a lifelong resident of the Twin cities he has parlayed his honesty, integrity, attention to detail, strong work ethic, & success into being named Super Real Estate Agent consecutively since 2012.

www.stevecasalenda.com
O: (651) 251-4820 / C: (612) 716-4497
steve.casalenda@results.net
Natasha Cejudo

Experienced professional. Excellent knowledge. Exceptional skill.

“So much has changed - in the business of real estate and in our expectations of ‘home’ - and the best agents are those that understand the dynamics at play in both. Natasha has been a trusted agent and advisor to Twin Cities real estate buyers and sellers for eighteen years. She is patient, insightful, attentive, and responsive; her professionalism, humor, and candid approach make her a joy to work with.

natashacejudo.com
O: 612-361-6000
C: 612-414-0980
natasha.cejudo@lakesmn.com

Matthew Charlsen

Exceptional service since 2014

One-on-one relationships. Conscientious. Knowledgeable. Dedication to these qualities makes Matt stand out. His clients will say that he is genuine, has an expansive knowledge of the market, and a no-pressure demeanor. If you are considering buying or selling it’s nice to have confidence in your agent, and feel no pressure!

bemovedgroup.com/about-matt-charlsen
O: (612) 821-7400
C: (907) 947-9399
mjcharlsen@kw.com

Pahola Clysdale

Elevating TC Realty with Community & Heart

I take great pride in representing home buyers and sellers in the Twin Cities Metro area. Holding a Realtor® license, my dedication is unwavering as I guide my clients through every facet of the real estate journey. With over 18 years of invaluable experience, I’ve earned deep respect from both clients and fellow real estate experts.

paholahomes.com
O: (651) 398-6250  /  C: (651) 398-6250
paholaclysdale@msn.com

Thomas E Fleetham

Passionate With Perseverance

After 22 years of helping clients/friends purchase, sell and invest in real estate the best part is the relationships that develop and last year after year. My experience and knowledge will give you confidence. My negotiating skills will optimize your investment. Please contact me for your next purchase. Thank you.

compass.com/agents/thomas-fleetham/
O: 952-292-4542
C: 952-292-4542
tom.fleetham@compass.com
Jessica Freeland

**Houses into Homes Since 2001**

Watch me on HGTV 'My Lottery Dream Home' season 4, episode 3 to catch a glimpse of me as the featured local Twin Cities real estate expert! The Parade of Homes tour led me to the love of home shopping while my lawyer father taught me the art of negotiations. Let me help sell or show you your next Minnesota home.

AvenueRealtyMN.com
C: (612) 251-5884
jessica@avenuerealtymn.com

Wendy Hanson

**Hans-On Your Real Estate Needs**

Wendy Hanson has been selling Real Estate since 2004. She helps clients when they are experiencing life events, such as buying their first home, getting married, growing households, moving into senior living or buying investment properties. Wendy will assist and exceed your expectations with the quality service and friendship she provides.

SoldByWendyHanson.com
C: (612) 840-1531
wendy@wendyhansonhomes.com

Scott Haubrich

**Dedicated to Clients’ Success!**

Scott has more than 20 years of experience in real estate. He prides himself on using his in-depth community and market knowledge, and effective negotiation skills to put clients’ goals first. Scott and his team of agents are here to help guide you home! Give him a call today and check out his website at BuyRentSell.com!

BuyRentSell.com
C: (612) 298-5400
scott@buyrentsell.com

Beth Hughes Hunt

**Home Dreams Delivered!**

Beth shines with an unwavering work ethic, surpassing expectations. Her passion for going above and beyond crafts unique, personalized home experiences. Committed to clients, their families, and even pets, Beth ensures support every step of the journey. Elevate your real estate venture with Beth’s exceptional dedication.

bethhugheshunt.com
C: (763) 482-9241
beth@bethhugheshunt.com
Lisa Janisch

**Waterfront Market Leader**

Lisa has led the Northeast MN waterfront market for 11 years. She is known as a trusted advisor operating at the highest level of service with exposure around the globe & would be honored to have the opportunity to work with you in MN & WI.

Local Professional Expertise
- Global Network
- Unrivaled Personal Service
- Ethics Committee Member

**JANISCH REALTY**

JanischRealty.com
O: (218) 780-6644
Lisa@JanischRealty.com

Rochelle Johnson Brown

**Over 33+ years of experience**

I pride myself on my dedication and work ethic with my clients. I will bring my energy day in and day out while making the experience on finding or selling your home memorable. I am known for my intense commitment and hard work. I pride myself on being accessible to my clients 24/7, which keeps me in the top of my company.

EdinaRealty.

rochellejohnsonbrown.edinarealty.com
O: (612) 845-8858
C: (612) 845-8858
rochellejohnson@edinarealty.com

Michael Kaslow

**Residential, Luxury, Local**

When you partner with Michael and MKT, you get a team focused on SERVICE, not sales. What makes us different? A combination of local market knowledge, a concierge-like approach during the sale, cutting edge technology, and years of experience... keeping us as a leader in the Twin Cities real estate marketplace.

**mkt**

themichaelkaslowteam.com
O: (612) 444-8049
C: (612) 619-6855
michael@mkt-msp.com

Christian Klempp

**Trusted experience & results.**

I view my primary role as a realtor as a trusted advisor to my clients and not merely a salesperson. I have the experience, market knowledge, marketing and negotiation skills to deliver the highest level of service and results to my clients. I would be honored to partner with you to achieve your needs.

ENGLAND&VÖLKERS

christian.klempp.evrealestate.com
O: (612) 338-3836
C: (612) 669-1358
christian.klempp@evrealestate.com
Francesco Marraffa

**Keep moving with KILT**

It’s great to be nominated again, but this is for the team! My success is not a solo ride on a vintage Vespa! Our staff, agents, and supporting companies truly make KILT exceptional. Homeowners and realtors - join us on this exciting journey and experience the results! Keep Moving.

kiltgroup.com
O: 612-807-9876
team@kiltgroup.com

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Tom Nicklow

**Client Focused, Results Driven.**

Tom is the Broker/Owner of Minnetonka Realty and has been helping his clients Buy/Sell Twin Cities real estate for over 35 years. He has a solid reputation in the industry with a commitment to his clients success. As your trusted Broker, Tom will listen to your needs and work with you every step of the way to accomplish your goals.

minnetonkarealty.com/
O: (952) 938-9290
C: (612) 590-7167
tom@minnetonkarealty.com

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Tricia Ryan

**Making all clients a priority**

Tricia’s combination of experience and willingness to look out for her client’s best interests has made her a market leader in the Twin Cities. Tricia is licensed in both MN and WI allowing her clients a full service experience. Her clients rave about her attention to detail, responsiveness and local market knowledge.

edinarealty.com/tricia-ryan-realtor
C: (651) 336-1902
triciaryan@edinarealty.com

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David Saint Germain

**Right Deal. Right Time. Right Price.**

Whether it’s buying or selling real estate, David has a keen understanding of the real estate marketplace, state of the art search technology, astute negotiations skills, knowledge of consumer behavior and ability to execute innovative marketing. More importantly, David has an unyielding commitment to put his client’s needs first, to accomplish his client’s goals.

davidsaintgermain.com
O: (651) 770-5000 / C: (952) 210-6962
david@davidsaintgermain.com
Brian Schulenburg

**A Positive Experienced Agent**

A third-generation Realtor, Brian also serves as a Pastor. He consistently delivers results with attention to detail, client-focused care, and skilled negotiation. His clients often say that they feel heard and understood and that they have fun along the way. Let Brian help you buy with confidence and sell with success.

brianschulenburgrealestate.com
O: (952) 240-7975
brians@tc-pf.com

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Beth Ulrich

**#8 by Sales Volume in Minnesota**

Beth is a hardworking individual who always puts others needs first. Her dedication to her clients is evident throughout every transaction. She is passionate about real estate mostly because she loves to see people “happy dance” when they find the next place they are going to call home. She continues to be named a top agent in the State of Minnesota and Nationwide.

ulrichrealestate.com
C: 612-964-7184
beth.ulrich@compass.com

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Linda Warner

**MAKE IT HAPPEN!**

Part of a rare Sister/Brother Team of Realtors, Warner is a MN & WI Broker with 45yrs experience, plus 10yrs to Girl Scout cookie sales. UW-Madison, grad. A Million $$ GUILD Member & Leader In Luxury through Institute of Luxury Home Marketing. Whether you are buying or selling, no matter the price, let us make it happen!

warnergroup.realestate
O: (651) 983-4863
linda@warnergroup.realestate

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Tim Sheetz

**Professional Home Seller**

Tim’s passion for perfection shows in his attention to detail in every listing. From staging to marketing, Tim’s trusted process enables sellers to maximize value while minimizing market time. His honest, straightforward approach, paired with his around-the-clock availability are why Tim is a 9-time recipient of this award!

SheetzSells.com
O: (651) 578-2277
C: (651) 398-6486
tim.sheetz@results.net
I’m a high-touch broker with 18 years of experience known for my extensive market knowledge and unmatched devotion to clients with the largest transactions of their lives based almost exclusively on utilizing proven analytical skills and trained negotiation techniques. I am passionate about all facets of real estate and would love an opportunity to work with you!

FOCUS CITIES: MINNETONKA | MINNEAPOLIS | ST. PAUL

BRIAN BEAUBIEN
Office: (651) 503-7730
brianbeaubien@edinarealty.com
edinarealty.com/brian-beaubien-realtor

• New Home Construction Expert.
• Very Successful with over 10 years experience.
• Customer focused, Results oriented.

Buying and selling real estate isn’t a do-it-yourself endeavor. You need a skilled negotiator and a networking powerhouse on your side. That’s where I come in as your REALTOR. When you work with me, you will be backed by my expertise and insights, as well as the support, visibility and networking capabilities of my team. Whether you’re buying your first home or you’re ready to move up or downsizing, please reach out.

FOCUS CITIES: WESTERN TWIN CITIES | EASTERN WISCONSIN

EMILY BRADLEY
Office: (612) 821-7400
Mobile: (651) 792-5340
emily.bradley@kw.com
evergreenrealtygroup.com

• Move-up and downsizing home buyers and sellers.
• Diamond-in-the-rough properties needing renovation.
• Listing preparation and pricing for highest seller profit.

Honesty, integrity, compassion, and fun define my approach to real estate. I don’t wish to simply meet my client’s needs, but exceed their expectations. Over 95% of my business is comprised of repeat and referral clients, by continually applying expert knowledge, attention to detail, superior negotiation skills, and respect for my peers to every transaction.

FOCUS CITIES: DEEPHAVEN | MINNETONKA | ST. LOUIS PARK

LEZLIE BORK
Mobile: (612) 396-3887
lezliedekkobork@edinarealty.com
edinarealty.com/lezlie-bork-realtor

• First time buyer.
• Move-up home buyer.
• Luxury buyer.

Buying and selling real estate isn’t a do-it-yourself endeavor. You need a home pricing expert, a skilled negotiator and a networking powerhouse on your side. That’s where I come in. As a longtime Minnesotan, I have full knowledge of the MN housing landscape. If you’re looking to sell, a first time or a move-up home buyer, I’m here to guide you every step of the way. I’ve built my business on referrals! I will deliver!

FOCUS CITIES: WESTERN SUBURBS

CARI ANN CARTER
Office: (612) 926-9999
carianncarter@edinarealty.com
carianncartergroup.com

• Lifestyle Moves at all Stages of life
• Relocation to or from Minnesota
• Full-service concierge-level real estate experts

The Cari Ann Carter Group is Minnesota’s top 1% producing full-service, concierge real estate team and we excel at helping our clients find the perfect place to call home in the Twin Cities, Minnesota, Florida, and Arizona. This team is known for its knowledgeable and professional experience, passion for real estate and commitment to our clients at every stage of life. Gain Clarity. Make A Plan. Live your Dream.

FOCUS CITIES: TWIN CITIES AREA SUBURBS | MINNEAPOLIS | ST PAUL
A real estate professional, Stephane Cattelin provides exceptional service to home buyers in the Twin Cities area. He specializes in residential properties for international transferees and relocation clients. He is empathetic to the stress families encounter during a transition to a new home and has been using his award-winning customer service skills to help his clients achieve a smooth transaction from contract to close.

FOCUS CITIES: EDINA | MINNEAPOLIS | WOODBURY

**CHRIS DEMING**
Office: (651) 698-8006
demingrealestate@gmail.com
christopherdeming.com
- First Time Homebuyers
- Residential Buyers and Sellers
- Helping Relocate To or From the Twin Cities.

I’ve been a Realtor for 15+ years & have lived in the Twin Cities all my life. I love it here & am a reflection of the hard work ethic that runs deep in MN. I can happily advise on the ins & outs of the buying & selling process. I’m diligent, honest, candid, & ready to negotiate the best result on your behalf. Whether you’re a first-time buyer, multi-property owner, or seasoned seller, I’m your experienced resource.

FOCUS CITIES: ST. PAUL AREA | MINNEAPOLIS AREA | ST. ANTHONY PARK

**PAUL, LISA AND ADAM DORN**
Office: (651) 452-3047
Mobile: (651) 338-9060
teamdorn@pldorngroup.com
pldorngroup.com
- Highly focused on client experience.
- Ranked in top five of 1,200+ RE/MAX Results agents.
- Expertise in luxury homes and new construction.

We are honored to be selected again as Super Real Estate Agents. At The Dorn Group, we bring a strong team of specialists to advise and manage the transaction while personalizing the process. As top producers at RE/MAX Results and a family run business, we believe our vast knowledge, responsiveness and attention to detail allow us to exceed expectations. We are dedicated to our clients and want to earn your loyalty!

FOCUS CITIES: MENDOTA HEIGHTS | ST. PAUL | METRO WIDE

**JULIE CHRISTENSEN**
Mobile: (651) 343-0466
Juliechristensen@edinarealty.com
edinarealty.com/julie-christensen-realtor
- Complex transactions involving divorce or estates
- Listing preparation and marketing.
- Buyer consultation and strategy

Jule Christensen brings years of experience representing buyers and sellers throughout the Twin Cities and across all market segments. Her extensive network and knowledge benefit all her clients, from first-time homebuyers to downsizing sellers. Julie’s clients appreciate her communication, organization, commitment to excellence, and genuine passion for helping people realize their real estate goals.

FOCUS CITIES: ST. PAUL | MINNEAPOLIS | EAST METRO SUBURBS

**JEFFREY DEWING**
Mobile: (612) 597-0424
JDewing@CBRealty.com
JeffreyDewing.com
- Buyers and Sellers
- Luxury Properties
- Relocation

As a Realtor with Coldwell Banker Realty for 26+ years, I pride myself on finding properties that will be great investments for my clients. I have extensive experience working with Fortune 500 companies as well as Minnesota professional sports organizations. Additional areas of focus: Minnetonka Beach, Excelsior, Minnetonka, Wayzata, Eden Prairie, Minneapolis, Eagan, Mendota Heights and Sunfish Lake.

FOCUS CITIES: LAKE MINNETONKA | EDINA | ORONO

**CHUCK ECKBERG**
Office: (651) 246-6639
Mobile: (651) 246-6639
chuck@chuckeckberg.com
chuckeckberg.com
- Superior assistance in home sale preparation.
- Client-centric service to maximize your results.
- No-pressure, consultative approach as your advisor.

As an eighteen-time recipient of the “Super Real Estate Agent” award, as well as the 2023 recipient of the Better Business Bureau Torch Award for Ethics, Chuck has proven that his unwavering commitment to put the client at the center of everything he does clearly leads to the highest level of customer satisfaction. Chuck is an engaged, thoughtful and honest communicator who takes a long-term view for his clients.
We are excited to help you with your next move. Our Team has over 40 years of experience to guide you through the real estate process of selling and buying. We provide complimentary in-home consultations, financial analysis, and recommendations on the best way to promote your home to yield the best return on your investment. Licensed in Minnesota, Wisconsin . . . and soon Florida.

FOCUS CITIES: WHITE BEAR LAKE | VADNAIS HEIGHTS | ST. PAUL

JEFF FELDMAN
Office: (952) 887-1234
Mobile: (612) 558-5333
Jeff@JeffFeldman.com
JeffFeldman.com
• The Single Client-The Happy Couple.
• The Empty Nester.
• Townhome-Condo Association Homes.

As a former Membership Director of a singles company, Jeff understands life transitions, whether it’s helping people find love and companionship or helping them buy or sell a home. After 20 years as a Realtor, his clients appreciate his knowledge and humor. He jokes, “I’ll treat you like family, only better.” Jeff is a sponsor of Children’s Miracle Network-Gillette Children’s Specialty Healthcare.

FOCUS CITIES: TWIN CITIES | WESTERN SUBURBS | SAINT PAUL

SHARLENE HENSRUD
Office: (763) 694-1073
Mobile: (612) 419-0560
shensrud@homesmsp.com
homesmsp.com/blog
• Relocation.
• Downsizing.
• Mid-Century Modern.

I love what I do and it shows! Whether buying your first home or selling your last home, relocating or searching for a mid-century modern my approach is personal, straight forward and honest. My clients have used these words to describe working with me: experienced, patient, listener, dependable, trustworthy, thoughtful, professional, hard-working, friendly, good communication, genuine, resourceful, kind, a Godsend.

FOCUS CITIES: MINNEAPOLIS | FIRST-RING SUBURBS | ST. PAUL

LISA HOKKANEN
Office: (952) 373-0485
Mobile: (612) 816-2435
lisa.hokkanen@lennar.com
bit.ly/3R33y5D
• New Home Consultant.
• New Home Construction Expert.
• Award Winning - Lennar’s President Circle.

Lisa has over 20+ years of real estate experience & specializes in new home construction at Lennar at Reserve at Autumn Woods in Chaska. She has helped many families build their dream homes in the SW Metro area! Her positive attitude & relationship building skills help buyers navigate the new construction process with confidence & ease. Let Lisa help you build your dream home at Lennar at Reserve at Autumn Woods!
MARCUS JOHANNES
Office: (612) 600-9201
Mobile: (612) 600-9201
marcus@iconrealestatemn.com
IconRealEstateMN.com
• Accountable • Accessible • Transparent.
• Residential • Investment • Commercial • Land • Farm.
• South Metro Expert.

PRISCILLA JOHNSON
Office: (952) 356-4295
Mobile: (952) 356-4295
Priscilla@elevatesteam.com
Elevatesteam.com
• First Time Buyer Education
• New Construction Advocacy
• How to Sell and Buy a New Home in this Market

Why use me or my team? We exceed your expectations for full service, we are consistent industry top producers, we don’t stray from best practices and are always accountable, accessible and transparent! Thank you to all of my past clients for your support, I appreciate your friendships, your trust, your reviews and your referrals. Those friendships are what makes my job so enjoyable and rewarding for so many years!

FOCUS CITIES: SHAKOPEE | PRIOR LAKE | TWIN CITIES METRO

SUSAN JUNEAU
Office: (763) 746-4900
Mobile: (763) 242-5082
sue.juneau@gmail.com
kw.com
• First Time Buyers to “Right Sizing” Empty Nesters
• 20+ Years New Construction & Renovation Design.
• Top Notch Industry Relationships Protect You.

FOCUS CITIES: 11 COUNTIES WITHIN THE TWIN CITIES AREA

STACY KELLY
Office: (763) 227-9816
Mobile: (763) 227-9816
stacy@stacykellyteam.com
stacykellyteam.com
• Superior Service
• Exceptional Results.
• Free Staging Always Included.

First Time Home Buyers & Sellers Move Up Buyers & Sellers New Construction Buyers Right Sizing Empty Nesters I enjoy all areas of Real Estate Working on Buyers and Sellers behalf is My Mission and my joy I continue to grow and learn through education and experience to provide the Fiduciary Duties owed each client at the highest level. From urban high density to rural acreage, at your service in the Twin Cities metro!

FOCUS CITIES: ANDOVER | BLAINE | NORTHERN SUBURBS

BRADY KROLL
Office: (612) 347-8000
bradykroll@edinarealty.com
edinarealty.com/brady-kroll-realtor
• Seller and Buyer Representation.
• Luxury Properties.
• Downtown Lofts and Condos.

FOCUS CITIES: MINNEAPOLIS AND SURROUNDING SOUTHWEST SUBURBS

I have been a Minneapolis resident and an award-winning Minneapolis area Realtor since 2004. I’ve consistently delivered market-beating results for clients by utilizing my strong negotiation skills, expert market knowledge, and multi-faceted marketing tactics. I am supported by a small top-notch team to ensure that all of my clients get the attention they deserve at each step of the buying or selling process.

FRITZ KROLL
Office: (612) 347-8088
fritzkroll@edinarealty.com
fritzkroll.com
• Condominiums/Townhomes.
• Downtown Minneapolis.
• Exceptional Properties.

FOCUS CITIES: MINNEAPOLIS | NORTH LOOP | WESTERN SUBURBS

My education, business background and sales & marketing experience ensure that my clients successfully complete their real estate transactions. I listen, keep clients informed, have great attention to detail and interact successfully with a wide variety of people. I am dedicated to customer service and work to make each transaction rewarding. I office and live in downtown Minneapolis, and am a leader in this market.

FOCUS CITIES: MINNEAPOLIS | NORTH LOOP | WESTERN SUBURBS
### FOCUS CITIES: SCOTT COUNTY

**BRAD LACHER**  
Office: (952) 200-1994  
Mobile: (952) 200-1994  
brad@enclaveteam.com  
greatmnhomes.com/  
- Listing Specialist.  
- Relocation & Out of State Moves.  
- Move Up Buyers.

With more than 20 years of experience, there are few situations I haven’t seen. I believe that all clients are best served when they work with someone that cares about them and has the experience to confidently guide them through the real estate process. I still love real estate after all of these years because it is both exiting and personally rewarding to help clients achieve their real estate goals.

### FOCUS CITIES: NW TWIN CITIES | SET TWIN CITIES | ST. PAUL

**TINA LOCKNER**  
Office: (651) 735-1350  
Mobile: (651) 398-6904  
tina.lockner@results.net  
TinaLockner.com  
- Buyers and Sellers in Residential Transactions.  
- Investors.  
- Relocation.

My vast experience (20+ years) sets me apart while my earned designations show my commitment to continuing education and keeping up to date. Averaging over 110 transactions annually, with a 99% referral rate from past clients, I provide top-notch service in every facet of the business. By using the “Team” concept and strategies, I, (and The Home Team), offer both service and results that can’t be beat.

### FOCUS CITIES: SOUTH METRO | LAKEVILLE | APPLE VALLEY

**NENE MATEY-KEKE**  
Office: (952) 283-0897  
Mobile: (612) 314-6550  
nene@nenesellsrealestate.com  
nenesellsrealestate.com  
- 23+ years of serving & advising satisfied clients.  
- Relocation, Investors, 1st Time Buyers and Sellers.  
- Member of Local, National & International Networks.

Nene’s educational and volunteer approach provides clients with the key resources to navigate the home buying, selling or investment process, keeping motivation high throughout the journey. His positive energy sets him apart, offering a calm in the home market storm. His team, RNR International Real Estate Group, works with both clients here and abroad. Relationships + Resources = Success.

### FOCUS CITIES: WOODBURY | COTTAGE GROVE | EAST METRO

**CARINA MCCALL**  
Mobile: (651) 308-6898  
carinamccall.results.net  
- 30 years Experience Lic. in MN, WI & FL.  
- Relocation Referral Service Entire United States.  
- Extensive Professional & Personal Waterfront Experience.

Carina utilizes her Sales & Marketing Degree from the University of St.Thomas, Strong Negotiating Skills along with many advanced Real Estate Certifications to successfully attain her Clients Investment Dreams & Goals. Some of her unique Specialties include Waterfront Properties, New Construction, Luxury Homes, Vacation/ Second Home Investments, Senior Downsizing/Estates and Divorce Settlement and Home Staging.

### FOCUS CITIES: TWIN CITIES | WESTERN WISCONSIN | WHITE BEAR LAKE

**SCOTT LINDQUIST**  
Office: (763) 550-0051  
Mobile: (612) 940-6886  
ScottL@imaginerealty.net  
Imaginerealty.net  
- New Construction Expert.  
- #1 Seller for Pulte Homes.  
- No Bull - Just Straight Talk.

Scott and his business partners have helped hundreds of clients build their dream homes with various Twin Cities builders. He takes the headache out of building with his expertise in design, negotiation, and structuring your finances to avoid moving twice. He’s developed a proprietary web application to match buyers with their perfect new construction community. Licensed in both MN and WI.
MELISSA MOUND
Office: (952) 927-1100
Mobile: (612) 462-9552
melissamound@edinarealty.com
melissamound.com

• Providing Individualized Client Services.
• Local Market Expert.
• Collaborative & Responsive Communication.

Working with me will feel like an individualized experience from beginning to end. Starting with understanding how to navigate the current market with a focus on educating you about the process each step of the way. Then we will work together to create a personalized strategic plan so you can move forward with confidence and achieve your goals. I love my job, but love helping my clients achieve their dreams even more!

FOCUS CITIES: MINNEAPOLIS | ST. PAUL | METRO AREA

TOM NEVERS
Office: (952) 283-0897
Mobile: (952) 210-2345
tom.nevers@compass.com
dtnersgroup.com

• I work with clients in all different price ranges.
• Compass’ Sports and Entertainment Division.
• Founding member of Compass.

I am a passionate, trustworthy, goal-driven and team-oriented professional. I try to make the entire process of buying or selling a smooth, enjoyable one, offering open communication, a thorough market education, and the highest level of personalized service from start to finish. I’m an excellent negotiator as well who strives to always protect my clients’ best interest and help them get the best deal possible.

FOCUS CITIES: EAGAN | SOUTH METRO

ROBERT ALLAN PAUL
Office: 952-848-2400
Mobile: (612) 636-4554
robert.paul@results.net
robert.prohomesforsale.com

• 100% Five-Star Rating in Zillow Reviews
• Nearly $30 Million in Real Estate Sales
• You’re Going to Love the Way We Work Together

As a seasoned veteran of real estate advertising, Robert Allan Paul provides a unique perspective on the process of buying, staging and selling your home. From first-time buyers and first time sellers to experienced empty nesters and estates, he’s earned a reputation for helping families in transition move up to the next stage of their lives – and the Super Agent award five years in a row.

FOCUS CITIES: EDINA | SOUTHWEST METRO | METRO AREA

SUE NELSON
Mobile: (612) 961-7344
suenelson@edinarealty.com
edinarealty.com/sue-nelson-realtor

• Experienced in negotiating the absolute best deal for my clients.
• Personable, knowledgeable, creative, honest & direct.
• More than $85 million sold in residential real estate.

My clients would tell you I care about them. They trust me to help them make one of the most important decisions of their lives. They would also tell you I work tirelessly to help them navigate the Buying and or Selling process. I bring more than 30 years of experience in marketing and negotiating to provide the greatest return for my clients. Licensed, full-time residential Realtor with Edina Realty.

FOCUS CITIES: WOODBURY TO WACONIA, LAKEVILLE TO FOREST LAKE

AMY PETERSON
Mobile: (763) 242-6741
amy@realtoramy.com
RealtorAmy.com

• ABR, AHWD, CRS, GRI, GRN, PSA, RELO, SFR, SRES
• 2022 Minnesota Realtor of the Year
• Your real estate resource since 2004

As a trusted real estate advisor and lifelong Twin Cities resident, Amy will guide you through every detail from current marketing strategies to locating area amenities in a comfortable, organized fashion. Her extensive industry training, energetic networking and proactive problem solving will provide an unparalleled experience to make your real estate dreams a reality. Put her expertise to work for you today!

FOCUS CITIES: TWIN CITIES AND SURROUNDING AREAS

FOCUS CITIES: TWIN CITIES AND WESTERN & SOUTHERN SUBURBS

CAROLYN OLSON
Office: (952) 270-5784
cholson@cbrealty.com
carolynolsonhomes.com

• Urban and suburban expertise
• SF homes, townhouses, condos, lake homes
• Discerning eye for great interiors & architecture

Whether it’s finding a pristine turn-key property or a home with good bones in need of remodeling, Carolyn is known for superior service and not leaving a stone un-turned. Over 30 years as a top listing agent, buyer representative and effective marketer, Carolyn has earned numerous sales & client service awards and, most importantly, valued referrals and repeat customers.
Everyone has a different opinion of how a Real Estate Agent should represent their client, but honesty and integrity should go without saying. With 20+ years of experience, I firmly believe in exceeding my client’s expectations as they are my #1 priority. To me, being a REALTOR means more than selling homes. It’s about you, your hopes and your dreams. It’s about a relationship based on trust, knowledge and expertise.

FOCUS CITIES: BLOOMINGTON | MINNEAPOLIS | ST. PAUL

TRACY STUTE
Office: (651) 686-2023
Mobile: (651) 331-6439
tracystute@edinarealty.com
edinarealty.com/tracy-stute-realtor

• Professional Experience & Client Education.
• Price Guidance, Current Market Knowledge.
• Confidentiality & Easy to work with.

Your Dream... My Goal! Says it all. When you work with me, it’s all about you. Representing both buyers and sellers, I follow the ever changing market closely. Plan to be well market educated while making your next move. Whether it’s your first home purchase, looking for a new view or it’s time to downsize, I can help. Know that you, your family and friends will be taken care of with confidence and confidentiality.

FOCUS CITIES: SW MINNEAPOLIS | TWIN CITIES METRO | LAKEFRONT HOMES

DAN TRUDEAU
Office: (612) 250-4720
Mobile: (612) 250-4720
dantruudeau@edinarealty.com
edinarealty.com/dan-trudeau-realtor

• Representing Buyers
• Representing Sellers
• Representing Investors

With over a decade in residential real estate, Dan is ready to utilize his unique professional background and experience to help guide you through all aspects of your next transaction. Dan spent thirteen years practicing law before bringing his remarkable dedication, professionalism, and client centered approach to all his real estate buyers, sellers, and investors throughout the Twin Cities Metropolitan area.

FOCUS CITIES: TWIN CITIES METRO | WESTERN WISCONSIN | NORTH CENTRAL MINNESOTA

KRISTI WEINSTOCK
Office: (612) 309-8332
kdweinstock@cbrealty.com
weinstockgroup.com

• Top 1% Nationally within Coldwell Banker Realty.
• Serving Clients in all price points.
• Top performing Realtor in Minnetonka School Dist.

I believe in a hardworking, honest, and sincere approach to real estate. My desire is not just to meet my client’s needs but to exceed their expectations. From first time home buyers to seasoned buyers and sellers, you can count on me for expert knowledge, superior negotiating skills, attention to detail and follow through. Knowledge, Integrity, & Experience.

FOCUS CITIES: LAKE MINNETONKA AREA, WEST METRO, PLYMOUTH & MAPLE GROVE

FOCUS CITIES: EDEN PRAIRIE | EDINA | SOUTHWEST TWIN CITIES METRO

KIM WETTELAND
Mobile: (651) 269-7055
kimwetteland@edinarealty.com
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• Residential
• Downsizing
• Upsizing

Where you live is your sanctuary, your solid ground, a place of comfort, your home. I care about what is most important to you. Using 16 years of experience, I guide and listen with empathy and patience. I provide information about specific market conditions using facts and statistics relevant to your sale or purchase. Where you end up and how you get there matters most. I love my job and want to work with you!

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SUPER REAL ESTATE AGENTS  
ADVERTISING SECTION  |  R18
In today’s volatile interest rate environment, it’s important to find someone who has the expertise to navigate the intricate process of home financing. Enter the Super Mortgage Professionals. Like the Super Real Estate Agents, everyone on this list has received top marks from the clients they serve. The criteria are streamlined: overall satisfaction and whether a client would recommend them to a friend. They represent the top 5% of mortgage pros in the Twin Cities.

LEARNING LEADERS

These local mortgage experts rank highest based on client satisfaction. They are the stars of the Twin Cities lending show.

LEARN MORE ABOUT EACH HIGHLIGHTED SUPER MORTGAGE PROFESSIONAL ON THE PAGE NUMBER ASSOCIATED WITH THEIR NAME. PAGE NUMBERS ARE AT THE TOP OF EACH PAGE.
<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Phone Number 1</th>
<th>Phone Number 2</th>
<th>Email</th>
<th>Web Address</th>
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<tbody>
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<td>Cynthia Stewart</td>
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<td>Jason Stone M2</td>
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<tr>
<td>Bob Strandel M8</td>
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<td>(612) 210-2200</td>
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<tr>
<td>Mark Svirhel</td>
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<tr>
<td>Darrin Swanson</td>
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<td>Timothy Swierzczek</td>
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<td>(612) 772-9000</td>
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<td>Matt Swords M4</td>
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<td>Sandy Talberg M8</td>
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**Kathy Harrison**

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With experience spanning 38 years, this premise has allowed Kathy Harrison to maintain her status as a top Twin Cities and National originator. Successful outcomes happen when clients are confident in the knowledge, expertise, and trust of their team. Put your trust in one of Minnesota’s leading mortgage professionals today.

**Jody Kern**

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nicolemeeker.com
O: (612) 723-2658
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Peggy Ryan

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After more than twenty years of working in the mortgage industry, I still love the work I do. Each day, I am committed to delivering results that exceed your expectations. I work to simplify the process for you while using up to date technology. Clear communication is the key to maintaining your trust and your loyalty.

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Jason Stone

Licensed in MN, WI, FL, & AZ
Jason with the Stone Mortgage Team is an experienced mortgage professional who enjoys assisting clients by simplifying their home buying process. As a retired firefighter & Homes for Heroes affiliate, he is committed to his customers, team, and community. His goal is helping you make your dream home a reality.

jasonstone-loans.com
C: (651) 253-2144
jason.stone@fairwaymc.com
NMLS # 1018649
Passion for helping others and for the real estate business drove Kimberly to enter the mortgage field immediately after graduating from Iowa State in 1988. Those years of career experience help Kimberly consistently offer her customers a smooth buying process.

Described as a “teacher at heart,” Kimberly is as protective of her borrowers as a mother would be! She’s dedicated to providing the best customer experience, with quick response times to questions and no surprises at the end.

NMLS# 839961

DENNY BENNETT
Guaranteed Rate Affinity
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• Business Owners- Self-Employed
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NMLS# 452480

RANDY HOESCHEN
Associated Bank
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NMLS# 524058

JACOB HUGHES
TruStone Home Mortgage
Office: (763) 512-6145
jacob.hughes@trustone.org
TruStone.org/JacobHughes

• New Purchase
• Refinance
• First Time Homebuyer Program

NMLS# 1188317

Jacob Hughes joined the TruStone Home Mortgage team in 2015. As a Mortgage Consultant, Jacob takes pride in consulting with members to find the right home loan option for them. He’s there at every turn of the journey to assist with financing their very own version of the American Dream. TruStone Home Mortgage is a division of TruStone Financial and an Equal Housing Opportunity lender.

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STEVE MORRIS
Guaranteed Rate
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Steve.Morris@Rate.com

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• Extremely competitive rates for jumbo and super jumbo buyers


NMLS# 275563
Brandon’s not just a seasoned mortgage professional – he’s also dedicated to supporting diverse markets and underserved communities. He understands that equity and access to homeownership are critical to building wealth and stability, and he works tirelessly to provide financing options to individuals and families from all walks of life. Through education, resources, and personalized financing options, Brandon empowers his clients to achieve their homeownership goals.

Utilizing your home equity in a loan or line of credit can be the perfect way to borrow the money you need at attractive rates and with flexible terms. With over a decade of experience, Carla specializes in Home Equity Loans, turning dreams into reality. TruStone Financial is Federally insured by the NCUA and an Equal Housing Opportunity lender.

Inhale, take a deep breath and relax. Have you covered? Educating and walking with you step by step. Since 2000, I’ve helped First Time Home Buyers understand their choices, move up buyers achieve their dream home, Military Veterans get the perfect VA loan and current home owners decide when and where a refinance would be best for them. I will never leave a doubt or worry in your mind!

We work with you from start to finish. With 25+ years of experience, we understand your mortgage is just as unique as you. We’ve worked with complex self-employment and retirement income structures. No matter how simple or complex, we’ll guide you through the process, recommending and tailoring loan options to meet your objectives. Whether you’re looking for a first home, upgrading, downsizing, building, or refinancing – you’ll get our full attention in making your homeownership dreams possible.

Client satisfaction is my #1 priority. In a sea of lenders I’m an island of availability, knowledge, and kindness. I ensure a smooth process from start to finish, and look to develop lifelong relationships with my clients.
DAN WESSELS
Luminate Home Loans
Office: (763) 568-2904
dan.wessels@goluminate.com
WesselsMortgages.com

• First Time Buyer / Down Payment Assistance Options.
• VA / USDA / FHA / Conventional.
• Refinancing / Step Up Buyers.

Dan Wessels is a mortgage lending expert with over 18 years of experience! Whether you’re a first-time homebuyer, a seasoned homeowner looking to upgrade, or just exploring your options he has you covered! As a Branch Manager at Luminate Home Loans, Dan is passionate about providing his clients with the best possible customer service experience. He understands that buying a home can be a rollercoaster ride of emotions, and he’s always there to offer support and guidance throughout the process.

NMLS# 277715

CARRIE WHITE
Tradition Mortgage
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• Caring.
• Advice you can count on.

I have been in the mortgage business for over 25 years. Integrity and professionalism are hallmarks of my business, and I am dedicated to providing excellent customer service. As a career mortgage consultant, I am a constant student of the industry; always seeking greater knowledge. I pride myself on a “client for life” philosophy, providing a thorough review and sound advice on your financing options.

NMLS# 397493

JEFF ZAJAC
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TruStone.org/Jeff-Zajac

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• Refinance.
• First Time Homebuyer Program.

When you choose TruStone Home Mortgage and Jeff Zajac as your lender and partner, you’ll benefit from many years of professional experience in the mortgage industry. Jeff is here to offer mortgage solutions to meet your needs and guide you every step of the way. TruStone Home Mortgage is a division of TruStone Financial and an Equal Housing Opportunity lender.

NMLS# 373627

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Jeff Zajac is a mortgage lending expert with over 25 years of experience! Whether you’re a first-time homebuyer, a seasoned homeowner looking to upgrade, or just exploring your options, Jeff is here to guide you throughout the process. As a Branch Manager at Luminate Home Loans, Jeff is passionate about providing his clients with the best possible customer service experience. He understands that buying a home can be a rollercoaster ride of emotions, and he’s always there to offer support and guidance throughout the process.

You can search the entire list at supermortgageprofessionals.com for the best mortgage professionals in the Twin Cities' for originating and facilitating the loan process, from VA / USDA / FHA / Conventional, to First Time Buyer / Down Payment Assistance Options, to Refinancing / Step Up Buyers.

For more information, please visit the website at TruStone.org/Jeff-Zajac.
MRGA: Make Republicans Great Again

To: Chairman David Hann
Republican Party of Minnesota
7400 Metro Boulevard
Suite 424
Edina, Minnesota 55439

Dear Chairman Hann,

It’s been a rough year for your organization; heck, it’s been a rough two decades. The state GOP has not won a single statewide election since 2006 (Tim Pawlenty), and according to a recent article, the party owes rent to the Rochester convention center for its 2022 convention, which indicates that your organization’s flat broke. You lost both branches of the state Legislature, and scandals and intra-party controversies led your predecessor to resign.

The recent passing of a great Minnesotan, and a truly great Republican, Al Quie, has caused us to reflect on the current state of partisan politics in Minnesota. In keeping with TCB’s recent 30th anniversary, looking back three decades, the Minnesota GOP was truly great. It is important it returns to its heritage. If you believe in good government, which has generally been one of the fine attributes of Minnesota, you have to believe in a strong two-party system. As businesspeople, we all know that competition creates better products, lower prices, and a productive economy. The same is true of political competition. Let’s try a test.

The Connor Halsa Test. Connor Halsa, a 14-year-old boy from Moorhead, was trolling for walleyes this past July on Lake of the Woods. Suddenly he felt a solid strike at the end of his line. It wasn’t a fish; it was a soaking-wet wallet. When he opened the wallet, he discovered that it contained $2,000 in cash. He also discovered that the true owner of the wallet was an Iowa livestock hauler named Jim Denney. What did Connor Halsa do with the money? Well, of course, being a great Minnesotan (and young hockey player), he dried out the money and returned the $2,000 to Mr. Denney. Denney offered him a reward, but he refused.

Now the test: If the fisherman had been Al Quie, what would Al have done? Of course, we all know the answer to that. What would Rudy Boschtwitz have done? Or Jim Ramsstad? Or Arne Carlson? (OK, Carlson would first have criticized the Department of Natural Resources for having too many administrators.) Now extend this thought experiment a bit further: What would Donald Trump have done?

You see the problem. The great Republican Party of Minnesota has given this state many officeholders of unquestioned character and integrity. I’ve just named a few—now we all need your party to do it again.

You can’t Make Republicans Great Again if the party persists in lying about the results of the 2020 presidential election or continues to try to criminalize women’s reproductive choices. That path will lead the state party to become as irrelevant statewide as it is in the city of Minneapolis. And our state, and good governance, would be the poorer for it.

The Great Minnesota Republicans worked in a bipartisan fashion when good governance required: Gov. Quie on tax increases, Sen. Boschwitz on foreign affairs, Gov. Carlson on funding for higher education, Rep. Ramstad on addiction treatment and mental health facilities. That bipartisan approach is desperately lacking today.

Spending the state’s $17 billion surplus is an example of why Minnesotans need the old version of the Republican Party. There is no question that much of the surplus was spent to meet reasonable governmental solutions (free school lunch, for example), but, again, a binary approach to budgeting did not serve us very well. Ineffective political dialogue with one side saying “spend it all” and the other side saying “give it all back” does not address the reasoned policy decisions taxpayers deserve.

Most of us have run businesses, and this all-or-nothing approach is not the way we addressed major capital expenditures. What should happen is the establishment of a mechanism to measure the success (cost-benefit analysis) of these new programs with the expenditure of our state surplus. As taxpayers, it would be useful to know, one year, three years, five years down the line, if the programs we have established are truly successful in meeting their goals. I suspect some of these programs will be successful and should be expanded, while others should be terminated. But which ones? Nobody knows, and the lack of responsible political dialogue will ensure that ignorance. But we citizens of Minnesota are not going to get that approach without competent political competition typified by civility and bipartisanship. The Great Minnesota Republican Party used to provide the other half of that equation. But no more, and for that we are all losers.

Sincerely,

Vance K. Opperman

Vance K. Opperman is owner and CEO of MSP Communications, which publishes Twin Cities Business.

Vance K. Opperman
Yours for responsible political competition
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