



SCSU REAL ESTATE ALUMNI NEWSLETTER

VOLUME 16, ISSUE 2

Fall 2009

Who's Who at SCSU

How did you decide that SCSU would be your choice to pursue a degree?

I went to Hopkins high school in Minnetonka, graduated in 1983. From there went to Duluth. That was a decision based more on other influences. I had no real career choice planned yet. Based more on other friends were going there and it was the place to be. I finished my two years of generals there and that is when I decided I wanted to be in real estate for a career. Some of that decision was based on my father who had a background in real estate. That's probably where this all started. He was a residential land developer. At the time, Saint Cloud State was the only certified real estate school that offered the four year degree in real estate in MN. St. Thomas didn't have a program set up yet. It was either a Prosource two-to-ten week course type education, or SCSU. So having that said, it's the main factor in choosing SCSU. I wanted to have a degree in real estate, which is what brought me there.



Paul Gonyea

What was the real estate program like when you attended SCSU?

It started off with a year of general business classes. Back then, the classes were very small. We had maybe less than 30 candidates for the program that was producing about five graduates per year. Because of such a small class size, everybody knew everybody in the degree. This is later carried out in several connections to getting deals. At the time, George Carvel was the main instructor. I was involved in the real estate club and the classes were the same people in real estate club. I graduated in 1989 with an emphasis in marketing and finance, but at the time there really wasn't a big difference, maybe one or two extra classes. The thing about the degree is everyone had the same core classes like real estate finance, appraisal, etc. The biggest difference between back then and now is the technology. It was painful and hard to leave an appraisal report till the last minute because it was the typewriter for thirty pages. It was painful but it taught a lot about getting something completed!

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2009 SCSU RE Alumni Golf Classic

September 24th, 2009 marked the 26th anniversary of the SCSU RE Alumni Golf Classic. It was a perfect day for golf and for being outside in general. The sun was shining with an average temp in the low 70's. Spirits were high and plastic cups full of frothy liquids were raised as friends gathered to hit the tiny white ball into the 4.25" cup hundreds of yards away. Or, maybe they were there to simply enjoy a tradition that has been part of the SCSU Alumni for 26 years now. Either way, the annual SCSU REA golf classic is truly a great way to cap off the end of the summer.

The 2009 golf classic was held in Rogers, MN at the fantastic Fox Hollow Golf Club. The staff at Fox Hollow were very nice and the Pig Roast dinner catered in from Russel's was excellent. The course was in great shape with lush fairways and smooth greens. Fox also proved to be challenging with the winning foursome of Brad Prchal, Steve Poechmann, Andy Sacchetti, and Louie Ritacco taking the title with a score of 13 under par.

Although the numbers were down from years past, we still managed a respectful attendance of more than 60 golfers. Thanks to all of you who came out to show your SCSU pride and much appreciated support of our organization. Your support, along with the sustenance we receive from sponsors allows us to keep going and also provide scholarships to the up and coming real estate professionals in our industry. We look forward to seeing many of you again next year.

Tony Rosell (952) 345-8882
Trosell@carletonproperties.com

WHAT'S INSIDE THIS ISSUE?

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Alumni President Address

Hello Alumni!

Happy Holidays! I hope everyone had a great Turkey day and are gearing up for the rest of the season.

Even given the current economy, I am pleased at the turnout at our alumni events this past year. The Summer Happy Hour at the Drink in Uptown and the Boys and Girls Event in St. Paul were both well attended. We tried a new venue and pricing structure at this year's Golf Event that seemed to go over quite well! A very special thank you goes out to each member that took time out of their schedules to attend our recent events and also to Tony Rosell, Jeff Horstman and Brad Prchal for planning a successful Golf event! (And to Mother Nature for giving us a great day of weather!)

However, the Happy Hour over Homecoming was another story. We only had a few attend and welcome any feedback on changes that we can make with this event.

The board is proud to announce that our upcoming Alumni Banquet will be held again at Jax Café on February 25th. An advance thank you goes out to Ashely Ferguson for her hard work on this event! We will have an alumni panel of speakers, so please send over any suggestions you may have.

Quite a few changes have been made to our web site. I would like to encourage all alumni to check it out: www.scsurea.org. You can click on "Dues" to double check if you've paid dues this year. You can also click on Employment to see job postings and post your resume. We've also recognized those who have made "Donations" and have listed "Historical Data" on past positions held and awards given. (Please let us know if you have any names to fill in under the Historical section).

As always, if you have any suggestions or comments on the items we are currently working on or if you have interest in serving on the board, please feel free to contact me or another board member. Have a great fall and Holiday Season! I hope to see you all at the Alumni Banquet in February!

Jesseka Doherty - Alumni President
jessekad@parkmidwest.com
(763) 847-6693

BOARD OF DIRECTORS www.scsurea.org/directors.html

President

Jesseka Doherty (763) 847-6693
Jessekdo@parkmidwest.com

Commodore

Jen Renkly (612) 492-4692
Jen.renkly@ryancompanies.com

Vice President

Josh Arsenault (952) 542-4887
Joshua.arsenault@wamu.net

Treasurer

Stacy Houge (952) 837-3366
Stacy@marketplacehome.com

Secretary

Stacey Paulbeck (952) 893-8810
Stacey.paulbeck@northmarq.com

Summer Event:

Dana Dose (952) 469-4800
Dana@metroequityllc.com
Amanda Leathers (612) 436-0045
Amanda@upland.com

Alumni Banquet:

Ashley Ferguson (763) 398-1116
Aferguson@valgroupp.net

Golf Event:

Tony Rosell (952) 345-8882
Trosell@carletonproperties.com
Jeff Horstman (651) 265-7867
Jhorstman@paster-enterprises.com
Brad Prchal (763) 398-1113
Bprchal@valgroupp.net

Newsletter Editors

Brent Adams (651) 209-8505
BAdams@Oakgrovecap.com
Jen Renkly (612) 492-4692
Jen.renkly@ryancompanies.com

Scholarship Director

Jake Scheeler (612) 215-7364
Jscheeler@Dresi.net

Volunteer:

Emily Becker (952) 546-9680
Emily.Becker@northmarq.com

Membership:

Jeremy Winter (612) 667-6561
Jermey.j.winter@wellsfargo.com
Christy Hanger (952) 893-8810
Christy.hanger@co.washington.mn

Student Relations

Ashley Moen (952) 924-4646
ashley.moen@cbre.com
Katie Serakos (612) 465-8529
Katie@upland.com

Historian:

Stacey Paulbeck (952) 893-8810
Stacey.paulbeck@northmarq.com

Website Coordinator

Brett Hall (763) 398-1126
brett@valgroupp.net

MN Chair in Real Estate

Dr. Steve Mooney (320) 308-3074
Moon@stcloudstate.edu

Student President Address

Hi all! We're off to a great start this semester, with around 30 members signed up. We've had to work hard at recruiting new members, as not many people seem too interested in real estate in these tough economic times. However, Dr. Mooney and I are big advocates joining and getting involved! So far this semester, we have had Todd Balsiger (Steiner Development), Claire Roberts (Equis), Brian Hennen (Northmarq Capital) and Jeff Horstmann (Paster Enterprises) speak at our weekly meetings. The REA members really enjoy listening to real estate professionals speak about their career, experiences, etc. We should have quite a few more lined up throughout the rest of the semester.

So far this fall, students have had the opportunity to attend the mentor banquet and the BOMA luncheon. On behalf of the Real Estate Association, I would like to thank the St. Cloud State Real Estate Alumni Association for their personal and financial contributions towards the banquet. We had a substantial amount of scholarship money available and it was greatly appreciated! Some events that we attended includes the 2009 MNCar Expo on Thursday October 22 and the REAA Student Night on October 29th. Our Fall Tour is scheduled for the 20th of November. We are currently finalizing plans with various companies in the Twin Cities. This annual event gives students the opportunity to witness the daily activities of real estate professionals and learn more about companies that they will likely be working for someday. It has always been a highlight of the semester and we are looking forward to it!

The association is also involved in fundraising activities such as cleaning the National Hockey Center after games. In early November, we volunteered at Place of Hope in St. Joseph, MN, serving food to families and children in need. We have a great group of members this year and are thankful for the Alumni Associations efforts in helping us in any way you can!

Lacey Schumacher - Real Estate Association President

Dr. Yunqing Wang Profile


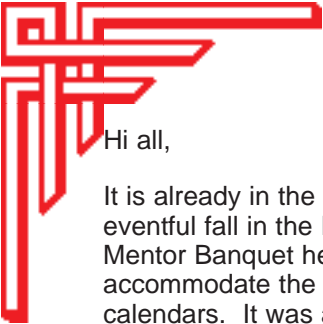
Dr. Yunqing Wang is in her third year at St. Cloud State University, a position which she obtained at the conclusion of her PhD studies. Dr. Wang grew up in Beijing, China and received her Bachelor's degree in Economic Law from Capital University of Economics and Business before coming to the United States. She obtained her Master's degree in Economics at South Dakota State University in 1998. In order to pursue a career in higher education, she enrolled in the Ph.D. program in Financial Economics at the University of New Orleans in 2002 and obtained her Ph.D. in 2007. Her research interests are in real estate, REITs and investment companies such as mutual funds. Dr. Wang recently settled down in Cold Spring, MN with her husband who is also a professor at the College of St. Benedict's and St. John's University teaching finance. They both enjoy life in Central Minnesota very much and plan to make it their permanent home.



Dr. Yunqing Wang, third in from left with the NAIOP 2008 student group.

I'VE MOVED

If you have changed jobs or addresses, please go online to www.scsurea.org/ivemoved.html and update your information.



Mooney's Memos: Fall 2009

Hi all,

It is already in the 11th week of fall semester as I write this note, time is flying by. We have had a very eventful fall in the Real Estate program at SCSU. The first event of the semester was the 17th annual Mentor Banquet held on September 17th. This was held one week earlier than our customary date to accommodate the Golf Outing. Next year we will be back to the 4th Thursday of September, mark your calendars. It was another hugely successful mentoring experience with 27 students and a like number of alumni mentors. We were able to award the largest dollar amount in scholarships to date, \$13,500. Our scholarship donors include BOMA, Diversified Real Estate Services, Karen Lawrie, the Kennedy/Chalstrom endowment, MNCAR, Mark Oehrlein, the MN Chair in Real Estate, and SIOR. Those sponsoring tables included Brookfield Properties, Diversified Real Estate Services, Dominion Properties, LaNel Financial Group, Marketplace Home Mortgage, Mike Moran, Robert Lindahl Realty, and the St. Paul Port Authority. Thanks so much to these individuals, organizations and companies for their strong and continued support.

The Mentor Banquet was closely followed by the Golf Outing, which I won't go into since it is covered so well at other places in the Newsletter.

Homecoming came shortly after the banquet and that I think is mentioned elsewhere. Thanks to Jeff Horstmann for heading up that event. We would love to see more alums come up and mix with the students and see what is going on around campus.

Early in October we took 15 seniors to the BOMA luncheon held at Windows on Minnesota in Minneapolis. This was another mentoring opportunity for the students combined with a nice lunch and short program put on by Minneapolis BOMA.

A little later on in October we were able to put together and disseminate the annual Real Estate Resume Book. Hopefully you have all received it, if not drop me a note at moon@stcloudstate.edu and I will see that you get the pdf file.

Also in October we sponsored a table at the MNCAR Expo at the Milwaukee Depot in Minneapolis. A few of the students came down with me and the program, and the students, got some great exposure to the commercial brokerage folks of MNCAR.



To finish off the month the Real Estate Alumni Association held and career panel night at the House of Pizza for the students. Turnout was not the best, but the students who were there got a wonderful education by the 8 or 9 alums who were there to share their expertise regarding the job market and the types of careers available. Thanks alums.

Thanks to all who contribute to make this RE program as success, we couldn't do it without you.

In addition to all of the critical student events that we have put together, we also had to renew our courses for real estate pre-license education with the Department of Commerce. Julie and I finally got that stuff in the mail yesterday and we are now awaiting notification that everything has been approved. Julie is helping me maintain a positive attitude.....

That's all the news that's fit to print here in beautiful downtown St. Cloud. Come up for a visit when you get a chance, we love to see alums on campus. Take care and don't forget to take some time to enjoy life. Every day is a gift.

Good luck, work hard, hope to see you soon,
Steve



The Student Connection

This spring we had a great turnout of students and alumni at our spring 2009 social event held at Major's Sports Café in Bloomington.

The SCSU alumni members hosted a social event at the Red Carpet for homecoming again this year. As always, it was good to bring students and alumni members together at a social event in St. Cloud.

This first student night of the fall 2009 semester was held on Thursday, October 29th at The House of Pizza in St. Cloud. We had a panel of eight SCSU alumni members representing property management, appraisal, brokerage, finance, development, and property assessment speaking to students about their industry. Thank you to everyone who is participating in this event, our student development wouldn't be the success it is without the help of our alumni members.

Upcoming Events

We will also be hosting a graduation dinner in December at Anton's Restaurant in Wait Park for all real estate majors graduating in December 2009 and May 2010.

REMINDER - There are always students searching for jobs or internships at the student information nights and graduation dinner - it would be a great place for your company to seek out students to hire. Please let us know if you are interested in participating or if you have any job openings.

Katie Serakos (katie@ulpand.com)
Ashley Moen (ashley.moen@cbre.com)

Student Liaisons

EDITOR'S NOTE

If you have any suggestions we would like to hear them. Also, if you know of anyone deserving of special recognition, let us know and we will include him/her in the next issue under Movers and Shakers or in our Who's Who at SCSU. We can best be reached by email at BAdams@oakgrovecap.com and Jen.renkly@ryancompanies.com. As a reminder, we post the newsletter online at www.scsurea.org/newsletter.html Thank You to all who contributed to this issue.

Sincerely,
Brent Adams & Jen Renkly

I'VE MOVED

If you have changed jobs or addresses, please go online to www.scsurea.org/ivemoved.html and update your information.

2009 Boys & Girls Club National Night Out

The event was held on the 4th of August. We teamed up again this year with the Eastside Boys and Girls Club for a fun filled evening of games, face painting, music, food and more! The volunteers helped with the grilling and food distribution, face painting, running the games and clean up. We served food to over 1,200 people this year.

Thank you to all of our volunteers and donors that make this event such a huge success!



**Brent Adams
Jesseka Doherty
Ashley Ferguson
Ashley Moen
T.J. Trembley
Kelly Warden**

**Emily Becker
Dana Dose
Robert Lindahl Realty, Inc.
Stacey Paulbeck
Nick Trevena**

National Night Out aims to increase awareness about police programs in communities, such as drug prevention, town watch and other anti-crime efforts.

Volunteer:
Emily Becker (952) 546-9680
Emily.Becker@northmarq.com

How did you get into the real estate industry after finishing at SCSU?

After I graduated in 1989, the market was similar to what it was today. I wanted to be in industrial leasing. I interviewed at all the big shops: CBRE, Welsh, UP, Thorpe, and no body was hiring. They were even laying people off it was so bad. Eventually I got a leasing job for Linvill Properties. They were a small developer south of the river in Burnsville. I had never heard of them before.

What was it like getting started in your career?

I got a job from Ralph Linvill--he was in his 60s at the time. When I started, there were fourteen people in the office and, by the end of the second year, there were only four left. The recession hit our business as well, of which I was still around mainly due to my 100% leasing commission only pay. It was easy for him to keep me around like that, because I could live on "no money" during those times. Ralph Linvill was more of a developer and, due to that, he didn't want to lease the properties any more. He said, "Why don't you just start your own leasing company?" So that's ultimately how I went on my own. I was with Linvill Properties from 1984 to 1995; however, I had exclusive (leasing) rights through a relationship all the way up to the early-2000s under my own company.

How does your career path compare to what you imagined you might be doing when you were starting out as a recent graduate?

I think my career path turned out a little different because I couldn't get a job anywhere other than where I ended up due to the market was so bad nobody was hiring. Actually, several companies were laying people off. The market just wasn't there. So I had the opportunity to work with Linvill Properties for one hundred percent commission and I took it. I was doing great at leasing their properties.

But then, the owner decided he didn't want leasing as part of his business anymore. So, in sort of a way, I was forced to go with Linvill. After being told I should start my own brokerage, he told me, "if you want to start your own brokerage, I'll let you work on my properties, but if you don't and just want to go work for a different big company, I will find somebody else to lease my portfolio." It was kind of a blessing that I was pushed into it. For one, working with Linvill, I was pushed into starting my own company. Second because when times are lean I was exposed to all aspects of real estate. I did construction oversight, property management, on top of leasing, because when you work in a small company everybody has got to be able to do everything.

I received a real good education working there. I was put in charge of projects that you normally wouldn't give to any 23-year-old straight out of college. It wasn't because I wasn't qualified as much as, when I started there, the company had ten more people and there just wasn't enough other man power around to spread the work load. I really learned a lot and it was helpful to learn it in that way. When I started on my own, I already had a leg up in the business.

What other ventures have you pursued in real estate?

Over time, because I worked in a small company, I would run into some deals to buy. It started small, but ultimately acquisition and development is the direction where my company has gone towards the most. I started buying properties in the mid-90s, which changed my time dedication. Most of my time is spent on my own properties; managing, leasing, development, and acquiring more of them, and less time on straight brokerage. Then that evolved in to what I have today.

What is your current career focus?

What I do today; I manage our existing portfolio which is mostly in Burnsville, Eagan, Mendota Heights, or mostly the southeast metro. I still do some brokerage, but not normally as the primary use of my time. I have two employees and most of what we do is work on our own portfolio as opposed to third party brokerage and management.

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Who's Who continued from page 6

What do you think are some of the benefits of being involved with the SCSU alumni network?

Step back to the alumni when I graduated. I called up some existing alumni who were in the field-Andy Sundgaard, Dennis Panzer, Keith Sturm, Tim Nesvold- they were always willing to help answer, how do I get a job, what can I do, who's hiring, etc. Its interesting how within the alumni there is a really strong network that you almost don't realize. Northmarq must have about twenty-plus alumni alone. For example, I just completed a transaction with John McCarthy and it might not have happened if we didn't have such a deep alumni base to go off of.

It's interesting on how the list of grads goes on. When you are 23, with no job prospects, it's really nice to know somebody is on the other side that has experience. Sometime you kind of hope that someday you will be somewhere near where they were. As the more experience people, I mean, I've been doing this for twenty years. Those people are more apt to be able to remember more of back when it was smaller.

Do you have any advice you like to share with the students and recent graduates as they pursue careers in real estate?

I started in industrial leasing. The advice I'd have for somebody is to start when you are real young, because the first three-to-five years you are not going to make that much money. If you are going to be in the leasing game, you need to get in it early when you can live on the college-type lifestyle for a few years. You may or may not get a small allowance, but in our time it was straight commissions and you would work more hours than you ever will in your life and get paid less than you ever will in your life. It would be hard to get into the straight industrial brokerage business if you have a lot of over head cost of living and family expenses. I made twelve grand my fist year. The trade off is that once you get established, you get repeat business and hope to be in a situation where you can make a good living and hope to not work quite as hard.

It's also very good to get hooked up with a senior broker as a mentor. You do a lot of extra work for not the same pay, but you learn. You learn even if you don't earn. One thing about industrial brokerage, when you are 23 and it's the first day of the job, you are competing against other very experienced senior level people who have done this for twenty years. There are not that many business where it's that competitive. You are thrown into the best of the best on the first day of the job. It's different when you are younger though because you can be more energetic and eager to do the smaller deals

Any encouraging words for those that may be hesitant to get into the real estate field based upon the current state of the market?

My advice is don't be afraid to get into anything whether or not it's a good or bad market. If you are going to make a career out of it, you are going to be in both of them over time. I've been through both of them twice in leasing. It's almost worse sometimes for those people who get in when it's a good market because, when the market turns bad, it's real difficult for them to survive. Whereas, when I started, it was a bad market and its been great ever since.

- Brent Adams & Jen Renkly -Newsletter Editors

HELP US INCREASE OUR MEMBERSHIP NUMBERS!!!

In an effort to increase membership numbers, the Real Estate Alumni Association is offering an incentive for existing members who refer a new member to the St. Cloud State Real Estate Alumni Association. For those who refer a fellow Real Estate Alum, we are offering a coupon for \$25 off of the next association event you chose to attend!! If you know of a friend, co-worker or past classmate (and grad of our great Real Estate program), please e-mail their contact information as well as your information to Stacy Houge at stacy@marketplacehome.com. Once that person becomes a dues-paying member, you will receive a coupon for \$25 off your next association event!

Homecoming 2009

Homecoming started drearily. The day was unusually cold and blustery. Snow covered the early October ground numbing all displays of enthusiasm. No somnolent, zombieified students left over from the night before slouched toward the pajama breakfasts on offer at local watering holes. A casual observer might have thought the day was a washout; a casual observer would have been wrong.

U of M Crookston pulled the festivities out of the freezer by falling behind the SCSU Huskies 14-0 in the first minutes of the Homecoming gridiron smackdown. A first series offensive strike from Williams to Watkins was good for 45 yards and a Husky TD. Not to be out done, the defense also scored a TD in their first series. By halftime, the Huskies were up 55-0.

As tradition demanded, students, alumni, professors, and townspeople all headed out to display their pride in the University and embrace the camaraderie of their peers. Not in the numbers of previous years, perhaps, but certainly in the spirit of those years. Why this was so might best be laid at the feet of the economy, or the cold, or the great unknowable vagaries of life.

The SCSUREA was once again ensconced in the Pool Hall of the Red Carpet. A hosted keg and REA signage created a congenial gathering spot for students and Alumni alike.

This is a call to all alumni: JOIN US NEXT YEAR!! We will be creating gathering spots for years to come. But we need YOU to make them congenial. Whether it has been 2 years since your last homecoming or 20, it's a nostalgic time and you should consider making plans for next year!

Jeff Horstman (651) 265-7867
Jhorstman@paster-enterprises.com

UPCOMING SCSU Real Estate EVENTS:

<u>Event</u>	<u>Date</u>	<u>Location Address</u>
2010 Winter Banquet	Thursday, February 25, 2010	Jax Café 1928 University Ave NE, Minneapolis, 55418
SCSUREA Board Meetings	Noon - 1st Wed. of the Month	North Marq 3500 West American Blvd. Bloomington, 55431

SCSU Real Estate Alumni Association
7455 France Avenue South
PMB #274
Edina, MN 55435

