

INDUSTRY INSIGHTS

THE OFFICIAL NEWSLETTER OF BOMA GREATER MINNEAPOLIS

OCTOBER 2020

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WELCOME NEW MEMBERS!

Russ Anderson, Anderson CC
 Gabby Forstner, Mavo Systems
 Jason Popovich, Inspec
 Cole Siewert, Frauenshuh Inc.
 Randy Strong, KONE Inc.

COMING UP THIS MONTH...

- Coffee Socials most Friday mornings
- October Engineers Webinar: Combating COVID-19: MEP Solutions for a More Resilient Post-COVID World - October 7
- Oktoberfest Trivia Social - October 8
- October General Webinar: All this and an Election Too? - October 22

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MEMBER SPOTLIGHT: GETTING TO KNOW OUR 2020 BYP GRADUATES

Alison Donohue, Duke Realty



The BOMA Young Professionals program provides education and networking opportunities to enhance the careers of those new to the commercial real estate industry, and demonstrate the value of a BOMA membership. While classes are typically hosted at various BOMA member offices, like everything else in 2020, our BYP program looked a little different this year. Despite the challenges of 2020, this year's BYP class was recently able to enjoy a socially distanced graduation golf event together at the Town & Country Club in St. Paul.

We asked our talented 2020 BYP Class a few fun questions about themselves, their career, and their thoughts on this challenging year:

[Alison Donohue](#): When you first started college, what did you think your career would be?

[Emily Nelson, The Excelsior Group](#): Physical Therapist or Athletic Trainer.

[AD](#): Do you have a hidden talent? What is it?

[David Filak, Nelson](#): I played baseball in the Atlanta Braves Minor Leagues for 4 years. I was drafted in the 4th round of the 2010 MLB draft.

[AD](#): What trend do you secretly hope makes a comeback?

[Emily Nelson, The Excelsior Group](#): Velour Tracksuits.

[AD](#): Would you let your coworkers hook up your "Recently Played" playlist on Spotify to the office speakers?

[Britt Johnson, Wildamere Capital Management, LLC](#): Absolutely! I pride myself on my eclectic and wide range of music choices! Most recently, you can find I've been listening to TSwift's new album (I know, I know), Zac Brown Band, Beyonce, Chicago (the oldies band) and Broadway tunes. I told you it's eclectic!

[AD](#): What's one thing you're currently trying to make a habit?

[Lisa Gallagher, Zeller](#): I'm trying to journal regularly. I'm still on step "I've purchased a journal".

[AD](#): Do you have a life motto? If so, what is it?

[Alex Malhas, Target Corporation](#): "The journey of a thousand miles begins with a single step."

[AD](#): What are the three words you would use to describe your career so far?

[Bailey Nichols, Bridge Commercial Real Estate](#): I would describe my career in property management as unpredictable, rewarding and social.

[Maggie Ruffener, Hines](#): Impactful, Hectic and Rewarding.

[AD](#): What do you enjoy most about your job?

[Kassandra Anafarta, Piedmont Office Realty Trust](#): I enjoy that every day is different and unpredictable, and there is always an opportunity to learn and grow within my job.

[Emily Erickson, Colliers International](#): All the different people I get to interact with daily. Vendors, Landlords, Asset Managers, Brokers, Coworkers, Tenants across so many industries and businesses. There are so many times I have walked away from a conversation and thought to myself, "who would have thought there was a company or job for that!". Being a good communicator and understanding my audience and their objectives has allowed me to serve differently and find success.

[Lisa Gallagher, Zeller](#): I love working in downtown Minneapolis and getting to know our tenants and the vendors that we work with.

[Alex Malhas, Target Corporation](#): Getting to work with team members from all over the US and Asia.

[AD](#): What is your biggest takeaway from 2020 so far?

[Kassandra Anafarta, Piedmont Office Realty Trust](#): My biggest takeaway from 2020 so far is to be grateful for every moment of everyday. We never know when our world may be turned upside down and we must remain connected and grateful for what we do have in the present.

[Bailey Nichols, Bridge Commercial Real Estate](#): My biggest takeaway from 2020 is how grateful I am for my job and company. So many individuals are struggling this year and I am very appreciative of all the support I have been given over the past year from our company.

[Emily Erickson, Colliers International](#): Time doesn't slow down and although there is much to be disheartened by this year, there is also a lot to celebrate! It sounds cliché, but my hope is that everyone can walk away from 2020 continuing to grow, challenge and re-innovate themselves. [Britt Johnson, Wildamere Capital Management, LLC](#): I'd have to say my biggest takeaway from 2020 has been that compassion, kindness and actually listening to our community is what's most important right now. Between a pandemic and civil unrest, it's been a beast of a year and it can be easy to get down about what's going on, but I also think this year can really be a turning point in actually cultivating lasting change and becoming more kind and compassionate human beings. Kindness costs us nothing and we're all going through this together!

[Maggie Ruffener, Hines](#): I have learned how to be much more adaptable. From every day constant changes at work due to COVID-19 to having my wedding turned upside down, you have to be able to adjust to changes life throws you and do it with a positive attitude.

THE CHANGING ROLE OF THE OFFICE: HOW NELSON WORLDWIDE'S SPARC TASK FORCE IS REIMAGINING THE FUTURE OF WORKPLACE

Deanne Erpelding, CIC IIDA, LEED AP, NELSON Worldwide - Principal, Central Region Leader, National Practice Leader, Asset Strategy

There has been a flood of information over the last seven months about what the future holds due to COVID-19 pandemic, especially as it relates to the workplace. According to Stanford, more than 40 percent of the U.S. workforce is working from home, and while employees have picked up many new behaviors adjusting to the remote lifestyle, the office won't stay empty forever - the role it plays will simply evolve.

Space planning will be the biggest undertaking when it comes to a successful return strategy, as employers and landlords must consider social distancing, capacity, traffic flow, touch-free solutions, and more. In order to better assess and activate these functional changes, NELSON Worldwide created our Space Planning & Assessment in Response to COVID-19 (SPARC) task force to allow organizations a holistic solution that can address everything from environmental graphic design to sustainability initiatives. Recognizing there is no one-size-fits-all solution, our goal was to create a multi-disciplinary, brand-centric approach that develops a strategy based on each organization's unique goals and challenges.

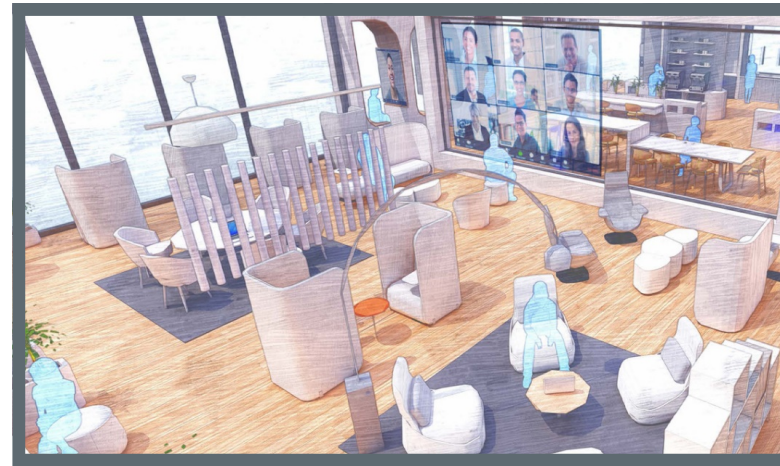
In order for the SPARC task force to be as informed as possible, NELSON's Strategy & Insights team also developed and launched their own study to measure and analyze changing employee expectations. The Evolving Workforce Expectations survey highlights key findings that provide insight for the future of workplace. The study shed light on three major themes that will shape the new role of the office: giving employees the tools to be more informed, fostering a culture of collaboration, and shifting the mindset from wellness to well-being.

Informed Employees

According to the study, 81 percent of respondents said, "clear communications regarding what has been done to secure the space and what the new procedures will be moving forward were very or extremely important" as they return. Following nearly a year of chaos and uncertainty, employees are looking for control and transparency - at the core, these pillars must be the new drivers of the workplace environment.

An Integrated Workplace Management System like iOffice will be imperative for all offices of the future. It can be used for tracking, reserving, monitoring seating areas, and more. Putting employees in control using the technology found in their own pockets to reserve rooms, view availability, change room settings, or track usage, before ever having to step foot in the actual space.

From in-office environmental graphics to a reliable digital communication tool, the ability to keep your employees informed, updated, and reassured no matter where they choose to work, will be a crucial element of the post-COVID workplace.



Collaboration is (Still) King

The boundaries between being physically in or out of the office are blurring and lessons from this global work-from-home experiment will have a lasting effect on the role of the office. More than a real estate asset, these spaces must be a physical manifestation of a company's brand, vision, mission, and values - and their new role will skew heavily toward the desire for employees to collaborate.

Our study showed that 54 percent of remote workers miss the sense of teamwork and sociability, and collaborative time with coworkers. The office of the future must foster this need to connect. From elevated food and beverage



THE CHANGING ROLE OF THE OFFICE: HOW NELSON WORLDWIDE'S SPARC TASK FORCE IS REIMAGINING THE FUTURE OF WORKPLACE (cont. from previous)

offerings, to varied furniture settings, and a seamless digital platform for remote worker participation, the environment must progress to act as an ever-evolving ecosystem. The goal is to create an experience-driven environment based on personal preferences to keep the element of collaboration alive.

Consider a centrally located Zoom wall, live streaming employees working from home, or Telepresence cubbies complete with green screens to seamlessly communicate with teammates or clients working from home. These activations that promote relationships and collaboration and bridge the gap between digital and physical will drive employees back to the physical office in years to come.

Well-being over Wellness

Employers must recognize the pandemic as a significant hardship knowing that some employees will be dealing with stress, anxiety, or even stages of grief. Going forward, it will be crucial to focus on empowering employees with flexibility and choice. Allowing teammates the ability to work on their own terms - where they feel safe, productive and supported.

Whether employees are in the office five days a week or splitting their time with remote working, employers are going to need to put protocols and resources in place to support that flexibility - this will be the new differentiator in terms of attraction and retention. According to NELSON's EWE study, 78 percent of respondents said, "a supportive culture for remote working is very to extremely important to them." This desire for emotional support will drive well-being to take precedent over wellness.

Well-being also goes beyond physical wellness, including mental and even financial health, activating opportunities like meditation rooms, on-demand financial counselors, child-care offerings, increased outdoor space, or even virtual therapy. While WELL certified is the gold standard, expect to see new certifications come to fruition to address these changing employee expectations.

As a company focused on boldly transforming the human experience, we view challenges and opportunities through a deeply human and personal lens. For us, it was about going beyond just the physical shifts. We wanted to clarify how we, as individuals, have responded to the sudden change in our work styles and work environments, in order to better prepare for the future.



BACK TO SCHOOL COVID STYLE: A GLIMPSE INTO WHAT SCHOOL LOOKS LIKE AT ST. THOMAS, ST. CLOUD & STOUT THIS YEAR

Kelly Jameson, RPA, MBA - Associate Professor
and Holder of MN Chair in Real Estate at St.
Cloud State University

BOMA thought it would be interesting to take a look into what is going on at the University level real estate programs this year. All of the schools have had some recent changes, and we wanted to find out how the school year was unfolding with COVID as a backdrop. Dr. Steve Mooney, who ran the St. Cloud State program for over 30 years recently retired, and Herb Tousley, who led the St. Thomas program for the last 10 years passed away unexpectedly last winter. Both Steve and Herb dedicated themselves to creating and running amazing real estate programs (in the same way Fred Prassas has done for the Stout program), and the legacy of their programs will continue in this new era. Kelly Jameson, from St. Cloud State sits on BOMA's Communications Committee and reached out to the University of St. Thomas, and UW-Stout to learn more.

Updates at the University of St. Thomas:

Mary Schmid Daugherty CFA, PhD, Family Business Center Senior Fellow in Applied Finance provided some details shortly after St. Thomas returned to class on September 9. Herb Tousley was a great leader for our real estate program - his death was a tremendous loss to our program and we really miss him.

At the University of St. Thomas, we have:

35 total declared real estate students
10/35 (29%) female
6/35 (17%) students of color
14/35 (40%) have a second business concentration (all but one are REAL/FINC, one is REAL/ENTR)

We are offering three real estate courses this semester: Real Estate Principles, Real Estate Market Analysis and Real Estate Finance/Investments. All three courses are being taught online via Zoom synchronously. The courses are being taught by two real estate professionals: Nate Podratz, who leads Mortenson Development, Inc's capital market initiatives and Laurence Harmon, and Attorney specializing in residential law and residential property management and marketing. We plan to offer four courses in the spring, hopefully with all the courses conducted on campus! The four courses planned for spring 2021 are Real Estate Principles, Real Estate Property Management, Real Estate Appraisal and Real Estate Development.

Our Real Estate student club is up and running with excellent student leadership. They are planning to meet virtually at least for the first semester. The club is lining up a list of speakers and is also hoping to create some opportunities for networking. The students are all thinking ahead to summer internships, and for the seniors, full-time positions in what is likely to be a challenging employment environment.

We also launched the Stofer/Stensby student scholarship competition this semester. This competition challenges undergraduate students to develop a real estate related business concept that has the potential to become a viable business. It is a great opportunity to earn scholarship funds and network with real estate professionals who are the judges of the contest.

Updates from the University of Wisconsin-Stout:

Frederick Prassas, Associate Professor and Program Director of the Real Estate Property Management Program at UW-Stout provided some details.

At UW-Stout, we offer a major, minor and concentration in Real Estate Property Management. I don't have the 10-day report yet, as Stout started classes on September 9, but the unofficial numbers are 69 majors, 10 minors and 25 concentrations from the Business Administration degree. The program is multi-disciplinary encompassing management of multi-family, office and retail asset classes. About 1/3 are double majors with Business or Hospitality.

Normally, we'd be getting ready for the IREM student club members to head off to the Global Summit, but we still hope to have good attendance virtually. IREM invites students from around the country to attend their annual summits, this year was supposed to be in Toronto Canada. Stout always sends a good cohort of students to participate in this intensive three-day immersion into property management and leadership.

Stout's property management specific courses this semester include: Intro to Property Management, Principles of Property Management, Real Estate Appraisal and Facilities Management. While about 50% of the university courses are virtual, all the Property Management classes are in-person with virtual accommodation for persons in isolation or quarantine.

BACK TO SCHOOL COVID STYLE: A GLIMPSE INTO WHAT SCHOOL LOOKS LIKE AT ST. THOMAS, ST. CLOUD & STOUT THIS YEAR (cont. from previous)

The instructors of the property management classes are Fred Prassas, Jay Jones who joins us this year as tenure track, and John Sobota.

Our Weidner Scholar awards were presented last week. We anticipate 10-12 students will graduate in December. Most have jobs already, but everything can of course change very quickly.

Updates from St. Cloud State University:

Dr. Steve Mooney, 30+ year veteran of the SCSU real estate program retired in June of 2019, and although no one could ever fill his shoes, Kelly Jameson was recently appointed Steve's position of the Holder of the MN Chair in Real Estate. This year, we hired Assistant Professor Dr. Seongsu Kim, who recently earned his PhD from the University of Georgia. Dr. Kim will teach both real estate and finance courses at St. Cloud State.

We currently have 41 real estate students (about half are upper division status and admitted to their major). This semester started on August 24, and we are teaching three sections of Real Estate Principles (taught by Kelly Jameson and Seongsu Kim). Both our real estate majors and finance majors are required to take Real Estate Principles, and it is an elective for other students. We are also teaching Real Estate Finance and Investments (taught by Kelly), Real Estate Property Management (taught by Anne Donahue, MBA, RPA, CPM - Senior Property Manager with The RMR Group, and Real Estate Law (taught by Professor of

Business Law, Whitney Johnson). This spring, we plan to teach two sections of Real Estate Principles and Real Estate Appraisal. Dr. Kim will teach all of the real estate classes this spring while Kelly is on sabbatical.

As we navigate the course schedules amidst COVID, many of our courses are offered online. Most of the real estate classes are offered in a hybrid model where students can come to class (after completing self-assessment and with masks and 6 feet of social distancing required) or they can Zoom - live stream the class. Since some of our classes count toward MN Real Estate License credit, the in person or live stream becomes an important requirement.

The student Real Estate Association meets in much the same way the classes do. Some choose to attend class on campus with masks and social distance and others choose to Zoom in. Our annual mentor banquet will look a little different this year, but with everything online also comes opportunity and hopefully will pair our students with some excellent mentors this year as a part of it! It's easier to set up a virtual connection that getting someone to drive up to St. Cloud for dinner.

INDUSTRY INSIGHTS SPONSORS...



The advertisement for Sever Construction Company features a photograph of a modern medical operating room with a surgical table, overhead lights, and medical equipment. In the top left corner is the Sever Construction Company logo, which consists of a stylized 'S' and 'C' in yellow and black, with the text "SEVER CONSTRUCTION COMPANY" below it. At the bottom of the image, there is a white text box containing the tagline "Keeping the Construction Process Simple, Through Collaboration.", the list of sectors "office | industrial | retail | medical | technology", the website "www.severco.com", and the phone number "P: 952.746.5338" and hashtag "#severbuilds".

KEEPING YOUR FACILITY CLEAN AND THE COMMUNITY HEALTHY WITH CLOROX 360 AND UV LIGHT

Aaron Teschner, ServiceMaster Recovery Management

DON'T TOUCH YOUR FACE.

Wash your hands.

Wear a mask.

Social distancing

2020 has brought many changes to our past routines and heightened awareness of how well our facilities are cleaned and disinfected. Two options that are increasingly popular are the use of a Clorox Total 360 Electrostatic Sprayer and UV Light.

By combining proven electrostatic technology with Clorox products, the Clorox Total 360 System, in an innovative surface treatment system that quickly and easily provides superior coverage in even the hardest-to-reach places. Using patented electrostatic technology to optimize product delivery, the Clorox Total



360 System is a cost-effective solution for efficient, comprehensive surface treatment that is designed to help keep facilities healthier while saving them time, money and labor.

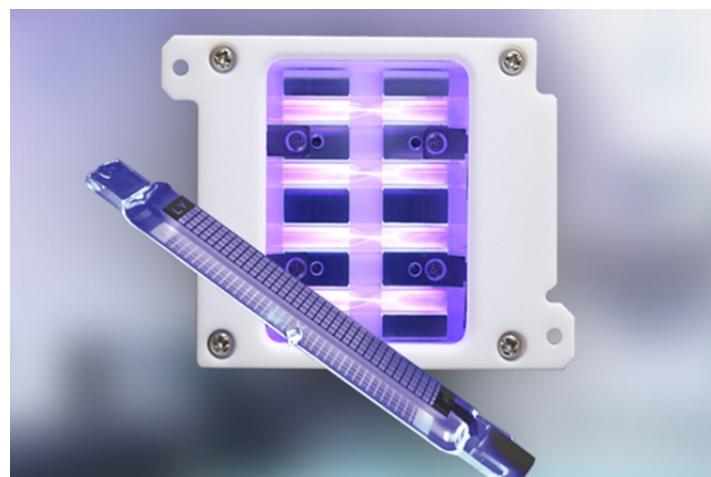
Illnesses and infections can have serious impacts on public and commercial settings from absenteeism and facility closures to negative press. Each year, productivity losses linked to absenteeism cost United States employers an average of \$225.8 billion. Since illness-causing germs can survive on surfaces for extended periods, facilities need to be confident that their cleaning and disinfecting protocols can get the job done.

The Clorox Total 360 System is able to cover up to 18,000 square-feet per hour with one of two Clorox products (disinfectant cleaner and hard surface sanitizing spray), providing superior surface coverage up to four times faster and using up to 65 percent less product, compared with conventional tripper sprays per square foot. Electrostatic spray technology allows the solutions to reach surfaces that are out of sight such as the sides, underside and back of surfaces by using an electrode to introduce an attractive charge to the product atomizing the solution.

Ultraviolet lamps have long been used for sterilization especially in the medical and food processing industries though traditional UV rays cannot be used when people are present because they can cause skin cancer and eye problems. Recently, the Japanese company Ushio and Columbia University have developed an innovative lamp that can kill the Coronavirus without harming people.

By emitting rays with a wavelength of 222 nanometers as opposed to the conventional 254 nanometer wavelength Ushio's Care 222 UV lamp's rays are deadly to germs but harmless to humans. At 222 nanometers, the UV rays cannot penetrate the skin and eyes to cause cancer-causing genetic defects and other damage, according to Ushio.

Japan today reported that when emitted from the ceiling, the UV from the Care 222 eliminates 99 percent of viruses and bacteria from the air and up to a 32 square-foot surface of objects about eight feet away from the lamp in six to seven minutes. The light is expected to be used in offices, buses, trains, planes and elevators as well as other high traffic areas where people are at risk of contracting COVID-19 and other illnesses. The device is 2.6 pounds and is about the size of a hardcover book with a cost of about \$2,600.



As we collectively yearn for a return to the "old normal", the way we approach cleanliness and health has forever changed. Moving forward adopting new and innovative methods to maintain facilities will become the new normal.

NETWORK LIGHTING CONTROLS: SAVING ENERGY & MONEY WITH HIGHLY ADAPTIVE SYSTEMS

Erin Mathe, Xcel Energy



As businesses plan to get employees back to work this fall, winter or in early 2021, the time is right for considering energy efficiency measures that can benefit the building for years to come. Network-Controlled Lighting Systems are touchless, wireless and can adapt to changing business environments, no matter how full or empty office spaces are.

A networked lighting control system consists of an intelligent network of individually controlled fixtures and devices, allowing for application of multiple control strategies, programmability, building- or enterprise-level control, zoning and rezoning using software, and measuring and monitoring.

Statistics from the National Electrical Manufacturers Association (NEMA), estimate the use of lighting controls can reduce energy costs by an additional 15-80 percent, depending on the facility, over and above savings from other lighting upgrades alone. Specifically, offices save about 62 percent, retail 44 percent and warehouses a whopping 82 percent.

"They are still pretty new and only a small percentage of customers are using it so far," says Xcel Energy's product portfolio manager Kim Sherman. "But we offer rebates of up to 40 cents back for every controlled watt, so customers get cash back and will save significant energy and money over time."

How It Works

The system starts with fixtures that can be remotely controlled by an app on a cell phone or iPad. An integrated node in each fixture is the control mechanism. Sherman says wireless technology has made a big difference because systems can be installed without electricians having to wire connections through walls and ceilings. As the building needs change, the system can be modified.

"Right now, during COVID, businesses are operating with fewer employees in the office, so the lighting can be controlled to accommodate that," explains Jennifer Wallace, Lighting Solutions Specialist with Viking Electric. "But in a few months, that situation might change, and this system can easily adjust."

Zones can be established, lit, dimmed or turned off entirely through the node. The systems can incorporate motion sensors, daylight harvesting and individual control. As a bonus, they help provide solutions for buildings to meet lighting code.

"It gives the customer full control to adapt to any situation," Wallace says.

"LED lighting not only improves the overall aesthetic, but it contributes to any company's bottom line to create long term energy savings and overall cash flow," Wallace says. "Selecting the right partner along with Xcel Energy's rebate opportunities ensures that you will capitalize on the value you can add to your space."

Bonus Rebates End December 1

Xcel Energy is currently offering a 25% bonus rebate on select lighting fixtures and lamps until December 1, 2020. Sherman says the rebate program no longer requires an engineering study for networked lighting. One of the requirements for the rebate is for businesses to tune their light fixtures to 80 percent of the full watts.

"The visual change between 100 and 80 percent is insignificant, and most people can't tell that difference, especially if there's daylighting or other task lighting on the desk. This provides most of the energy savings."

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