



SCSU REAL ESTATE ALUMNI ASSOCIATION NEWSLETTER

VOLUME 17, ISSUE 2

WINTER 2010

Upcoming Events:

Winter Banquet: Wednesday, February 16, 2011

Jax Café, Minneapolis

5:30 social hour / 6:30 sit down dinner / 7:15 speaker

WHO'S WHO: MATT GERSEMEHL

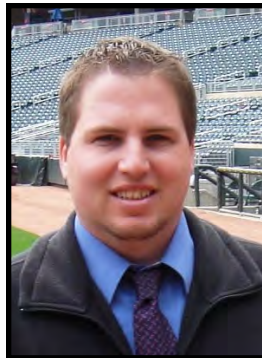
Matt Gersemehl, City Assessor, City of Bloomington

Please tell us a little about your background and why you chose SCSU to pursue your education.

I graduated from Faribault High school in 1998. What brought me to St. Cloud was more family related. My dad was born and raised in St. Cloud so growing up I visited relatives often. I knew I liked the area and St. Cloud State had a good business program. Since math was my strongest subject in high school, I had visions of doing something in finance such as being a financial planner.

How did you find out about the real estate program?

At that time I wanted 'finance' as my first choice for a major. As a student looking through the finance degree, there really wasn't a clear cut path to take. The degree was structured so that your main classes were finance and the other half were electives. How I really found out about the real estate degree was walking through the SCSU book store. There I noticed a real estate finance book that caught my attention. The picture on the book was a large skyscraper. I was thinking to myself "There is way more to real estate than just selling homes?" Little did I know I would be answering that same question numerous times. That might have been the day that I fell in love with real estate!



How did you end up choosing to pursue a real estate degree?

I knew I wanted to pursue a finance degree' and I liked the idea of centering my elective courses toward real estate. When I signed up for a real estate course, I noticed I needed instructor approval. Since Steve Mooney was teaching them, I walked into his office one day. I said to him, "I'm interested in finance as my major, but the real estate courses look very interesting." Then I asked, "How do I get approval to get into these courses?" I was a sophomore at that time. Dr. Mooney replied with, "Have you thought about real estate as a major and then emphasizing in finance?" I said "no" and again he asked, "Why not real estate then?" So I threw it back in his lap and asked, "Why should I do real estate?" and he went on to what he does best. I was hooked and officially fell into the real estate program. ([continued on page 5](#))

SCSU REAA NEWSLETTER • Winter 2010 • Page 1

INSIDE THIS ISSUE

WHO'S WHO AT SCSU • 1

2010 GOLF CLASSIC • 2

TOURNAMENT WINNERS

EVENT SPONSORS

MOONEY'S MEMOS • 3

SCSU HEADLINES • 3

THE STUDENT CONNECTION • 4

2010 VOLUNTEER EVENTS • 6

SCSU PROPERTY COMMITTEE • 7

MOVERS AND SHAKERS • 7

BOARD MEMBER CONTACT • 7

WELCOME TO THE
INTERACTIVE
SCSU REAA NEWSLETTER
tell us what you think
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2010 GOLF OUTING

We want to give a special thanks to all of the golfers and sponsors which continue to make this outing a success despite the tough economic times . A total of 68 golfers consisting of alumni and guests participated in the 2010 St. Cloud State University Real Estate Alumni Golf Classic. This year's event was held at the Rush Creek Golf Club in Maple Grove on the first Monday in October. The golfers were awarded with beautiful weather and a golf course that was in immaculate condition for an October tournament in Minnesota. The exceptional amenities the golf club offered, together with the great weather and fantastic prizes made for another successful golf outing.

This year's event began with a social hour where each participant enjoyed beverages via a keg sponsored by Marketplace Home Mortgage and cigars sponsored by Upland Real Estate Group. Thank you to Marketplace and Upland for your continued support hosting your respective donations. After a sensational round of golf the participants enjoyed a dinner program where awards were given to the day's best golfers. The winning team scored an impressive 59 (13 under par). This team consisted of Brad Prchal, Steve Poemann, Andy Sacchetti, and Matt Uhan. The night concluded with a raffle drawing which included the grand prize of an iPad and other prizes such as bottles of wine, gift certificates to golf galaxy, Timberwolves tickets, and several other golf related items. Thank you to the individuals who sponsored raffle prizes this year.

A special thanks goes to this year's sponsors:

ABM Janitorial

ACI Asphalt Contractors, Inc.

Aspen Waste Systems

Brookfield Properties

Diversified Real Estate Services

Dustbusters Pavement Sweeping

John A. Dalsin Roofing & Sheet Metal

Loyear Restoration Services, Inc.

Mark A. Oehrlein Appraisals, Inc.

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Minnesota Real Estate Journal

Nicollet Partners

NorthMarq Real Estate Services

Oak Grove Commercial Mortgage

Patchin, Messner & Dodd

Ryan Companies US, Inc.

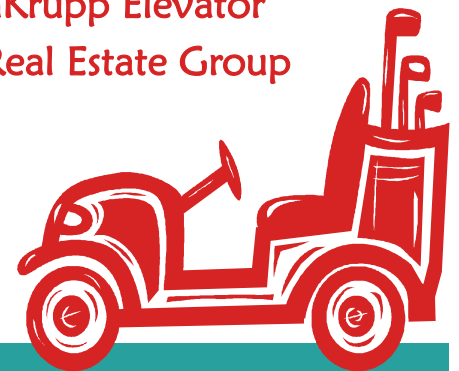
Sign Source Creative Solutions

ThyssenKrupp Elevator

Upland Real Estate Group

Please join us at next year's event which will be scheduled for fall 2011. Please send us any feedback you may have from this year's event and/or any suggestions for next year's event by visiting the SCSU Real Estate Alumni Association website at www.scsurea.org.

Brad Prchal - Golf Event Coordinator



MOONEY'S MEMOS

Fall has been a challenging semester this year. The university has been going through preparation for reorganization. It appears we will be moving from five colleges down to three, and the college of business will be moving from five departments down to four. At least that is the proposal of the provost. The president won't make his final recommendation until next week. Caught up in all of this has been the insurance major, which was officially suspended this semester. So no students can declare an insurance major currently. The numbers in the major were down below ten and the administration decided that the major should be cut, although with it officially declared as suspended there is still hope that we can bring it back.

This is all happening at the same time as we are experiencing a decline in the number of real estate majors. We are now in the neighborhood of twenty declared majors. It is a reflection of what is going on in the real estate market in addition to the numbers coming into the college of business also being down. So send your friends, relatives, and friends' relatives to SCSU to be real estate majors. Fortunately we have some in the pipeline, Kara Olson's sister, Alyssa, is on campus and has been a regular attendee at the Real Estate Association meetings. As soon as she is able we have high hopes for her to be a real estate major.

Our Mentor Banquet this year was smaller than in the recent past, but we had great participation from the alums and it was still a very successful event. Next year I am considering having a dedicated day of mentoring later in the semester after the banquet, when each mentee would visit their mentor on the same day and maybe would finish the day with a social event in the evening. What would you think of a day like that? Let me know when you have time.

Today is actually the last day of class and I have to run teach my lesson on cash equivalency. It's kind of a heavy topic for the last day of class but I have a question on the final about it and it hasn't been covered yet, so here goes.

Take care, have a great holiday season and don't forget to take some time to enjoy yourselves and your families.

Steve

SCSU HEADLINES

 [Comcast to televise Husky Hockey in Twin Cities](#)

 [Students Boost Sports Funding](#)

 [Enrollment Tops 18,000](#)

For more information:

 [St. Cloud State University](#)

 [SCSU University Chronicle](#)

 [SCSU Events Calendar](#)



THE STUDENT CONNECTION

This year we went back to our traditional fall panel student night at DB Searle's on November 11th. We had a panel of three SCSU alumni members speak to the students about their career, the industry they work in and the importance of networking. We would like to recognize our panel members and thank them for their time and insight with the students. Thank you: Carl Awalt, Paul Mitchell, and Jake Scheeler.

REMINDER – there is a fresh group of real estate students and upcoming graduates that are interested in obtaining an internship or career in the industry. If you or the company you work for are interested in hiring a student or recent grad or have any job openings, please let us know.

Katie Serakos and Ashley Moen
Student Liaisons

STUDENT EVENTS

FALL TOUR

The students started out the day at the Marquette Real Estate offices in Bloomington where they heard from a panel of speakers including representatives from Marquette Real Estate Group, NorthMarq Real Estate Services and RJM Construction, including Tom Peterson, Emily Becker, Stacey Paulbeck, Dan Lofgren and Steve Amis. Then they set off to 300 First Avenue, a building owned by Cassidy Turley. While they were there, Dean Freeman gave them a brief history of the company and the building. The night was capped off with a dinner at Hard Rock Café and entertainment at The Shout House.



HOMECOMING 2010

The annual Homecoming celebration was held at the Red Carpet again this year on October 23rd. Students and alumni gathered at their old stomping grounds to celebrate the event! Beverages were enjoyed by those that attended before the Husky Football Team crushed the University of Minnesota, Crookston (49-6) – Go Huskies!

GRADUATE DINNER

We had yet another successful Graduation Dinner this year held on December 6nd for all students graduating December 2010 and May 2011. The graduation dinner was held at Anton's. They accommodated us exceptionally well as always with a private table and excellent food! Our goal for this event is to encourage all graduating students to become active members of the Real Estate Alumni Association.

MOVING? Let us know!

Update your contact information
online at www.scsurea.org.

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CLICK HERE

WHO'S WHO: MATTHEW J. GERSEMEHL (continued from page 1)

Before that day, I knew nothing about real estate or the real estate program other than looking at that book cover inside the bookstore and reading all the brochure information available. I ended up changing my major to real estate and graduated with an appraisal emphasis.

What was your level of involvement with the student real estate association?

I remember going to the real estate association meetings and socials they provided. I was almost immediately hooked on the aspect of the alumni and networking potential. I remember seeing survey results with graduates boasting a 98% job placement in real estate. I also remember seeing a few graduates that got jobs right out of college. They all had the same thing in common: they took active leadership roles in the student association and they networked well. In my mind at that point, I knew I needed to get involved in the real estate association and network with as many people as possible in order to get a job. I had probably only attended about three or four meetings before I threw my hat in the ring and got elected to the student president position.

What experiences in your involvement with the real estate association do you remember most? How has the experience helped you in your career?

I think the highlight of my senior year was our trip to Chicago where we toured the brand new Cook County Hospital. I remember planning and fundraising that trip. At the time, I was taking 18 credits including both the residential and commercial appraisal courses; so needless to say I was busy. I learned a lot about time management. The other thing I remember is we made an effort to grow the association and the real estate degree, I think we also broke records regarding the number of students in the major the year I graduated. The main thing we did was to try and build awareness regarding the program and invited non-real estate students to our social events.

To this day, I am still passionate about real estate. Two takeaways regarding the real estate program and the real estate association after you graduate with the degree: 1. It's highly likely you will still be doing real estate many years afterward and 2. It sets you up with a good mixed-skill set of education and social networking that will help advance your career.

After graduating, what was your job search like?

After graduating in 2002, I was hired as a commercial appraiser. It just so happened that the appraiser I was going to train with took a job at a different company the Friday before my first day. At that point, I was back to square one. I looked through the Real Estate Alumni Book and contacted those I knew for references. I sent those references a resume, cover letter and let them know I was interested in a position. I was hoping to find a job and I received a few interviews from that effort.

Please tell us about your early career as an appraiser.

I took a position with Patchin, Messner & Dodd as my first job. I was hired by Jason Messner and worked with him for about one year. The problem back then is that they usually hired people with a lot more experience than right out of school. The economy at that time (just after 9/11) was similar to how it is now: difficult, at best, regarding property valuation. At that time, Jason was doing a lot of tax court related work. This meant he didn't have much time to train me. The Hennepin County Assessor's office position opened up for a Commercial Appraiser. I ended up taking that position and, ironically, two other graduates from my class were hired at the same time.

What things did you learn from your early job experience as an assessor? How has your career developed since?

One thing Jason pointed out to me was that I would see a lot of property in this position. It's very true. You see thousands of properties, more so than the individual client reports that would have run over my desk. After about three years, I changed jobs to work for the City of Bloomington. I was a Commercial Appraiser for three years with the city before I was promoted to Commercial Appraiser Manager. About a year later, I became the City Assessor when the prior assessor moved to a private position. That's kind of a how the domino effect happened. I am now responsible for the valuation and classification of roughly 30,100 parcels with a total value of \$10.3 billion.

Do you have any words of wisdom or life mottos that describe your approach to your profession?

A quote I like is, "It's easy to take something simple and make it complex, but it's genius to take something complex and make it simple." It's my job to be able to take the Minnesota Property Tax System, which is unbelievably complicated, and explain it in simple terms, because that's all people want to know.

I still play softball in the summer. I like to work hard and play hard. I think the biggest thing in life is you need to push yourself everyday. Sometimes that means you have to do things that are uncomfortable and outside of your normal comfort zone. Put another way, "A ship in a harbor is safe, but that's not why they were built." We could all be content in our own path, but to grow and expand is what's really important. I try to continue to push the envelope.

Article by Brent Adams and Jake Scheeler

2010 Volunteer Events

Boys and Girls Club National Night Out

On Tuesday, August 3, 2010 ten (10) SCSU alumni volunteered at the Westside Boys and Girls Club for the National Night Out. Volunteers helped with games, face painting, food, music and distributing prizes. Over 300 children enjoyed the night of festivities and food.



Feed My Starving Children

With the weather hindering travel, we had a solid turnout for the event. With a few additional, non-SCSU REAA members, we packed 29 bags total. These 29 bags will serve 17 children one meal for an entire year! Our Feed My Starving Children Packing Team Leader informed us that these meals will be in a shipment to Uganda and will feed children who often do not eat even one meal a day.



Thank you so much to those volunteers who helped at these events!

Anne Donahue and Patty Loehr
SCSU REAA Volunteer Committee



HELP SUPPORT THE FUTURE OF REAL ESTATE... MAKE A DONATION TO THE SCHOLARSHIP FUND!

We all remember what it was like trying to get by in college; busy class schedules, long nights at the library, sometimes a day late, and almost always a few dollars short. Well, some things never change.

Our students work hard and we like to recognize and reward them for their efforts by awarding an annual scholarship to one of the many outstanding future real estate professionals currently pursuing academic excellence at SCSU. These scholarships are all made possible through generous donations by our alumni. We've made it through—now we have the opportunity to give something back to the program that helped prepare us to become the successful real estate specialists that we are today!

Donating is simple. Just follow the link below to make a donation via Paypal:

[Scholarships & Donations](#)

Donations can also be made by mail to the following address:

SCSU REAA, 7455 France Avenue South, PMB #274, Edina, MN 55435

THANK YOU!



SCSU FOUNDATION PROPERTY COMMITTEE

Do you or your clients have real estate that could be donated for a good charitable cause?

The financial benefits of donating real property to a non-profit organization include possible income payments, to the donor or others, avoidance of capital gains tax on the transaction, and charitable tax deduction.

St Cloud State University's Foundation Property Committee is actively looking for donations of land, farms, rental property and commercial, industrial and residential buildings to benefit the university and its students.

A streamlined, personal approach to giving can allow you and your clients to choose the best way to contribute. This is a great way to contribute back to SCSU!

Please keep the SCSU Foundation in mind when speaking to clients, friends and family. If you have any questions or interest in donating property or listing donated property, please click [here](#) for the website or contact one of the SCSU Foundation Committee members:

Keith Sturm, 612-376-4488 / keith@upland.com

Jesseka Doherty, 952-563-6693 / jdoherty@midamericagrp.com

Ashley Moen, 952 924 4646 / ashley.moen@cbre.com

Jim Maciej, 952-922-9240 / j.v.m@comcast.net



Winter 2010 Movers and Shakers

Amelia Hubmer is now working at NorthMarq as a commercial mortgage analyst.

Anne Donahue is now working at Carter as a property manager.

Craig Christianson is now working at Ramsey County as an appraiser.

Dan McGuire is now working for Hospitality Services Corp.

Dan Blonigan is now working for the City of Bloomington as a commercial appraiser.

Dave Mallman is now working at BCL Appraisals as an appraiser.

Eric Sheaffer is moving to Phoenix, AZ to join the research team at CB Richard Ellis.

Erik Doerr is now working at Lurie Besikof Lapidus & Company, LLP.

Katie Viere is now at Piedmont Office Realty Trust as a property manager.

Phil Vandever is now working at Associate Appraisers.

If you have moved, log on to www.scsurea.org
to update your contact information!

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