

AboutTown

Official Magazine of the City of Edina



AboutTown

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About Town is published quarterly by the City of Edina. The purpose of the magazine is to keep Edina residents informed of news, activities and programs that are important to them. We include articles of interest about our residents and community history as well.

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October 2012

About Town Calendar

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 7 p.m., City Council, Edina City Hall.	3	4 Noon, The Okee Dokee Brothers, Edinborough Park. 4 p.m., Public Art Committee, Edina City Hall.	5	6
7 7 p.m., Dolce Vita Jazz, Edinborough Park.	8	9 7 p.m., Park Board, Edina City Hall. 7 p.m., Heritage Preservation Board, Edina City Hall. 7 p.m., Edina Children's Choir, Edinborough Park.	10 7 p.m., Planning Commission, Edina City Hall.	11 Noon, Rusty's Rocking Jamboree, Edinborough Park. 7 p.m., Energy & Environment Commission, Edina City Hall.	12	13 10 a.m., Author's Studio featuring Julie Kramer, Edina Art Center. 6 p.m., Edina Rotary Foundation Fundraiser & Gala, Hotel Sofitel, Bloomington.
14 7 p.m., Bloomington Medalist Concert Band, Edinborough Park. TRAIL Fundraiser, Water Park of America.	15	16 7 p.m., City Council, Edina City Hall.	17	18 Noon, Bob the Beachcomber, Edinborough Park. 6 p.m., Transportation Commission, Edina City Hall. No school for Edina Public Schools.	19 No school for Edina Public Schools.	20 10 a.m., Pumpkin- Decorating Workshop, Edina Art Center. 10 a.m.-1 p.m., Free community paper shredding event, Edina Liquor - Southdale.
21 7 p.m., Zuhrah Shrine Concert Band, Edinborough Park.	22 7 p.m., School Board Meeting, Edina Community Center.	23 7 p.m., Human Rights & Relations Commission, Edina City Hall. 7 p.m., Star of the North Band, Edinborough Park.	24 7 p.m., Planning Commission, Edina City Hall.	25 Noon, Mrs. Catherine and Friends, Edinborough Park. 4:30 p.m., Art Center Board, Edina Art Center. Edina Film Festival, Edina Cinema.	26 6-8 p.m., Halloween Party, Edinborough Park. Edina Film Festival, Edina Cinema.	27 11 a.m.-1 p.m., Pumpkin Festival, 50th & France. Edina Film Festival, Edina Cinema.
28 7 p.m., First John Philip Sousa Memorial Band, Edinborough Park.	29 No school for Edina Public Schools.	30	31 8 a.m.-midnight, Halloween 16 on Edina Community Channel 16.			

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About Town Calendar

November 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Noon, Brodini Comedy & Magic Show, Edinborough Park. 4 p.m., Public Art Committee, Edina City Hall.	2	3 9:30 a.m., Japanese Style Gift Wrapping Workshop, Edina Art Center.
4 7 p.m., Seward Concert Band, Edinborough Park.	5 7 p.m., City Council, Edina City Hall.	6 Election Day. Polls open 7 a.m. to 8 p.m.	7	8 9 a.m., "Gifts! Gifts! Gifts!" sale opens, Edina Art Center. 7 p.m., Energy & Environment Commission, Edina City Hall.	9	10 10 a.m., Author's Studio featuring Lorna Landvik, Edina Art Center.
11 7 p.m., Southside Big Band, Edinborough Park.	12 Veterans Day observed. Edina City Hall closed. 7 p.m., School Board Meeting, Edina Community Center.	13	14 7 p.m., Heritage Preservation Board, Edina City Hall. 7 p.m., Planning Commission, Edina City Hall.	15 6 p.m., Transportation Commission, Edina City Hall. Noon, Wonderful World of Woody, Edinborough Park.	16	17
18 7 p.m., St. Paul Police Band, Edinborough Park.	19 7 p.m., Park Board, Edina City Hall. No school for Edina Public Schools.	20 7 p.m., City Council, Edina City Hall. No school for Edina Public Schools.	21 No school for Edina Public Schools.	22 Thanksgiving. Edina City Hall closed. No school for Edina Public Schools.	23 Day after Thanksgiving. Edina City Hall closed. No school for Edina Public Schools.	24
25 7 p.m., First John Philip Sousa Memorial Band, Edinborough Park.	26	27 7 p.m., Human Rights & Relations Commission, Edina City Hall. 7 p.m., Eden Prairie Community Band, Edinborough Park.	28 7 p.m., Planning Commission, Edina City Hall.	29 Noon, The Bazillions, Edinborough Park.	30 6-8:30 p.m., Friday Night Out at the Peak, Edinborough Park.	

About Town Calendar

December 2012

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2 7 p.m., Good News Big Band, Edinborough Park.	3	4 7 p.m., City Council, Edina City Hall. 7 p.m., Continuous Progress Program Information, Highlands Elementary.	5	6 Noon, Bob the Beachcomber, Edinborough Park. 4 p.m., Public Art Committee, Edina City Hall.	7	8 8 and 10 a.m., Santa's Breakfast at the Peak, Edinborough Park. 10 a.m., Author's Studio featuring Colin Nelson, Edina Art Center.
9 7 p.m., Minneapolis Police Band, Edinborough Park.	10 7 p.m., School Board Meeting, Edina Community Center.	11 7 p.m., Heritage Preservation Board, Edina City Hall. 7 p.m., Park Board, Edina City Hall.	12 7 p.m., Planning Commission, Edina City Hall.	13 Noon, Big, Fun Show, Edinborough Park. 7 p.m., Energy & Environment Commission, Edina City Hall.	14	15
16 7 p.m., Bend in the River Big Band, Edinborough Park.	17	18 7 p.m., City Council, Edina City Hall. 7 p.m., Prior Lake WindJammers, Edinborough Park.	19	20 Noon, Mrs. Catherine and Friends, Edinborough Park. 6 p.m., Transportation Commission, Edina City Hall.	21 4 p.m., Outdoor ice skating rinks open for the season (weather permitting).	22
23 7 p.m., Zachary Scot Johnson, Edinborough Park.	24 Noon, City Hall closes for Christmas Eve.	25 Christmas. Edina City Hall closed.	26 7 p.m., Planning Commission, Edina City Hall.	27 Noon, Brodini Comedy & Magic Show, Edinborough Park. 4:30 p.m., Art Center Board, Edina Art Center.	28	29
30	31 Noon, Edina City Hall closes for New Year's Eve.					

Autumn Calendar Highlights

Other Dates To Remember

- Oct. 9** 5 p.m., School Board Workshop, Edina Community Center.
- Oct. 13** Edina Day of Service.
- Oct. 13** 9 a.m., “Hornet Hustle” Edina Education Fun(d) Run, Rosland Park.
- Nov. 8** Noon, Dakota Wild Animals, Edinborough Park.
- Nov. 15** 4:30 p.m., Art Center Board, Edina Art Center.
- Nov. 27** 7 p.m., Kindergarten Information Meeting, Cornelia Elementary.
- Nov. 27** 7:30 p.m., Kindergarten Information Meeting, Concord Elementary.
- Dec. 6** 7 p.m., French Immersion Information Night, Normandale Elementary.
- Dec. 11** 7 p.m., Bloomington Medalist Concert Band, Edinborough Park.
- Dec. 24** 8 p.m., “Gifts! Gifts! Gifts!” sale ends, Edina Art Center.
- Dec. 24** No school this week for Edina Public Schools.
- Dec. 31** 6-9 p.m., New Year’s Eve Party, Edinborough Park.

Edina Film Festival

- What:** The Edina Art Center will host the second-annual Edina Film Festival. Proceeds will support programming at the Art Center. A selection of short films, a classic film and documentaries – including “Minnesota Nice” by Edina resident and Edina High School alumnus Alec Fischer – will be shown.
- When:** Oct. 25-27.
- Where:** Edina Cinema, 3911 W. 50th St.
- Info:** www.EdinaArtCenter.com.

Halloween Party

- What:** Attention boys and ghouls! Edinborough Park offers another night of fun, excitement and a little bit of fright. Dress up in your favorite costume and join in for trick-or-treating, games, a comedy show by Brodini and much more. Cost is \$6 per child. Adults are free with a paying child.
- When:** 6-8 p.m. Friday, Oct. 26.
- Where:** Edinborough Park, 7700 York Ave. S.
- Info:** 952-833-9540 or www.EdinboroughPark.com.

Pumpkin Festival

- What:** The 50th & France Business & Professional Association hosts Pumpkin Festival, a fall event for children. Activities will include horse-drawn trolley rides, costume parade for kids and pets, cake walk and trick-or-treating. The Pumpkin Festival has been a long-standing tradition of this community and provides a fun, safe Halloween celebration for children and their families. Prizes will be given for best costume for children and pets.
- When:** Saturday, Oct. 27. Trick-or-treating starts at 10 a.m. and all other activities will be held from from 11 a.m. to 1 p.m.
- Where:** Downtown Edina, 50th Street & France Avenue.
- Info:** 50th & France Business & Professional Association, 952-922-1524, or www.50thandfrance.com.

A Word From The City Manager



Earlier this year, Assistant City Manager Karen Kurt and I met with the City Council in a retreat setting on a cold February weekend at the Braemar Clubhouse to talk about how we could improve the way we organize our work and deliver outcomes. What came out of that meeting was the Council's first Work Plan.

The Work Plan is comprised of six goals with a number of objectives under each goal. The six goals of the Council's 2012 Work Plan are:

- Advance the Living Streets Initiative
- Support the Redevelopment of Major Commercial Areas
- Evaluate Public Recreation Facilities/Enterprise Funds
- Encourage Neighborhood Associations
- Improve Decision-Making Through Formalized Policies
- Promote Environmental and Personal Health

In addition to setting these goals, the Council also asked for quarterly progress briefings on the goals. There is a quarterly progress report for the third quarter of 2012 coming up in a few weeks. A written summary of the second quarter progress report is available on the City's website.

A written Work Plan is a simple device that helps remind us what we set out to accomplish at the beginning of the year. City employees want to implement the policy direction of the elected representatives of the community. A Work Plan makes that direction clear and helps to keep us focused on that direction throughout the year.

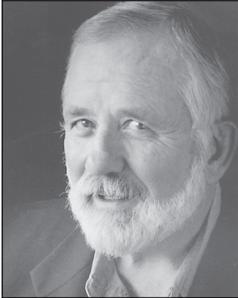
A Work Plan is also an important accountability device. Regular quarterly progress report meetings are a great venue to impress the Council with the quantity and quality of work that we are accomplishing. It's also a good time to remind the Council that it's their goals and objectives that we're implementing. City staff are accountable to the Council. Council Members are accountable to their residents. I think it's important to reinforce that relationship whenever possible.

Translating our goals and objectives into formal written Work Plans that can be accomplished and measured by City employees has improved our performance and accountability in the way we deliver city services in Edina. Our success with our Work Plan in 2012 makes me optimistic for the year ahead.

A handwritten signature in black ink that reads "Scott H. Neal".

Scott H. Neal
City Manager

Edina Chorale: Creating Community With Music



By Joe Sullivan
Contributing Writer

The Edina Chorale was founded in the fall of 1985 by Philip Spencer, Music Director at Lutheran Church of the Good Shepherd, across France Avenue from Edina at West 48th Street.

It began under the sponsorship of Edina's Community Education program as an affiliate of the Performing Arts Center of Edina (PACE). It also received an ongoing grant from the Edina Foundation to begin building its music library.

The Chorale was Edina's first community-based adult choir. In its first year, it recruited 40 interested women, but just four men volunteered. Spencer decided to begin the Chorale as a women's choir. By the second year, there was enough interest from tenors and basses to admit men to the group.

The "Tartan Singers" formed a small group of 16 to 20 singers in the late 1980s. Chosen by audition, the group, which continued to sing with the larger Chorale, attracted members who wanted additional musical challenges. The group increased the visibility of the Chorale by making additional public appearances.

The authentic tartans worn by the singers represented Edina's ties with Scotland, more specifically with



Edina Chorale Photo

Five members of the Tartan Singers model their multi-colored Tartan scarves, (from left): Judy Sullivan, Kathie Failu, Greta Nelson, Mynnell Bussdgard and Dorothy Colburn.

Edinburgh. Many of Edina's earliest residents emigrated from the Scottish capital city for which Edina was named.

From the beginning, the Chorale has been a hard-working, fun-loving group, ranging in age from high school students to singers in their 70s. They live in Edina, Minneapolis and other southwestern suburbs, although some commute from places as far away as Andover and Elko. Most have sung in high school, college or church choirs.

Prospective members are auditioned and, if accepted, agree to meet for weekly rehearsals, develop musical skills and follow their passion for music.

James Hawthorne Follows Spencer As Music Director

James Hawthorne became the Chorale's Music Director in 1990 when Philip Spencer moved to Des Moines, Iowa. Hawthorne was teaching music at Edina's South View and Valley View middle schools at the time.

Hawthorne arranged the Chorale's first international trip in 1992. They traveled to Mexico City to perform Carl Orff's "Carmina Burana" with a group of Mexican singers and the National Symphony Orchestra of Mexico. Chorale historian and 22-year member Judy Sullivan sang with the group at the Palacio de Bellas Artes in Mexico City and recalled the hospitality of the Mexican audiences.

"They held a lovely champagne reception before the first concert. We performed 'Carmina' on two nights and they gave us standing ovations and threw roses from the balcony after both concerts," she said.

Tom Paulson Succeeds Hawthorne As Music Director

Tom Paulson began his tenure as Music Director of the Chorale in 1995. A published composer and arranger, he earned a bachelor's degree in music theory and composition from St. Olaf College in Northfield, Minn., and a master's degree in music in choral conducting from the University of Minnesota. Paulson is also Director of Music at Wayzata Community Church. "Minnesota has a strong choral tradition and it is a privilege to work in this area," Paulson said.

In June 2004, the Chorale was also invited to perform in Washington, D.C. Choirs from each state were part of the yearlong National Festival of the States, when the

nation's World War II Memorial was dedicated. The Edina Chorale was selected for its reputation as one of Minnesota's foremost musical groups.

Chorale Invited To Haydn Festival In Vienna

International travel continued to be a part of the Chorale experience. In the summer of 2009, the Edina Chorale was invited to come to Vienna, Austria, and participate in the commemoration of the 200th anniversary of the death of Austrian composer Joseph Haydn.

The Chorale performed at the Haydn International Choral Festival, held July 2-6, 2009, in Vienna's Votivkirche Cathedral. For the big concert, the Edina Chorale joined two other American choirs to sing Haydn's "Lord Nelson

(continued on next page)



Edina Chorale Photo

In June 1992, the Chorale flew to Mexico City to perform Carl Orff's "Carmina Burana" in concert. "It was hard to leave after our six-day adventure in Mexico's capital city of seven million people," said Judy Sullivan, Chorale member and historian.



Music Director/Conductor of the Edina Chorale Tom Paulson is pictured at a typical Tuesday night rehearsal. Paulson has built the Chorale's worldwide reputation as a community choir. About one-third of the group's singers live in Edina.

Mass" – a 45-minute piece – and "Lux Aeterna" by Morton Louridsen.

They also traveled to nearby Budapest, Hungary, to perform in two concerts at the famous St. Matthias Church in the heart of the city. In both Budapest concerts, the Chorale sang as an individual choir.

Back Home, Edina Chorale Sang As Star Wars Chorus

Closer to home, in July 2010, the Chorale was chosen to sing as the Star Wars chorus in a concert performance of the John Williams film score, accompanied by a full orchestra and multi-screen film clips of the Star Wars movies, written and directed by George Lucas. The performance was narrated by the original "C-3PO," Anthony Daniels. "It was an amazing multi-media experience at the Xcel Energy Center in St. Paul. Anthony Daniels was delightful," Sullivan reported.

Edina Chorale's Mission

The Edina Chorale's mission includes commitments to excellence, inspiration, artistic growth, lifelong learning and participation. Another part of the Chorale's mission has been to contribute to the community through outreach, education and volunteerism.

The Chorale has sung for the Minneapolis NAACP, various nursing homes, Shabbat Service at Temple Israel and collaborated with the Minnesota Mormon Chorale in a Thanksgiving concert to benefit Second Harvest. The recently created Edina Chorale Foundation was established with a bequest from former Chorale member Cheryl Thompson.



The Chorale has had three Music Directors since its founding in 1985: (center) founder Philip Spencer – 1985 to 1995, (right) James Hawthorne – 1990 to 1995 and (left) Thomas Paulson – 1995 to present.

“It was a great privilege to sing at other special events, including holiday caroling at retail stores, private parties and Southdale Shopping Center,” said Dale Hultgren, current Chorale president.

“The upcoming year will feature a varied program, including new venues and dynamic partnerships,” said Chorale Music Director/Conductor Tom Paulson. “A 10-piece brass ensemble will join us for the beautiful Rutter ‘Gloria,’ the centerpiece of our December holiday concerts.”

They will also perform Orff’s “Carmina Burana” with the Wayzata Symphony Orchestra and the Minnesota Boychoir.

“In May, the Chorale will spice things up with a Pops Concert – cabaret seating, wine and food. We are finding some fun arrangements of favorite tunes from the 1930s and ‘40s which will be accompanied by great jazz musicians,” said Paul McKenzie, Assistant Music Director.

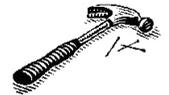
“I love to sing and have sung in church choirs for a long time,” said bass singer Scott Smith, who joined the Chorale in 2010. “I wanted the challenge of singing really demanding, beautiful music with a supportive bunch of excellent musicians. I haven’t been disappointed.”

Photos and background material came from the archives of the Edina Chorale, the *Edina Sun-Current* and *Edina Magazine*. For information about auditioning for membership, email Karen Olson at ec.auditions@gmail.com. Buy tickets online at www.edinachorale.org or call Carol Reitz at 952-922-7477.

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Signs

The Law: Minnesota Statute 211B.045. From 46 days before the primary until 10 days after the General Election, campaign signs may be posted.

What It Means: During a state General Election year such as 2012, Edina's sign ordinance is overruled by State Statute. Through Nov. 16, residents can post campaign signs of any size in any number on their properties.

Minnesota State Statute and the Edina City Code regulate the placement of campaign signs on the residential properties, though. Following is a short summary of some of the regulations:

- Signs cannot be placed in the right-of-way without the permission of the property owner.
- Signs should not interfere with regulatory signs and traffic control devices.

Campaign signs posted in connection with the elections held at times other than a state General Election are subject to the following:

- Maximum size of campaign signs is six square feet.
- One sign is allowed for each candidate per frontage.
- No sign can be located in a place that impedes the view at intersections.

- Signs cannot be attached to trees, rocks or power poles.
- Signs cannot be placed on parkland, or other publicly owned property or bridges/overpasses.

For more information on Elections, contact City Clerk Debra Mangen, 952-826-0408. For information on signs, contact the Planning Division at 952-826-0369.

Leaves

The Law: City Code Section 1200.02, Encumbrances or Obstructions. "... No person shall obstruct, encroach upon, encumber, or interfere wholly or partially, with any street, boulevard, alley, sidewalk, easement, park or public ground by placing ... refuse, as defined in Section 705."

What It Means: Keep fallen leaves out of the street to help prevent clogging the storm sewer, which can lead to water runoff, backups and flooding.

In the fall, three street sweepers work four to six weeks collecting leaves throughout the City. If residents rake leaves from their yards into the streets, the street sweeper will not be able to keep up.

Residents should compost their leaves or contact their refuse hauler for proper disposal. Licensed haulers in the City are Allied Waste Services, 952-941-5174; Aspen Waste, 612-884-8000; Garbage Man, 763-230-7499; Vierkant Disposal, 612-922-2505; Suburban Waste Service, 952-937-8900; and Waste Management, 952-890-1100.

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Single-Sort Recycling Comes To Edina

By Jordan Gilgenbach

It's going to get easier to recycle cans, plastic, bottles and paper in Edina. The City is switching to single-sort recycling this fall.

"Edina residents recycle about 9.2 million pounds of material every year," said the City's Recycling Coordinator, Solvei Wilmot. "With single-sort recycling, we expect that number to increase about 20 percent."

Wilmot says single-sort recycling will help capture more items, not only because of the convenience, but also because of the additional items accepted. Plastics No. 1-7 such as food containers, yogurt cups and cottage cheese tubs, are now accepted. In addition, paper milk and juice cartons and bagged plastic retail bags are also accepted.

Residential recycling participation has always been high in Edina, Wilmot said. "Residents are really big advocates for the benefits of recycling and a single-sort system," she added. Most communities surrounding Edina have already implemented single-sort recycling. Edina contracted with Allied Waste for its recycling needs.

"Residents are really big advocates for the benefits of recycling and a single-sort system."

– Solvei Wilmot

"The feedback that we've received from residents when we rolled out a single-sort recycling program has been fantastic. They love it,"

said Rich Hirstein, Area Municipal Services Manager at Allied Waste. "There's about 10 percent of the population or so in Edina that doesn't recycle. What we want to do is engage those 10 percent into the program and then we want to get the people in the middle ground that were recycling some to recycle more because it's out there and it's easy."

In September, residents received new 65-gallon carts for recycling. The new carts have a blue body with a green lid. While the new carts may seem large, Wilmot says the bigger size will accommodate the new bi-weekly pick-up schedule. She asks residents to try out the larger carts for about a month before upgrading or downgrading sizes.

Allied Waste sent residents recycling information, including a pick-up calendar and a list of accepted items. The information is also available on the City's website.



The new 65-gallon recycling carts (right) are larger to accommodate the new bi-weekly recycling pick-up schedule. Carts have a blue body and green lid and were dropped off in mid-September.

Carts should be set out at the curb by 7 a.m. on collection day. The new recycling containers, just like garbage containers, should be stored within 12 hours of collection so they are not visible from the street, according to Edina's City Code.

With the switch to single-sort recycling, residents will also see a decrease in their quarterly recycling fee in 2013. The 2012 rate was \$7.50 per quarter. At press time, the lower 2013 rate had not been set.

Residents who do not wish to keep their old plastic recycling containers can drop them off in a large bin at Rosland Park, 4300 W. 66th St., or at Edina's old Public Works building, 5146 Eden Ave., until Oct. 26.

For more information about Edina's new single-sort recycling system, call Wilmot at 952-826-0463 or visit www.EdinaMN.gov/Recycling.



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Golf Dome Scheduled To Reopen In 2013

By Kaylin Martin

For self-proclaimed golf fanatic Ben Kleynhans, the Braemar Golf Dome is more than just a place to golf. It is a place to take his two sons when they have energy to burn, chat with golf professionals he has gotten to know over time and keep his swing in check year-round.

"I probably hit more balls at the Golf Dome than most people," said Kleynhans, member of the Braemar Men's League and Edina resident who lives near the facility. "But for me, it's also a family thing. It's a great place for my two little boys to take lessons and learn the game."

Like most Braemar Golf Dome patrons, Kleynhans was thrilled to hear the City was going to rebuild the Dome after an electrical fire last February put the facility out of business. "The Dome is important to us golfers," he said. "It was nerve-wracking for a while not knowing the future of the facility."

The day of the fire, Kleynhans showed up at the Dome, 7420 Braemar Blvd., to hit a bucket of balls only to arrive to a sea of people standing outside surveying the damage.

Joe Gruepner, Head Golf Pro at Braemar Golf Course, was part of the staff there that day.

"At first glance, I thought the dome had just deflated, which has happened in the past due to heavy snow or whatnot," he said. "However, as I made my way closer, I saw the police cars, fire trucks and the parking lot looked

like an ice rink. At that point, I knew it was worse than I had initially thought."

The Dome, built in 1983, was owned and operated by a private organization until 1988 when the City purchased the facility and took over operations. The Dome has been lucrative for Braemar Golf Course operations since.

Not only did golf lessons get canceled for the remainder of winter, but Gruepner said summer lessons weren't as smooth as usual.

"One of the things that set Braemar apart from other golf courses was the Dome," said Gruepner. "Even during the summer months, we were able to use the Dome when it rained or was too windy, which meant we never got behind on our lessons. This summer was a little different.

"I can't wait to have our Dome back."

Luckily for Gruepner and Kleynhans, the Dome is on track to reopen in the first quarter of 2013. The Dome typically opens for the season Nov. 1.

Manager of Braemar Golf Course Todd Anderson said due to the extent of the damage and soot from the fire, the original Dome was unsalvageable. However, he added



that the site is still a prime location, because it's removed from residential areas and the hill on the northwest side helps protect it from the wind.

While the footprint of the structure will remain the same, there are some differences golfers will notice.

The dome portion won't be attached directly to the new structure that will house the front counter, offices and ADA-compliant restrooms. The two will be connected by a vestibule. This change was made because the original dome, attached to the building, would cause stress to the permanent structure whenever it was windy.

Another change golfers may have the possibility to enjoy is a partially insulated dome that will cut down on heating costs. This will result in a better climate-controlled facility. The upper deck where golfers can tee off will be rebuilt using steel instead of wood. Also, golf ball vending machines will be added.

"It was unfortunate what happened," said Anderson. "But we're all looking forward to the new facility."

Gruepner and Kleynhans echoed his sentiment.

"I'm looking forward to the programs running smoothly again and being able to keep my staff employed year-round," said Gruepner. "Also, to see my students work

on their game this winter. When you teach golf, the students become your friends."

"The Dome is just a great environment to learn; for my kids, my wife and even her friends. They've all taken lessons there," said Kleynhans. "Especially for my kids, though. As a dad, golf is something my sons and I can do together forever."

For more information about the new Braemar Golf Dome, contact Braemar Golf Course at 952-903-5760.

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Edina Public Schools Has Got Spirit, How ‘Bout You?

By Emilie Kastner

Edina Public Schools has a rich tradition of academic success and an impressive athletic record that dates back to its first boys’ golf state championship in 1954 and first football state championship in 1957. Edina holds the title for most state championships in Minnesota. On the road to those championships, fans have donned green and white, carried flags and banners and cheered their hearts out.

This year, Edina High School unveiled a new initiative to bolster school spirit, encourage broader participation and foster a sense of cohesiveness among the various sports. This new program, the Spirit Squad, was modeled after one such concept that is in place at the University of Minnesota.

“I think the Spirit Squad can be at the forefront of high school cheering,” said Edina High School Assistant Principal Jenny Johnson. “We want to be the role models for other high school spirit ... If we can come up with the measuring stick – the connection between the fans and the Spirit Squad – and it works, then everyone else will follow.”

The Spirit Squad will lead pre-game and half-time performances and is comprised of the pep band, sideline cheerleaders, competition cheerleaders, mascot, hip-hop dancers and the fall and winter dance teams.

“The vision is certainly to include more students in the opportunities, to provide and to be a part of these experiences at the high school,” said Johnson. “We



Photo by Polly Norman

Edina Public Schools unveiled the new Spirit Squad, modeled after the University of Minnesota, at the Hornets’ first home football game Aug. 24.

have very high student participation in extracurricular activities now. I think one of the things this does is to suggest that we can broaden that umbrella and we can really align it.”

At its current rate, Johnson estimated that 450 to 500 Edina High School students are involved in Spirit Squad activities. The band consists of approximately 400 students; hip-hop, 30; varsity and junior varsity fall dance, 45 to 50; winter dance, 20; mascot, 3, plus handlers for a total of 8; varsity and junior varsity cheer, 50.

She and other administrative staff members involved in the initiative envision a seamless operation – the band leads the percussion, the cheer and dance teams

animate the crowd and the fans top it off with excited participation.

Missy Mooty, Head Coach of the Edina High School Hornettes Dance Team, said she's excited that the Hornettes will be more involved.

"I think it's really exciting that all these groups are working together to promote school spirit and have this common vision of being a united front in front of the student body and in front of the community," said Mooty. "I also like that it endures throughout the year, not just one season, which I think is really important in promoting and developing that school spirit and that school pride. I know that is a big priority and goal of the entire Spirit Squad program.

"Getting all the kids involved is what I'm really happy about."

Edina High School staff had been looking for an inclusive approach to spirit, sportsmanship and fan behavior, and searched for better ways to cheer appropriately and positively and effectively involve the community. Instead of reinventing the wheel, they decided to borrow from the University of Minnesota.

According to a 2011-2012 statement from the University, the mission of the Golden Gopher Spirit Squad is "to uphold the pride and tradition of the University of Minnesota. We will strive to consistently work hard, practice and perform with heart, dedicate ourselves to this program, and above all have fun. We recognize that

this program is not built on one person, but our Spirit Squad as a whole."

"At the University, they use this same notion of a Spirit Squad as the way to align and bring together, under one umbrella, these various performing groups, whether they be musical or whether they be dance or cheer or any of those things," said Jenn Carter, Spirit Squad Coordinator and Edina High School Spanish teacher.

Though cohesiveness and increased involvement are arguably the largest elements in the decision to implement the Spirit Squad, Edina High School Principal Bruce Locklear noted that there are other benefitting factors that staff considered in terms of its connection to the larger Edina community.

"We are very excited about this new opportunity to build school spirit at Edina High School," Carter said. "We look forward to learning throughout the year about ways we can grow and improve the program to make it even more successful in years to come."

For more information, call Edina High School Principal Bruce Locklear at 952-848-3800 or email BruLocklear@edina.k12.mn.us.

Free Wi-Fi Now Available In Several City Facilities



By **Jordan Gilgenbach**

Peter Kelley attends monthly meetings of the Bike Edina Task Force at Edina City Hall. He and other members often bring laptops or tablets to take notes.

Now, Kelley will benefit from the added convenience of public Wi-Fi at many of Edina's City-owned facilities.

"Being able to access the internet and look things up will be a great benefit," Kelley said. "I think our meetings will become more interactive."

In mid-August, the City's public Wi-Fi system, "EdinaOpen," was made live. The City Council approved the Wi-Fi project in mid-May to bring free wireless internet access to some City facilities. The first phase of development of the City's Wi-Fi network included wiring City Hall, Edina Art Center, Braemar Arena, Braemar Golf Course, Centennial Lakes Park, Edinborough Park, Public Works & Park Maintenance Facility and the Edina Senior Center.

"It will provide more options for connectivity and interactivity at City facilities as technology becomes increasingly predominant in our society," said City of Edina Information Technology Manager Matt Sisterman. "It will also allow for more efficient solutions to municipal challenges."

Wireless internet has become so prominent, especially to those with mobile devices, that it is expected to be

available wherever people are. Free Wi-Fi is already available in all Edina Public School buildings, Hennepin County buildings and most area city halls.

Before EdinaOpen was live, Edina City Hall Receptionist Lynette Biunno said people were often shocked when she told them there was no Wi-Fi in City Hall.

"Edina is such an up-to-date city that many who visit City Hall expect Wi-Fi," Biunno said.

"It's becoming a growing expectation that people will have easy access," Kelley said. "If they can get [Wi-Fi] in a coffee shop, why not City Hall?"

The project, with a price tag of about \$95,000 for initial development, was completed by City I.T. staff, Local Government Information Systems (LOGIS) staff and private contractors. Contrary to popular belief, creating a large-scale wireless network is more than just plugging in a few routers.

"The work involved planning, wiring the facilities and ordering, configuring and physically installing the required equipment," Sisterman said.

Braemar Arena proved to be a beast of its own. According to Sisterman, the Arena needed a second network closet built to mitigate cable length issues. In addition, it is roughly three times the size of the other facilities and has concrete walls and floors which, created additional

challenges. Now, Wi-Fi is accessible in all three rinks, the office area and the lobby.

The network will feature three levels of access: “EdinaOpen,” to be used by the general public without a password or encryption key and two secured networks for use by City employees.

A fourth network, “EdinaIPT,” will be reserved for IP Telephony purposes. While not used at this time, it will be used in the future for devices needing connectivity, such as tablets and smartphones.

To stay consistent and minimize confusion, the City’s public Wi-Fi has the same name as Edina Public School’s network. This way, whether you are at Edina High School cheering on the Hornets or at Edinborough Park’s Adventure Peak, the Wi-Fi name will be the same across all public facilities.

Some City-owned facilities such as Braemar Arena and Edinborough Park provided free Wi-Fi to their patrons through private means in the past. However, it cost each facility as much as \$100 per month while data speeds and the number of people able to connect were limited.

Sisterman says EdinaOpen will allow an unlimited number of people to connect at each facility. Users can also expect data speeds anywhere from 10 to 100 mbps. He noted that usage and time of day may affect data speeds, but, overall, speeds should be fairly consistent.

More Wi-Fi To Come

The now-available Wi-Fi network marks the first phase of the project. The second phase, pending City Council approval, should be completed by the end of 2013.

Sisterman says phase two might bring Wi-Fi to the Edina Aquatic Center, Arneson Acres Park, Braemar Golf Dome, Edina Historical Society, Edina’s two fire stations and parks.

“There are a number of meeting rooms throughout the City that the public can use,” Sisterman said. “Enabling Wi-Fi gives them added value in choosing a City facility to hold their meetings.”

According to a report prepared for the City Council, the equipment, such as wireless routers, has a five-year lifespan while the infrastructure, such as the wiring, should last at least 20 years. However, as technology advances, so will the needs of the public.

“There will inevitably be speed improvements as time goes by, and equipment will need to be upgraded to keep pace,” Sisterman said. “Additionally, new devices will emerge to leverage wireless technology that will no doubt require additional changes to accommodate.”

Take advantage of free Wi-Fi at many of Edina’s facilities by connecting to EdinaOpen. For more information, contact the City’s Communications & Technology Services Department at 952-826-0359.



The Edina Community Foundation: The Edina Challenge



By Dick Crockett, Executive Director

The selection of Edina as one of the “100 Best Communities for Young People in America” in both 2010 and 2011 is both a result of good work in our community and also a challenge to build on that status. The recognition was by America’s

Promise Alliance, a nationwide partnership organization dedicated to youth and children, and its newsletter announcing the selection noted that the youth poverty rate in Edina is just 2.5 percent, based on an annual family income of \$21,200 or less.

With a total population of just under 48,000, and some 24 percent, or 11,500, of those being under 18, a 2.5 percent poverty rate would translate to just about 275 young people. If we broaden our concern to include students who qualify for the free and reduced lunch program in Edina Public Schools, the number of youth in need increases to about 640. (That eligibility is based on a household income of less than \$42,643 for a family of four, which is 185 percent of the Federal Poverty Guideline of \$20,050.) Thus, we have a very tangible challenge and opportunity to make a difference in the quality of life for these members of our community.

The Edina Community Foundation proposes that we commit ourselves to an Edina Challenge: ensuring that these youth in need are able to participate in the community, educational and recreational programs that

lead to success in adult life. This mission will be pursued with efforts to increase funding for existing and new programs that support these individuals.

Of course, the Foundation and many of our community organizations and grant-makers are already working to meet the needs of youth in poverty.

Edina Community Education offers youth scholarship aid for its public sessions and for School Readiness programs. The Edina Resource Center provides assistance to people seeking information and resources for family and youth services.

Oasis for Youth serves homeless youth with counseling, emergency shelter and longer-term housing.

Southdale YMCA offers substantial financial aid in its many youth and teen programs, including after school and leadership activities, summer camps and service learning.

Volunteers Enlisted to Assist People (VEAP) serves the Edina community through its Bloomington office with a food shelf, social services, transportation services and several programs focused on youth: a summer youth food program, Birthday Bags, Back to School Bag and Holiday Toy Program.

The Edina Community Foundation funds several community programs aimed at helping youth in need:

- Grant-in-Aid program administered by the Edina Parks & Recreation Department.
- Summer of Opportunity program administered by the Edina Resource Center to allow low-income middle school youth in Edina Public Schools to attend a YMCA summer camp.
- Oasis for Youth, a new organization formed to serve homeless and precariously housed youth in Edina and southern Hennepin County.
- Warm Hands, Warm Heads, Warm Hearts program of the local Rotary District (and also supported by Edina's two Rotary clubs) to provide mittens and hats to needy children during the holiday season.

The next phase of this Edina Challenge initiative will be for these groups to come together in the near future and share information about their programs and grant-making efforts related to our goal of enhancing the lives of the 640 children in need in our community. Representatives of these groups have initially reacted positively to this proposal, with all expressing interest in further participation. Interest and support has also been expressed by representatives of the City of Edina and Edina's Public Schools, Chamber of Commerce, Rotary Clubs, Normandale Lutheran Church and the Edina Education Fund.

An Edina High School senior, Tara Gupta, devoted her "May Term" internship to helping the Foundation with these contacts and an analysis of census data and the program information received from these organizations. We'll continue to explore options for collaboration in

order to maximize our collective effectiveness in enabling participation of youth in need in Edina's community, educational and recreational programs.

As we bring these groups and others together to plan for meeting this new Edina Challenge, we'll strive to keep the community informed. At the Connecting With Kids Leadership Breakfast next February, we hope to have a report of the changes we've agreed to in order to better fulfill our collective role of meeting the needs of young people in poverty in Edina.

Please contact me if you have a suggestion for how we might effectively take advantage of this opportunity to strengthen the Edina community.

Questions about the Foundation or any of its programs may be addressed to Crockett at 952-833-9573 or edinafoundation@EdinaMN.gov. Additional information about the Foundation may be found online at www.edinacommunityfoundation.org.



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<p>On Vernon Ave, Across from Jerry's Foods 952-929-3115</p>	<p>On 54th Street & France Ave. 952-920-0704</p>	<p>On 54th Street & France Ave. 952-926-5110</p>	<p>On 70th Street, 1/2 mile West of Hwy 100 952-944-1119</p>

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Edina Chamber Of Commerce Welcomes New President

Photo by Michael Braun



Lori Syverson took over as President of the Edina Chamber of Commerce from Arrie Larsen Manti after a three-week transitional period in July.

By David Katz

As any seasoned executive can tell you, if an organization is to succeed over the long haul, it must be willing to adapt its business model to changing trends. For Lori Syverson, new President of the Edina Chamber of Commerce, this is more than just a business axiom, though. It's more or less a family motto.

Syverson's grandfather, an Italian immigrant, settled in Wisconsin nearly a century ago. Old Country recipes in hand, he founded a family restaurant, Albaneses Road House. Albaneses quickly became a Milwaukee staple, and remains so today. When you dig deeper, though,

Syverson notes that this success story is as much one of adaptation as of continuity.

"Lifestyle practices are not static, and eating conventions are a great case in point," she said. In order to stay current, the family embraced a number of changes over the decades – funding several large-scale revamps, introducing "to-go" options, and even creating a tremendously popular bocce ball league. "My family didn't make these changes just for the sake of change. They did it in response to what newer generations of diners wanted and expected from their restaurant experience."

That same line of reasoning guided Syverson's tenure with the family business as head of marketing in the 1990s. "My research showed that people still loved classic, family-style recipes, but that many were cooking at home in cases where they would've gone to a sit-down restaurant just a few years before." In response, Syverson added a retail and mail order division, creating a lucrative new revenue stream for Albaneses.

In the 18 years between leaving the family business and coming to the helm of the Chamber of Commerce, Syverson has accomplished much and acquired many skills directly applicable to the Chamber's work. At every post, though, she felt her principal duty remained much the same: to understand changing trends, and to attune the company's value proposition to those changes.

In the case of the prestigious Western Racquet Club in Elm Grove, Wis., where Syverson served as Marketing

Director from 2000 to 2005, that entailed adding family-centric leagues and activities to an institution that had traditionally geared its offerings to a much older demographic. “We had understood ourselves as a haven for retirees, which had been historically true, but was suddenly only half the story.”

At U.S. Bank, where she served first as Communications Manager of Business Development PR and then as Manager of Client Marketing & Business Analysis, Syverson worked closely with credit unions and a range of other U.S. Bank subcontractors to understand the banking habits of clientele and cater products and service offerings to those practices. Here, too, continued success required “keeping your eye out for lifestyle changes.”

Though her tenure at the latter kept Syverson based in the greater Milwaukee area, it also necessitated frequent and extended trips to Minneapolis, where U.S. Bank is based. That, in turn, gave her opportunities to visit Edina, a community that already held special meaning to her.

“Growing up, I had three aunts who lived in Edina and the family would often rendezvous in Edina for special occasions,” Syverson explained. “Clean, vibrant, diverse ... Everything about the community impressed me, even at that young age.” Her return trips as an adult only served to strengthen those conceptions.

“One of the first things that made Lori stand out in the candidate pool was her familiarity with our community – even though she came from Wisconsin,” said Arrie Larsen Manti, Syverson’s predecessor, who worked closely

with the search committee tasked with choosing the new Chamber President.

Long before the position was even made public, “Lori had been so interested in Edina that she was known to, on occasion, pick up a home guide and drive around Edina neighborhoods looking at for-sale properties,” Larsen Manti added.

Not surprisingly, when the job opening was announced earlier this year, Syverson had few qualms about throwing her name into the ring.

“The way I see it, businesses are the lifeblood of most any community. A healthy city needs healthy businesses. A Chamber of Commerce is a toolbox for those businesses; the trick is to know what services – ‘tools’ – the Chamber should invest in offering.”

At the heart of it, “I don’t find it all that different from my family’s restaurant or [from U.S. Bank]. Things never just stay the same. A Chamber must understand and react to changes in the business climate to stay current.” That being the case, “I felt that my skill sets [might translate well to] Chamber work.”

Her former colleagues wholeheartedly agree. “Lori has a knack for fostering collaboration, for breaking down walls that are helping no one,” said Martie Boche, Assistant Vice President of Investor Services and Process Solutions at U.S. Bank. “If that’s the case in the finance world, she is sure to shine in a field where ‘collaboration’ is basically in the job description.”

(continued on next page)

“Lori is what I call a ‘get it done right’ person,” added John Inzeo, Vice President of Operations at Wisconsin Mortgage. Over the years, Inzeo has turned to Syverson for help on a number of marketing projects. “The Chamber’s members are really lucky to have her. Her very diverse professional and educational background allows her to pinpoint best practices.”

That educational grounding includes a bachelor’s degree in journalism from Marquette University (along with a minor in political science) and a master’s degree from Milwaukee’s Alverno College.

She also brings to Edina skills learned right out of college as a congressional case worker and campaign strategist. “As a strategist, I worked closely with the media and with city governments. I didn’t do this so much at U.S. Bank. I look forward to getting that diversity back, to working with a wide variety of people toward common goals,” she said.

In her spare time, Syverson enjoys quilting and spending quality time with her two sons. She is also an avid reader and loves to try out new recipes, both at home and at restaurants. A long-term personal goal is to compile her family’s many Italian recipes into a cookbook.

“With four generations of Albanese in America, each with its own spin on the family classics, this is probably going to be easier said than done,” she laughed.

For more information on the Edina Chamber of Commerce, including its member services and programs, visit www.Edina.org.

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'Tie One On For Safety'

Nov. 11-17

By Kathy Iverson
Contributing Writer

The holidays are upon us, and with them often comes special entertaining. With all that party planning, we're providing a reminder about the "Tie One On For Safety" campaign, Nov. 11-17. This campaign, sponsored by "Mothers Against Drunk Driving" (MADD), and the City of Edina, is focused on efforts to eliminate drunken driving over the holiday season.

Anyone can participate and it's really easy. At holiday parties and family gatherings, you can:

Offer non-alcoholic beverages. There are sodas or fun and special punch recipes. It's gracious to always have pitchers of fresh water available. Hot teas are also welcomed on chilly evenings.

Offer lots of healthy snacks. Your delicious recipes will keep them coming back for more.

Lighten the spirit with music. Recorded or live music enhances any get-together.

Need even more reasons to be thoughtful when serving alcoholic beverages?

Keep the party fun and welcoming for everyone. This includes the designated drivers, pregnant moms, folks under medical care, underage youth and those who choose to stay alcohol free.



You want to keep it simple. No need to have civil or criminal lawsuits involving drunken driving crashes.

You cherish memories with family and friends. Time together is precious, so make it the best with your thoughtful and careful hosting.

Let's get the word out. Eliminate drunk driving over the holiday season.

Tie on the mothers against drunk driving (madd) red ribbon to show your support for a great idea. Tie the ribbon on your car, purse, backpack or at your workstation. They will be available for free at Edina libraries, participating medical clinics and City of Edina buildings.

We all can make a difference. Have a wonderful holiday season!

Kathy Iverson is Chemical Health Specialist for the City of Edina. She can be contacted at kiverson@EdinaMN.gov or 952-929-7627.



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City Branches Away From Deficit At Edinborough Park

By Emilie Kastner

The City is repositioning its indoor park to save some “green” and ensure the facility’s success in the coming years.

For several years, Edinborough Park, 7700 York Ave. S., has operated with a large annual deficit. To reduce it, staff recommended removal of the park’s large trees and some other modifications. The trees were removed in August. Amenities, including Adventure Peak, the pool, fitness area, Great Hall and Birthday Party Plateau, as well as the majority of the plants and shrubs, will remain intact.

“By removing those larger trees, we’re able to retrofit the lighting to install much more energy-efficient lighting,” said Susan Faus, Senior Recreation Facility Manager, who oversees Edinborough Park. “It will save a considerable amount of money.”

Staff has estimated that cost savings associated with the change in lights will total approximately \$40,000 annually.

“The City Council gave us a direction to figure out how to improve the business operations at Edinborough Park,” said City Manager Scott Neal. “Our mission was to see how we could continue to provide the community amenity that people have grown accustomed to, yet reduce operational costs.”

For fiscal year 2012, budgeted operating revenues were \$1.15 million, while budgeted operating expenses were \$1.55 million, which left the Park operating at a \$400,000 deficit.

“The actions that we took reduced that operating deficit in half,” said Neal. Though the 2013 budget has not yet been approved, the City’s Finance Department estimates a \$113,000 decrease in operating expenses and a \$76,000 increase in operating revenues, which will amount to an approximate \$200,000 reduction in the Park’s operating deficit.

Other modifications include small renovations in existing areas of the facility; a fitness partnership with TRIA; a possible expansion of the locker rooms; and the filling and leveling of the grotto, which may be replaced with local art.

Proposed sources of new revenue include an increase in the pool/track and play park daily admission rate by \$1; an increase in 10 admission passes by \$10; an increase in the birthday party rate by \$10; a new partnership with the Edina Swim Club; and an increase in the pool rental fee by \$7.50 per hour, per lane.

“I’m pleased that we were able to identify and implement some changes to the way we manage the Park to make its finances more sustainable,” Neal said. “Edinborough Park has a warm spot in the hearts of those who live here and we hope that this new plan will produce savings that allow us to keep the Park open far into the future.”

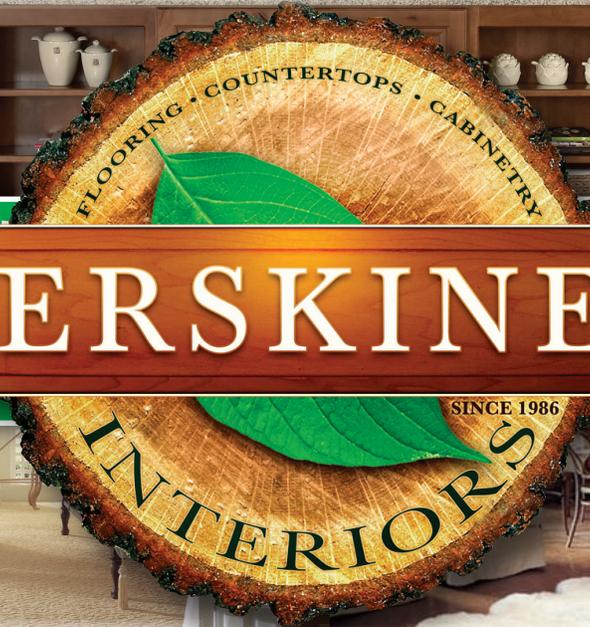
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Edina Native Changes Lives In India

By Kaylin Martin

All odds were against 11-year-old Shivani when she was born in the Jharkhand region of India, one of the poorest in the nation. It was likely she would become an illiterate housewife, married off at the age of 13 to spend every day slaving away from sunrise to sunset.

However, like so many others who have participated in a soccer program started by Edina native Franz Gastler, Shivani's life changed when she joined YUWA.

"Before her father passed away from diabetes, he told her that she would be a great football player," said Gastler. "He told Shivani that she would be on the India National Team one day."

Earlier this year, Shivani and two of her teammates made the India National Team in the under-13 women's squad. "Shivani is probably the youngest girl on the team and absolutely tiny, but an amazing player," Gastler said. "She's just an awesome girl."

While the 250 other YUWA players haven't advanced to a national team, their lives have still changed for the better.

In 2007, Gastler, an Edina High School and Harvard University graduate, moved to India to work for a corporate philanthropic organization. He thought he'd be there for a year. After realizing he wanted to work directly in the field with the people his company was serving, he moved to a mud house in the village of Hutup and taught English to children at a government school.

While he was teaching, a girl expressed interest in playing soccer, so Gastler agreed to help build and coach a team.

"We had no idea what we were in for when we started," Gastler said about the beginnings of YUWA in 2008, the program he founded with three other Edina High School graduates: Greg Deming, Stephen Peterson and Erik Odland. The trio works with the operations and fundraising for the program.

Once up and running, Gastler said YUWA became a major extension of his attention and an intense focus – so intense that he ended up hospitalized with exhaustion at one point. "It was very physically strenuous," said Gastler, "but I enjoyed it so much, because I could really see the results of what I was doing immediately."

He saw the program combat illiteracy among the girls, human trafficking and child marriage – all prevalent threats to these young girls. "The girls are building



Submitted Photo

Edina native Franz Gastler started YUWA with three other Edina High School graduates in 2008.

(continued on next page)



Shivani (far left) poses for a photo with her teammates.

confidence and expressing themselves in a way they never could before," he said.

Life is anything but easy for young girls in Jharkhand, where only 45 percent of its 600 villages have electricity and the literacy rate among women is below 45 percent. Young girls don't attend school on a regular basis because parents encourage them to stay home and work until they get married and continue to work for their husbands.

"When Shivani's dad told her she was going to be on the India National Team, that was really cool," Gastler said, "because the majority of the parents don't really want

their girls to be doing this. They don't see the value of their girls going to school or being a part of a team."

As more girls were able to join YUWA, they started to build a network of support. They began to encourage each other to attend school and study sessions regularly. It also gave them something to look forward to, and take ownership of, in a positive environment, said Gastler. Once parents saw that their daughters were learning English and benefiting from the program, then Gastler was able to build trust with the families. "I admire the kids so much," he added. "The girls are so hardworking and enthusiastic for the sport."

Paul Vassar, a friend of Gastler's who traveled to India during the first year of the program to help, echoed that sentiment. He was so impressed with the girls because even when Gastler comes back to the United States for a month at a time, the program sustains itself.

"Even though a lot of these girls are really young, they look out for each other. They are responsible for the equipment and teams, both on and off the field. The program is completely theirs," he said. "That's the biggest thing I keep with me after the whole experience: seeing how that can happen in a really cool and healthy way."

YUWA provides a coach and the rest is up to the girls. They find the field, make the schedules and save up money for a soccer ball.

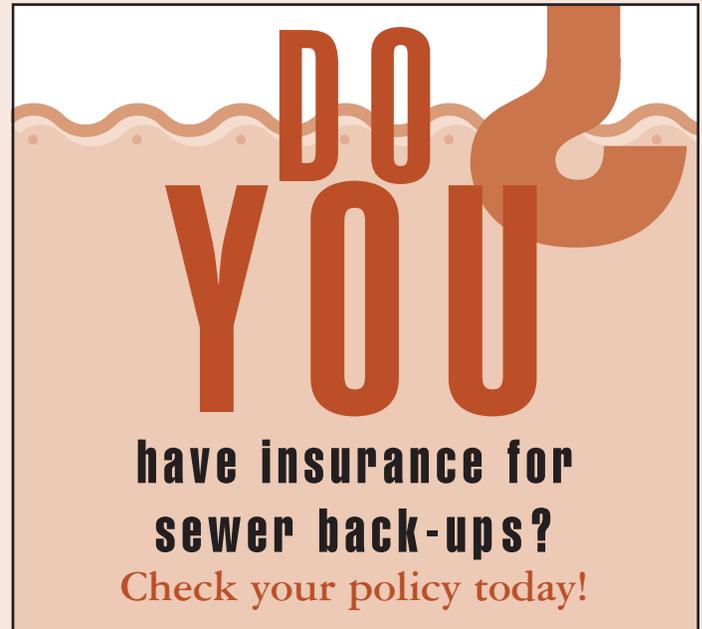
In the beginning, YUWA provided the equipment and uniforms for the team, too. However, soon after, Gastler and his crew started to notice the uniforms and shoes on the girls' family members. Gastler said after seeing that, YUWA started financing a portion of the cost of a pair of shoes if the girls practiced for four months, 20 times a month. He added, "When the girls work that hard for something, it's much harder for someone to take it away."

Now Gastler is starting up YUWA in the Dharavi slums of Mumbai, where the movie "Slumdog Millionaire" was filmed. There, he knows one thing for sure: the kids will run the program.

"We were trying for hours to get internet at the house, so I couldn't go to the football field, but I watched it from my roof," said Gastler when he was working with YUWA in Hutup. "Everything was going like clockwork. Kids were coaching kids, everyone was practicing. I keep starting younger programs, but in every good program we start, we put the kids in charge. We still have to manage it, because the kids are pretty young, but they take a huge responsibility for it."

Thanks to Gastler and his volunteers, the young girls who are a part of YUWA are finally able to take responsibility for their lives, too.

For more information about YUWA or to make a donation, visit www.yuwa-india.org.



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In addition, insurance companies that do offer the protection have varying amounts of coverage.

Check your homeowner's insurance policy to see if you have coverage for backups.

If you do not have coverage, consider adding to your policy because in most cases the City's insurance will not cover your damages in the event of an incident.

Edina Voters To Select Mayor And Two Council Members In November Election

Exercise your civic rights and make your voice heard this fall, when Edina voters elect their Mayor and two Council Members as part of the Nov. 6 General Election.

Edina's municipal elections are nonpartisan, and candidates run for their seats at large. Terms for these Council positions are four years beginning Jan. 1, 2013

and ending Dec. 31, 2017. Voters will also elect their federal, state and county officials during the election. Given the importance of the General Election, it is strongly recommended that you familiarize yourself with the eligibility requirements, voting options and the location of your precinct.

Polling Places

Due to recent redistricting, some of Edina's precinct boundaries have changed since the last General Election. Polling Places are open 7 a.m. to 8 p.m. on Election Day at the following locations:

Precinct	Location	Address
Precinct 1A	Shepherd of the Hills Church	500 Blake Road
Precinct 1B	Chapel Hills Church	6512 Vernon Ave.
Precinct 2	Edina Senior Center	5280 Grandview Square
Precinct 3	Edina Covenant Church	4201 W. 50th St.
Precinct 4	Weber Park Shelter	4115 Grimes Ave.
Precinct 5	Highlands School	5505 Doncaster Way
Precinct 6	Countryside School	5701 Benton Ave.
Precinct 7	Normandale Lutheran Church	6100 Normandale Road
Precinct 8	South View Middle School	4725 South View Lane
Precinct 9	Concord School	5900 Concord Ave.
Precinct 10	Creek Valley School	6401 Gleason Road
Precinct 11	Creek Valley Baptist Church	6400 Tracy Ave.
Precinct 12	Arneson Acres Park	4711 W. 70th St.
Precinct 13	Centennial Lakes Hughes Pavilion	7499 France Ave. S.
Precinct 14	St. Peters Lutheran Church	5421 France Ave. S.
Precinct 15	Valley View Middle School	6750 Valley View Road
Precinct 16	Cornelia School	7000 Cornelia Drive
Precinct 17	Southdale Hennepin Library	7001 York Ave. S.
Precinct 18	Edinborough Park	7700 York Ave. S.
Precinct 19	Calvary Lutheran Church	6817 Antrim Road

You are qualified to vote in Minnesota if these criteria are met:

- You are 18 years of age.
- You are a citizen of the United States.
- You have resided in Minnesota for at least 20 days.
- You are registered to vote.

Election Day Registration

Voters registering on Election Day must provide proof of residence from one of the following items:

- Valid Minnesota driver's license, learner's permit or Minnesota Identification Card (or a receipt for any of these) showing current name and street address within precinct.
- Tribal ID issued by the government of a tribe recognized by the federal Bureau of Indian Affairs

showing name, address, signature and picture of the registrant.

- “Voucher,” or oath of a voter registered in the precinct who can verify the registrant’s address. A voucher may vouch for no more than 15 people in each election.
 - A voucher form, found on the back of the Registration Application, must be signed by the person vouching for the voter and by an election judge.
 - A voter who is vouched for cannot vouch for another voter at this election.
- Registration in the same precinct indicating a previous address.
- Late Registration Notice sent from the Hennepin County Elections Office.

Voters may also register by showing a combination of one picture ID from Column 1 along with one type of utility bill, rent statement or student fee statement from Column 2.

Absentee Voting

Absentee ballots are available beginning Sept. 21. Applications for Absentee ballots may be obtained in person at Edina City Hall 8 a.m. to 4:30 p.m. Monday through Friday, or between 10 a.m. and 3 p.m. Saturday, Nov. 3. Alternatively, you may call 952-826-0363 to have an application mailed, or visit the City’s website for a downloadable version. Absentee ballots should be marked at City Hall or mailed at least one week before the election.

Column 1	Column 2
Photo IDs may be expired, but must contain voter’s name and photo. <ul style="list-style-type: none">• Minnesota driver’s license• Minnesota state ID• Tribal ID• U.S. passport• U.S. military ID	Acceptable bills must show voter’s current name and address in the precinct, and may be delivered by mail or electronically. <ul style="list-style-type: none">• Utility bill due within 30 days of the General Election• Rent statement dated within 3 days of the Election Day that itemizes utilities

For more information on vouchers, absentee ballots or the election process at large, visit www.EdinaMN.gov/Election. Call City Hall Voter Registration at 952-826-0363 with additional questions.

– Compiled by David Katz

Two Campaign For Mayor, Four For Edina City Council

Editor's Note: The following candidate profiles were submitted by those seeking election to the Edina City Council. Answers were edited for consistency with AP Style, but are otherwise unaltered.

Six candidates are vying for open seats in the race for Edina City Council. Jim Hovland and Linda Masica are campaigning for Mayor. Chad Bell, Mary Brindle, Wayne Dvorak and Ann Swenson are campaigning for two open Council Member seats. The two "at large" Council Member seats currently belong to Brindle and Swenson. Brindle seeks a second term, while Swenson seeks a third.

The municipal election will be held Nov. 6, in conjunction with the State General Election. The top vote-getters will begin their four-year terms in January.

Mayor

Jim Hovland

Address: 5023 Nob Hill Drive

Years in Edina: 25+

What do you like best about living in Edina?

- The commitment to children, family and education that is part of the very fabric of Edina and the City's strong relationship with the school district.

Photo by Polly Norman



Jim Hovland

- The great sense of community that exists here. Despite occasional differences that occur, being open to and respectful of each other as we make decisions.
- Getting to know the earnest and engaged citizens of Edina. Having conversations with our residents every day about matters that are important to them.
- The commitment to Edina by both our business and medical communities that helps build a level of vibrancy and service that is unique.
- The management of the City by the staff and Council that enables us to provide superior city services with relatively low property tax rates.
- The excellent bond rating enjoyed by the City – one of the nation's highest – double AAA.

What would you like to help the City improve?

- Ever greater citizen input on important issues to allow the Council to make well-reasoned and thoughtful decisions about the future of our community.
- Continue to strengthen communication with the community from both a content and timeliness standpoint and continue to improve the transparency with which government operates.
- Continue to strengthen the excellence in the delivery of services, safety of our community and maintenance of our vibrant neighborhoods and park system.

- Maintain our prudent fiscal management to ensure continuance of our double AAA bond rating in the future.
- Continue to improve and innovate our transportation system, both locally and regionally.
- Ever improve the strong relationship that exists between the City and the School District.

Areas of emphasis in campaign:

- Edina is a great town with a great future. A recent survey produced a metro-area record for quality of life standards. This excellence must continue.
- Despite challenging economic times, our fiscal management has resulted in a rarely held double AAA bond rating. We must continue this financial excellence.
- We must continue to be a community looking ever forward and effectively managing inevitable change for the common good of our residents.
- People matter. There are multiple truths and multiple voices and they are all important. A strong strategy of inclusion must be continued.
- Respect all interests and act always with fairness and integrity and always use my judgment to seek the common good.

Linda Masica

Address: 6817 Valley View Road

Years in Edina: 40+

Website:
www.masicaformayor.com

What do you like best about living in Edina?

- CITY – Edina is a magnificent city. My highest goal is to cherish and protect our neighborhoods, while fostering the viability of appropriately zoned commercial development.
- COMMUNITY – We are a city of participatory residents who are actively involved socially and politically. Parks & Rec services provide quality activities for all.
- LOCATION – Conveniently situated near a metropolis, we enjoy a safe residential community. Pride of place is evidenced by substantial home ownership and low transition.
- SCHOOLS – Our highly acclaimed school district sets the gold standard for every community. Educational excellence is a compelling factor for families moving to our community.
- SERVICES/SAFETY – Snowplowing superiority gives us bragging rights among all cities. Police, fire and



Submitted Photo

Linda Masica

(continued on next page)

EMTs provide the excellence and quick response that guarantees stable community.

What would you like to help the City improve?

- CLEAR CODES – Zoning codes that clearly limit height and density. Codes must be compliant with our City’s carefully designed Comprehensive Plan.
- INNOVATION – Annual City Amnesty Plan for collection of large refuse. City picks up old mattresses, appliances, etc., to recycle, limiting the nuisance of “Midnight Disposal.”
- STREET ASSESSMENTS – Major reform to provide thorough relief to homeowners. Cost has become critical and must not just be given a “smoke-and-mirrors” treatment.
- PUBLIC COMMENT – Move public comment to the beginning of Council meeting as originally structured. Burying public comment after hours of agenda items discourages citizen commentary.
- STUDIES – Discourage excessive use of Council studies. It’s expensive and a strategy of prolonging decision making. Staff is employed to provide information to Council.

Areas of emphasis in campaign:

- URBAN PLANNING – Development and renewal is embraced, where appropriate and sensitive. Particularly Southdale and Grandview. I do not, however, support anyone’s desired “legacy” of skyscrapers.

- LENGTH OF SERVICE – Mandated by Mayor and Council, term limits on City Commissions were reduced to encourage fresh perspectives. The current Mayor has served 16 years.
- ENVIRONMENT – An important area of concern is nurturing our surroundings. We must be vigilant to preserve and protect for now and the future.
- CRONYISM – Almost impossible to combat. When too long in office, personal friends and advisors are heeded at the expense of commentary from ordinary citizens.
- HOUSING – To maintain a stable and desirable community, housing need follow a progression of renewal, but nearby residents must not be damaged at another’s gain.

Council Member

Chad Bell

Address: 5628 Beard Ave. S.

Years in Edina: Last 7 years and 13 of last 16

Website: www.chad4edina.com

What do you like best about living in Edina?

- Convenience
- Schools
- People



Submitted Photo

Chad Bell

What would you like to help the City improve?

- Commercial development

Areas of emphasis in campaign:

- Continued improvement in our schools
- Commercial development
- Hold the line on property taxes

Mary Brindle

Address: 6901 Paiute Drive

Years in Edina: 27

Website:

www.brindleforedina.com

What do you like best about living in Edina?

- The people. I meet people who genuinely enjoy living in Edina as I do.
- The City. City government is well run and is the pride of Edina residents and staff.
- The schools. We are a community that sets lofty goals and achieves them. This benefits our kids and our community.
- The business community. 50,000+ people come to work in Edina every day. They spend money here and they like being part of Edina.



File Photo

Mary Brindle

- The quality of life. Our parks, infrastructure, arts and culture make for a beautiful city of which I am proud.

What would you like to help the City improve?

- Redevelopment opportunities are being proposed that will upgrade both residential and business properties.
- Living Streets street design accommodates pedestrian and bicycle travel as well as storm water management by including bioswales that feature trees, grasses and shrubs.
- Public art is valued in our community as made evident by the popularity of the public art along the Promenade and in several of our public parks.
- Edina's strategic plan, Edina 20/20, is ready for its next update which should include a plan for a healthy community.

Wayne Dvorak

Address: 5840 Kellogg Ave.

Years in Edina: 45

What do you like best about living in Edina?

- Edina has a great school system. Edina Public Schools are second to none.
- Streets around the City are very good. Snowplowing and street maintenance is done very well.
- Shopping centers, including Galleria, Yorktown Plaza, 50th & France and Southdale Center, are a nice attraction.

(continued on next page)

What would you like to help the City improve?

- We have some people living here who are struggling to survive. We should tend to make certain government helps to bring down taxes.
- I would like to continue to improve parks.
- With all the teardowns, we should consider the impact on the people next door and architecturally see that it fits the neighborhood.

Areas of emphasis in campaign:

- Make sure the Council is listening to the needs of the residents.

Ann Swenson

Address: 6021 Concord Ave.

Years in Edina: Moved to Edina in 1963. Graduated from Edina High School.

Website:

www.AnnforCouncil.com

What do you like best about living in Edina?

- I love the fact that so many of our EHS grads chose to come back to Edina to live and raise their families.



File Photo

Ann Swenson

What would you like to help the City improve?

- Replace, repair, improve will be the important goals now and the next 20 years. Just like our homes, we need to invest in our city.

Areas of emphasis in campaign:

- I will continue to work for a balanced budget approach - lowest taxes of surrounding communities and finest services.

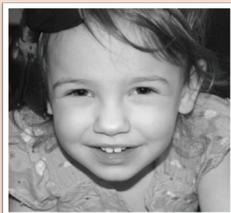


Get Connected
Get Involved
Get Inspired

We're blurring the edges of classroom and community. We're the energy, the motion, the color of lifelong learning. Explore our vibrant programs and find your place on our wheel of choices. Check out our new website and fall catalogs to see what new adventures are waiting for you.

Featured programs:

Edina Family Center



The Edina Family Center offers high-quality early education programs for families with children from birth through age five. Programs include new baby and me classes, Early Childhood

Family Education (ECFE), preschool, childcare and parent education. Family Center programming provides play-based, age-appropriate curriculum designed to prepare learners for a successful transition into Edina Public Schools and beyond.

Youth Programs

KIDS Club / WISE Guys / SURGE

KIDS Club (grades K-3), WISE Guys (grades 4-5), and SURGE (grades 6-9) provide high-quality, nationally-certified enrichment and care before and after school, on release days and during the summer.

Classes and Camps

Youth classes and camps for ages 3-18 extend beyond school walls, offering personalized learning opportunities not available during the traditional school day. Drivers education and college preparation courses are also offered through youth classes and camps.

City Launches New Website

Edina's newest resource and online gathering place was recently unveiled, www.EdinaMN.gov.

Designed to foster transparency, communication and engagement in the community, the newly designed website reflects the spirit of Edina and makes navigating everything from City parks to City government easier than ever.

Powered by a unique and powerful custom content management system developed by JesseJames Creative in New York, the site allows City staff to easily make updates, add new content and more. Beginning with the home page and permeating throughout, the site is meant to give visitors a sense of the community. Background graphics will change seasonally to present a fresh look. Rotating pods of dynamic content tell users what's happening, what's hot, what events are coming up and how to get involved in the community.

"One feature that we are especially proud of is our 'Hometown Heroes' section," said Communications & Technology Services Director Jennifer Bennerotte. "The heroes we feature help tell the story of our community and how people are involved in local government and how they use our services and programs."

Hometown Heroes are just some of the people you'll meet on the new site: Full department directories let people easily find City staffers and their contact information, a new City Council page of biographies lets residents know more about their elected officials and even the Edina Art Center's instructors have their own profile pages. Prominent blogs are a connection to updates from

everyone from City Manager Scott Neal to Police Chief Jeff Long.

Looking for something to do today? The site also has a greatly improved City-wide calendar that lets a user see anything and everything that's going on in local government. Filter events by type, department, location and more. With a click, you can add an event to your own calendar or share it with friends, family and your social networks. The "Parks & Places" tab will lead you to new mini sites for each of Edina's special places – from the Edina Art Center to Braemar Arena to the Edina Aquatic Center. Each site has its own activities calendar, program information and much more.

"As you explore the site, check out the sidebar section in the right-hand column of every page – this is a great way to learn more about related items," said Communications Assistant Kaylin Martin, who designed many of the graphics on the site.

You'll also see that the City makes much more use of video site-wide to tell the Edina story. In addition to embedded videos, links to the City's YouTube channel and other web-streaming platform are much more prominent than they were on the old site, which was developed in 2006 – just months after YouTube was introduced to the world.

"The new website is a true two-way street when it comes to communications – we want your feedback, ideas and opinions and have provided many ways for you to weigh in," said Communications Coordinator Jordan Gilgenbach. "Comment on a blog post, suggest an event



for the City calendar or click the 'Speak Up' tab on the home page to visit 'Speak Up, Edina,' our online idea exchange space on all things Edina."

While the Communications & Technology Services Department is proud of what has already been accomplished with the new site, there is more to come. Soon, enhanced ecommerce capabilities with an Edina merchandise store will be launched. The City also plans to unveil a new residents-only area called "My Edina." Once you register on the new site through "My Edina," you will be able to log in any time to manage your profile, save things that are of interest to you, see a history of

programs you and your family have participated in, tell the City what types of things you would like email updates on and much more.

"If you have not been to the new site yet, please check it out today," Bennerotte said. "The features we talk about barely scratch the surface of what you will find on the site."

For more information or to make a suggestion to improve the site, contact the Communications & Technology Services Department at 952-826-0359 or www.EdinaMN.gov.

Edina Hires First Economic Development Manager

By David Katz

The Twin Cities can seem a world away from Chicago, Milwaukee and the Midwest's other metropolitan hubs – at least when viewed through the narrow lens of heated sports rivalries, accents and regional culinary favorites.

But just beneath that surface, at least for residents of these cities' first-ring suburbs, common ground is not at all hard to come by, according to Economic Developer Manager William "Bill" Neuendorf. Common ground is, in a very real sense, as common as the ground they walk on.

Historically, as the communities closest to the vibrant urban core, inner suburbs like Edina are among the first municipalities in a state to receive state funding for road grids, sewer networks and other large-scale infrastructure projects. This infrastructure, coupled with proximity, attracts commercial and industrial businesses, making that suburb a destination in its own right.

Edina and its neighbors are illustrative examples. By the 1950s, when many of today's second- and third-ring suburbs were still little more than farms and pasture, Edina, Bloomington and Richfield already boasted comparatively developed infrastructures. As the opening of Southdale Center in 1956 can attest, economic advantages did indeed follow.

"Today, the prime focus – perhaps not surprisingly – is developing the outermost suburbs of Minneapolis,"

Neuendorf said. "And the story is much the same in Chicago and elsewhere."

"While growth on the suburban fringe appeals to many mainstream developers, I, personally, gravitate more toward redevelopment projects that improve and reinvigorate the inner suburbs."

From 2005 to 2010, Neuendorf served as Director of Community and Economic Development for the City of Morton Grove, Ill., and saw that inner-ring suburb through one of the largest redevelopments in its history.

"At the turn of the 20th century, what's called the Lehigh-Ferris District was the heart and soul of Morton Grove," Neuendorf explained. By the turn of the 21st, the neighborhood's business interests had largely dried up or relocated to other neighborhoods, "leaving a hodgepodge of beauty and decay in the middle of a bustling suburb."

Neuendorf undertook the Herculean task of reinvigorating the district. Capitalizing on existing assets – a strategically placed commuter train line and nearby 400-acre nature preserve – he spearheaded a multifaceted initiative to secure bonds and other funds for use in projects calculated to make the Lehigh-Ferris District once again appealing to new businesses, residents and visitors.

On a day-to-day basis, this entailed balancing the interests and coordinating the efforts of numerous stakeholders, including elected officials, business leaders and third-party consultants.



Bill Neuendorf began work as the City of Edina's first Economic Development Manager on Aug. 27.

Most important, though, was the need to get citizens themselves interested and vested in the redevelopment. "Grassroots support was crucial ... I guided a citizen commission tasked with creating a Strategic Plan for Economic Growth. The plan was essential to identify manageable steps to achieve the ambitious goal," Neuendorf noted. Similarly, the long-term Framework Vision ultimately approved by the City of Morton Grove "was very much the product of the community's enthusiasm."

Neuendorf knows firsthand that community support is something that Edina has in spades, as well. An Edina resident since 2011, he served on the planning committee formed to map out a future for Edina's GrandView District. "It was heartening... Turnout was good, comments were positive and residents were committed to a bright future for the District," he said.

While the GrandView District, and Edina as a whole, is not plagued with the high vacancy rates and general dilapidation Neuendorf encountered in Morton Grove's Lehigh-Ferris District, redevelopment will remain his watchword.

"There's little open, 'blank slate' land, but even the best infrastructure requires regular maintenance and occasional overhauls When it comes to securing tax dollars for streets, sewers and the unglamorous infrastructure important to civilized life, I want to make sure the Edinas of the world have a fair shake."

To this end, he is already representing the interests of Edina and two other first-ring suburbs as a freshman member of the Metropolitan Council's Land Use Advisory Commission. He will remain in this capacity through 2014, when the Council will finalize and unveil a regional growth plan for use by metro-area cities so that new development contributes to a stronger local community and more competitive region.

Neuendorf is no stranger to the Twin Cities. He comes to his new role from the Transit for Livable Communities (TLC), a St. Paul-based nonprofit dedicated to the

(continued on next page)

promotion of a transportation system that encourages mass transit, walking, bicycling and thoughtful development.

As Director of Advocacy and Policy of the 10,000-member organization, he facilitated roundtable discussions, lobbying efforts and grassroots activism campaigns. The value of such efforts was demonstrated last year during the budget deficit and government shutdown, when the input of TLC and likeminded organizations dissuaded the legislature from implementing a proposed 33 percent cut in mass transit services. The State opted instead to reduce the budget so that only minor service reductions were necessary.

In his spare time, Neuendorf can be found spending time with his wife, Maureen, boating on Lake Minnetonka or kayaking in the Minneapolis chain of lakes. He is also an avid runner and bicyclist.

For more information, contact Neuendorf at 952-826-0407 or bneuendorf@EdinaMN.gov.



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Southdale Center Renovation To Be Completed Nov. 12

By Emilie Kastner

Dusty flooring, a neutral color palette, neon hardhats and heavy pounding are the sights and sounds that have greeted shoppers of the Southdale Center as of late. However, on Nov. 12, the \$20 million renovation project will be complete.

"It's a total mall renovation," said Lauren Carpenter, Director of Marketing & Business Development at Southdale Center. "The idea is to bring the design back; to make it kind of retro so it's kind of like it was when it was originally designed in 1956."

Arguably the largest change will be the addition of a brand-new food court, which will feature seven new "fast casual" restaurants with outdoor seating near Entrance 8 by J.C. Penney Co. and Macy's, on the side of the mall near France Avenue and 66th Street. The food court will also boast the largest entrance, complete with a porte-cochère, as well as two new family bathrooms and a nursing room.

Q'doba Mexican Grill, Rojo Mexican Grill, Subway Café, Great Steak, Dairy Queen, Panda Express, Teriyaki Japan and Wasabi Modern Japanese Cuisine are among the vendors that will call the new food court home.

"I think when they built [the old food court]," said Carpenter, "they thought it would be a destination for people to go and eat; that's just not the lifestyle that we live today. There are so many businesses around here and you want to make it accessible to people so they can get



Photo by Emilie Kastner

Southdale Center's \$20 million renovation, which includes a new food court and children's play area, is scheduled to be completed Nov. 12.

in, get some food, get out and maybe stop at a shop on their way."

The renovation will also include the addition of a large children's "interactive learning" play area, consisting of a keyboard on the wall, "kiddy rides," area seating, a clubhouse, an airplane or rocket ship, cell phone-charging stations, stroller parking and two more family restrooms.

"By making these improvements," said Edina City Manager Scott Neal, "they're able to bring a greater sense of vibrancy to the mall, which is going to attract shoppers and I think that's going to be good for our overall economy, not just Southdale Center."

The newest stores on the roster include Herberger's, Francesca's Collections, Michael Kors, Madewell, Sephora, Lucky Brand Jeans, White House | Black Market, Journeys, Soma Intimates, Maurices and Wet Seal. Southdale's Madewell will be the first in Minnesota. More stores and food vendors are expected to be announced soon, which will bring the mall close to capacity.

Though Michael Kors is in its first year at Southdale, after having opened on Black Friday, November 2011, Supervisor Jean Paul said that it's been a slower sales year. "I think you will find that globally, here at the mall, business has been down ... for most stores that I've spoken to."

He eagerly awaits completion of the renovation to revive the mall. "I think that because we've had the downtime, when it [gets busier], it will be a breeze," said Paul. "I think everyone is looking forward to the business – I know I am. I'm somebody that likes to stay constantly busy and I like when it's kind of chaotic. When you don't see anybody for two hours – and then when you finally get that one person, you're like, 'Hi, welcome! We've been waiting for you all day,'" he said with a laugh.

Mendota Heights resident and father of an infant, Collin Dolecheck said he doesn't come to the Southdale Center very often, but is most excited about the addition of the children's play area. "I would definitely be more interested in coming out to Southdale more often because parking has been easier than at the Mall of America and it's not as crowded," he said.

In addition to the food court and play area, every entrance will be redone and sliding glass doors added,

where possible. The mall will be spruced up with new paint, new ceilings, a renovated exterior and new way-finding signage on the floor. Materials used in the rebuild are natural, including wood and stone columns, with new tile and carpet flooring, to complete the neutral, earthy color scheme.

Southdale will also move away from a sectioned mall by removing the "District" and the hallway names. A new mall logo will be unveiled as part of the project.

The historic clock and center court sculpture will remain in their original locations.

By the end of 2013, a new Metro Transit Center will be constructed in the parking lot to make the mall more bus-accessible.

"According to Metro Transit, this will be the first time a City has really actively assisted them in lease negotiations with a mall property," Neal said. "Metro Transit buses will serve the property differently, and we think it's going to be a great improvement to connect our mall to the greater transit system for the Twin Cities."

"Southdale is a piece of history, so it's amazing to watch them try and restore it back to where it was many years ago," said Carpenter. "I think the Edina residents especially ... want it to succeed and so obviously we want it to succeed, too."

For more information on the renovation project, call Carpenter at 952-925-7890 or email her at lacarpenter@simon.com.

Business Notes

Edina High School Is Minnesota's Golden Standard, Say 2012 Rankings

In its annual qualitative analysis of American high schools, Newsweek found Edina High School to be one of the nation's best. The publication's newest ranking places Edina High School first in Minnesota and 18th in the Midwest.

"We are deeply honored to be included on this list, especially since so many different data points are used to establish the rankings," said Bruce Locklear, Principal of Edina High School.

Each year, Newsweek ranks schools based on a range of relevant statistics. Prominent among these are graduation rate, percent of students accepted to college, average number of AP classes offered, and average student SAT and ACT scores.

"At the end of the day, this recognition reflects the great job our teachers are doing in the classroom to establish rigor, rapport and relationships with our students," Locklear said. Overall, Edina High School ranked 154th on the list of 500.

Newsweek's commendation is the most recent in a long line. Earlier this year, U.S. News and World Report gave Edina High School its "Gold Medal Ranking" and placed it high on its "Best High Schools for Math and Science" list. In May, Education Minnesota, the state's teachers union, named English teacher Jackie Roehl "Minnesota Teacher of the Year."

For more information, including a complete listing of Newsweek's Top 500 high schools and a detailed explanation of its evaluation methodology, visit www.thedailybeast.com/newsweek/2012/05/20/america-s-best-high-schools.html.

Galleria Welcomes Minnesota's First Polarn O. Pyret

Beginning this fall, the Edina Galleria will be the very first retail establishment in America outside of the New York City area to boast a Polarn O. Pyret outlet.

Polarn O. Pyret (Swedish for "Buddy and the Little Guy," and often abbreviated as "PO.P") is one of Europe's premier sellers of children's clothes. The chain is best known for its winter apparel, including wool hats, gloves and mittens, and also carries a diverse selection of undergarments, swimsuits and rashguard pants and tops. Unlike many specialty stores, Polarn O. Pyret's lines are predominantly unisex and durably designed to be handed down from child to child.

The expansion is a logical move for the Swedish chain. "Minnesota has been one of our best markets since we launched our U.S. online store in 2009," said PO.P USA President Jennifer Athanason. "Parents and grandparents in the Twin Cities already know and love our collections; we're thrilled to be able to open our first Midwest store at Galleria."

The new 1,774-square-foot store will be located in the Galleria's east end, across from Melly, Pumpz & Company. For more information, visit polarnopyretusa.com.

– Compiled by David Katz

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Planning Matters



The new building will include a 3,000-square-foot retail space for Vitamin Shoppe and a 5,200-square-foot office for Ameritrade.

Vitamin Shoppe, Ameritrade To Open Before Holidays
A redevelopment has risen out of the demolition of a service station across the street from the Galleria Edina.

A local developer, DJR Architecture, received approval earlier this year for an office and retail building known as "Phoenix Plaza" on the site of a service station at 6996 France Ave. The City Council rezoned the property as a Planned Unit Development and granted approval of the development plan. Demolition of the service station and construction of the new building began soon after.

The new building will include a 3,000-square-foot retail space for Vitamin Shoppe and a 5,200-square-foot office for Ameritrade. The project is scheduled to be complete by Thanksgiving.

"We're excited to come to Edina and we hope to have a chance to do more," said Dean Dovalis, Edina resident and Principal of DJR Architecture.

For more information on recently approved redevelopments, contact the Community Development Department's Planning Division at 952-826-0369.

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VEAP Seeks Donations For Holiday Toy Program

Again this year, VEAP's (Volunteers Enlisted to Assist People) holiday programs will spread holiday cheer to low-income families in our community.

Tens of thousands of families have been served through the VEAP Holiday Toy Program over the years. The families that use the Holiday Toy Program are often families experiencing unexpected difficult economic times. This year, VEAP will strive to provide food for more than 3,400 families and toys to 5,000 children, infant to age 18. For many children, these gifts may be the only gifts they receive.

"It is not unusual for a parent to confide to a volunteer that they've never before had need for VEAP's food pantry or Holiday Toy Program, but they are extremely grateful that it exists as without it their children would likely go without a special holiday meal and Christmas gifts," said Susan Freeman, Executive Director of VEAP. "VEAP is extremely grateful to the Edina community for helping with the success of the Holiday Toy Program. "

To reach the goal of providing gifts to 5,000 children, VEAP seeks donations of new, unwrapped gifts, toys and books for all ages, especially young children up to the age of 3. For teens, \$15 gift cards to local retailers such as Target, Best Buy and Kohl's are appreciated.

To foster family time, VEAP also distributes family-friendly board games for a variety of age levels. Hats, mittens, gloves and scarves are also needed. All items should be new and valued at \$10 to \$20. Due to limited storage space, people should not donate large items.

Gifts can be dropped off at VEAP, 9731 James Ave. S., Bloomington, from Nov. 15 to Dec. 10. The Edina Police Department, 4801 W. 50th St., Fire Station No. 1, 6250 Tracy Ave., and Edina Senior Center, 5280 Grandview Square, will also be collection sites.

The Wish List of needed items and a complete list of Community Collection Sites will be available in November on the VEAP website at www.veapvolunteers.org or by calling 952-888-9616.

To qualify for the Holiday Toy Program, families must live in Edina, Bloomington, Richfield or South Minneapolis (south of West 50th Street and west of Cedar Avenue) and have a demonstrated need for support. Eligible families can call 952-888-9616 from Nov. 10 to Dec. 7 to register.

For more information about VEAP or how you can get involved, visit www.veapvolunteers.org.



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Hornets Have A New Nest At Braemar Arena

By Jordan Gilgenbach

Braemar Arena is buzzing with construction activity.

Construction is under way on the Hornets Nest, a \$3.6 million extension of the north end of Braemar Arena's west rink. The 26,450-square-foot, two-story addition will be composed of new, permanent locker rooms for Edina High School's boys' and girls' hockey teams, a dry-land training facility and a 3,000-square-foot retail space.

Hockey fan Eric Anderson said there is great need for such a facility.

"Braemar is still a great facility, but it has changed little since it was built in 1966," Anderson said. "The rink itself is great. But the ancillary units of the facility have been surpassed by other area rinks. Residents are training in other communities."

Braemar Arena General Manager Susie Miller agrees.

"Our current locker rooms, while aged, are sufficient for the majority of Braemar Arena users," she said. "However, high school teams have 20-person rosters with four coaches, so it's difficult for them to use our existing locker rooms."

"I am definitely excited to have new locker rooms," said Sarah Nielson, captain of Edina's girls' varsity hockey team. "The old locker rooms are definitely not the greatest and they have so much tradition, but it will be great to start our own traditions and memories [with the new locker rooms]."

Nielson has been playing hockey at Braemar Arena for seven years.

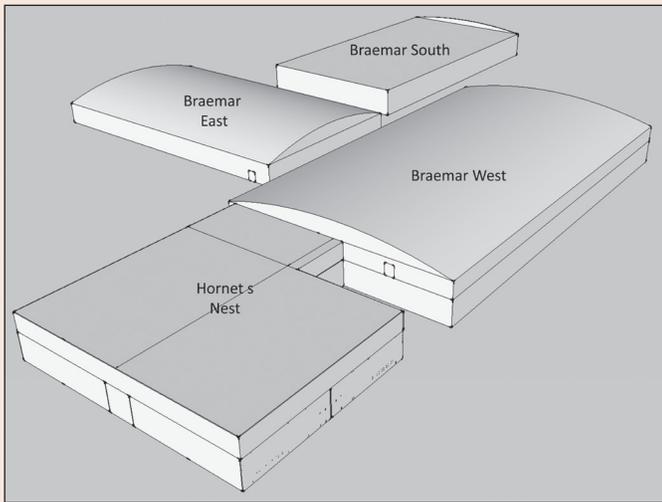
"The goal here is to build a training facility that is connected to a great sheet of ice that will keep more people in the community of Edina," Anderson said.



In 2010, a group of fans introduced the concept of a public-private partnership that would not only cover the City's construction costs, but also provide a dry-land training facility that will benefit the entire Edina skating community. A sporting goods retail space was also envisioned to serve the needs of baseball, hockey, figure skating, soccer, lacrosse and football players who frequently visit the Braemar Arena area.

New life was breathed into the project in November of 2011. The Drive for the Hive, LLC, was formed and volunteers began raising money. The Drive also worked with associations to get them to agree to annual surcharge fees for the life of the bonds. They also secured two private entities to lease space in the upper level of the Hornets Nest.

"The [project advocates] had a vision and drive," Edina City Manager Scott Neal said. "They didn't give up on their project, even when it looked like it was going to get bogged down in government process. They were always civil and respectful – and I really appreciate that."



The Hornets Nest is a 26,000-foot addition to the west rink's north end and contains new locker rooms, a dry-land training facility and a sports equipment retail space.

Approval of the project was contingent on the Drive for the Hive advocates raising nearly \$800,000 in private contributions. Edina Public Schools will cover expenses associated with operating the locker rooms and the Edina Hockey Association and Braemar-City of Lakes Figure Skating Club will pay a \$20 annual surcharge for each of their participants for 20 years. Those sources, along with lease revenue for the training facility and retail area, are meant to cover the costs of the project.

General Sports, a sporting goods store, and Velocity Hockey have signed 10-year leases for the retail space, bringing in approximately \$152,000 per year in rent.

Eden Prairie-based Velocity Hockey will bring dry-land training such as weight training, skating treadmills and puck shooting to Edina.

Miller, a hockey parent herself, knows the importance of a dry-land training facility.

"Velocity allows players to train and build other muscles that aren't used as much in hockey," she said. "This helps prevent muscle overuse and injuries while increasing players' strength and improving their game."

Miller said Velocity is one of the best training facilities around and she is excited to have an extension of it at Braemar Arena. Velocity Hockey's sole location is in Eden Prairie.

"As a hockey player, you need strength, the ability to puck-handle and the ability to shoot," Anderson said. "A dry-land facility will help players develop all those skills."

It is also advantageous to have a sporting goods store onsite, not only to Braemar Arena, but also for players and those visiting the arena. This is an addition to General Sports' original location at 50th & France.

"Whether players need hockey tape or a hockey stick, skates sharpened or new pads, having that facility right there is going to be a great thing," Anderson said. "In addition, that location will lend itself to more than just hockey because of its close proximity to soccer fields, baseball fields and football fields."

(continued on next page)

Miller agreed that General Sports will be a great asset. It will also assist the Arena with services such as skate sharpening.

Miller said players are spending more and more time at the arena. She thinks the Hornets Nest will help make Braemar one of the best recreational facilities in the area.

In addition, the Arena will benefit from additional off-season ice rentals.

"The addition of the Hornets Nest will keep Braemar competitive," Miller said. "People love playing here – it will keep us as a premier facility."

The Arena is already set to host several tournaments this season. In March, the Minnesota Hockey State Tournament for Bantam and Pee wee AA will compete at Braemar. Then in April, the Arena will host the Advanced 15 High Performance Festival.

Construction on the Hornets Nest began in early August and is set to be complete by Dec. 1.

"For hockey families in Edina, this partnership is going to make their lives much more convenient," Neal said. "For property taxpayers in Edina, this partnership allows the City to finance and build this public improvement to Braemar Arena without raising taxes. I think that's a good bargain."

For more information about Braemar Arena or the Hornets Nest, visit www.BraemarArena.com or call Miller at 952-833-9502.



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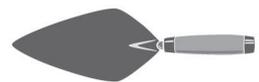
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