

AboutTown

Official Magazine of the City of Edina



Celebrating 125 years: 1888-2013

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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About Town Calendar

April 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2 7 p.m., City Council & HRA, Edina City Hall. 7 p.m., La Dolce Vita Jazz, Edinborough Park.	3	4 Noon, Bob the Beachcomber, Edinborough Park. 4 p.m., Public Art Committee, Edina City Hall.	5	6 9 a.m., Northwoods Boutique opens at Braemar Golf Course.
7 7 p.m., Golden Valley Orchestra, Edinborough Park.	8 7 p.m., School Board, Edina Community Center.	9 7 p.m., Park Board, Edina City Hall. 7 p.m., Heritage Preservation Board, Edina City Hall.	10 7 p.m., Planning Commission, Edina City Hall.	11 Noon, Alpha Bits, Edinborough Park. 7 p.m., Energy & Environment Commission, Edina City Hall.	12	13 10 a.m., The Author's Studio featuring Bonnie Blodgett, Edina Art Center.
14 7 p.m., Bend in the River Big Band, Edinborough Park.	15	16 7 p.m., City Council & HRA, Edina City Hall. 7 p.m., St. Louis Park Community Band, Edinborough Park.	17	18 Noon, Woodland Puppets, Edinborough Park. 6 p.m., Transportation Commission, Edina City Hall.	19	20
21 2 p.m., Northwoods Boutique closes at Braemar Golf Course. 7 p.m., Southside Big Band, Edinborough Park.	22 7:30 p.m., Edina Reads, "A Thinking Man's Bully," Edina Senior Center.	23 7 p.m., Human Rights & Relations Commission, Edina City Hall. 7 p.m., LeagueAires Community Performance, Colonial Church of Edina.	24 7 p.m., Planning Commission, Edina City Hall.	25 Noon, Mary Hall Show for Pipsqueeks, Edinborough Park. 4:30 p.m., Edina Art Center Board, Edina City Hall.	26 7 p.m., Edina High School Theater Spring Show, Edina Performing Arts Center, Edina High School.	27 2 and 7 p.m., Edina High School Theater Spring Show, Edina Performing Arts Center, Edina High School.
28 7 p.m., First John Philip Sousa Memorial Band, Edinborough Park.	29 10 a.m.-5 p.m., Friends of the Edina Library Used Book Sale Bag Sale, Edina Library.	30 5 p.m., Volunteer Recognition Reception, Braemar Golf Course. 7 p.m., Honeywell Concert Band, Edinborough Park.				

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About Town Calendar

May 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2 Noon, Ms. Catherine and Friends, Edinborough Park. 4 p.m., Public Art Committee, Edina City Hall.	3	4 10 a.m.-4 p.m., Vehicle Day, Southdale Center.
5 7 p.m., La Dolce Vita, Edinborough Park.	6	7 7 p.m., City Council & HRA, Edina City Hall.	8 National Bike to School Day. 7 p.m., Planning Commission, Edina City Hall.	9 Noon, Wendy's Wiggle, Jiggle & Jam, Edinborough Park. 7 p.m., Energy & Environment Commission, Edina City Hall.	10 10 a.m.-8 p.m., Edina Garden Council Plant Sale, Arneson Acres Park.	11 10 a.m.-4 p.m., Edina Garden Council Plant Sale, Arneson Acres Park. 10 a.m., The Author's Studio featuring Joel Carter, Edina Art Center.
12 7 p.m., Northern Winds Concert Band, Edinborough Park.	13	14 7 p.m., Park Board, Edina City Hall. 7 p.m., Heritage Preservation Board, Edina City Hall. 7 p.m., Medalist Concert Band, Edinborough Park.	15	16 Noon, Mister Jim, Edinborough Park. 4:30-7:30 p.m., Taste of Edina, Centennial Lakes Park. 6 p.m., Transportation Commission, Edina City Hall.	17 7 p.m., Edina High School "Happenin' Concert," Fick Auditorim, Edina High School.	18 7 p.m., Edina High School "Happenin' Concert," Fick Auditorim, Edina High School.
19 7 p.m., First John Philip Sousa Memorial Band, Edinborough Park.	20	21 6 p.m., Community Health Committee, Edina Senior Center. 7 p.m., City Council & HRA, Edina City Hall.	22 7 p.m., Planning Commission, Edina City Hall.	23 Noon, Wonderful World of Woody, Edinborough Park. 4:30 p.m., Art Center Board, Edina City Hall.	24	25
26	27 Memorial Day. Most City offices closed.	28 7 p.m., Human Rights & Relations Commission, Edina City Hall. 7 p.m., School Board, Edina Community Center.	29 7 p.m., Planning Commission, Edina City Hall. 7 p.m., Edina High School Concert Choir "Current Jam," Edina Performing Arts Center, Edina High School.	30 Noon, Funtime Funktions, Edinborough Park. 7 p.m., Edina High School Concert Choir "Current Jam," Edina Performing Arts Center, Edina High School.	31 10 a.m.-7 p.m., Edina Art Fair, 50th & France. 7 p.m., Edina High School Concert Choir "Current Jam," Edina Performing Arts Center, Edina High School.	

About Town Calendar

June 2013

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 10 a.m.-7 p.m., Edina Art Fair, 50th & France. 1:30 and 7 p.m., Edina High School Concert Choir "Current Jam," Edina Performing Arts Center, Edina High School.
2 10 a.m.-5 p.m., Edina Art Fair, 50th & France. 7 p.m., South of the River Big Band, Centennial Lakes Park.	3 7 p.m., Southside Big Band, Centennial Lakes Park.	4 Noon, Teddy Bear Band, Centennial Lakes Park. 7 p.m., City Council & HRA, Edina City Hall.	5 7 p.m., Bill & Kate Isles, Centennial Lakes Park.	6 Last day of school for Edina Public Schools. Noon, Jack Pearson, Centennial Lakes Park. 4 p.m., Public Art Committee, Edina City Hall.	7	8
9 11 a.m.-4 p.m., Parade of Boats, Centennial Lakes Park. 7 p.m., Edina High School Graduation, Target Center.	10 7 p.m., Edina Chorale, Centennial Lakes Park.	11 7 p.m., Park Board, Edina City Hall. 7 p.m., Heritage Preservation Board, Edina City Hall.	12 7 p.m., Planning Commission, Edina City Hall. 7 p.m., Lee Engele, Centennial Lakes Park.	13 3-7 p.m., Farmers Market, Centennial Lakes Park. 7 p.m., Energy & Environment Commission, Edina City Hall.	14	15
16 7 p.m., Hopkins Westwind Band, Centennial Lakes Park.	17 7 p.m., Rum River Brass Band, Centennial Lakes Park.	18 Noon, Magical Comedy of Brodini, Centennial Lakes Park. 7 p.m., City Council & HRA, Edina City Hall.	19 7 p.m., Good News Big Band, Centennial Lakes Park.	20 3-7 p.m., Farmers Market, Centennial Lakes Park. 6 p.m., Transportation Commission, Edina City Hall.	21	22
23 7 p.m., St. Louis Park Community Band, Centennial Lakes Park.	24 7 p.m., School Board, Edina Community Center. 7 p.m., Tango in the Park, Centennial Lakes Park.	25 Noon, Will Hale and the Tadpole Parade, Centennial Lakes Park. 7 p.m., Sidewalk Café Duo, Centennial Lakes Park.	26 7 p.m., Planning Commission, Edina City Hall. 7 p.m., Bend in the River Big Band, Centennial Lakes Park.	27 3-7 p.m., Farmers Market, Centennial Lakes Park. 4:30 p.m., Art Center Board, Edina City Hall.	28	29
30 7 p.m., Honeywell Concert Band, Centennial Lakes Park.						

Spring Calendar Highlights

Other Dates To Remember

- April 27** 10 a.m.-5 p.m., Friends of the Edina Library Used Book Sale, Edina Library.
- June 4** 7 p.m., Vintage Piano, Centennial Lakes Park.
- June 9** 7 p.m., First John Philip Sousa Memorial Band, Centennial Lakes Park.

'What's Up With The Weather? Our Changing Climate And What We Can Do About It'

What: The Edina Energy & Environment Commission will sponsor this evening climate conversation with Meteorologist Paul Douglas and J. Drake Hamilton, Science Policy Director of Fresh Energy. The duo will discuss steps that residents can take to lower the community's carbon footprint.

When: 7 to 8:30 p.m. Thursday, April 18; Resource fair begins at 6 p.m.

Where: Fick Auditorium of Edina High School, 6754 Valley View Road. (Enter through Door 7 or Door 3 for the Performing Arts Center and follow the signs to Fick Auditorium.)

Info: 952-903-5713 or www.EdinaGoGreen.org

Edina Garden Council Plant Sale

What: This popular plant sale sponsored by the Edina Garden Council (EGC) offers flowering annuals, perennials, herbs, vegetables and hanging baskets. Great deals are the many winter-

hardened perennials that EGC members bring from their gardens. The EGC is a non-profit organization and proceeds from the plant sale are donated for Arneson Acres Park improvements, horticultural scholarships and gardening beautification projects for the community of Edina.

When: 10 a.m. to 8 p.m. Friday, May 10, and 10 a.m. to 4 p.m. Saturday, May 11

Where: Arneson Acres Park Greenhouse, 4711 W. 70th St.

Info: 952-926-8447 or www.edinagardencouncil.org

Edina Art Fair

What: The 50th & France Business & Professional Association will host the 47th-annual Edina Art Fair. One of Edina's premier summer events, the Art Fair draws tens of thousands to downtown Edina each year. Featured art will include drawing, painting, ceramics, pottery, glass, jewelry, photography, sculpture and wood. The event will also feature live entertainment and food.

When: 10 a.m. to 7 p.m. Friday, May 31; 10 a.m. to 7 p.m. Saturday, June 1; and 10 a.m. to 5 p.m. Sunday, June 2

Where: Downtown Edina, 50th Street and France Avenue

Info: 952-922-1524 or www.edinaartfair.com

A Word From The Mayor

The City of Edina has been on an 18-month journey to become a “*do.town.*” I’ll be the first to admit that when we set off on this path, I wasn’t exactly sure where it would lead. I’ve always had a great deal of pride in our community, but as its leader, I also face a continuous responsibility to make it a more vibrant place for you to live, learn, raise families and do business.

Across the country, cities and towns are recognizing that to be a community where the economy thrives and people live long, healthy and productive lives, we need to create environments that invite our residents to be active, eat healthy and build connections with each other. This belief is strongly shared by my colleagues, Gene Winstead, the Mayor of Bloomington, and Debbie Goettel, the Mayor of Richfield – which is why we approached Blue Cross and Blue Shield of Minnesota to explore what we could do to promote health in our communities.

First, we needed to determine what it meant to be a *do.town.* We’ve all heard that eating healthy and being physically active is vital to our health. Yet, we face many barriers – some personal and others the result of the society we’ve built. So, what if we focused on making our communities places where the healthy choice is the easy choice? Places where that’s not the exception, but the norm? That’s something we could all get behind.

Being a *do.town* means we’re committed to advancing health as a priority – even in some non-traditional ways. For example, in Edina we’re working to ensure we’re building a system that supports and encourages walking and biking. Our Parks & Recreation Department is

committing space to an Edible Playground at Lewis Park where kids will learn about food growth and production during summer programming.

And we haven’t been doing it alone. Many of you have pitched in, either knowingly or unknowingly, along the way. You may have:

- purchased one of the new, healthier items at the concessions stands at Edinborough Park, the Edina Aquatic Center or Braemar Arena;
- taken a walk and talked with me or one of your City Council members about more walkable, bikeable streets; or
- signed a petition or written a letter to support the creation of a community garden pilot at Yorktown Park with the Southdale YMCA.

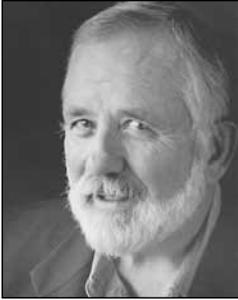
Thousands of you have participated in *do.town.* As the pilot portion of this project comes to a close, I want to say thank you. Your enthusiasm and involvement have paved the way for long-term, sustainable changes that will make our community a place where healthier choices are easier and more accessible to all of our residents.

Don’t stop now. This journey has only just begun.



James B. Hovland
Mayor

Edina's Restaurant Scene Improves With New On-Sale Liquor, Beer And Wine Licenses



By Joe Sullivan
Contributing Writer

Restaurants opened in Edina in the last several years have been successful after the issuance of several new liquor, beer and wine licenses. But to say that serving alcoholic drinks in Edina restaurants has been “controversial” over the years is a

gross understatement if ever there was one!

A Short History Of Liquor Sales In Edina

On Jan. 16, 1919, “Prohibition” became the law of the land. The required number of states ratified the 18th Amendment to the U.S. Constitution prohibiting “manufacture, sale or transportation of intoxicating liquors” passed earlier by Congress.

Thirteen years later, President Franklin D. Roosevelt signed the 21st Amendment, repealing Prohibition, which came to be known as “our nation’s noble experiment.” The amendment made it legal for Americans to drink alcoholic beverages in licensed, on-sale establishments.

However, in some parts of the nation, including Edina, local regulations were also enacted to limit excessive consumption of alcoholic beverages and avoid some of the problems with liquor control in other communities. In an article in *Edina Magazine*, David Burley, owner of Blue Plate Restaurants, which includes Edina Grill, expressed



Edina’s first liquor store was privately owned and built at 3922 W. 50th St. by local businessmen Charles T. Hay and Arnold R. Stenson. It opened in 1934, a year after Prohibition came to an end.

his view of Edina’s leadership at the time: “They took very small and safe steps. They didn’t want to open it up to everything.”

Council Issued Only Two On-Sale ‘Club’ Licenses

The Village Council first authorized issuance of two so-called “club” licenses, exclusively covering liquor, beer or wine served at the restaurants of Edina’s Interlachen and Edina country clubs. If you were “out for dinner” and wanted to order a martini, a bottle of beer or a glass of wine, you could only get it if you were having dinner at one of the two “clubs.”

A few so-called “non-intoxicating” beer licenses, for serving beer with lower 3.2 percent alcohol, were issued

shortly after Prohibition was repealed in December 1933. In Edina, the licenses went to only three restaurants: Nolan's Café, The Brown Derby Café and The Village Inn, all near 50th & France.

Edina's First 'Package' Liquor Store OK'd In 1934

To maintain control of the chaos that reigned in many other cities after repeal, Edina's Village Council decided to award a single off-sale liquor license to local businessmen Charles T. Hay and Arnold R. Stenson. Earlier, Hay had worked at Edina's Thorpe Brothers Realty office on Sunnyside Road and Stenson had run a twine business in St. Louis Park.

On Feb. 24, 1934, Hay & Stenson Co. opened Edina's privately owned "package" liquor store. It was a one-story brick building located at 3922 W. 50th St., directly across the street from the new Edina Theatre, which was also under construction and set to open in August of that same year.

People were able to purchase alcoholic beverages in the village's privately owned liquor store, which became a virtual village monopoly – and a profitable one at that.

Edina's Liquor Store Was Closest For Edina And South Minneapolis

In addition to serving the village of Edina, it was the closest liquor store for most residents of south Minneapolis due to two local Minneapolis ordinances:

- Minneapolis had not allowed sale of liquor south of Lake Street. For many years, Minneapolis police had

patrolled on horseback. Lake Street was considered the farthest distance south that a beat cop could travel and still allow him and his horse time to return to the police headquarters downtown by the end of their shift.

- An early 1930s vote by residents of Minneapolis' 13th Ward, which bordered Edina on the east side of France Avenue, prohibited sale of all alcoholic beverages in their ward. The closest place in south Minneapolis to buy a bottle of legal booze was in Edina. It literally ensured the success of Edina's new "package" liquor store.



Courtesy of Minnesota Historical Society

This label was stuck to every bottle that left the store. Good marketing!

Edina Buys Hay & Stenson, Makes It 'Edina Municipal Liquor'

The Feb. 25, 1948 *Minneapolis Star* announced, "Edina citizens vote in favor of a municipal off-sale liquor store." The Council approved a \$53,400 agreement with Hay & Stenson that included the building on 50th Street, an adjacent parking lot and \$4,952 worth of merchandise and fixtures.

The liquor store reopened under Village management on June 5, 1948, after minimal remodeling. The bonds issued to cover the purchase were retired in 1951.

(continued on next page)



Restaurants of today such as Cocina del Barrio, Salut Bar American and Edina Grill at 50th & France attract crowds of diners who are also potential customers for other area restaurants and retailers.

To this day, municipal liquor store operations have remained debt-free. Many millions of liquor store dollars have supported Edina parks and recreation facilities and construction of the 1953 City Hall while helping to keep Edina’s property taxes low.

Today’s Restaurant Business Has Improved

A little more than a decade ago, being able to have an alcoholic drink with your restaurant meal took a turn for

the better. Several new restaurants were granted on-sale licenses to make liquor, wine or strong (6 percent) beer available with their meals.

The increasing pace of on-sale licenses continued most recently with Pittsburgh Blue, Cocina del Barrio, Mozza Mia and Pinstripes in 2011 (the latest year for which license data was available). And these are only the full licenses that cover liquor, wine and strong beer. Other licenses were issued for wine and 3.2 percent beer to Edina restaurants like D’Amico & Sons and TJ’s of Edina.

The increase in serving of alcoholic drinks has resulted in at least two significant changes in eating out, which is now more alive and well in Edina. More diners from Edina and surrounding areas are enjoying the availability of liquor-by-the-drink with meals served in old and new restaurants in our city. The presence of more people visiting places like Galleria, Southdale Center, Centennial Lakes and 50th & France has added a certain air of “positive activity” in our commercial centers that is good for all of Edina’s residents and businesses.

Background material and photographs for this article came from the collections of the Edina Historical Society and the Minnesota Historical Society; meeting minutes of the Village and City of Edina; the Office of the City Clerk with special thanks to Jane M. Timm, Deputy City Clerk; and the following publications: the *Minneapolis Star* and *Edina magazine*.



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It's Not Only Neighborly ... It's The Law

Driveway Sealers

The Law: City Code Section 490.03, Use Of Coal Tar-Based Sealer Prohibited. "No person shall apply any coal tar-based sealer to any driveway, parking lot or other surface within the City of Edina."

What It Means: The use of sealers on asphalt driveways is a common practice. However, scientific studies on the use of driveway sealers have demonstrated a relationship between stormwater runoff and certain health and environmental concerns.

Coal tar sealers contain Polycyclic Aromatic Hydrocarbons (PAHs), which has been identified as probable human carcinogens. PAHs from the sealants are released into the environment and become part of stormwater runoff. Once PAHs reach ponds, lakes and streams, they may pose a risk to aquatic life, birds and mammals. Also, PAHs are causing issues for municipalities in the disposal of stormwater pond sediment.

Asphalt-based sealers contain just a fraction of the amount of PAHs as coal tar-based sealants. Because there is a viable alternative on the market, the City of Edina has banned coal tar-based sealers.

For more information, contact Environmental Engineer Ross Bintner, 952-903-5713.

Storage Of Refuse And Recycling Containers

The Law: Edina City Code 705.04, Subd. 1. Refuse Containers. Containers on residential properties shall not be placed or maintained in such a way as to unreasonably interfere with the use of the adjoining property. ... Containers on residential property shall be stored in such a manner as to be out of view from the street in front of the premises or in a garage located on the premises except as provided hereafter. ... Within 12 hours after the scheduled collection, the containers and any material not collected shall be returned [to storage].

What It Means: Garbage and recycling containers must be stored in a place that cannot be seen from the street, either in a garage or screened area. Containers can be put out by the street for collection up to 12 hours before collection and must be put away within 12 hours of the scheduled collection. Any material not collected must also be put away and stored within 12 hours of collection.

For more information, contact Environmental Health Specialist/Recycling Coordinator Solvei Wilmot, 952-826-0463.

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Edina Senior Center To Change Pace With A New Face

By Emilie Kastner

Edina seniors will see a new face around the Senior Center next month. Following the retirement of 35-year City employee Sue Weigle April 30, Recreation Supervisor Donna Tilsner will become the new leader of the Edina Senior Center.

In this role, Tilsner will work to share more resources between the Edina Senior Center and the Parks & Recreation Department. In addition to overseeing the recreational, educational, health and social service events hosted by the Senior Center, she plans to pursue the creation of additional programming by extending the Center's hours and will strive to make better use of the facility through increased rentals. But that's not all. Tilsner will keep some of her core duties in the Parks & Recreation Department, too.

"Donna is dynamic and creative," said Parks & Recreation Director Ann Kattreh. "She'll bring new energy and ideas and I think that our Senior Center patrons are really going to enjoy her enthusiasm."

It is anticipated that the Park Board will do an internal operations study of the Edina Senior Center later this year, so Kattreh and Tilsner are trying to be proactive. One challenge they've identified is the need for additional parking. With only 80 spaces shared with the Edina Library, more spots will be needed if the duo hopes to increase programming and facility rentals. Tilsner isn't revealing all of her ideas yet, but she hopes to hold a focus group that will help to brainstorm solutions, and come

up with ways to increase participation among "younger seniors," ages 55 and older.

"She has a very lengthy background in this type of work and she seems to be very personable," said Senior Advisory Council President John Lundquist. "She comes with good credentials."

The 10-member Council has toured nearby senior centers to harvest new activity ideas and has held rice drives for VEAP. Lundquist and Tilsner are excited to expand upon past efforts to engage the community – particularly through increased involvement with the Edina Art Center. "We can use their equipment and it's very reasonable in cost," said Lundquist of the Art Center's media classes, "especially for seniors to take pictures and put them on a DVD."

"She's a people-person and will do a great job involving the younger population of Baby Boomers in Senior Center activities," added Kattreh.

Current programs offered by the Senior Center include speakers, tours, card parties, bowling and golf leagues, softball league, book clubs, biking club, pool tournaments, movies, health screenings, social worker with support groups, free tax preparation, Community Education classes and Osher Life Long Learning classes. The Senior Center also has three performing groups, including the Rhinestone Rockets, Edina Singing Seniors and the tap dance troupe Rhythmic Feet.

Weigle is excited that the Senior Center will gain "a new person that will be bringing in fresh, new ideas. [Tilsner]

has such an interest in bringing younger seniors in as well as continuing what we've already started."

"Sue is just an unbelievable person; she really grew the Senior Center," said Lundquist. "She's going to be missed. I know it."

"I don't want to leave, but it's time for someone else to have some fun!" added Weigle, who promised to remain involved with the Senior Center after retirement.

The Edina Senior Center, located at 5280 Grandview Square, has one full-time staff member, one part-time staff member and an estimated 82 volunteers. The Center also boasts between 1,200 to 1,400 members from the surrounding communities – members are not just Edina residents. Annual memberships cost \$17 per person, \$27 per couple, and entitle participants to a monthly newsletter and priority registration for trips and tours. The Center features an average of eight different daily programs in which patrons may participate, depending upon the season, with special events throughout the year.

Tilsner began work for the City in 1999 as Recreation Supervisor in the Parks & Recreation Department, and her experience in the field of parks and recreation totals 35 years. Areas in which she's gained knowledge during her career include adult and youth athletics, Summer Playground Program, special event planning, tennis, Adopt-a-Park Program, sports camps and the Youth Sports Task Force.

She holds a bachelor's degree in Park and Recreation from the University of Minnesota and earned post-college credits at St. Thomas University. Tilsner is a certified Park



Photo by Michael Braun

Recreation Supervisor Donna Tilsner will transition to her new role as head of the Edina Senior Center May 1, 2013.

and Recreation Professional through the National Park and Recreation Association and is also CPR- and first aid-certified. In 2009, she received the Helen I. Pontius Award, the highest possible national award from Women in Leisure Services (WILS) and in 2010, she served as the WILS President. Tilsner was awarded the Clifton E. French Award in 2011, which is the highest state award given by the Minnesota Recreation and Parks Association. She has lived in Edina for 35 years with her husband and their two children.

For more information, call the Edina Senior Center at 952-833-9570 or visit www.EdinaMN.gov/SeniorCenter.

Edina Police ‘Focus In’ To Educate Residents

By Kaylin Martin

It was another cold January morning for off-duty Edina Police Officer Tom Olson as he dropped his daughters off at their school in Minnetonka. He was driving up a hill on his way home when he noticed an oncoming vehicle in his lane, heading right toward him. To avoid a collision, Olson immediately swerved in to the right-hand shoulder. However, that wasn’t enough. The other driver clipped his back door, causing him to spin out.

The collision caused more than \$11,000 of damage between the two vehicles. Fortunately, no one was injured.

“It could have been much worse,” said Olson, “if we would have collided at the top of the hill before I had time to move out of the way, somebody could have died.”

The accident took place because the woman who was driving in the wrong lane didn’t take time to clear the snow off of her windshield. Olson said she knew she was in the wrong, and told him she was only three blocks from home, so she didn’t think she needed to bother with clearing the snow.

It is accidents like these that the Edina Police Department looks to avoid with its “Focus In” campaign that started in January.

Each month, police focus on a specific statutory violation in order to educate the public and gain compliance. The violations the Police Department focus on have seasonal

relevance, affect the quality of life in Edina or pose safety risks to residents.

“These are often overlooked public safety issues that we want to bring to the attention of our residents,” said Sgt. Scott Kuyper, who is leading organization efforts for the initiative.

Education will include a warning to those who violate the statutes or codes. In extenuating circumstances, a citation may be issued.

For the past three months, police have focused on obstructed vision, failure to signal and unsafe equipment. For the remainder of the year, police efforts will be focused on the following:

April: Failing To Display Headlights

April marks the beginning of spring rain. Rain and road spray often mask or conceal motor vehicles. State law requires all vehicles to display their headlights any time visibility is impaired by weather, smoke, fog or other conditions that may render people or vehicles indiscernible on the roadway.

May: Bike Safety

Interest in biking as an alternative means of transportation and recreational sport continues to gain traction. With this interest, there is a growing need to



educate cyclists of all ages on the laws and ordinances for biking on public streets, where cyclists are required to obey the same laws as motorized vehicles.

June: Curfew

June marks the end of the school year. Reminding students and parents of curfew laws early can prevent youth from getting involved in something that could negatively affect their future.

July: Pedestrian Safety

As Minnesota's warm summer sets in, pedestrian traffic increases. Drivers and pedestrians need to be reminded of their obligations to adhere to traffic laws. Drivers must yield to pedestrians in designated crossing points and pedestrians must cross the road in a lawful manner.

August: Child Safety, Seat Belts

Seat belts save lives. Often the requirements, use and proper installation of a child passenger restraint system are not clearly understood by those transporting children. The Edina Police Department will enforce the use of seatbelts and encourage residents to properly install children's car and booster seats.

September: School Bus Stop Arm

With the start of the school year, more yellow buses are back on the road. During the summer, few commuters see school buses operating. Friendly reminders at the start of the school season will help ensure our children get on

and off their buses safely and drivers obey the school bus stop arm.

October: Speed, School Zone

By October, school is in full swing and the outdoor activity around schools has increased. Drivers entering School Zones are mandated to reduce their speeds when children are present.

November: Night/Snow Parking

Seasonal parking restrictions go into effect in November. Residents are reminded to keep their vehicles off the street overnight, remove their vehicles from the streets after a snow fall and provide plow-trucks the opportunity to keep the roadway free and clear all winter long.

December: Move Over

Each year, hundreds of accidents and injuries occur while police officers conduct roadside traffic stops. Following the tragic death of State Trooper Ted Foss, the Minnesota Legislature enacted the "Move Over" law, requiring drivers to move to the furthest lane away from an emergency vehicle as possible. If a driver is unable to move over, the law requires him or her to reduce speed to 40 mph while passing the officer on the shoulder.

Since becoming a victim of a traffic violation, Olson said he now uses his story as an example when educating residents.

"These are things people don't think about every day," said Olson, "but we're here to remind and educate residents about taking the time to make the right decision,

(continued on next page)

because taking a few seconds to clear off your windshield or put on your seatbelt can save a life.”

All statutes will be enforced year-round, but additional attention will be paid to the focus of the month.

For more information, contact the Edina Police Department at 952-826-1610.



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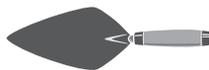
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Delivering Friendship And Groceries Right To Your Door

By Brady Skoglund

For Mary Jo Schifsky, helping people has always been a passion. Her first job was as a cashier at Applebaum's. She has also worked with several food co-ops, helping her become very familiar with the grocery business.

She put that passion and background to use several years ago when her mother was diagnosed with early onset Alzheimer's. Schifsky found that resources for her mother were hard to come by and inconsistent. After her mother was put in a nursing home, Schifsky learned about a non-profit program called Store To Door.

Founded in Minneapolis in 1984 by David Berger, Store To Door is a service that allows seniors older than 60 to have groceries delivered to them in their homes. Store To Door shops for and delivers groceries, prescriptions and any other items found at a grocery store to people who are not fully able to get out and shop on their own.

According to Store To Door's website, the organization reaches out to more than 1,500 people across the metro area who want to stay independent despite their age, health or other factors.

"We try to be their eyes and ears, arms and legs," said Schifsky, who is now Executive Director of Store To Door.

Clients of Store To Door place their grocery orders by phone or online, which are then received by online order-taking volunteers. From there, clients are able to set up



Photo by Michael Braun

After finding that resources for her aging mother were hard to come by, Mary Jo Schifsky learned about Store To Door, where she now serves as executive director.

bi-weekly delivery dates at which a driver will bring their groceries right to their doors.

Because of the independent nature of the program, clients pay for their own groceries. Store To Door accepts coupons as well as electronic benefits transfer (EBT) payments.

Store To Door serves the seven-county metro area, and has 50 to 60 clients in Edina, according to Schifsky. The program is an important service for older residents because it allows them to live in their homes rather than a nursing home or assisted living facility.

Store To Door has hosted events in Edina like Groceries for Seniors, an informational program for people in the community, encouraging them to learn about and get involved with Store To Door.

“We keep these people in Edina,” said Schifsky.

In addition to having nearly 60 clients in Edina, Store To Door has received funding from the City’s Community Development Block Grant program since 2005. Edina Professionals Serving Seniors and the Edina Resource Center also provide funding.

“We hope the cities we are in support us,” said Schifsky.

What makes Store To Door a special service is its focus on seniors – not just as a grocery delivery service, but as a social contact for their clients.

Many clients have been widowed, have recently moved or their social network is dwindling, making Store To Door an almost essential part of the clients’ routine. Schifsky sees Store To Door as a “social and safety net function.” Because it works with “vulnerable adults,” all of the volunteers and drivers involved with Store to Door are mandatory reporters and all the delivery drivers are trained in working with vulnerable adults.

Program Manager Andréa Kish-Bailey agrees that Store To Door is as much of a personal interaction as it is a delivery service. “Sometimes, the driver is the only contact the client will have that week,” said Kish-Bailey.

Because of this, staff try to foster good relationships with clients by having the same driver deliver groceries each week.

According to Store To Door’s winter newsletter, the program has seen more than 500 volunteers and made more than 19,000 deliveries in 2012, but Kish-Bailey says they are always looking for more help.

“People are always interested in how to help seniors,” said Kish-Bailey.

Kish-Bailey, who has previously worked with non-profits like Loaves and Fishes, started as Program Manager with Store To Door in April 2012.

“I like the attention that we’re able to give aging adults,” she said.

For both Kish-Bailey and Schifsky, working in aging services has been an integral part of their lives. Both coming from previous business experience, they will both attest to Store To Door being a “very well-run machine.”

“There are a lot of details involved,” said Kish-Bailey. Coordinating more than 500 volunteers, setting up delivery drivers and organizing shopping visits to five Cub Foods stores up to 17 times a week can be a daunting task, but these are all things that need to happen to make the program successful.

Store To Door has grown considerably since its inception in 1984, from about 1,600 deliveries a year to nearly

(continued on next page)

20,000. Schifsky and Kish-Bailey would like to see it grow even more. The program has been servicing Chanhassen and the duo talk of expanding further into greater Minnesota.

"I would like to see us reaching all of the seniors who could use our service," said Kish-Bailey.

Providing the services that Store To Door does to aging seniors also brings up thoughts of the future for Schifsky, Kish-Bailey and their families.

"It really makes you look at your life and what's important," said Kish-Bailey.

For more information, visit www.storetodoor.org.



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Hydrant Flushing Begins April 22

To purge rust and stagnant water from the water distribution system and identify hydrants in need of maintenance, the Utilities Division of the City of Edina's Public Works Department will begin flushing hydrants in late April. Random hydrants are also flushed throughout the year as weather and water demand allows.

Hydrant flushing will take place 8 a.m. to 6 p.m. Monday through Friday. In an attempt to minimize the impact on residents, hydrants will be flushed on the east side of Minnesota Highway 100 the week of April 22 and will be flushed on the west side of the highway the week of April 29.

Due to the hydrant flushing, it is inevitable that some residents will receive rust-colored water that could stain laundry, but it is safe to drink. You should check for signs of discoloration prior to washing clothes. If the water is discolored when you turn on your tap, simply run the water until it is clear. Because the water system is a "single-pressure zone," it is possible that red water problems will occur in any area of the City while flushing is occurring.

For more information regarding hydrant flushing, call the Utilities Division at 952-826-0375.



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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.

Local Educator Earns Lifetime Achievement Award

By Nicole Pribbenow
Contributing Writer

Edina Community Education Adult Coordinator Marsha Buchok is full of life, living by the quote from New York Times columnist and author Anna Quindlen: “I show up. I listen. I laugh.” This energy and enthusiasm for lifelong learning and her more than 20 years of community education programming work are why Buchok was recently recognized with a Lifetime Achievement Award from Learning Resources Network (LERN).

“Marsha received the award for her lifetime of contributions to community education and schools both for Edina and at the national level, where she has served as a leader in the Learning Resources Network,” noted William A. Draves, LERN President. “This is a critical time for our society, when we need to understand that community education is both the primary lifelong learning for most people in the community and a critical support for public schools.”

Buchok’s recognition was one of only two lifetime achievement awards given this year by LERN, the nation’s leading community education association with more than 5,000 members across Canada and the United States.

Among Buchok’s many career highlights, she has spearheaded many community events, including the award-winning Out-of-Work Camp for adults, Edina’s Institute for Positive Aging, the Look Who’s Talking Speaker Series and the Tour de Edina. Of the more than

60 catalogs she has produced, Buchok has won numerous awards for programming and design. In 2000, *Minneapolis and St. Paul City Business* named Buchok one of its “Most Innovative Women in Education.”

“This award really exemplifies Marsha’s commitment to truly serving all learners in Edina. She is innovative, connected and a pure joy to work with. This award is a win for Marsha and for Edina Community Education Services,” said Valerie Burke, Director of Edina Community Education Services.

Buchok first began her career in continuing education as the Director of Marketing and Communications for the University of St. Thomas MBA program. From there, she served as the Youth Enrichment Manager for Edina Community Education before beginning as the Adult Coordinator in 1994. In her role, Buchok programs and manages more than 300 classes, activities and special events and works with 150 instructors, serving over 3,000 participants each year.

More than any professional recognition she has received, Buchok said she is most proud of being “a good mother to my three good adult children, a good friend to my husband and a good friend to my friends.

“I really value relationships and bringing people together from all walks of life. It’s a way of being – continuing to learn and grow with the ongoing opportunities we have available to the community. I live here, my kids were raised here, and it’s such a wonderful, supportive community to live and grow.”



Edina Community Education Adult Coordinator Marsha Buchok was recently recognized with a Lifetime Achievement Award from Learning Resources Network.

As Buchok has many fond memories from her years with the Edina Community Education Services, she is eager to continue her work and for community members to learn about the different adult education classes being offered in the near future. The new Family-Friendly Offerings programs, such as “Zumba with Live Drumming” and “Ownership: Equip Your Student with Tools for Success,” are great for those who want to get involved in activities with their children without making a large dent on personal budgets.

“Fitness classes are a big deal that remain very popular for us,” Buchok said. “People in the community love our instructors and enjoy connecting with their neighbors and

community members while receiving high quality classes at affordable prices.”

Buchok feels very fortunate to work for Edina Community Education Services and is a true example of “keeping it real.” Through her work coordinating the adult education programs, she has brought in a new feature in the activity and course catalogs that showcases the “real people, real photos and real stories” of program participants. Buchok feels it is important to share the stories of local people to help encourage others in the community to get involved, which is easy to do given the range of lifelong learning opportunities that are currently offered and what is to come with the adult education programs.

“I look forward to expanding the learning opportunities for adults of all ages, to expanding the number of community members sharing their volunteer time, talents and passions for learning with Edina Public Schools students, and to continuing and growing partnerships with community resources and services,” Buchok said.

“Lifelong learning is not just my job; it is my passion, and I enjoy encouraging others to continue their learning throughout their lifetime.”

Nicole Pribbenow is Interim Communications Specialist with Edina Public Schools.

July 4th Parade To Celebrate 125 Years Of History-Making



In 1930, Edina celebrated the Village's relatively short history with its first-ever July 4th parade. Volunteer firefighters pulled an ancient watering wagon, "Colonial Maids" blew kisses to the crowd from a float and the crowd paid homage to the community's pioneers like Edina Mill owner George Millam and his wife.

In honor of the City's Quasquicentennial, or 125th anniversary, the 2013 July 4th parade committee is encouraging entrants to celebrate their own role in Edina's history. This year's theme is "Edina: Making History Since 1888."

"We have had 125 years of championship teams, amazing contributions by community organizations and residents, as well as many firsts and bests," said Quasquicentennial Committee Chair Ruth Valgema. "This is a time to showcase those history-making moments."

One community group is planning to wear costumes from the year they formed in Edina. Another hopes to bring back its original members. "We've already heard about some creative ideas from brainstorming sessions," Valgema said.

"I'm excited to see what people come up with," said John Swon, this year's Parade Committee Chair. "It's a

great theme for entrants to spotlight their organization's accomplishments."

Entrants do not need to have a century-old history to participate. Having a short history didn't stop the Country Club District newspaper from participating in a big way in 1930. Just months old, The Crier entered a float touting the "Birth of a Great Newspaper" featuring costumed columnist "Mae Lovely" as well as "Ye Crier" and "Ye Printer's Devil."

Community groups do not pay a fee to participate, but spots are limited. To download a parade entry packet, visit the parade website, www.edinaparade.org/entries.

The July 4th parade is one of several official Quasquicentennial events planned in 2013. Other events include the "History Happened Here" community-based exhibit and a historic home tour that includes the 1886 Baird house.

For more information, visit the the Edina Historical Society website, www.edinahistoricalsociety.org/125th.

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Submit Your Photos In City's 10th-Annual Photo Contest



Submitted Image

“Singing in the Rain,” best in show photo, by Denis Plaster.

photos for the “Images of Edina” Photo Contest.

The 10th-annual contest, sponsored by the City's Communications & Technology Services Department, is free to enter and open to both amateur and professional photographers who live, work or go to school in Edina. For the third year, Edina Magazine is a co-sponsor, allowing entrants to submit their photos online at www.edinamag.com.

“We are very excited to see all the great entries to this year's photo contest,” said Jordan Gilgenbach, Communications Coordinator for the City. “Last year's contest garnered more than 115 photos from 50 different photographers. It made it very difficult for the judges to choose winners.”

There is ample opportunity to snap that perfect picture any day in Edina. Now it's time to choose your best snapshots and submit them in the City's 10th-annual photo contest. The City of Edina extends the invitation to all Edina residents, students and business people to submit their best

Category winners, “Best in Show” winner and “Readers' Choice” winner will receive gift certificates to local restaurants or businesses. Winners will also receive plaques, be recognized at a City Council meeting and have their work displayed for up to two years at Edina City Hall. Photos may also be published in issues of *Edina Magazine* or City of Edina publications, such as *About Town*.

Photos can be submitted online between May 1 and June 14 at www.edinamag.com. Readers can vote for their favorite photos from June 15 to July 15.

‘Images of Edina’ Photo Contest Rules

For a complete list of official rules, contest criteria and to submit your photos, visit www.EdinaMN.gov/PhotoContest or www.edinamag.com.

Photos must have been taken in Edina, and should be entered in one of five categories representing the City's vision statement:

- Living: People
- Living: Plants/Wildlife
- Learning
- Raising Families
- Doing Business

Photographers may submit up to five photographs with a maximum of one per category.

Only photos taken between June 15, 2012 and June 14, 2013, are eligible.

(continued on next page)

All submissions must be the original work of the submitting photographer.

All photo entries become the property of the City and Edina Magazine.

By submitting one or more photos, photographers must agree to the terms of the City's Submitted Photo &

Original Artwork Policy found online at www.EdinaMN.gov/PhotoContest.

For more information and to see past winners, visit www.EdinaMN.gov/PhotoContest or contact Gilgenbach at 952-826-0396.



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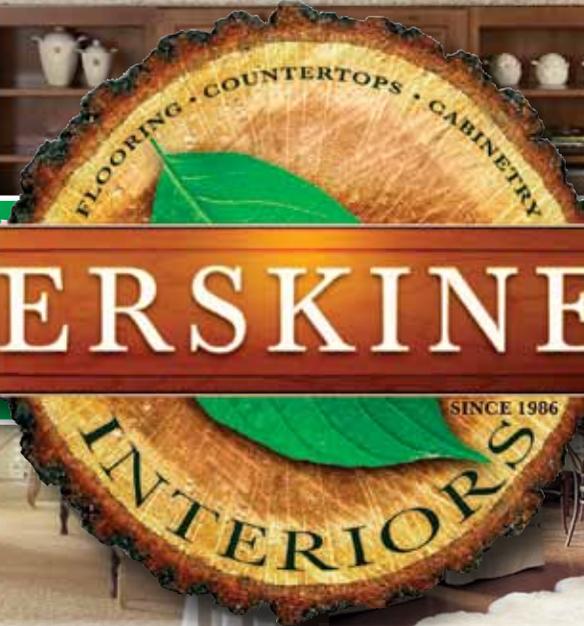
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Dave Lindman Named Officer Of The Year

By Kaylin Martin

When Edina Police Officer Dave Lindman was assigned to the Minnesota Financial Crimes Task Force in 2007, little did he know that he and his team would end up taking down one of the largest identity theft rings in the United States.

Lindman's work on the case with international ties also earned him the title of 2013 Mike Siitari Officer of the Year.

"Not everyone would do this," said Edina Police Chief Jeff Long. "This was a major undertaking that would have been a lot easier to just let go early on – charge a couple people locally and move on. But that's not how Dave works."

The case started locally in 2009 when Lindman, who joined the Edina Police Department in 2001, and a couple other officers on the Task Force noticed similar patterns in their investigations. Once they brought their pieces of the puzzle together, they saw that they were dealing with something much larger than they had initially thought.

"This is true organized crime," explained Lindman of the crime ring the officers were just starting to reveal.

With the help of a confidential informant (CI), the Task Force was able to discover the involvement of "dirty" bankers.



Photo by Michael Braun

Dave Lindman was awarded the 2012 Officer of the Year Award after he and his team took down one of the largest identity theft rings in the United States.

"At the end of 2009, we really knew there was a huge problem on our hands," said Lindman, "because it was just banker after banker after banker that was getting identified [as 'dirty']."

Lindman explained that the dirty bankers would sell account information to the criminals. Some accounts with \$200,000 sold for \$500, he said. Then the criminal who purchased the account information would wire the funds to another account or print counterfeit checks.

The crime ring was dubbed "Operation Starburst," which described the enormity of the case. A starburst is a region

of space with an abnormally high rate of star formation; when one star bursts, it causes multiple new stars to form.

“Every time we grabbed one person, he’d tell us about four more,” said Lindman. “Every time we got one fraudulent check, it connected us to five new people. There were hundreds of people involved, both here and overseas.”

It wasn’t until late one Friday – a day Lindman said he would never forget – his team’s CI made contact with the kingpin through another criminal’s cell phone on speakerphone. They didn’t know the man’s identity at the time, but they found out his telephone number, that he was living in California and knew he was the guy they really wanted to take down.

Later on, in 2010, a woman was arrested in Wisconsin for using fraudulent checks. Lindman noticed the case fit the pattern of Operation Starburst. Once his team was able to prove the connection, the woman was extradited to Minnesota.

“Then what she does is a big deal,” Lindman said. “She told us that she met the guy in California. She said ‘they flew me out there. He has a storage locker. I can tell you where it is and I can tell you what the number is.’”

Immediately, Lindman and his team got a search warrant and flew two federal agents out to California. “What happened next,” Lindman said, “you can’t make this stuff up.

“As they were doing the search warrant on the locker, the [kingpin] shows up and asks what we’re doing in his locker. Well, oops for this guy, because in his locker we found around 10,000 identities and millions of dollars worth of fraudulent checks and credit cards that had been stolen from the mail or ordered.

“Sometimes you get lucky.”

After that, investigations for Operation Starburst were put on hold, because the federal clock had started, which Lindman explained was essentially the amount of time allowed before the case needed to go to trial. Lindman said they wanted to charge the man immediately in the interest of public safety.

While Operation Starburst, a case that amounted to more than \$58 million in fraudulent activity, is no longer active, federal and local agents are still working to charge others who were involved. In August 2012, kingpin Julian Okeayainneh was sentenced to 27 years in prison, the longest punishment handed down for an identity theft case. Since 2006, more than 10,000 people were victimized by Okeayainneh’s crime ring and so far, more than 30 people connected with Operation Starburst are in prison.

“It was an amazing network of people,” said Lindman. “They were organized, they had people do certain things and managers who could only talk to bank employees. Runners could never talk to bank employees unless they were running checks. It was huge.”

(continued on next page)

Assistant U.S. Attorney Ann Anaya wrote a letter nominating Lindman for the Officer of the Year Award, saying, “[Lindman] is one of the finest law enforcement professionals I have met in my career. ... I so enjoyed working with him because he is exceptionally kind, courteous, always fair and humble. It is a pleasure and a honor to work with an officer that displays an absolute commitment to protect and serve, Edina, the Task Force and justice.”

Long said, “I think most people thought Dave was just going to work, putting his eight hours in, but that’s not what the case was at all. He had to be away from his family. He worked extra long nights, weekends and holidays, but it was important to him to do right by this case.”

Lindman said he put thousands of hours into Operation Starburst, which was tough at times, because he said he missed things such as his child’s first words. However, he said to see this kind of justice served was incredible.

“In court, these people would come up to me and say ‘thank you, I’ve been getting hit with financial fraud, year after year, and you did something about it.’ That’s kind of neat,” said Lindman.

Lindman was also thrilled to receive the Officer of the Year Award. He said, “it’s an absolute honor and privilege, it really is.

“[Edina Police Officers] do a lot and they donate a lot of time, so to even be put in the same category as those people, to me, is an accomplishment. But to actually have been the one selected; I don’t know what to say, it makes me speechless. I’ve had a perma-smile since I’ve found out.”

Named after Mike Siitari, who served as Police Chief from 1999 to 2009 during his 31-year tenure with the Edina Police Department, the Edina Crime Prevention Fund’s Mike Siitari Officer of the Year Award recognizes an Edina Police Officer each year who has gone above and beyond the call of duty.

Lindman will receive the recognition at a City Council meeting this spring.

“The Mike Siitari Officer of the Year Award is the perfect opportunity to recognize Detective Lindman for all of his accomplishments and for all that he continues to offer each day to make us safe and to pursue justice,” wrote Anaya.

For more information on the Officer of the Year Award, contact the Edina Police Department at 952-826-1610. Nominations for the 2014 award can be made later this year by writing to the Edina Crime Prevention Fund, Re: Officer of the Year, 4801 W. 50th St., Edina, MN 55424.



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Board Seeks Nominations For Annual Heritage Award



File Photo

The 2012 recipient of the Edina Heritage Award, Convention Grill, received the award for maintaining its original feel and function since the 1940s.

Patrons of Edina's Convention Grill often say visiting the popular diner is like stepping back in time. Throughout the years, the Convention Grill, recipient of the 2012 annual Heritage Award, has maintained its original feel and function against the odds.

"Dining establishments are notoriously short lived," said Joel Stegner, who submitted the Heritage Award nomination last year on the diner's behalf. "The Convention Grill defied this 'convention' by giving its patrons a taste of yesterday."

In an effort to find another local landmark to take home the heritage preservation recognition, the City of Edina

is looking for entries in its 11th-annual Heritage Award Contest.

Established by the City's Heritage Preservation Board in 2003 to showcase local historic preservation activity, the Edina Heritage Award is given to a deserving local business, person or neighborhood for achievements in preservation, rehabilitation, restoration and use of Edina's historical places.

Any individual, company or organization is eligible for the award, including non-residents, but in order to be considered, the historic property or resource must be located in Edina. Current members of the City's Heritage Preservation Board are not eligible for the award.

Besides the owners of the Convention Grill, previous winners include St. Stephen's Episcopal Church; Pete and Sandy Cochrane, owners of a Colonial Revival in the Edina Country Club District; Robert Sauer and Robert Zoller, former owners of the Coddington House on Blake Road; Edina Morningside Community Church; Dick and Jackie Whitbeck, owners of the historic Sly Farmhouse on Brookview Avenue; the Morningside Neighborhood; owners and tenants of Edina Cinema for their iconic sign; and Brad and Arlene Forrest, owners of the Baird House, and its remodelers.

"These people and places have enhanced the historic fabric of the community," said Joyce Repya, Senior Planner for the City and staff liaison to the Heritage

Preservation Board. "They have encouraged others to preserve and value the historic integrity of the City."

The Heritage Preservation Board will select this year's winner. The Edina City Council will present the award during National Preservation month in May. The winner will receive a commemorative plaque.

Award nominations are due 4:30 p.m. Thursday, April 4. A nomination should include the address of the heritage resource; description of its preservation, rehabilitation and restoration; and the name and address of the owner. A photo should also be included.

Entries should be sent to: Edina Heritage Award, Edina City Hall, 4801 W. 50th St., Edina, MN 55424. Entries can also be emailed to mail@EdinaMN.gov or completed online at www.EdinaMN.gov. For more information, contact Repya, 952-826-0462.

– Compiled by Kaylin Martin



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General Sports Adds Extra Buzz To Hornets Nest

By Brady Skoglund

Hockey and the City of Edina have gone hand in hand for more than 40 years. With 11 boys' state titles since 1969, the Edina Hornets are undeniably one of Minnesota's most storied programs. Since December 1965, Edina's Braemar Arena has played host to some of the most exciting hockey, baseball and softball games in the state.

Similarly, local sporting goods store General Sports has a tradition of representing hockey and other sports at its 50th & France location.

When the City approved plans in the summer of 2012 to create an addition to the complex aptly named the "Hornets Nest" after the Edina Hornets, it seemed logical that there would be a space for a retailer to occupy and meet the sporting goods needs of the parents, families, players and coaches who visit Braemar Arena.

Because of the shared community tradition in Edina, it made sense that General Sports would fill that role in the Hornets Nest.

Started in 1962, General Sports has been a staple of the Edina sporting goods market for 50 years. Part-owner Craig Johnson has worked for General Sports since 1970 and is excited about having the space in the Hornets Nest.

"Edina is a very strong part of our business," said Johnson.

Susie Miller, General Manager of Braemar Arena, shared a similar sentiment regarding General Sports' location in the Hornets Nest.



"We're very excited about General Sports being here because of their long-standing community relationship," said Miller.

General Sports played a large role in the approval for the Hornets Nest when the plans were introduced in 2012. Miller explained that without a retailer securing a lease for the rental space in the Hornets Nest, plans would have likely been declined for lack of funding.

"Without them and their commitment, this project would not [have happened]," said Miller.

Approval for the Hornets Nest was also made possible by private donations from an organization called "Drive for the Hive" that raised nearly \$800,000 toward completion.

Johnson and General Sports started the process of securing the new retail space in February 2012 and began working on the contracts the following June.

General Sports occupies a 3,000-square-foot retail space in the Hornets Nest and its inventory focuses on hockey, figure skating, lacrosse and baseball. Because of this, the

50th & France location will be able to add more to its soccer inventory.

Johnson recognizes that there are other stores that could have occupied the space in the Hornets Nest, so he is very happy the City chose General Sports.

“There are a lot of other places to buy things, but people come here because they know they get the right fit,” said Johnson.

Johnson and Miller believe that General Sports’ new location will grow the relationship with customers who frequent Braemar Arena and develop a customer base that might not be familiar with Braemar.

The new retail location creates convenience for customers at the arena and also provides a location that is more accessible for people coming from the western part of the metro area.

In addition to General Sports, the Hornets Nest hosts Velocity Hockey, a 10,000-square-foot dry-land hockey training facility, which allows players year-round conditioning and training options.

“Hopefully we can be an asset to them and we can complement each other,” said Johnson.

The Velocity Hockey programs have helped produce first-round NHL draft picks such as Nick Leddy and Jake Gardiner.

The new location features both an indoor entrance and separate outdoor entrance for people who want to shop without coming inside the arena.

Along with opening a new location came the opportunity for more employment. Johnson said that some of their current part-time workers became full time for the added store.

Although the Hornets Nest opened in mid-December, General Sports did not open until late February.

With the addition of General Sports to the Hornets Nest, Miller is hopeful that Braemar Arena will be thought of more as a community center than a sports complex or hockey rink.

“We want to create an environment at Braemar where people feel like it’s a second home,” said Miller.

As a staple of Edina for more than 40 years, Braemar Arena continues to evolve and improve and now, with the addition of General Sports, it looks to further cement itself as a premier hockey and sports complex.

“Braemar Arena was one of the first suburban rinks and General Sports has similar long-standing support with the community,” said Miller.

For more information on the Hornets Nest, visit www.BraemarArena.com or call 952-833-9500. For more information on General Sports, call 612-925-1333.

Edina Family Uses Tragedy To Offer Hope To Those Struggling With Pain And Addiction

By Emilie Kastner

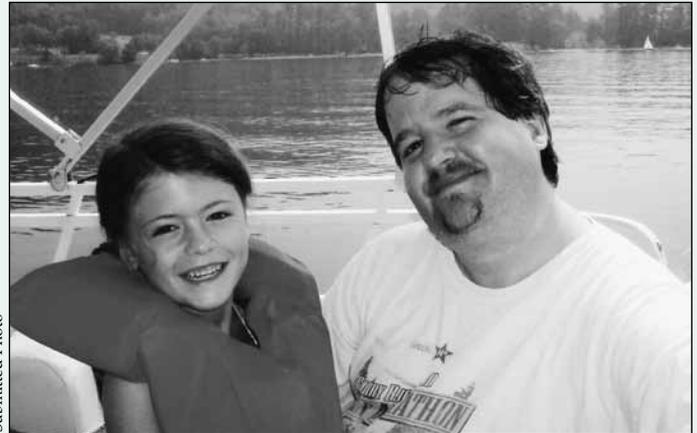
In the blink of an eye, a person's life can change forever. That was the case for Steve Rummler, when an injury in 1996 left him suffering with chronic spinal pain for the rest of his life.

Unable to diagnose or pinpoint the physical origin of the pain, which he described as electric shockwaves moving up and down his back and neck, medical professionals referred him to various specialists until he was sent back to his primary care doctor in 2005 and prescribed opioids.

"When he was prescribed opioids for the first time," said his fiancée, Lexi Reed Holtum, "it was like a miracle for him that he was able to live his day relatively pain free" because no other pain medication that he'd been prescribed in the nine years prior had been able to relieve his pain and improve his quality of life.

However, Rummler eventually became addicted and, after a long battle between relieving his pain and fighting addiction, he died July 1, 2011, of an accidental overdose. A note found among his belongings read, "At first it was a lifeline. Now it is a noose around my neck."

Edina residents Bill and Judy Rummler, Steve Rummler's parents, channeled their grief into helping others who are struggling with pain and addiction. Just two weeks after Steve's death, on July 15, 2011, they founded the Steve Rummler Hope Foundation.



Steve Rummler, pictured with fiancée Lexi Reed Holtum's daughter, Isabella, died of an accidental drug overdose July 2011 after suffering from chronic pain for 15 years.

"Addiction is not a choice; it's a disease and it can happen to anyone – to people from all walks of life," said Judy Rummler, President and CFO of the Foundation. "Fifteen thousand people a year die from prescription drug overdoses – one person every 19 minutes. In many cases, there's so much shame associated with it that people don't talk about it."

The Steve Rummler Hope Foundation aims to raise public awareness to the dangers of prescription drug abuse and addiction in the treatment of chronic pain, to better educate healthcare professionals and to seek ways to improve care for those struggling with chronic pain and addiction. Four program areas of the Foundation include Advocacy, to improve public policy and legislation;

Awareness; Prescriber Education, which provides continuing medical education on responsible opioid prescribing; and Patient Care, to create support groups and offer alternatives to narcotic drugs for the treatment of pain.

“In addition to changing and saving lives, this is enabling us to deal with our grief,” said Bill Rummler, Chairman and CEO. “Rather than having Steve die and doing nothing about it, while we still grieve, it is helped by the things we are doing for others.”

The Foundation also has a Medical Advisory Committee comprised of six doctors who specialize in pain management and addiction. Dr. Charles Reznikoff, Internal Medicine Doctor at Hennepin County Medical Center, teaches medical students about addiction and opioids as they rotate through the hospital. He has a subspecialty in addiction medicine and speaks at various events on behalf of the Foundation.

“If you ask a medical student, ‘How many hours do you get teaching you how to negotiate difficult situations with patients?’ they’ll say maybe none, or maybe an hour or two,” said Reznikoff. “And then they get hundreds of hours in biochemical reactions that they’ll never use. So, we’re trying to bring more educational opportunities.”

The Foundation recently granted funds to the Minnesota Chapter of the American College of Physicians for an educational event about opioid prescribing at the Minneapolis Convention Center. Through the grant, free admission was provided for all medical trainees.

The Foundation has been invited to speak at additional hospitals and residency programs. The Foundation is involved in speaking at a training on the issue just about every week, Reznikoff said, including continuing medical education events, at which doctors are required to log 50 hours every year.

“I think that there’s a well-meaning but naïve point of view that doctors have it all under control – that doctors know what they’re doing [in regards to opioid prescribing],” said Reznikoff, who encourages patients to advocate for themselves. Ask a lot of questions to ensure that the prescription is appropriate and is the correct quantity, and challenge the doctors to give full and informed consent, he said.

Steve Rummler graduated from Edina High School in 1986, where he took Advanced Placement courses and was an all-conference soccer player. He played drums, guitar and keyboard, and was a vocalist for the popular local band “The GooneyBirds.” In 1996, he graduated from the University of Minnesota, on the Dean’s List, with a bachelor’s degree in economics and went on to work as a financial advisor – the same year as his accident. Despite the pain, he continued to be successful and was named a “FIVE STAR: Best in Client Satisfaction Wealth Manager” in 2009 by *Mpls St Paul Magazine*.

“You just don’t think it’s going to happen to someone like that, but it can happen to anyone,” said Judy Rummler. “Addiction doesn’t discriminate; it can happen to anyone.”

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“We have a medical science that says it’s a disease, but yet, even still, a lot of doctors don’t believe addiction is a disease,” said Reed Holtum, who now serves as Vice President of the Foundation. “And the truth is, it’s not a moral failing; no human being on this planet wants to die and ruin their life and hurt the people they love from alcohol or drug use.”

In 2009, it became clear to his primary care doctor that Steve Rummler was obtaining prescription opioids from multiple sources, said Reed Holtum. “In our medical model today, we have people being treated by one doctor, maybe the psychologist and then a primary care doctor and then specialty doctors. And there’s no system for all those doctors to be communicating with each other.” This is why the Foundation advocates for increased use of the Prescription Monitoring Program, which uses a web-based application to make patients’ prescription information available to prescribers and pharmacists.

Steve Rummler went to the Pain Rehabilitation Center at Mayo Clinic in 2010 where patients are taught to use alternative methods of pain alleviation and was tapered off the opioids and clonazepam, a benzodiazepine he had also been prescribed for anxiety. He later relapsed and, at the request of his family and fiancée in April 2011, completed 28 days of treatment at Hazelden, an addiction treatment facility in Center City, Minn. During that time, the doctor who had been prescribing the opioids was under investigation by the Minnesota Board of Medical Practice for unethical prescribing and surrendered his medical license. Shortly after his release from Hazelden, Steve Rummler relapsed again. Since he had lost his source, when his prescription ran out, he sought out

illegal drugs – the street opioid heroine – from which he overdosed and died.

“One of the things that we know to be true was that hydrocodone products ... are Schedule 3,” said Reed Holtum, “which means that your doctor can prescribe you refills without a visit. And we would like to see it moved to Schedule 2, because what happened for Steve was that after he got out of treatment, he had his refills at the pharmacy waiting for him.” Vicodin – a hydrocodone combination drug, which is an opioid – is the No. 1 prescription written in the United States, she said.

According to the Journal of American Medical Association, 17 percent of all scripts filled in the United States are for an opioid. “There is a huge problem with unused controlled substances sitting around in houses,” said Reznikoff, who encourages people to go through their medicine cabinets to dispose of unused medications. “Most counties now have drop boxes.”

“He said his intention was to go back into treatment that same day that he died on our living room couch,” said Reed Holtum. “That day, he was supposed to go back. That’s why we’re here, doing the Foundation. We want to provide hope for others in Steve’s situation.”

A medicine disposal drop box in Edina is located at 7001 York Ave. S. To view a list of drop box locations in the area, visit www.hennepin.us/medicine. For more information about the Foundation, email hope@steverummlerhopefoundation.org or visit www.rummlerfoundation.org.

Nearly \$850,000 Donated To Parks & Recreation In 2012

Parks and other such amenities greatly improve the quality of life in a community. The City of Edina is the fortunate recipient of many donations each year that improve its parks, adding to the quality of life enjoyed in Edina. In 2012, more than \$840,000 in donations was received by the Parks & Recreation Department.

The largest donation to the department was \$795,707 for construction of the Hornets Nest at Braemar Arena. A group dubbed "Drive for the Hive" raised the money for an expansion at the facility that includes locker and study rooms for hockey teams, retail space and a private training center. The addition opened in December and an open house was held in March.

Those who made donations of \$300 or more to the Edina Parks & Recreation Department in 2012 were:

<u>Given From/Through</u>	<u>For</u>
Braemar Men's Club	Braemar Memorial Fund
Braemar Men's Club	Braemar Memorial Fund
\$500 Or More:	
Edina Community Foundation	Browndale Park improvements
Andy and Michelle Herring	Edina Art Center
Michael F. Kelly	Edina Art Center

\$1,000 Or More:

Edina Community Foundation <i>(revenues from Edina Film Festival)</i>	Edina Art Center
Edina Community Foundation	Veterans Memorial
Edina Community Foundation	Greenhouse lighting at Arneson Acres Park
Kelodale Garden Club	Buckthorn control at Edina Art Center

\$5,000 Or More:

Edina Community Foundation	Grants-in-Aid program
Edina Soccer Club	Highlands Park irrigation system expansion
Edina Community Foundation	Edina Chamber of Commerce's 50th anniversary project of landscaping at Edina City Hall

Besides Drive For The Hive, \$10,000 Or More:

Edina Community Foundation	4th of July fireworks sponsored by Fairview Southdale Hospital
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For more information on donations made in 2012 or to make a donation to the Parks & Recreation Department, contact Director Ann Kattreh, 952-826-0430.

Edina High School Graduate Honored For ‘Minnesota Nice?’

By Emilie Kastner

From the time he was in sixth grade, Alec Fischer had been bullied. When he entered high school, he decided he’d had enough.

Recalling his experiences and those of his friends as inspiration, Fischer, a 2012 graduate of Edina High School, produced the anti-bullying documentary “Minnesota Nice?” for his senior May Term project. He knew the film would shake his classmates and peers; what he didn’t anticipate was its widespread following and impact.

KARE 11 has selected Fischer as one of its “Eleven Who Care” recipients for 2013. Eleven Who Care is a program that recognizes the efforts of outstanding volunteers in the community. In December, he was named “Edina’s 2012 Person of the Year,” selected through a nomination and voting process by Edina residents on the Edina Patch website. He also received the “Outstanding Student Award” in January from the Twin Cities chapter of Parents, Families and Friends of Lesbians and Gays (PFLAG), a national non-profit organization that seeks to reduce gay, lesbian, bisexual and transgender bullying.

“I would hear anti-gay slurs every class for every day throughout the entire year and that builds up,” said Fischer of his experiences in middle school. “I remember one of the worst things that happened was, as a sixth grader, I went to the homecoming football game and some students blocked me from the student section



Fischer, a 2012 graduate of Edina High School, produced the anti-bullying documentary “Minnesota Nice?” for his senior May Term project.

because they told me that, you know, faggots weren’t allowed to go to sporting games,” he said. “As a sixth grader, that’s pretty traumatic. And I played basketball

and everything ... I lost a lot of my guy friends ... I made a lot more friends [who] were girls and that added to the rumors."

"Minnesota Nice?," a 45-minute film in which teens from multiple schools share their hopes, experiences and observations in regards to bullying, has been shown in schools as far as California and Israel. It has been featured at education conferences across the country, including the 2012 InfraGard Pittsburgh Safe Schools Statewide Conference, an educational event presented by the FBI and Pennsylvania law enforcement. In addition to its showing at the 2012 Edina Film Festival, the film has also been selected for the National Public Health Week Film Festival hosted by the University of Minnesota's School of Public Health, to be held April 2-6.

"Another thing that Alec has really contributed is he's given kids hope," said Edina High School Chemical/Mental Health Coordinator Janet Schank, who served as Fischer's mentor during the production of the film. "We just know the feedback that he's gotten. There are all those kids out there [who] walked away from the film thinking, 'Wow; if he can get through this, I can get through this, too.' ... There are also the kids who change their own behavior and are also willing to stand up and stop bullying for other kids because of what they've seen." In addition to the production of the film, Fischer also participated in theater, music, Dare to Be Real 2012, the 2012 Leadership Cabinet and was nominated to the Homecoming Court in high school.

To be voted Edina's 2012 Person of the Year was "such an honor," said Fischer. "Even to be nominated with the people I was nominated with, [including recently retired Parks & Recreation Director John Keprios, former Rep. Keith Downey and Southdale Center General Manager Laurie Van Dalen,] that by itself was exciting and mind blowing. And I think that each of them were incredible people who have done their part to deserve that honor."

"He's a very compassionate and caring young man with a heart of service and a creative mind that can really approach and attack issues in a way that can capture the hearts and minds of those who watch his film," said Edina High School Principal Bruce Locklear and close friend of Fischer.

"He really took the bullying issue – researched it, understood it, experienced it – and so he was able to speak with a degree of authority around the topic," said Locklear, whom Fischer calls "Doc Lock." "More importantly, he was able speak with a heart of service, to render help and to offer support to not only our school and our district, but districts initially in the state but now across the nation. And that's been fun to see one of our own just blossom and do great things and obviously we are very proud of him. And every time I see him, my heart just warms because he is such an outstanding young man."

"I kind of looked around and saw that a lot of my friends were way worse off than I was," said Fischer. "I realized that I needed to stop throwing myself a pity party for

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how bad I was getting bullied and I really needed to worry about what my friends were going through, and that was a good self-therapy for me.”

To keep tabs on his friends, Fischer monitors posts on social media. “I’ve had a lot of people Facebook me and say, ‘I don’t know what to do; I’m about to kill myself,’” he said. “It’s freaky; it really shows you that it is a relevant problem and that there are so many people out there who need help.” Multiple times, Fischer has called the school or counselor of the children who have reached out to him for help.

“If anything like that ever happens to people, they just need to know that they shouldn’t be afraid to tell an adult [who] they know will help,” he said. “Our society is told that we shouldn’t tattle on people. But with stuff like that, it’s not tattling; it’s really important that they say something.” In addition to listening to stories and offering support to those who message him, Fischer has also recommended help lines.

Since graduation, Fischer has been invited to present the film at 15 schools, organizations and conferences throughout the fall of 2012 and is a student representative at the PACER (Parent Advocacy Coalition for Educational Rights) Center, a Bloomington organization working to enhance the quality of life of children and young adults with disabilities and their families. He attended the University of Wisconsin – Milwaukee for a semester, but took some time off in hopes of transferring to a school in Los Angeles to major in film production, a career in which he’s been interested since his first film project in eighth

grade. “It was really cool watching people react to what I had made,” said Fischer of his introductory short horror film. He soon realized that film would become the avenue by which he would share his passion for human rights and social issues.

His future plans also involve the production of a 10-episode series called “Contemporary Perspectives,” which will outline a variety of social issues that aren’t frequently discussed in society. Fischer has also produced public service announcements and plans to volunteer with local human rights groups. Once he’s able to secure funding, he also intends to produce the film “Transphobia.”

“What I’ve kind of realized is people are afraid to talk about things because they’re uncomfortable,” said Fischer. “So my hope would be, through my films, to be able to give people that language to start discussions. My films would be like a catalyst for discussion about these difficult topics.”

If you or someone you know is being bullied and you don’t know where to turn for help, call the PACER’s National Bullying Prevention Center at 952-838-9000 or visit www.pacer.org/bullying. For more information on Fischer or “Minnesota Nice?,” email alec.fischer.films@gmail.com or visit www.facebook.com/AlecFischerFilms. To view the film, visit <http://bit.ly/MNNice>.



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City Takes Steps Toward Sustainability

By Jordan Gilgenbach

In 2011, the City spent \$1 million on energy for its 20 buildings, including City Hall, Public Works & Park Maintenance Facility, Braemar Arena and others, according to an energy-use study. The City's carbon footprint was 1.9 million pounds of carbon dioxide.

The City of Edina is taking a harder look at sustainability in an effort to reduce the City's environmental impact while saving the City and its taxpayers money. Following the State's energy use legislation, the City's goal is to cut carbon emissions by 15 percent by 2015, 30 percent by 2025 and by 80 percent by 2050. City Environmental Engineer Ross Bintner leads many of these efforts.

"The City maintains several large buildings, so energy savings is a big deal," Bintner said. "Reducing energy use to provide the same level of user comfort is a win because now we've reduced long-term operating costs for just a small initial investment."

Recent upgrades at Edinborough Park are doing just that in an effort to save money, in turn reducing its carbon footprint. By switching to high efficiency lighting, the park expects to save \$40,000 or more each year, which quickly offsets the initial \$65,000 cost to upgrade.

The City has advanced its eco-friendliness through the programs of two organizations: Tree City USA and GreenStep Cities.

Edina Becomes A Tree City USA

Inside Edina's 16 square miles are tens of thousands of trees. In fact, Edina is home to more than 30,000 trees lining

the streets and more than 600 acres of naturally wooded areas. Edina's designation as a Tree City USA shows the City doesn't take its trees for granted.

Tree City USA is a program of the Arbor Day Foundation, supported by the U.S. Forest Service, the National Association of State Foresters and the Community and Urban Forest Program. More than 3,400 cities around the nation are Tree Cities, 89 of them Minnesota cities.

According to the Arbor Day Foundation, there are four standards that must be met to become a Tree City USA. Cities must have a tree board or department to care for the trees, a tree care ordinance, a community forestry program and an Arbor Day observance or proclamation.

"We see joining Tree City as a great step to take," said Sean Barry of the Arbor Day Foundation. "It shouldn't be seen as a destination in itself – we see it as a baseline. We want to see cities meet and exceed the Tree City USA standards."

"Trees are a really big asset to cities because of all of the benefits they bring," said City Forester Tom Horwath. "But trees in an urban setting need extra work. Generally, a tree's lifespan is cut in half because of the different soil types, lawn chemicals, watering, air filtration, depleted nutrients and pollution. It's important that we keep our trees healthy."

Horwath said tree diseases and invasive species such as buckthorn, Dutch elm disease and emerald ash borer, are also threats to trees. "Yearly city-wide elm loss is anywhere from 300 to 800 trees," he said.

“Trees provide energy savings from the shade trees, health benefits in terms of cleaner air and also improved storm water management,” Barry said. “In terms of qualitative benefits, we’ve seen research from the National Association of Realtors that property values are higher where cities have a robust tree canopy and a well-managed urban forest. Those are very desirable areas.”

Horwath said tree replacement and additional plantings are always a focus within the City.

City Reaches Step Three As A GreenStep City

The City has expanded its role as a GreenStep City and has reached the highest level of certification. Out of the 54 cities participating, only four have received the designation as having achieved “Step 3.”

“Reaching Step 3 shows that the City of Edina is moving in the right direction toward sustainability,” Bintner said. “GreenStep has five categories with 28 best practice items. There are an additional two to eight action items under each best practice. To reach Step 3, we were required to complete 28 items and we completed 37.”

“Residents continue to tell us that the environment and sustainability is important to them,” said City Manager Scott Neal. “And the City government should also reflect those values.”

“The goal of GreenStep is to provide a framework to make sustainable thinking the norm among cities,” said Philipp Muessig, GreenStep Cities Coordinator. “We provide cities a framework of vetted, reviewed best practice items that

have the greatest benefit. With that, GreenStep challenges, assists and recognizes cities to be more sustainable.”

For example, an action item was fulfilled by updating the City’s Turf Management Plan so only organic herbicides are applied to athletic fields near schools.

“We didn’t have to go all that way to satisfy that phase, but we chose to,” Bintner said. “We wanted to try something to reduce the amount of herbicides on the landscape.”

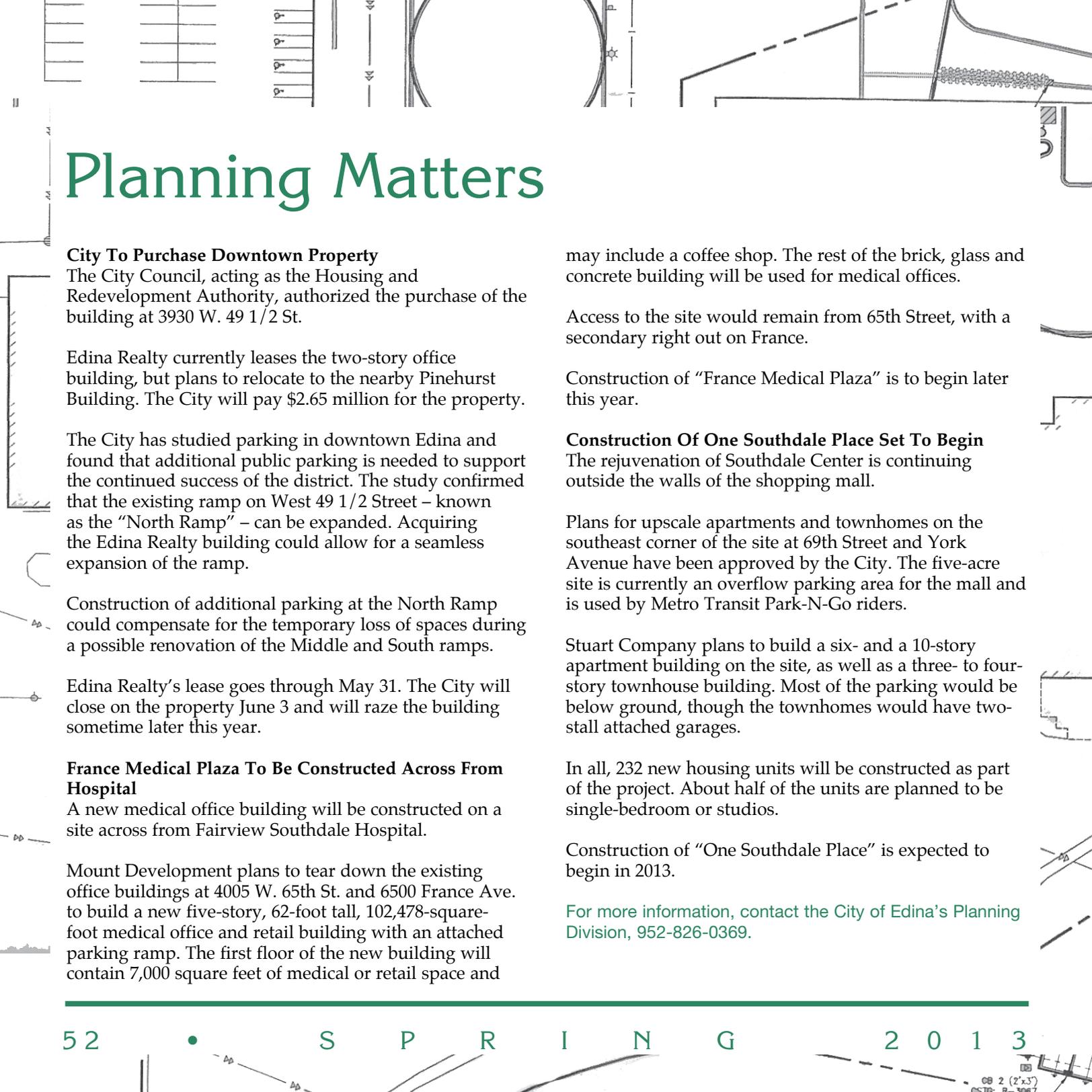
“When it comes to single-use items like plastic forks and napkins, we’ve made the step to have compostable materials,” Bintner said. “We’ve done step one and made the purchasing decision, but now what? We need to have the bin for compost and deal with that properly. That’s the need to think about sustainability a little more holistically instead of taking a siloed approach.”

“GreenStep is working to expand the program beyond three steps, with the higher steps focusing on measurement and issues at a greater depth,” Meussig said. By doing this, the GreenStep program will have an even greater effect on cities.

“Sustainability is just good business,” Neal said, “helping us be more efficient, effective and it saves money.”

Bintner said there is still room to grow and become more green, but every little bit helps the cause.

For more information, contact Bintner at 952-903-5713.



Planning Matters

City To Purchase Downtown Property

The City Council, acting as the Housing and Redevelopment Authority, authorized the purchase of the building at 3930 W. 49 1/2 St.

Edina Realty currently leases the two-story office building, but plans to relocate to the nearby Pinehurst Building. The City will pay \$2.65 million for the property.

The City has studied parking in downtown Edina and found that additional public parking is needed to support the continued success of the district. The study confirmed that the existing ramp on West 49 1/2 Street – known as the “North Ramp” – can be expanded. Acquiring the Edina Realty building could allow for a seamless expansion of the ramp.

Construction of additional parking at the North Ramp could compensate for the temporary loss of spaces during a possible renovation of the Middle and South ramps.

Edina Realty’s lease goes through May 31. The City will close on the property June 3 and will raze the building sometime later this year.

France Medical Plaza To Be Constructed Across From Hospital

A new medical office building will be constructed on a site across from Fairview Southdale Hospital.

Mount Development plans to tear down the existing office buildings at 4005 W. 65th St. and 6500 France Ave. to build a new five-story, 62-foot tall, 102,478-square-foot medical office and retail building with an attached parking ramp. The first floor of the new building will contain 7,000 square feet of medical or retail space and

may include a coffee shop. The rest of the brick, glass and concrete building will be used for medical offices.

Access to the site would remain from 65th Street, with a secondary right out on France.

Construction of “France Medical Plaza” is to begin later this year.

Construction Of One Southdale Place Set To Begin

The rejuvenation of Southdale Center is continuing outside the walls of the shopping mall.

Plans for upscale apartments and townhomes on the southeast corner of the site at 69th Street and York Avenue have been approved by the City. The five-acre site is currently an overflow parking area for the mall and is used by Metro Transit Park-N-Go riders.

Stuart Company plans to build a six- and a 10-story apartment building on the site, as well as a three- to four-story townhouse building. Most of the parking would be below ground, though the townhomes would have two-stall attached garages.

In all, 232 new housing units will be constructed as part of the project. About half of the units are planned to be single-bedroom or studios.

Construction of “One Southdale Place” is expected to begin in 2013.

For more information, contact the City of Edina’s Planning Division, 952-826-0369.

Business Notes

Holistic Pet Center Opens At Centennial Lakes Plaza

In recent years, people all over the country have made a conscious effort to eat healthier. But have you ever thought that your pet might want to eat healthier, too?

It's A Pet's Life is a holistic pet center that offers all natural, organic and healthier pet foods. All of its foods contain no meat by-products and are gluten free. It's A Pet's Life opened a second location at 7433 France Ave. in Centennial Lakes Plaza. Its flagship location is located at 1115 Vicksburg Lane, Plymouth.

Owner Dan Mechley is excited about the new Edina location, which opened on Dec. 14, 2012. "We've had a great response from people so far," he said.

In addition to dog and cat food, It's A Pet's Life offers food for rabbits and other small animals as well as "backyard pets" such as wild birds.

It's A Pet's Life also has an online store with free local delivery on all orders and its website offers information on holistic pet foods and pet lifestyle.

For more information on It's A Pet's Life, visit www.itsapetslife.com.

Color Glo International Named To U.S. Chamber's Blue Ribbon List

Edina-based Color Glo International is one of just nine Minnesota small businesses to have been recognized in the United States Chamber "Blue Ribbon List" of 100 small businesses. The list recognizes businesses for their dedication to free enterprise and the restoration of jobs and prosperity.

Color Glo International will be recognized in Washington, D.C., at the U.S. Chamber's 2013 Small Business Summit on April 29.

"The Blue Ribbon Award winners show that, even facing uncertainty and economic challenges, small businesses can grow and succeed," said Thomas J. Donohue, U.S. Chamber President and CEO. "They are America's economic engine, driving growth and job creation all across this country."

Located at 7111-7115 Ohms Lane, Color Glo International has specialized in the restoration and repair of leather, vinyl, velour cloth and hard plastics that are often found in automotive, aircraft and marine products since 1975. Award recipients are chosen by showing exemplary business practices in categories such as customer service, strategy and community involvement.

Mandi Brandon, Director of Operations for Color Glo applied for the award in November 2012 and was notified in February that they had been chosen.

"It's validation that we're doing the right things," said Brandon. "It gives us the initiative to continue."

For more information, visit www.colorglo.com or www.colorglocares.com.

– **Compiled by Brady Skoglund**

The Last Word



By Scott Neal
City Manager

One of the more difficult issues the City of Edina grapples with is the redevelopment of single-family homes. The question is simple: What can the City do to achieve greater balance between quality of life and free-market residential redevelopment?

I am convinced that residential redevelopment in Edina is not possible without inconvenience and annoyance in the neighborhoods where it is occurring. The destruction of the old and the construction of the new cannot occur without the pounding of nails, whirring of saws and the cars of construction workers parked on our streets. Our challenge is to find a generally acceptable balance between the highly localized compromises in quality of life caused by such construction and the free market forces at the root of redevelopment.

In addition to the inconvenience and annoyance it causes, residential redevelopment also causes the community to lose not only some of its architectural history, but also most of what's left of its affordably priced housing. While the new homes we see being built in the community come in all shapes, sizes and aesthetic values, none of them fit into the "affordable" price range.

While the negative impacts are somewhat localized, the positive financial impacts are not. For example, from 2008 to 2012, 197 new homes were built on existing lots where

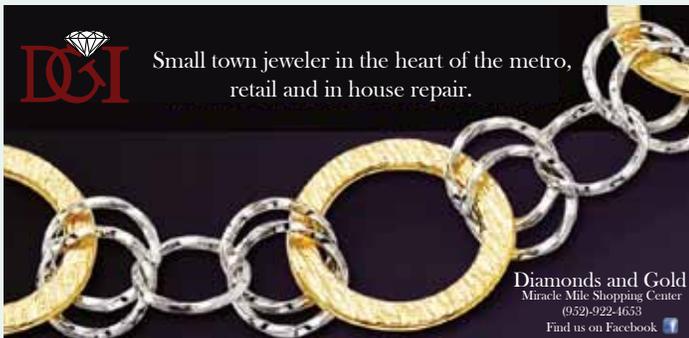
the old house was removed to accommodate a new one. This is the classic definition of residential redevelopment.

The estimated market value (EMV) of the 197 "old" homes was \$78,423,600. The 2012 EMV of the 197 "new" homes is \$210,224,800, nearly three times higher than the original EMV.

The \$131.8 million impact to our tax base caused by the redevelopment of these 197 homes is significant. To put it into some context, consider this: it's more than the entire 2012 EMV of the City of Granite Falls, Minn. (\$130.6 million), but a bit less than the 2012 EMV of Southdale Center (\$139.9 million). In other words, the incremental tax base growth caused by the redevelopment of these 197 homes in Edina has the roughly the same impact on our tax base as the addition of another new shopping mall the size and scale of Southdale or addition of the entire tax base of Granite Falls.

Unlike the State's income tax and sales tax collections, Minnesota's property tax system does not allow tax base growth like this to create windfall property tax revenue collections for local governments. Nonetheless, the fiscal impact of this \$131.8 million growth to our tax base is that it shoulders approximately \$425,000 of the City's annual property tax levy. That means the other 18,000 property tax payers in the City had their shares of the City's property tax levy reduced by about 1.5 percent.

Finding the right balance of residential redevelopment in Edina is difficult. We're working on the issue and I am confident the City will strike a balance that protects neighbors while welcoming new investment that benefits us all.



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