

**Recap of East Downtown Council's Business Forum
Thursday, October 18, 2012
Presentation and tour of new American Academy of Neurology headquarters**

- EDC director and marketing committee chair Tom Hayes convened the meeting and noted that in the absence of the president, Jim Norkosky, and the membership director, Dan Collison, he will forego the membership update and instead explain some of the advantages of membership, e.g.: great networking opportunities, enhanced business visibility, and representation on area development plans and initiatives. Tom also explained what the marketing committee is working on: planning an EDC membership directory with a map to increase the visibility of the services available within the Downtown East/Elliot Park (DEEP) District that will hopefully drive traffic to their door. This directory will be available not only to members but particularly to the teams of people coming to the area to work on the stadium.

Tom then introduced and thanked the newest member of the EDC for joining: Dale White of ProBid LLC. Dale explained that he and Erroll Foster are partners and that their company is involved in training individuals on how to properly bid and estimate on government, commercial and private contracts. Their focus right now is working with the City of St. Paul's Section 3 Program to train people for their Neighborhood Stabilization Program projects. ProBid is wrapping up the first wave of training (8 class session over 4 weeks) and will begin a second wave on November 27th. ProBid also conducts classes on how to become pre-qualified for working capital loans so that if a client is awarded a project they then have the ability to finance it. Dale then noted that he has already taken advantage of the networking opportunities by meeting with Nick Rosener of Tech Nick Consulting regarding his web marketing services.

Tom then gave an update on the Stadium Implementation Committee on which Jim serves.

- Dallas-based HKS, Inc., the architectural firm that designed stadiums for the Dallas Cowboys and Indianapolis Colts, was chosen to design the new Vikings stadium. They'll work with many local design and engineering firms throughout the process. They did have two early schematic designs as part of the application process but the final schematic designs are expected to be available by March 2013.
- The SIC is finalizing design planning and stakeholder principles that are due by the end of November that will thereafter be given to HKS as guiding principles for the new People's Stadium.
- Next week on October 23rd there is [The People's Stadium] environmental scoping public meeting from 5 to 7 p.m. in the Halsey Hall Room of the Metrodome. They'll be taking comments on ecological effects, traffic access, noise, parking, transit, tailgating and railgating, historic issues, visual aesthetics and any other issue of importance to you. The EDC is working on bringing HKS as a speaker for a future monthly or special business forum [the complete Scoping EAW and draft Scoping Decision Document can be viewed at www.msfa.com].

Thereafter the rest of the audience introduced themselves then Tom announced the following:

- The November 15th Business Forum will be a presentation by Valspar Corporation on expansion plans for its research and development campus followed by a tour of its corporate headquarter at Ameriprise Financial, 901 Third Avenue South, registration beginning at 11:30 a.m.
 - Due to the proximity to the holiday, the December 20th Business Forum has been moved to the 6th and will take place at the Guthrie Theater. More details to follow.
- Cathy Rydell, Executive Director and COO for the AAN and its affiliated organizations, led the audience through a slide presentation and advised that this is the first time the Academy has owned a building; they always rented space before and was in St. Paul off Shepard Road and 35E. They are the world's largest professional organization of neurologist, have over 25,000 members, a staff of nearly 150 and an

annual budget of about \$36 million. AAN is the largest trade association in Minnesota, headquartered in Minneapolis with offices in Washington, D.C. (a large lobbying presence there) and in Rochester, New York. One of the main sources of revenue comes from their five major publications that bring in about \$14 million annually to help support other programs within the organization. AAN has a strong Minnesota connection; they were founded in 1948 by A. B. Baker whose image is in the building lobby holding up the cerebral vessels of the brain.

Cathy advised that their mission is to be indispensable to their members some of whom are medical students, retired neurologists, and business managers of neurology practices. AAN's vision is to promote the highest quality patient-centered neurologic care and enhance member career satisfaction. At every stage of a neurologist's career they have different needs and AAN wants to make sure they are given the tools and resources to be happy with what they're doing and in these days of health care reform they're not all happy.

Cathy defined what a neurologist is — a physician who has specialized training in the diagnosis and treatment of diseases of the nervous system, versus what a neurosurgeon is — a physician who has specialized training in surgery on the brain and other parts of the nervous system as she still receives calls from people who actually need the latter rather than the former. She mentioned that while on the tour to notice in the sensory garden the different diseases printed on the bricks to help people understand that these are all disorders of the nervous system. When she came on board 14 years ago she was told by the leadership that there was no prevention, very few treatments and no cures available for these disorders; she can happily say today that there are really advancements in treatments but still no prevention for many of these diseases although with stroke and other disorders you can minimize the risks. AAN's goal is not only to keep the physicians up to speed on the latest scientific research, treatments and education, but to also help them find cures and preventions for these diseases and then to remove the brick labeled with that disease from the sensory garden.

Cathy also talked about the AAN's two annual events (i.e., the Annual Meeting with a free Brain Health Fair for patients and the public, and the Neuro Film Festival to support brain research) and described their advocacy efforts (e.g., Neurology on the Hill, Palatucci Advocacy Leadership Forum) for its membership. Some of AAN's top federal priorities include more equitable pay for neurologist so they're able to provide the primary care needed, and clinical trial protection. Some of its top state priorities include concussion (working with the NFL to obtain a research grant and other kinds of activities), brand-specific epilepsy drugs, and telemedicine best practices and reimbursement. For more detailed information visit <http://www.aan.com/go/advocacy>.

Cathy explained that when she and Tim were scoping out a new location and deciding whether to renovate an existing building, build on a vacant lot or tear down, when she first saw this site she said "We're home!" They are pleased the City embraced their ideas and concept. It is the first substantial new construction office building in Minneapolis in 10 years and they think they are adding value to the Mill District riverfront community. Being part of the community means being involved and giving back: they donated over 2,000 bike helmets at the June 9th Mill City Farmers Market in celebration of their grand opening; they provide space for neurology-related groups; and provide space for local community groups as in this instance to the EDC. They also have partnerships and sponsorships with the Mill City Farmers Market, the MRP Riverfront Vitality Summit and Celebration, the EDC, and Mill City Commons.

After entertaining questions, the audience was divided into four groups led by AAN staff — Angela Babb, Director of Communications; Tim Engel, CFO and project lead on the new headquarters; Jason Kopinski, Chief Marketing and Technology Officer; and Cathy Rydell — who guided them throughout the 5-story, 63,000 sq. ft. state-of-the-art building with a scenic rooftop terrace and a sensory garden. The lobby offers three video screens visible and audible from the exterior featuring information about the

academy's work as well as stories about the brain.

ESG Architects, with David Graham as lead, designed the building; Mortenson Construction was the construction partner; 20 Below Studio was the interior design architect; and Oslund and Associates was the landscape architect. For additional information visit <http://finance-commerce.com/2012/06/building-blocks-american-academy-of-neurology/>.

All attendees received a complimentary copy of the August/September 2012 edition of *NeurologyNow* and were encouraged to subscribe to it, and an AAN-branded thermos bottle.