

PERSPECTIVES

NEWS AND VIEWS FOR THE TENANTS OF CAMPBELL MITHUN TOWER

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Being Green.

What does it mean?

The terms sustainable and green can be found nearly everywhere these days. We see it in the supermarket on many of the products that we use; we hear it in the news; we read about it in magazines and on line; and many of us are hearing it regularly in the work place. Everyone seems to be going green. But what does Green mean? Green is a term commonly used to describe the philosophy and social movement focusing on concerns for environmental conservation and improvement of the state of the environment for current and future generations. Green (or sustainable) practices are lifestyle, workplace, and production methods that reduce the negative impact on the environment by responsible management of natural resources.

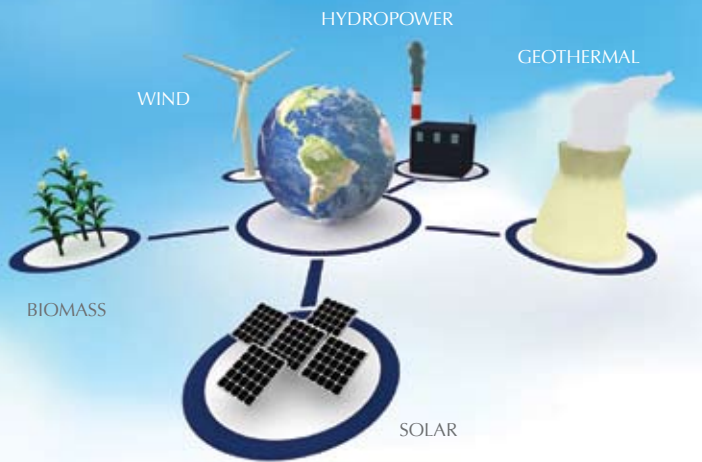


Why is it so important?

Fueling up a car or switching on a light are pretty easy tasks for us to do as consumers. As individuals, we tend to not think about where these resources come from and it can be difficult for us to fully grasp what it takes to generate these products; how much we collectively use and the effects of that use on the environment. The earth has a limited supply of naturally occurring resources, many of which are slow to renew, or are not renewable at all. This means that many of the resources that we have become accustomed to using will someday run out and will no longer be available for future generations. Did you know the age of the organisms that are the primary ingredients for the fossil fuels we use today can be as much as 650 million years old?

HOW OUR NATURAL RESOURCES ARE BEING USED

- The typical American home uses about 300 gallons of water each day.
- Oil consumption in the United States and Canada equals almost 3 gallons per day per capita. Oil consumption in the rest of the world averages between 0.2 and 1.4 gallons per day per capita.
- The amount of wood and paper we throw away each year is enough to heat 50 million homes for 20 years.
- A liter (around a quart) of gasoline is the result of about 20 metric tons of ancient organic material deposited on the ocean floor.
- The United States is the world's largest consumer of energy, consuming three times the amount of energy today, as in the 1950s. Only about 10% of the energy used in the U.S. comes from renewable sources.



The United States relies heavily on fossil fuels (coal, oil, and natural gas) for its energy supply. Fossil fuels are non-renewable, which means that these finite resources will someday be exhausted. How can this problem be solved? There is a growing focus on renewable sources of energy production, such as wind, solar, hydropower, geothermal, and biomass. These methods are considered green because they are constantly renewing themselves, and therefore, will never run out.

What is the Campbell Mithun Tower doing to be Green?

In 2009, the Campbell Mithun Tower achieved LEED Gold Certification for Existing Buildings, and has maintained Energy Star status since 2002. These accomplishments required that many sustainability strategies and programs be implemented. Water usage was reduced by approximately 55%, or over 2.2 million gallons annually, by replacing plumbing fixtures throughout the building. An ongoing consumables recycling program was put in place that has allowed the building to recycle over 50% of its outgoing waste. There are also programs in place that reduce the mercury content in the light bulbs we use by 72%. The use of environmentally harmful chemicals in the Campbell Mithun Tower is also closely monitored and must remain below predetermined levels. This program includes cleaning and restroom products and equipment, as well as Volatile Organic Compounds found in paint, varnishes, adhesives, and many other commonly used products.

What can you do?

Many people are turning to a more environmentally friendly way of life and there are many easy things that we can all do every day, at home and in the office, to be more green. A green lifestyle is not only good for the environment, but can also be very cost-effective. See the sustainability tips further on in the newsletter for some great ideas on how small changes that you can make everyday can have an impact.

Renewable Energy Sources

WIND ENERGY

Wind Energy is the fastest growing renewable energy sector in the world. Wind energy is simply air in motion and is used to generate electricity via the use of wind turbines. The wind flows over the turbine's blades creating lift, which causes them to turn. The blades are connected to a drive shaft that turns an electric generator to produce electricity. Minnesota is currently a leader in U.S. wind energy production and usage, with 9.4% of total electricity produced by wind at the end of 2009.

SOLAR ENERGY

Solar energy is the Earth's most available energy source. Solar power is capable of providing many times the total current energy demand. Solar energy is the sun's rays (solar radiation) that reach the Earth; this energy can be converted into other forms of energy, such as heat and electricity. On a large production scale, solar thermal power plants use the sun's rays to heat fluid to very high temperatures. The fluid is transferred to water to produce steam. The steam is converted into mechanical energy in a turbine and into electricity by a conventional generator. Solar energy can also be created on a smaller scale by the use of solar panels.

HYDROPOWER

Hydropower is one of the oldest sources of energy. Through this method of energy production, electricity is created by harnessing the force of moving water in dams. Water flows through a pipe, or penstock, then pushes against and turns blades in a turbine to spin a generator to produce electricity. Hydropower is the renewable energy source that produces the most electricity in the United States. It accounted for 6% of total U.S. electricity generation in 2008.

GEOTHERMAL ENERGY

Geothermal energy is generated in the Earth's core. Temperatures hotter than the sun's surface are continuously produced inside the Earth by the slow decay of radioactive particles. Heat and electricity can be produced using geothermal energy by digging deep wells and pumping the heated underground water or steam to the surface using heat pumps, geothermal power plants, and direct-use heating systems. The United States leads the world in electricity generation with geothermal power. In 2008, U.S. geothermal power plants produced 14.86 billion kilowatt-hours, or 0.4% of total U.S. electricity generation. Seven States have geothermal power plants, with California leading the charge with 34 geothermal power plants currently in use.

BIOMASS

Biomass is organic material made from plants and animals. Some examples of biomass fuels are wood, crops, manure, alcohol fuels from some fruit products, and some types of land-fill mass. Biomass can be converted to usable forms of energy, such as methane gas or transportation fuels like ethanol and biodiesel. Crops like corn and sugar cane can be fermented to produce ethanol. Biodiesel, another transportation fuel, can be produced from leftover food products like vegetable oils and animal fats. Currently, Biomass fuels provide about 4% of the energy used in the United States. Using biomass for energy may cut back on waste and greenhouse gas emissions.



Working to Make Downtown Minneapolis a Great Place to Work, Live, Shop & Visit

The Minneapolis Downtown Improvement District (DID) began its operations on July 1, 2009 so has reached the end of its first year of service. DID Ambassadors, outfitted in bright 'tennis ball green' and blue uniforms, patrol over 120 downtown blocks providing assistance to locals and visitors, maintaining the area, promoting downtown businesses, and making downtown safer and more enjoyable by working closely with law enforcement and local social service agencies. During the first six months of the DID, Ambassadors removed 480,000 pounds of trash, removed 4,862 graffiti tags, weeded 498 block-faces, and pressure washed 917 block-faces. Ambassadors are on patrol from 7 am – 11 pm M-F, 10 am – 11 pm Sat, and 10 am – 6:30 pm Sunday.

In addition to providing a cleaner, safer, and more friendly downtown on a daily basis, the DID has developed a 20 year plan for bringing more green infrastructure to downtown. The plan begins this summer with the addition of over 200 planters and 140+ hanging baskets. The 20 year plan includes a combination of five key greening opportunities: seasonal plants; landscaping at gateway entries to downtown; perennials and trees at boulevards and medians; new and renovated parks; and landscaping at private properties (parking edges, pocket spaces, storefronts). Winter greening is also planned beginning in 2010 with the addition of over 425 wreaths and 317 garland, plus 1.5 million twinkle lights on Nicollet & Hennepin for added dazzle.

For more information about the Minneapolis Downtown Improvement District visit their website at www.MinneapolisDID.com.

SERVICES ROUTINELY PROVIDED BY DID AMBASSADORS

- Create a friendly, welcoming environment for everyone
- Look out for disorderly conduct
- Help Minneapolis police address crime and aggressive panhandling
- Remove litter and graffiti
- Perform pressure washing and other special projects
- Connect social services programs to those in need
- Provide maps, guides and helpful directions
- Provide a friendly smile

Concierge Corner



*Nancy Keyes, Concierge
Campbell Mithun Tower*

Minnesota State Fair
August 26th - September 6th (Labor Day)

Valley Fair
Ongoing through October 31st
www.valleyfair.com

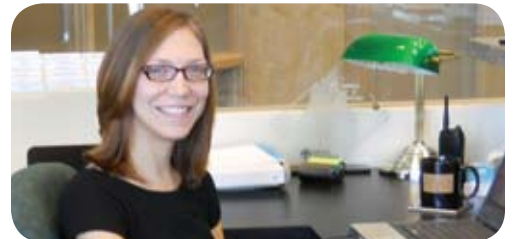
Renaissance Festival
August 21st - October 3rd, weekends
and Labor Day, plus Friday October 1st

Nicollet Mall Farmers Market
Every Thursday through October 8th

Election Day
November 2nd

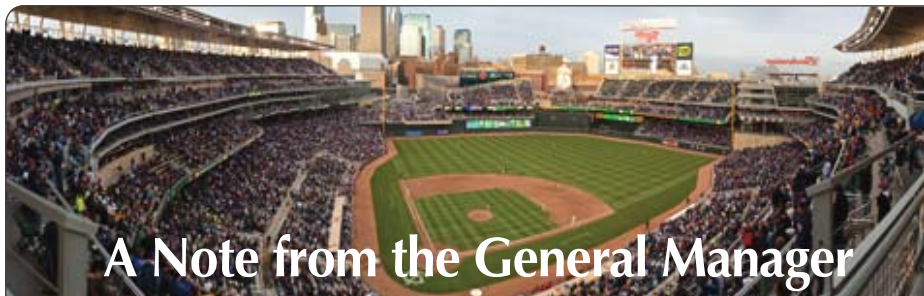
Daylight Savings Ends
November 7th

Meet Brianna Diaz



*Brianna Diaz, Operations Assistant
Campbell Mithun Tower*

Brianna Diaz joined the Campbell Mithun Tower management team as the Operations Assistant in March 2010. Brianna has been with NorthMarq (formerly United Properties) for over four years, and previously served as the Operations Assistant at a suburban office property. In addition to her days here at the Campbell Mithun Tower, Brianna is also a full-time student at Augsburg College, majoring in Finance with a minor in International Business. For six weeks this summer, she will be studying Spanish language and Latin dance in Cuernavaca, Mexico. In her spare time, Brianna enjoys travel, cooking, and local arts, music and theatre. She can be reached at (612)342-2222 or brianna.diaz@northmarq.com.



A Note from the General Manager

Target Field: The Minnesota Twins Return to Outdoor Baseball



Kevin Connolly,
General Manager
Campbell Mithun Tower

There's something invigorating about being in a new state-of-the-art outdoor baseball stadium. It's been 28 years since the Minnesota Twins played a home game without a roof overhead. On April 12, 2010, that all changed with the opening of Target Field, the new home of baseball for the Twins.

Twins fans have been anticipating a new outdoor stadium ever since they moved to the Metrodome in 1982. Although there was a good deal of success in the dome, which included World Series victories in 1987 & 1991, nothing could be more evident of the excitement than to see fans smiling as they entered Target Field

on opening day. I was fortunate enough to be in the crowd that day and the atmosphere was explosive! With summer-like weather (keep in mind it was April 12) the day started with an F-16 flyover as part of the festive pregame ceremonies. An announced crowd of 38,145 came to their feet when the Twins took the field and they were still standing when the game ended with a Twins victory! A great way to kick-off their new home!

The energy of Target Field can be felt from blocks away and this should translate into home field advantage for the Twins in their inaugural season. The sightlines are great whether you're in your seat or standing from many vantage points throughout, and include striking views of the Minneapolis skyline. If you're just out and about in the stadium neighborhood, you can easily walk up and peer into the stadium from the Kirby Puckett gate (Gate 34), a very fan-friendly touch.

A new stadium can be short on historic feel, but the Twins did an excellent job of honoring their legends of the past with statues, gates numbered after certain players, as well as food stands themed after memorable Twins. There are also plenty of options near Target Field to enjoy, whether you're looking for lunch, dinner, drinks or late night entertainment. It's all within close proximity to the stadium. There is plenty of parking near Target Field, but if you work in downtown, it's a nice walk to the field. I made my way from the Campbell Mithun Tower to the stadium with ease. If the weather is uncooperative, you can easily make the trek to the ballpark through the skyway system.

Spectacular and intimate.... breathtaking views.... dazzling amenities.... and a staggering array of special features! Those are just a few things you can find in your experience at Target Field! Blue skies, green grass and fresh air. You can't help but feel good about Minnesota baseball again.

New Tenants



elementpower

Element Power - Suite 2870

Element Power develops, acquires, builds, and operates utility-scale solar and wind power projects. They create clean, renewable sources of energy to meet the increasing demand for green electricity and to address the pressing challenges of global warming and energy security. Through partnerships with utilities, land-owners, other developers, and equipment manufacturers, Element Power develops projects that are both profitable and sustainable. Owned by Hudson Clean Energy Partners, a leading global private equity firm, dedicated solely to investing in renewable power, alternative fuels, energy efficiency and storage, Element Power is pursuing projects in the European, North American, and South American energy markets. Element Power has principal offices located in London, Madrid, and Portland, Oregon, as well as regional offices sited across the globe.

www.elementpower.com



W. MICHAEL GARNER, P.A.
Law Offices

W. Michael Garner, P.A. - Suite ?

W. Michael Garner is one of the country's leading trial lawyers for franchisees and dealers in their disputes with their franchisors and suppliers. He has stopped terminations and non-renewals; won damage awards for fraud and termination in the hundreds of millions of dollars; advised people on buying a franchise; helped folks get out of their franchise; protected franchisees when their franchise systems got bought, sold or spun off; formed and advised groups and associations of franchisees; and protected franchisees when their franchisor was trying to invade, or encroach on, their territory.

AROUND THE TOWER



Ross & Orenstein - Suite 470

Ross & Orenstein LLC is a business litigation firm. It was founded by Jeff Ross & John Orenstein, both formerly of Anthony Ostlund Baer & Louwagie, in February 2009. Jeff and John are joined by attorneys Kelly Pierce and Harry Niska and legal assistant Paul Mau. Ross & Orenstein's cases include securities claims for institutional investors and other complex litigation, much of it in the courts in New York and federal courts across the country.

<http://rossbizlaw.com>



Benchmark Reporting Agency- Suite 450

Ranking among the most respected court reporting agencies in the nation, Benchmark has been Minnesota's premier court reporting agency for more than 40 years. In addition to court reporting services they offer legal videotaping and video conferencing. Benchmark is committed to service excellence and the highest ethical standards. They are proud to live up to their name as "The Benchmark" of excellence in service and knowledge in the court reporting industry.

<http://www.benchmark-reporting.com>

9th Street Experience



Many of you may have seen the hustle and bustle of people in the building atrium on the evening of Wednesday, June 9th. The Campbell Mithun Tower served as the starting point for the 9th Street Experience's Inaugural scavenger hunt.

The public was invited to participate as guests in the hunt, which lead them down Ninth Street searching for various items at businesses along the route. Guests were provided with a gift bag containing a map of the participating businesses, as well as a list of clues to help them in their search. For each item that participants successfully located, they were given a raffle ticket for prize drawings. In all there were 14 clues, yielding up to 14 chances to win some of the great prizes that were drawn during the after party at Solera. The purpose of the hunt was to raise awareness of the businesses along Ninth Street and create buzz about this side of Downtown Minneapolis. The first event was such a success that the 9th Street Experience is hoping to make it an annual affair.



BOOKS ARE FUN FAIR



ICE CREAM SOCIAL



HOLIDAY EVENT

Recycling Program

Mixed Paper

YES

- Newsletters, newspapers and magazines
- Adding-machine paper
- Post-it notes
- Computer paper and forms
- Reports and carbon-less forms
- Cardstock and index cards
- Stationary and copier paper
- Envelopes and manila file folders
- Glossy flyers and mailers
- Phone books

NO

- Copier paper ream wrappers
- Food waste and food containers
- Bathroom wastepaper or napkins
- 3-ring binders and transparencies
- Photographs
- Hanging file folders or metal
- Ploy coated release paper

Mixed Rigid

YES

- Metal food and beverage cans
- Glass food and beverage bottles and jars
- Plastic bottles and jugs

NO

- Yogurt, pudding and fruit cups
- Microwaveable food trays
- Plastic wrap or bags
- Produce, deli or take out containers
- Containers that held hazardous products
- Margarine, cottage cheese, cream cheese and other tubs

Cardboard

YES

- All types

Batteries

YES

- All types

Campbell Mithun Tower Recycling Score Card.



Between January and May 2010, Campbell Mithun Tower recycled 76,920 lbs. of paper, aluminum cans, glass and plastic bottles, and corrugated cardboard. The recycling of our paper alone has saved over 600 trees, 159,000 gallons of water, 70 cubic yards of landfill space, and enough electricity to power 11 homes for a year.

While our recycling rate is very good, we have significant room for improvement. According to our 2009 Waste Stream Audit, we can increase the amount that we recycle by at least 50%, that's an additional 41,000 lbs. over a five month period. Please dispose of all of your recyclable material in appropriate recycle bins.

Please contact the management office at 612-342-2222 if you need additional recycling containers for your suite, or if you would like more information about our recycling program.

What happens to the stuff we recycle? Here are a few interesting end products you might not expect:

Glass beverage containers have been recycled into products such as aggregate for roads, marbles, decorative tiles, and surfboards. Recycled plastic containers are often used to make plastic lumber, plastic pipe, kayaks, park benches, and fiberfill for clothing, pillows and sleeping bags.

RECYCLING GENERATES FINANCIAL, ENVIRONMENTAL AND SOCIETAL BENEFITS



Sustainability Tips.

What You Can do to Reduce Waste

Reduce Waste by Reducing Junk Mail at Home.

- ▶ Junk mail accounts for 5.8 million tons of waste.
- ▶ 100 million trees are needed to produce one year's worth of junk mail.
- ▶ One day's supply of junk mail contains the energy to heat 250,000 homes.
- ▶ You spend 30 hours each year just handling junk mail (five minutes per day).

Here's what you can do to reduce the amount of junk mail you receive.

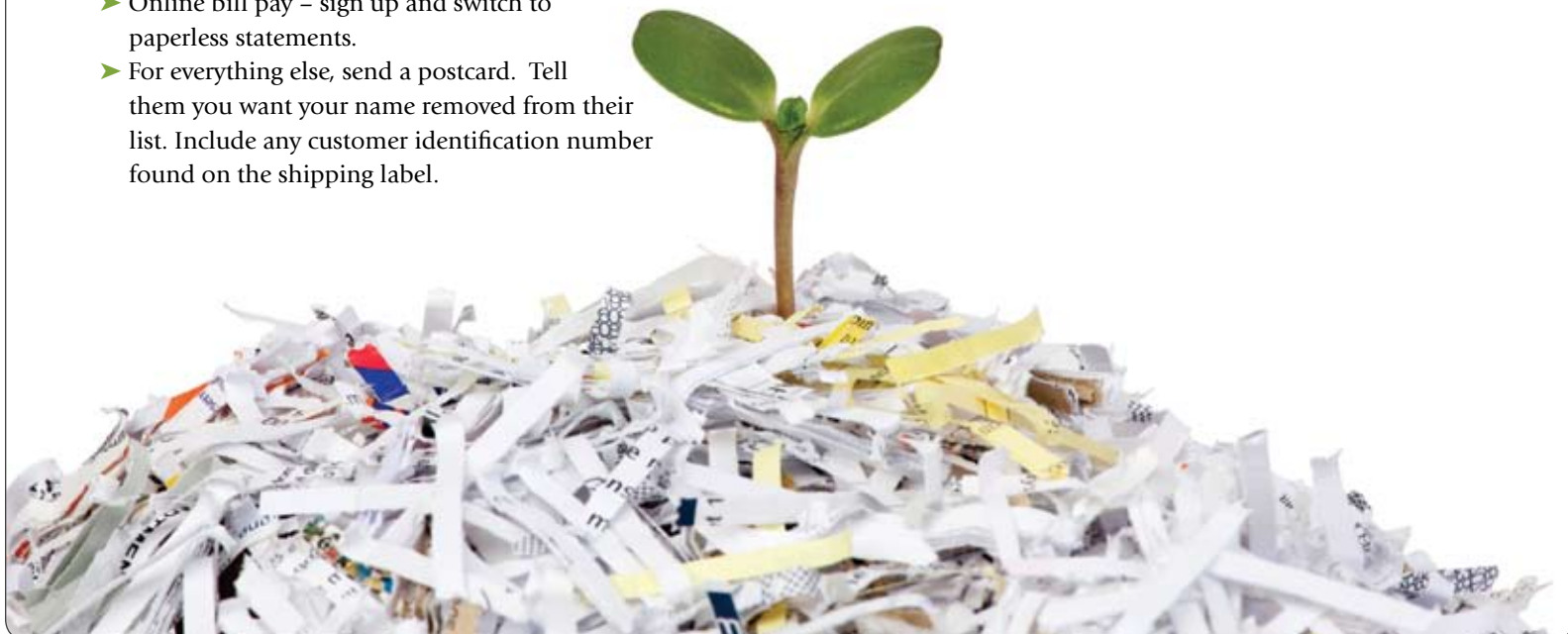
- ▶ www.catalogchoice.org You decide which catalogs you wish to receive or contact the catalog and ask them to remove your name from their mailing list.
- ▶ www.dmchoice.org The Direct Marketing Association offers households a way to ask mail order companies to remove their names from mailing lists. Be sure to provide all the various spellings and address variations that you want removed from mail lists. Your name will remain on the do-not-mail list for five years, but you can renew at any time.
- ▶ www.OptOutPrescreen.com or 1-888-567-8688 to reduce the amount of credit card offers you get.
- ▶ [Mailbox Values \(www.redplum.com\)](http://www.redplum.com) Click on Contact Us, then the add/remove button.
- ▶ [ValPak \(www.valpak.com\)](http://www.valpak.com) Click on Contact Us, fill out form and ask to be removed from list.
- ▶ Online bill pay – sign up and switch to paperless statements.
- ▶ For everything else, send a postcard. Tell them you want your name removed from their list. Include any customer identification number found on the shipping label.

Reduce Waste by Reducing Junk Mail to Your Business.

- ▶ Create and use a form letter. Ask organizations sending you unwanted mail to remove your data from their lists.
- ▶ Update your customer mailing list to save time and money.
- ▶ Call (800) 333-0505 or send an e-mail to custserv@dnb.com to have your company's address removed from lists sold to others.
- ▶ Stop incoming mail addressed to former employees by sending a list of former employees to Red Flag Employer Services at www.ecologicalmail.org.

Reduce Waste through Re-use.

- ▶ Purchase removable labels for file folders and binders so you can continue to reuse the folders and binders.
- ▶ Use reusable inter-office envelopes.
- ▶ Make use of the back side of waste paper for faxes, or as scratch paper.
- ▶ Use remanufactured toner cartridges in printers and copiers.
- ▶ Purchase refillable pens.
- ▶ Use reusable glasses and cups rather than disposables throughout the office. Keep a supply on hand for visitors.
- ▶ Encourage employees to bring lunches in reusable containers.
- ▶ Sell or donate your used office furniture and equipment. Visit www.mnexchange.org, a business-reuse network.



ON-SITE SERVICES

Caribou Coffee 612-338-0424

Still your first stop in the morning for your coffee. Watch for the new store opening this fall on the skyway level. With in store seating and Wi Fi, it will be the perfect location for your company meeting. If you really need to stay in the office though, there is catering available. Joe-To-Go boxed coffee and bakery items can be picked up or delivered. As always, the good morning smiles are free!

Allen Ray Studio 612-208-0273

A male-friendly salon, offering choices for business professionals and providing a comfortable environment for the business man. Amanda Bush, owner and national educator for Aveda, Italian Vogue, NY Fashion Week and various hair shows, along with photo shoots with Aveda, brings her talents to the Campbell Mithun Tower.

D. Brian's Deli & Catering 612-333-0841

Newly-remodeled with a new look and new menu items, but with the same great quality. Now with Wi Fi capabilities and daily specials. Open daily for breakfast and lunch. Be sure to check out our catering menu on-line at www.dbrians.com or see a manager to book your next on site or off site meeting or event.

Manpower International 612-375-9200

Manpower is an international leader in the staffing industry. Staffing firms were once about finding cover for vacation or special projects. Now they're a much bigger part of the overall talent strategy. We specialize in general clerical, administrative assistants, and light industrial. We offer temp, temp-to-hire, and direct hire, working with some of the largest companies and firms in the downtown Minneapolis area. Call, or email: linette.young@na.manpower.com

Touch of Class 612-746-4080

A whole lot more than just a convenience store...customers are invited to relax at our free internet snack bar. We offer a huge variety of snacks and candies, breakfast and lunch items, gifts, balloons, cards, cigarettes, bus passes, stamps, and lottery.

White Way Cleaners 612-338-2006

A full service cleaner located just downstairs from your office. White Way will assist you with all your cleaning needs, including shirt laundry, dry cleaning, tailoring, and much more.

CAMPBELL
MITHUN
TOWER

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Perspectives newsletter is produced for the tenants of Campbell Mithun Tower by NorthMarq.

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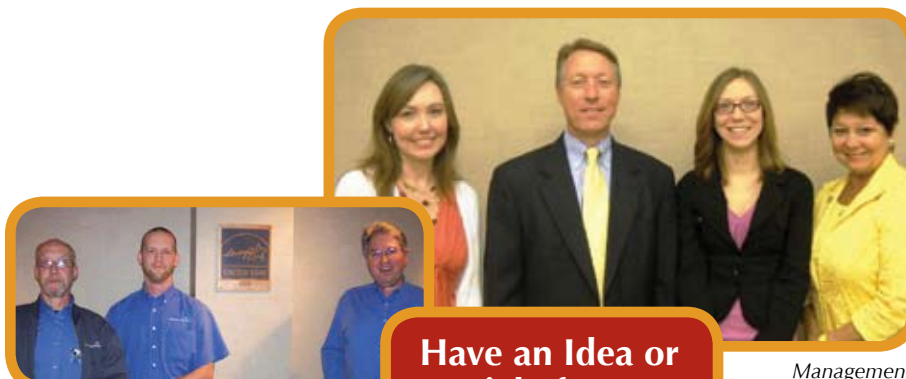
NORTHMARQ

Campbell Mithun Tower is managed by NorthMarq on behalf of Principal Real Estate Investors.

Principal
Financial
Investors

Principal Real Estate Investors is the fourth largest institutional real estate manager in the United States based on tax-exempt assets under management and manages or subadvises \$34.2 billion in commercial real estate assets. The firm's real estate capabilities include both public and private equity and debt investment alternatives. Principal Real Estate Investors is the dedicated real estate group of Principal Global Investors.

Design by Carole Grinde
www.grindesignstudio.com



*Campbell Mithun Tower Engineers
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Have an Idea or Article for our Newsletter?

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at 612-342-2225 or
nancy.keyes@northmarq.com

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