

# Leonard, Street and Deinard

Vibrant and growing at 80

It is a long way from Czarist Russia to the heart of downtown Minneapolis, but that is the road traveled by the man who founded the law firm now known as Leonard, Street and Deinard.

George B. Leonard was born in Russia in 1872 and arrived in the growing city of Minneapolis in 1894. In 1922, he established his own law practice. Some 25 years later, he invited two brothers, Amos and Benedict Deinard, to join his firm after obtaining their degrees from Harvard Law School. Before the Deinards came back from the East, Leonard arranged for Arthur L.H. Street, a noted legal writer and scholar with West Publishing, to join his practice. Thus, the firm of Leonard, Street and Deinard was born.

"A great deal has changed in the last 80 years," says firm president Lowell J. Noteboom. "But I think our founders would be very proud of the professional excellence and commitment to community service we maintain to this day." Leonard, Street and Deinard currently employs over 170 attorneys in more than 30 practice areas. LS&D is the third-largest firm in the metro area, with additional offices in St. Paul, Mankato, St. Cloud and Washington, D.C.

The immigrant, scholar and brothers who founded the firm were notable figures in both the law and the Twin Cities community. Leonard helped found the Minnesota Farmer-Labor Party and held its first membership card. Throughout his long career, he supported many liberal and humanitarian causes. He continued working at the law firm until the day he died at age 84.

The Deinard brothers were born 19 months apart and moved to Minneapolis as youngsters. They attended the

University of Minnesota before graduating from Harvard Law School. Because Amos' sight was impaired, Benedict read all their lessons and



Leonard, Street and Deinard president Lowell J. Noteboom

cases aloud. Each brother went on to establish his own illustrious career. Benedict was one of four civilians asked by the government to participate in the Nuremberg war crimes trials. Amos was widely known for his years of persistent work to eliminate discrimination in hiring. In fact, the firm broke ground in the Twin Cities legal community when in 1958, it became the first major law firm in the Twin Cities to have a woman partner. Meanwhile, Mr. Street continued to hone his skills as legal scholar, writer and researcher. He served as the legal editor of several trade journals and papers.

George Leonard and the Deinards built a large clientele of family owned and closely held businesses, some of which grew in major national and international corporations.

Continued on Page 2

## Fifth Street Towers Area News

### "Six Degrees of Separation"

Guthrie Theatre  
through April 6

### Minneapolis/St. Paul International Film Festival

April 4-19  
Various Locations

### "Grease"

Historic Orpheum Theatre  
April 11-13

### Vikings vs. Packers Celebrity Game

April 12  
Target Center

### "The Three Sisters"

April 25 - May 24

### Tutankhamun's Wardrobe

Opens June 13  
American Swedish Institute

### Stone Arch Festival of the Arts

Minneapolis Riverfront  
June 14-15

## Retail Hours, M – F

Minneapolis Center for Cosmetic  
& Restorative Dentistry,  
Lorrie K. Hodd-McNeil, D.D.S.  
8:00 a.m. to 4:30 p.m.  
612.338.3242

Ames 1 Hour Photo Finish  
7:30 a.m. to 5:30 p.m.  
612.333.5665

Fifth Street Detail Car Wash  
8:00 a.m. to 3:00 p.m.  
612.630.0064

Park Café  
6:30 a.m. to 4:00 p.m.  
612.349.5700

TCF Bank  
7:30 a.m. to 5:15 p.m.  
612.339.1391

Towers Convenience  
7:00 a.m. to 5:00 p.m.  
612.341.4449

# Building Update

## Welcome New Tenants

Clarion Realty Services is proud to welcome two new tenants to 100 South Fifth Street. The Chubb Group of Insurance Companies moved into Suite 1800 in early March. The law firm of Dicke, Billig & Czaja, LLC moved into Suite 2250 on April 1. Please join us in welcoming our newest tenants to Fifth Street Towers.



New, more visible signs have been installed on the first floor and skyway levels.

## Freight Elevator Usage

A quick reminder that the freight elevator in each of the Towers is to be used for deliveries (messenger and package deliveries, mail carts, catered food, etc.) or as needed by contractors or engineering staff. For routine elevator service,

please use the passenger-only cabs. Large furniture or office equipment deliveries, moves or construction-related needs requiring the freight elevators can be arranged after normal business hours through the management office.

Also, please keep the freight elevator landings clear of boxes, computer equipment, debris or other storage items. Fire code requires that these areas must be easily

accessible in emergency situations, and they are often used by staff, security and emergency personnel. Should you need additional storage space, please call Tenant Services at 612.336.4400 for more information.

---

## Leonard, Street and Deinard [Continued from page 1]

"When the early clients' legal needs became more sophisticated, the practice expanded to serve those requirements," says Noteboom. "As a full-service firm, we address a broad range of needs for our clients, from individuals to Fortune 100 companies. We're absolutely dedicated to doing the best work possible for our clients and contributing to their success."

In recent years, other firms have slashed budgets and reduced staff, but LS&D continues to prosper. The firm's long-standing traditions of community involvement and extraordinary client service have helped the practice grow despite tough economic times

Another thing that has not

changed in nearly a century is the firm's base in downtown Minneapolis. The law office originally was located in the Andrus Building at 512 Nicollet Avenue. After outgrowing spaces in several other downtown properties, the firm moved to Fifth Street Towers in 1985. Today, LS&D has just renewed its lease and currently occupies seven floors of the 150 Tower.

"We truly enjoy our roles as strategic legal advisors and have a well-deserved reputation for deftly handling complex matters," says Noteboom. "Good counsel never goes out of style, so we look forward to helping clients for decades to come."

## The Formula for Success

Performance + Perception = Market Value

A company seeking to lure or retain investors and customers needs to demonstrate its worth and get the word out about its performance. Minneapolis-based BlueFire Partners offers its clients strategic counsel in each of these critical areas.

Years ago, Wall Street firms used to provide fundamental equity research and other services designed to help increase companies' market value. As Wall Street started focusing primarily on transactions, some of these important services fell to the wayside. That's where BlueFire Partners has stepped in to fill the gaps.

BlueFire's origins lie in the investor relations, public affairs and public relations arenas. The changes in Wall Street offerings, however, left many businesses — especially small- to mid-size firms — lacking in areas vital to their continued growth and success.

"Many of our clients were affected by these changes," says president and CEO, Karen Snedeker. "They were losing their research coverage, and they needed someone to help give them a presence in the market. We took on that role."

BlueFire Research, the Registered Investment Advisor arm of BlueFire Partners, was established to uncover and champion under-followed and undervalued public companies.

The firm has since further defined its offerings by capturing them in two primary areas: Performance and Perception. Consulting services in the Performance category include Six Sigma training, guidance for achieving quality goals, strategic alignment and other initiatives to improve general perform-

ance. Perception services center on conveying information about a company that will help bolster its market value. Within this category, BlueFire offers its clients equity research, investor relations, public relations and graphic design.

Clients who seek BlueFire's Performance services tend to be larger organizations looking to improve their overall processes. Among the clients BlueFire has served in this category are Medtronic, United Health Group, Carlson Companies, Jostens and Cargill.

Perception clients are typically small-cap, publicly held (and sometimes nonpublic) businesses that may not have in-house investor relations or public relations capabilities. BlueFire has pro-



vided these services for clients such as Angeion, Analysts International, Delphax Technologies, Lakewood Cemetery and Select Comfort.

BlueFire's unique amalgam of research, communications expertise and strategic management consulting support a singular goal: increasing market value.

"We help all our clients improve their value in stakeholders' minds," says Snedeker. "There aren't many companies that do what we do. Independent research firms don't provide investor relations and public relations help. And



Karen Snedeker., president and CEO

conversely, communications consultants don't offer fundamental equity analysis for small- and mid-cap companies like we can. None of these firms offers the performance improvement consulting services that we offer.

"We're focused on strategic, high-level delivery of services. Our counsel helps organizations improve their performance and manage the information disseminated about them—both factors that can contribute to growth."

*BlueFire Partners is located in Suite 1300 of the 150 Tower.*

# Manager's Memo

## Making a Great Work Environment

By Chris Linssen, Assistant General Manager

### Tenant Web Program a Success

Clarion Realty Services' Web-based tenant request program allows tenants to make service requests electronically via Fifth Street Towers' Web site ([www.fifthstreettowers.com](http://www.fifthstreettowers.com)) or e-mail. Tenants can track their service requests online and automatically receive an e-mail notification when a request has been completed. The program has been in place since October and tenants appreciate how quickly and easily online requests can be made.

While we encourage all tenants to use the new system, you may still make requests by phone. If someone from your firm would like to attend a training session on the online program, please call Tenant Services at 612.336.4400 to schedule an appointment.

### Building Entrances

Clarion Realty Services is committed to creating a friendly, professional business atmosphere for tenants and

their visitors. Now that spring is approaching, the street-level entrances will become more widely used, so we ask that you please note the following requests:

- Please do not block or stand immediately adjacent to the entrance doors while smoking. (More specific information about designated smoking areas will be available from the management office soon.)
- Please dispose of cigarettes and refuse in the ash urns and receptacles provided.

Thanks for helping make Fifth Street Towers a positive working environment. If you have any questions or comments about the information above, or any other building-related issues, just contact Tenant Services by e-mail (see [www.fifthstreettowers.com](http://www.fifthstreettowers.com) for addresses), in person at Suite 400 (100 Tower), or by phone, 612.336.4400.

## Tenant Updates

### Lease Anniversaries 100 Tower

#### February

Disciplined Growth Investors

Wells Fargo Home Mortgage

#### March

Dolan Information

### Lease Anniversaries 150 Tower

#### January

Cornerstone Capital Management

Imperial Parking

Mackenzie & Hallberg

Qwest

Stonehill Group

#### February

Jackson Lewis

Messerli & Kramer

#### March

Bowman & Brooke

Dr. Lorrie K. Hodd-McNeil

Olson and Breckner

Wells Fargo Card Services

#### April

Lind, Jensen, Sullivan & Peterson

### Lease Renewals, 150 Tower

Wells Fargo Investments

**CLARION**  
REALTY SERVICES

ING  CLARION

Main Number		612.336.4400
Fax Number		612.349.3768
Imperial Parking		612.341.8000
Security (Emergency 24-Hour)		612.349.3766
General Manager	Tom Heimer	612.313.7424
Assistant General Manager	Chris Linssen	612.313.7433
Vice President, Leasing	Tim Ducharme	612.313.7412
Tenant Services Coordinator	Priscilla Seelye	612.313.7437
Receptionist	Staci Hessler	612.313.7410
Accountant	Calli Pederson	612.313.7421
Property Administrator	Sig Clausnitzer	612.313.7411
Chief Engineer	Hal Kordovsky	612.313.7426
Assistant Chief Engineer	John Skogstad	612.313.7428

*Fifth Street Forum* is a publication of Fifth Street Towers.

If you have comments or questions, please contact Tenant Services at 612.336.4400 or visit our website at [www.fifthstreettowers.com](http://www.fifthstreettowers.com).

