

★ Donate Your Car ★

• Donors directly assist Children of Minnesota
• Complimentary Pick-Up service
• We take all cars in any condition
• Also accepting Buses and Campers
Children of Minnesota is a non-profit/501(c)(3) organization
call 651-255-3381
www.childrensmn.org

SORE FEET?

FREE Podiatric Evaluation
Every Week now by licensed Podiatrists

Podiatrist's Hours: 10am-5pm
Monday: Downtown & St. Cloud
Tuesday: Saint Mary & Hendry
Wednesday: Hennepin
Extended Hours - 8pm
Thursday: Moore Drive & St. Louis Park

1 FAMILY • 4 GENERATIONS • SINCE 1888

new balance
Scholar Shoes

WANTED

25 ROOFS

AREA STIMULATION PROGRAM: 25 homes in the MN market area will be given the opportunity of having the Interlock Roofing System installed on their home at substantial savings in return for helping us create market awareness for the purpose of neighborhood product visibility. Interlock® Roofing Systems are of interest to homeowners across North America who want a durable and beautiful roofing solution. Interlock Industries needs to quickly find new areas to feature the Interlock Roofing System and is prepared to offer substantial savings to the next 25 homeowners that qualify. Orders will be distributed on first come first served basis. Interlock® Roofing Systems are environmentally safe, come in many styles and colors, and are backed by a Lifetime Warranty, 50 Year Transferable Non-Prorated. Interlock Industries is one of Minnesota's largest installers of metal roofing systems. Tens of thousands of satisfied homeowners across North America will never re-roof again with the Interlock® Roofing System. 100% Financing Available. Please call immediately if you are thinking of re-roofing as this is a limited time offer.

866-256-3171

TCF perks go past stadium name

STADIUM FROM A1

Other perks were granted to the bank. They include making available for free the head coach, the school's "Spirit Squad" or the Golden Gopher mascot to TCF for appearances. The university also pledged to pay the expenses for the bank to fly four people to one Gopher away football game a year, and give the bank a 10-seat "prime location" suite at all home games.

Mark Jeter, TCF Bank Minnesota's president, said many of the new benefits to the bank were made available by the university, not necessarily requested by TCF. The deal, he said, "really is a win-win for the University of Minnesota."

State Sen. Larry Pogomiler, DFL, Minneapolis, who opposed the naming-rights deal when legislators approved the \$248 million stadium this spring, has a different view.

"It's clear the market value of a land-grant university has been lost to corporate sale," he said.

Decade-old alliance
The 50,000-seat stadium, expected to open in 2009, is the first new Big 12 football stadium in decades. It will be the only football venue in the conference with a corporate name.

With few new college football stadiums being built, TCF's pact with the university is likely to remain rare.

"I don't think you'll see a big rush," said Jay Lenzhardt, manager of sports practices at CSI, International, a sports facilities consulting firm with an office in the Twin Cities.

Because of tradition at older college football stadiums, Lenzhardt added, "it's going to be difficult...to change the name, for example, from Michigan Stadium to a corporate name."

The relationship between the university and TCF dates back a decade, when the two institutions introduced the U Card, which can be used as a university identification card, ATM card or check card.

TCF has similar deals with the University of Michigan and nine other colleges. Other banks also have college banking arrangements: US Bank, for example, has roughly 38.

Documents detailing negotiations between the university and TCF were obtained through a request through the state open records law. According to the records, TCF officials urged the school to expand the alliance during negotiations to market debit cards to alumni and season ticket holders.

At one point, for an additional \$100,000 per year, adjusted at 3 percent annually, TCF and the school debated whether the bank could market itself as "TCF — The Official Bank of Gopher Sports."

The \$200,000 per year adjusted at 3 percent annually, the slogan could have been "TCF —



The Gophers football stadium, shown in a rendering, will be the only stadium in the Big 12 conference with a corporate name. It is expected to open in 2009.

MORE DETAILS FROM THE DEAL

- TCF will have the ability to take over US Bank's only branch location on the Twin Cities campus, in Coffman Union, when US Bank's option expires in 2018. TCF was also allowed to open a new branch location on the school's West Bank, and its contract to have ATMs on campus includes options to extend the agreement through 2029.
- The university will pay at least \$125,000 to end an agreement that now allows Chase Manhattan to promote its credit cards at football games.
- If the school erects a lighted sign on the stadium exterior that says "Home of the Golden Gophers," any nearby sign with the words "TCF Bank Stadium" must be illuminated "with the same or greater lighting quality and intensity."

Value of the deal
Documents also show that TCF will contribute an estimated \$95 million to the university over the life of seven separate agreements signed last year, ranging from annual \$1 million U Card royalty payments to \$250,000 per year for every ATM on campus. Former state Republican Party head William Cooper is the chairman of TCF's board of directors.

Jeter said he could not say how much money TCF could make from the agreements. But university records offer a glimpse of the possibilities.

In August 2004, before the new deals between TCF and the university, there was \$653 million in checking balances in TCF accounts at both the Twin Cities and Duluth campuses. Of that amount, \$8 million was in student accounts, Jeter said the figures have likely since gone up.

Another university document offered this analysis of TCF's motivation for wanting to expand ties to the campus. "The [school's] financial resources to be, the largest in the U.S. and Canada," the report stated.

"They see the potential return of their investments. As you know, month end balances are pretty impressive."

While Rosenzweig said the university was not obligated by law to seek naming rights

offers from other banks, another document outlined potential costs of doing business with anyone other than TCF. In assessing an offer from Wells Fargo, the document stated that "increased exposure by Wells Fargo" could diminish money paid to the university by TCF from existing business arrangements. The document also warned of a possible "TCF legal challenge."

Wells Fargo spokesperson Peggy Chen said the bank discussed stadium naming rights agreement with the school, but she declined to elaborate.

US Bank officials also said little about the TCF agreements. "We have an agreement with the university. We're very happy with the success," said bank spokesman Steve Dale.

Privacy issues
As part of the deal, TCF will market "Gopher Cards," which are debit cards, stored-value cards or ATM cards, to alumni and season ticket holders in six states, including Minnesota.

In agreeing to make names and addresses of that group available to TCF, the nonprofit University of Minnesota Foundation, which oversees the database, promised not to market debit cards with any other financial institution during the same time period. School officials said the agreement did not circumvent the foundation's privacy policy because lists of only alumni and season ticket holders, not financial donors, were being released.

Richard Pluteneuter, the university's chief financial officer, said it was the Gopher Card that led to discussions regarding slogans, including whether TCF could be the "Official Bank of the University of Minnesota" by paying extra. "It was a give and take," Pluteneuter said. "They offered numbers. We offered numbers. You would expect them to want that," he said.

While Rosenzweig said the university was not obligated by law to seek naming rights

offers from other banks, another document outlined potential costs of doing business with anyone other than TCF.

In assessing an offer from Wells Fargo, the document stated that "increased exposure by Wells Fargo" could diminish money paid to the university by TCF from existing business arrangements.

The document also warned of a possible "TCF legal challenge."

Wells Fargo spokesperson Peggy Chen said the bank discussed stadium naming rights agreement with the school, but she declined to elaborate.

US Bank officials also said little about the TCF agreements.

"We have an agreement with the university. We're very happy with the success," said bank spokesman Steve Dale.

Privacy issues
As part of the deal, TCF will market "Gopher Cards," which are debit cards, stored-value cards or ATM cards, to alumni and season ticket holders in six states, including Minnesota.

In agreeing to make names and addresses of that group available to TCF, the nonprofit University of Minnesota Foundation, which oversees the database, promised not to market debit cards with any other financial institution during the same time period. School officials said the agreement did not circumvent the foundation's privacy policy because lists of only alumni and season ticket holders, not financial donors, were being released.

Richard Pluteneuter, the university's chief financial officer, said it was the Gopher Card that led to discussions regarding slogans, including whether TCF could be the "Official Bank of the University of Minnesota" by paying extra. "It was a give and take," Pluteneuter said. "They offered numbers. We offered numbers. You would expect them to want that," he said.

While Rosenzweig said the university was not obligated by law to seek naming rights

THIS WEEK AT MYSTIC LAKE CASINO HOTEL

PROMOTIONS

Questionable Quantities
July 10 - Sept. 16, Daily
Make a guess and win up to \$300!

Putt-To-Win
July 10 - Sept. 17, Sun.-Tues.
Putt to win prizes!

Sandstastic Sand Sculpting
July 13 - 15
See 50 tons of sand get shaped into an amazing sculpture by the Guinness World Record holding Team Sandstastic!

Hot Summer Kickoff
Scan and Win
July 11
Scan your card and win Hot Summer prizes...everyone's a winner!

BLACKJACK

Rock 'N' Roll Blackjack
Thursday Nights in July
Request your favorite hits from our professional DJ while you play. 8 p.m. to midnight.

Party Pit Tuesdays
Join the party, have fun and win bonus prizes!

Beat the Dealer
Saturdays, July 15 - Sept. 16
Beat our dealer and win a Hot Summer Nights Prize.

BINGO

Pulltab Frenzy
July 13
Bingo players will have a chance to win up to \$1,000 during Pulltab Frenzy!

Mystic Bingo Hot Summer Gift Giveaways
July 17
Be one of the first to purchase a mattress or evening package and receive a free gift.

See Club Mystic for details.

FOREIGNER Live IN THE CELEBRITY PALACE THEATER
SUNDAY, JULY 16 7 p.m. - 9:30 p.m. \$46 & \$33
Tickets available through Ticketmaster

WATCH FOR MORE GREAT EVENTS NEXT WEEK!
Visit mysticlake.com for a complete calendar of events.
Owned and Operated by the Shakopee Mdewakanton Sioux Community.