



Schaefer Communications, LLC

Intentional Transitions Institute

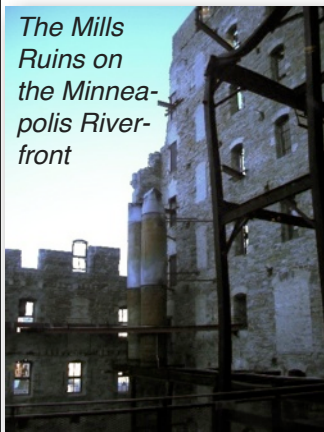
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Bridging Continents & Disciplines.

Schaefer Communications helps European and American enterprises understand the other's business and social climate.

Drs. Susan Schaefer, APR, provides strategic solutions for governments, businesses, NGOs and other organizations interested in economic development and cultural exchange.



The Mills Ruins on the Minneapolis Riverfront

For the past 30 years Schaefer has assembled a world-wide network of senior level colleagues able to bridge continents and disciplines to help organizations solve increasingly complex issues or promote policy and/or products and services.

A collaborative approach ensures targeted services, low overhead, and cost-effective management of projects. We offer culturally sensitive counsel throughout Europe and North America.

Established in 1984, Schaefer Communications is a woman-owned, European-based, American-registered limited liability corporation.

Case History: Dutch Connections

In 1995 Schaefer designed and implemented the **Minneapolis Riverfront Project** for client **Cunningham Group**, Architects and Developers who wanted to cast attention on the neglected Minneapolis Riverfront in hopes of eventually winning a design project from the City. Schaefer's research revealed that three of most prestigious riverfront designs at the time were located in the Netherlands: Céramique in Maastricht, Eastern Haborlands in Amsterdam, and in Rotterdam, Kop van Zuid. Schaefer advised her client to tour the Dutch projects, arranging high-level meetings between business leaders such as **Jo Coenen** and **Sjoerd Soeters**, and government officials such as Amsterdam

city planning manager, **Ton Schaap** and the manager of Dutch Riverfront Design, **Jorgen Bos**. Cuningham Group then arranged a nationally publicized forum held in Minneapolis in cooperation with the American Institute of Architects (AIA), the cities of Minneapolis and St. Paul, and Minnesota State officials. The Americans transported and hosted Soeters, Bos, Schaap and **Joop Slangen** of Coenen's office to present their respective riverfront designs and exchange ideas. The project was highly successful with a book published and long-term relationships established. Schaefer remains active with leaders of St. Paul, Minneapolis and the Netherlands projects. And, Schaefer Communications is located in the now completed Céramique site.

