

# NOKOMIS

NOKOMIS EAST BUSINESS ASSN  
MOVING FORWARD TOGETHER

**Board Members**

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Vice Chair: Michael Hennessy  
Treasurer: Tom Odegard  
Secretary: Earl Netwal

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Welcome to the Nokomis East Business Association’s (NEBA) newsletter. Your business has received this newsletter because you’re either a current member or a business that resides in the Nokomis East neighborhood of South Minneapolis.

**About NEBA**

The Nokomis East Business Association (NEBA) is a volunteer-driven fully independent organization, whose membership is open to local businesses both home-based and storefront as well as to service organizations that are located in the Nokomis East neighborhood of Minneapolis. The board and its members host monthly meetings to discuss and plan neighborhood events such as the Nokomis Block Party (Indoor and Outdoor), the Nokomis Tree Lighting and many more. NEBA works to promote you and your organization or business through the NEBA Website, Facebook Page, Newsletter and through networking meetings and gatherings.



Paddlesculpt | 5007 34th Ave S, Minneapolis  
612.817.2600 | www.paddlesculpt.com

## PADDLESCULPT, A COMMUNITY ORIENTED GYM...

For many the Olympics are a time to celebrate nation and sport. For Dori Johnson, it’s a reminder of the impact Minneapolis and Nokomis have had on her family. After meeting her husband through a college rowing team, they later moved to Minneapolis to train for the 2000 Olympics. In 2002, they moved to the Nokomis neighborhood and they’ve been integral

**MONTHLY EVENTS**

**2ND Tuesday of the Month**

**Happy Hour**

5pm - 6:30pm  
Town Hall Lanes  
5019 34th Ave S

**Board Meeting**

6:30pm - 7:30pm  
McDonald’s Liqour (Meeting Room)  
5010 34th Ave S

**SPECIAL EVENTS**

SEPT  
**11**

**NEBA BLOCK PARTY**

11:00am - 3:00pm  
Oxendale’s & McDonald’s Parking Lot  
5025 34th Ave S., Minneapolis, MN 55417

community members since. In 2011, Johnson started teaching a paddleboarding class on Lake Nokomis and it's grown into a career. PaddleSculpt is a gym founded by rowers, but with a range of strength training exercises that include row sculpt, sandbells, and regular yoga classes.

Paddleboarding on Lake Nokomis led Johnson to teaching fitness at TangleTown Crossfit, followed by opening her own small space on 42<sup>nd</sup> Avenue. "We knew we needed a bigger space," Johnson reflects. "I ran into somebody at the Angry Catfish who said, 'Curves is closing you should move into that space.'" In July 2015 she opened doors on the corner of 50<sup>th</sup> Street and 34<sup>th</sup> Avenue and hasn't looked back. "It's awesome because it's our neighborhood and it's near Nokomis," she reflects. It connects the company's Lake Nokomis origin with her current home neighborhood—which is also convenient for tending to her three children, who range in age from 9 to 14.

"PaddleSculpt is a training gym and a community-oriented gym with more strength and circuit style classes," Johnson summarizes, separating her business from the many niche gyms around the city. Given her background, it's no surprise that it was one of the city's first gyms to feature rowing machines, which are increasingly popular. PaddleSculpt is primarily focused on structured, social workouts—though it also hosts open gym once per week. Johnson, her husband, and four trainers teach different specialized classes.

A gym creates a unique community, Johnson says. It's a notably difficult industry because customers tend to join and quit frequently but when they stay the course, Johnson helps customers push their limits and improve their physique and state of mind. Gym memberships tend to coincide with vulnerable life events, she explains. "It's very satisfying to see people grow their fitness: gain confidence, gain strength, gain overall. That's what working out does."

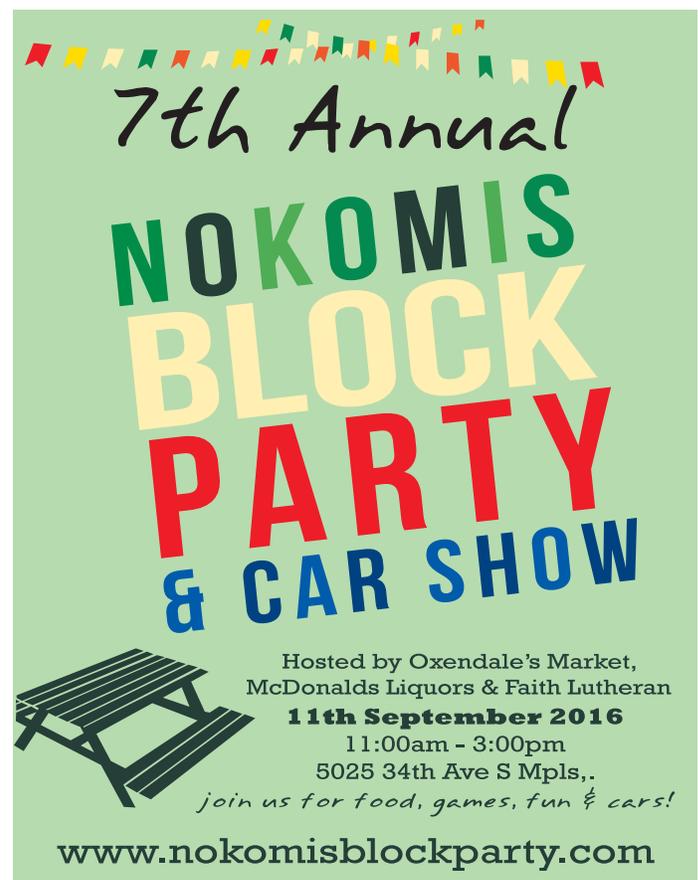
Johnson trains members of the Minneapolis and St. Paul rowing clubs during the cold months of the year, and neighbors regularly walk past and inquire about

membership, she adds, mixing the rowing community with the general public.

"It's a really great corner," Johnson says of Nokomis East. In addition to fitness, hair, banking, and dentistry, there is also entertainment. "Sassy Spoon is super healthy," Johnson says of her restaurant neighbors. A post-workout happy hour is at Town Hall Lanes is common, she adds, emphasizing how the different businesses interact.

PaddleSculpt began at Lake Nokomis and while the gym is now the larger component of her business, the lake is still a key part of Johnson's life. During warm months she still teaches at Nokomis, and she's active with 612 Endurance in various training and racing events. Johnson's found a calling in rowing and the Nokomis neighborhood. "I've always been an athlete and I love working with people," she concludes. PaddleSculpt has been the perfect fit.

Loren Green is a freelance writer living in Morris Park. He has published in *Star Tribune*, *City Pages*, *The Growler*, *Longfellow Nokomis Messenger*, and more. He is available for copywriting, content writing, and press releases/communications at [loren.m.green@gmail.com](mailto:loren.m.green@gmail.com). Follow him on Twitter @lorenmgreen.



7th Annual  
**NOKOMIS  
 BLOCK  
 PARTY  
 & CAR SHOW**

Hosted by Oxendale's Market,  
 McDonalds Liquors & Faith Lutheran  
**11th September 2016**  
 11:00am - 3:00pm  
 5025 34th Ave S Mpls.,  
*join us for food, games, fun & cars!*

[www.nokomisblockparty.com](http://www.nokomisblockparty.com)