

IN DEVELOPMENT

A Commercial Development and Networking Event

January 13, 2011 • KI Convention Center, Green Bay

8 - 9 am Registration and Exhibits

9:30 - 10:45 am Speed Networking

Meet economic developers of NEWREP

11 - 11:45 am Bus Tours

(Choose one) Green Bay Commercial Corridor
or Downtown Business Improvement Districts

12 - 1 pm Lunch and Keynote Speaker

Keynote speaker: Rocky Marcoux - Commissioner for
City Development, City of Milwaukee

1:30 - 3 pm Speakers on Emerging Trends

Hospitality/Hotels

Brian Wogernese, WHG

Convenience Stores

Hans Zietlow, Kwik-Trip

Health care

Ken Berndt, Bellin FastCare

Grocery stores

Jeff McClure, Supervalu

3:30 - 4:15 pm Panel Discussion (with Q&A) on Commercial Lending

Ken Zacharias, Schenck

Tom Scheuerman, Grubb & Ellis | Pfefferle

Cindy Esterling, Great Lakes Asset

Linda Kennedy, Business Lending Group

Tom Parnin, U.S. Bank

4:30 pm Reception & Networking

12-1 pm Keynote Speaker

Rocky Marcoux,
Commissioner for City Development
City of Milwaukee



Rocky Marcoux is Milwaukee's Commissioner of the Department of City Development. Mayor Tom Barrett appointed Marcoux Commissioner in 2004, and in that position he oversees the city's economic development, real

estate, neighborhood improvement, and planning efforts. Marcoux has led successful efforts to bring new employers to Milwaukee and to increase the attractiveness of city neighborhoods and commercial areas.

He has directed resources to the Menomonee Valley and the 30th Street Corridor, where previously abandoned industrial areas have been brought back to life with new businesses and jobs. He has worked with entrepreneurs and existing Milwaukee employers to strengthen their operations and secure their futures.

Marcoux previously worked with the City of Milwaukee Housing Authority, where he found creative, cost-cutting ways to redevelop superblocks of typical public housing into superneighborhoods linked with supportive resources. He is a graduate of Marquette University and is a member of the Congress for the New Urbanism (CNU), the American Planning Association (APA), the Urban Land Institute (ULI) and the National Association of Housing and Redevelopment Officials (NAHRO).

9:30 - 10:45 am: Speed Networking with NEWREP

The Northeast Wisconsin Regional Economic Partnership (NEWREP), which represents economic development organizations in 17 Northeast Wisconsin counties and the Menominee Tribe, will host a speed networking session during the morning activities at InDevelopment, providing developers, engineers, architects, general contractors, investors and lenders involved in commercial real estate development with a prime opportunity to get some turbo-networking done. The idea is to bring all the interested parties together under one roof, providing the stimulus to drive more commercial development in the region.

1:30 - 3 pm: Emerging Trends in Commercial Market Sectors

Health care

Ken Berndt, Bellin FastCare

Ken Berndt is the director of business development at Bellin Health and is responsible for strategic planning, business development, and operations of FastCare Retail Clinics. He has been at Bellin for 27 years.

Grocery stores

Jeff McClure, Supervalu

Jeff McClure is area marketing director for the Midwest regional office of Supervalu. He began his career at Supervalu in 1972 and has held a variety of positions, including advertising manager and regional director of advertising.

Hospitality / Hotels

Brian Wogernese, WHG

Brian Wogernese has been working in hotels since 1990 and started WHG in 1999. Headquartered in Oshkosh, WHG has built and managed projects throughout the Midwest.

Convenience Stores

Hans Zietlow, Kwik-Trip

Hans Zietlow is director of real estate for Kwik Trip, where he develops about \$100 million in store projects a year. He also develops retail development for Northwest Investments, with 150 commercial acres under development.



Berndt



Wogernese



Zietlow

3:30 - 4:15 pm: Panel Discussion on Commercial Lending

Cynthia Esterling, Great Lakes Asset Corp.

Cynthia Esterling is executive director of Great Lakes Asset Corp., which works with the U.S. Small Business Administration and local banks to provide SBA 504 Loans to small businesses.

Linda Kennedy, Business Lending Group

With more than 30 years in the banking industry, Linda Kennedy serves as president and CEO of the Business Lending Group. She has held leadership roles in both large money center banks as well as community banks.

Thomas S. Parnin, U.S. Bank

Tom Parnin has worked in commercial financing with U.S. Bank and its predecessors since 1993. During his tenure with U.S. Bank, Tom has worked extensively in the Oshkosh, Green Bay and Appleton markets. He manages a commercial loan portfolio in excess of \$180 million primarily comprised of larger clients.



Esterling



Kennedy



Scheuerman



Zacharias

Tom Scheuerman, Grubb & Ellis | Pfefferle

Tom Scheuerman is managing broker at Grubb & Ellis | Pfefferle. He oversees operations of the commercial brokerage area including sales, leasing, administration, and business development.

Ken Zacharias, Schenck SC

Ken Zacharias has a background in tax and business consulting and extensive experience in taxation issues concerning real estate, including like-kind exchanges, use of partnerships and LLCs, construction and developer issues, and capital gains planning.