

MARQUETTE UNIVERSITY CENTER FOR REAL ESTATE PRESENTS

11th ANNUAL

NATIONAL REAL ESTATE STRATEGIES CONFERENCE



Presented By:



MARQUETTE
UNIVERSITY

College of Business Administration
Center for Real Estate

May 4, 2022
Alumni Memorial Union

Agenda

- 8:30 A.M.** **Welcome:**
Andy Hunt // Vieth Director, Center for Real Estate (CRE), Marquette University
William Loftus // President of the Marquette Center for Real Estate Advisory Board; President, SPACECO, Inc.
Tim Hanley // Acting Keyes Dean, College of Business Administration, Marquette University
- 8:40 A.M.** **Keynote Speaker:**
“Investment Decision Making: Redefining Data Versus Gut”
Spencer Burton // Head of Investments, Stablewood Properties; Co-Founder, AdventuresinCRE.com
- 9:10 A.M.** **Fireside Chat:**
Tom Zale // Vice President of Real Estate, Northwestern Mutual
- 9:40 A.M.** **Presentation:**
The Metaverse and Real Estate: “A Quick Primer on What to Know and What Matters for Everyday Pros”
Andy Hunt, Marquette University
- 9:50 A.M.** **Student Speaker and Student Honors**
Annie McDonough // President, Marquette Commercial Real Estate Club
Joining her on stage:
 - *2022 NAIOP Minnesota and Eisenberg Foundation Chicago Case Competition Championship Teams*
 - *2023 Inaugural Real Estate Asset Program (REAP) Class*
 - *Instructors of Practice Abiola (Michael) Adetoro and Vito Taphorn*
- 9:55 A.M.** **Networking Break**
- 10:10 A.M.** **Panel**
“Mass Timber: Here to Stay or a Passing Fad? Lessons Learned from Early Development Projects”
 - *Adam Arndt // President, Catalyst Construction*
 - *Mark Bell // Principal, Harbor Bay Real Estate Advisors*
 - *Ann Pieper Eisenbrown // Founder/CEO, Pieper Properties*
 - *Jason Korb // Principal Architect, Korb + Associates Architects*
 - *Andy Hunt // Vieth Director for the Center for Real Estate, Marquette University - Moderator*
- 11:05 A.M.** **Panel**
“The Talent War: New Strategies Top Employers are Using Today to Attract and Retain the Best Talent”
 - *Lyle Landowski // President & CEO, Colliers | Wisconsin*
 - *Jim McDonald // President - Great Lakes Region, Ryan Companies*
 - *James Phelps // President, JCP Construction*
 - *Lafayette Crump // Commissioner of City Development, City of Milwaukee - Moderator*
- 12:00 P.M.** **Conference Concludes**



Speakers

Spencer Burton

Spencer Burton is currently Head of Investments and member of the founding team at Stablewood Properties, a data-infused Institutional Real Estate Investor that combines the best of traditional real estate investment with proprietary data analytics and machine learning.

Spencer has nearly 20 years of real estate experience, both as a fiduciary and principal. Over his career, Spencer has helped close \$4.5 billion and underwrite \$30 billion of commercial real estate at some of the largest institutional real estate firms in the world. He has worked in land brokerage, residential development, commercial real estate acquisitions, debt production, and most recently as Director of Real Estate for a \$60 billion institutional real estate investor.

Spencer is also the co-creator of [AdventuresinCRE.com](https://www.adventuresincre.com), the industry's go-to place for commercial real estate financial modeling, education, and career advancement resources. Spencer holds a Bachelor of Arts in International Affairs with an emphasis in economics from Florida State University and a Master's in Real Estate with a concentration in finance from Cornell University. For more details, visit Spencer's LinkedIn profile [here](#).



Ann Pieper Eisenbrow

Ann Pieper Eisenbrow is founder and CEO of Pieper Properties, an award-winning developer of sustainable urban properties. She holds a Master's in Real Estate Finance from the University of Wisconsin and a Bachelor's in Economics (with a minor in Art History) from Vanderbilt. Ann serves on the Historic Preservation Commission of the City of Milwaukee, BID No. 2 (Historic Third Ward), and the Business and Economic Development Committee of the Walker's Point Association. She has served on the Walker's Point Association Board and as President of the HEAR Wisconsin Board. Ann has been a "40 Under 40" honoree as well as recognized as a Woman of Influence.





Speakers

Tom Zale

Thomas D. Zale serves Northwestern Mutual in the position of Vice President-Real Estate. He is responsible for the company's investments in mortgage loans and real estate. He also serves as a member of the Investment Committee and Diversity & Inclusion Committee, as well as Executive Sponsor of the African American Employee Resource Group and Managed Investments Diversity & Inclusion Council.



Previously, Tom was a Managing Director of Northwestern Mutual Real Estate Investments, LLC. His responsibilities included the company's investments in mortgage loans for the eastern portion of the country, as well as administrations of the Washington, D.C., Chicago and Atlanta regional real estate offices. Tom joined Northwestern Mutual in 1995. He moved to Seattle in 1996 as a Director with a split role in production and asset management. He rejoined the home office in 1998 as a Director in Real Estate Services where he was responsible for underwriting and recruiting. In 2004, he was appointed Director of Real Estate Equities; in 2005 he was appointed to Managing Director of Real Estate Equities; and, in 2008, Tom accepted the additional role of Managing Director – Asset Management. He holds two degrees from the University of Wisconsin-Madison. He received a B.B.A. degree in real estate and economics in 1988 and an M.S. degree in real estate and finance in 1995. Tom earned the MAI designation from the Appraisal Institute in 1996, and he is active in ULI and NAREIM. He also serves on the boards of the United Community Center and Milwaukee Economic Development Corporation.

Mark Bell

Mark J. Bell co-founded Harbor Bay Real Estate Advisors, and his diverse real estate background provides profound leadership strength to Harbor Bay. Mark's tenacity and discipline for the business is unmistakable, and his commitment to honesty and excellence have been trademarks throughout his career. Prior to Harbor Bay, Mark worked as a developer for The Opus Group, in which he procured and helped lead various ground-up developments covering several different product types, totaling in excess of \$200 million. Mark began his career in real estate working at Colliers International, where he represented corporations and institutions in the acquisition, disposition, leasing and development of industrial real estate. Outside of the office, Mark is an adventure, fitness and outdoor enthusiast. He graduated from the University of Wisconsin with a Bachelor's Degree in Communications and earned his Master's in Business Administration at DePaul University's Charles H. Kellstadt Graduate School of Business with a concentration in real estate finance.





Speakers

Jason Korb

As Principal Architect and owner of Korb + Associates, Jason Korb is a licensed architect in 22 states with 20 years of experience. He brings a broad understanding of the design and construction industry, largely in the service of mission-based clients. He has been involved with numerous award-winning education, commercial, mixed-use, and student housing facilities. At the forefront of architectural and technical advances, Jason drives innovation in the Milwaukee area through the eyes of his clients. Predominantly, these projects consist of multi-family, mixed-use and educational buildings. In addition, he specializes in historic renovation. His firm's next steps towards innovation and sustainability incorporate the use of mass timber to be the primary structural element.



Having two tall timber projects underway, one being a seven-story office building and the other being a 21-story building known as Ascent, Korb and Associates is challenging the conformity to steel and concrete structures that dominate the industry, with the use of engineered mass-timber products such as cross-laminated timber (CLT) and nail-laminated timber (NLT). The firm is beginning to bring mass timber to the map by designing the tallest timber structure in the United States.

Adam Arndt

Adam Arndt became a Partner with Catalyst in 2019, and he joined the firm in 2011 as Director of Preconstruction Services. Prior to Catalyst, he was a Senior Estimator with CG Schmidt, Inc., and won Estimator of the Year from Wisconsin Builder Magazine in 2010. Adam has helped lead four mass timber projects to date, including Timber Lofts and The Ascent (both in Milwaukee). As the overall project leader, Adam brings a unique understanding of the owner's priorities for the project and the responsibilities of the construction manager. Working with owners to understand their mission, wants, and constraints, he helps find unique solutions to the problems that many mission-driven companies face. Adam is an active board member with Arts @ Large and St. Thomas More High School, serves as a Construction Mentor for the Milwaukee School of Engineering, and holds a Bachelor of Science in Civil Engineering from the University of Wisconsin-Platteville.





Speakers

Lyle Landowski

Lyle Landowski is responsible for driving the culture, strategic leadership and ultimately growth of Colliers | Wisconsin and related companies. Lyle, along with the entire Colliers | Wisconsin leadership team, has created a diversified and integrated family of companies that serves to support the Colliers market-leading brokerage and property management platforms.

Most of his career has been spent in the commercial real estate industry as an office broker. Lyle has worked with some of the largest landlords and corporations in the region, helping advise on strategy and servicing their real estate needs. This experience has given him insight in the industry and valuable perspective on how to build a market-leading brokerage and property management platform, particularly by leveraging technology, marketing, research and analytics.

Additionally, Lyle has a great passion for people and a desire to serve. He views it as his role to help each person discover and build their abilities and to help the company discover its purpose, both internally as an organization and externally in the Milwaukee community. Lyle has a Bachelor's in Business Administration, minor in Leadership Studies, from St. Norbert College in DePere, WI. He is designated by both CCIM and SIOR.



Jim McDonald

Jim McDonald leads strategic vision and provides overall direction for the Ryan Companies' development, design, construction, real estate management and capital markets teams that make up the Great Lakes Region. He has been with Ryan Companies for more than two decades—migrating from construction and development — and has played an integral leadership role in high-profile regional projects across all sectors, including healthcare, industrial, office, multifamily and mixed-use.

A mission- and vision-driven professional, Jim is widely respected for his ability to take complicated issues and break them down so that all stakeholders easily understand the big picture, which builds consensus and sets the stage for mutually beneficial outcomes. He believes good leadership involves setting the course, communicating clearly, then empowering and supporting teams while facilitating relationships. His personal approach and depth of knowledge are a model to others, reinforcing our culture of excellence and commitment to customers.





Speakers

James Phelps

James Phelps has more than 21 years of industry experience – including both field and office experience. James leads the company’s construction and business development team and provides senior oversight for the project team to ensure cost, schedule and quality commitments are met. He also oversees preconstruction, project cost management and contract negotiations.

A graduate of Marquette University’s ACRE (Commercial Real Estate 2005) program, James worked his way through various field, engineering and project management roles. James’ project experience includes residential and complex commercial structures, ranging from \$100,000 to \$350 million. Examples include the Bader Philanthropies headquarters, Northwestern Mutual tower and commons, the MSOE soccer and parking facility, and Fiserv Forum.

James began his career as a painter apprentice for the Facilities and Maintenance Department at Milwaukee Public Schools and left as a supervisor. He transitioned into a project management role while working at KBS Construction (now part of CD Smith). Seeing a market need within the construction industry amid the Great Recession, James started JCP Construction in 2008 with his two brothers – Jalin and Clifton Phelps.

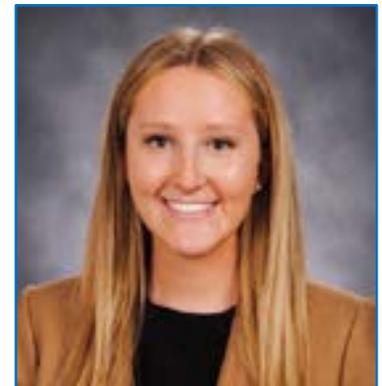
James serves on the board of Dr. Martin Luther King Jr. Drive BID #8, Bradley Tech Foundation Board, MMAC’s COSBE board, MMAC’s The Business Council, and The Rep Spotlight Advisory Board. James is a graduate of UW-Milwaukee (BBA Finance ‘08) and a LEED Accredited Professional.



Annie McDonough

Annie McDonough is a junior majoring in Real Estate and Finance at Marquette University. She is the 2022 president of the Marquette Commercial Real Estate Club and served as Vice President of the club in 2021. Annie is also a member of the inaugural class of the Real Estate Asset Program (REAP), Marquette’s groundbreaking applied-learning real estate investment concentration, where she and a group of 10 students take part in a special series of classes where they learn to invest a \$2 million equity pledge fund in actual real estate deals.

Annie currently has internships with MLG Capital, a real estate private equity firm based in Brookfield, and the Colliers International | Wisconsin office, where she works closely with the investment sales team (summer 2021 and summer 2022). She previously interned with Cushman & Wakefield | Boerke as an operations intern. Annie has also participated in many other clubs and organizations on campus, including the Delta Sigma Pi Professional Business Fraternity, Marketing and Sales Club, and Women in Business.





Speakers

Lafayette Crump

Lafayette L. Crump, JD, is the City of Milwaukee Commissioner of City Development.

Born and raised in Milwaukee, Lafayette most recently served as Deputy Chief of Staff and Chief Diversity, Vendor and Engagement Officer for the Milwaukee 2020 Host Committee of the Democratic National Convention, where he ensured community involvement, the inclusion of local and diverse businesses, and corporate adherence to ethical, environmental, and employment and accessibility practices.

Lafayette was also Chief Operating Officer of Prism Technical Management & Marketing Services, LLC, a multidisciplinary management consulting firm based in Milwaukee, with an office in St. Louis, and experience across the United States. Prism is most known for its development, management and monitoring of programs and projects that ensure supplier and workforce diversity, inclusion and equity, particularly on large-scale construction projects and events, and within sizable organizations.

In addition to his work for Prism, Lafayette practiced law for a number of years, working to ensure equity for small businesses and nonprofits. He is an adjunct professor at Marquette University Law School, where his focus is ensuring law students understand the needs, expectations and reality of business owners.

Lafayette's commitment to the community has been recognized via the Milwaukee Business Journal's 40 Under 40 award, the Milwaukee Times Black Excellence Award, the University School of Milwaukee Alumni Service Award and the Foley & Lardner Lyndford Lardner Attorney Service Award. Lafayette is a graduate of Duke University and Duke University School of Law, where, collectively, he served on the Journal of Gender Law & Policy, the Harassment Grievance Board, and the Moot Court Board, and was president of Alpha Phi Alpha Fraternity, Inc.





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SPECIAL THANK YOU: PERRY AND SHEILA VIETH



The Center for Real Estate would like to thank Perry (Bus Ad '79) and Sheila (Arts '80) Vieth for their catalytic endowment of the directorship for the Center for Real Estate in January 2022. The gift helps fund the director's salary and the CRE's mission of serving each student by delivering deep learning experiences that help prepare them for fulfilling and successful lives. In addition, the gift supports strategic priorities, growth of professional development opportunities, and enhancement of the center's marketing, equipment and research. Further, the Vieths' gift strengthened their already-established endowed excellence funds for both the Center for Real Estate and the Applied Investment Management program, and it comes on top of a significant gift toward the new College of Business Administration building, opening in December 2022. "We are beyond grateful for the generosity of Perry and Sheila. Their gift helps us drive innovative and cutting-edge educational experiences in the lives of so many students, now and for decades to come." -- Andrew Hunt, first Vieth Director for the Center for Real Estate

Thank you, Perry and Sheila, for this landmark gift!



Information

Stay up to date on all Center for Real Estate news and events!



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The Center faculty and staff are always seeking help with job and internship placements, mentoring and shadowing opportunities for students, resume reviews and mock interviews, site tour leaders, Real Estate Club speakers and much more. Email Andy Hunt or Melanie Roepke to discuss getting involved: andrew.hunt@marquette.edu or melanie.roepke@marquette.edu

SAVE THE DATE

Chicago-Marquette Real Estate Leadership Breakfast

Thursday, October 6, 2022 (tentative)

Union League Club of Chicago, Chicago

4th annual Marquette Golden Eagle Real Estate Gala

Friday, November 4, 2022

Harley-Davidson Museum, Milwaukee



Closing Remarks

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