

MARQUETTE UNIVERSITY VIETH INSTITUTE FOR REAL ESTATE LEADERSHIP
PRESENTS

15th ANNUAL

NATIONAL REAL ESTATE STRATEGIES CONFERENCE



Dan Letter, CEO
 PROLOGIS®

*Featuring a
CEO Conversation
with:*



Molly McShane, CEO
 The
MC SHANE
COMPANIES

Thursday, April 30, 2026 | 8 a.m. - 12 p.m.
Wisconsin Club | Milwaukee, Wis.

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Keynote CEO Conversation: The New Guard - Global Perspectives on Winning Strategies



Dan Letter, Eng. '99
Chief Executive Officer
Prologis
Over 1.3 billion SF owned in 20 countries



Molly McShane
Chief Executive Officer
The McShane Companies
\$1B+ built annually across multi-family, industrial & commercial

PANEL OF EXPERTS



David Binder, Jr
Senior Vice President
MLG Capital
Investment firm focused on value add multifamily



Sarah Mancuso, BA. '02
President, West Leasing
JLL
leading leasing platform across the western U.S.



Matt Rinka
Partner & Founder
RINKA
Milwaukee-based architect shaping iconic urban design



Scott Yauck, Eng. '86 & J.D. '95
President & CEO Cobalt Partners
reimagining communities through complex, high-impact development

SPECIAL STUDENT SPEAKERS



Paloma Muro
Senior, Marquette University
Topic: the real estate student experience



Antonio Coca
Senior, Marquette University
Topic: CORE Case Competition



Ava Hetland
Sophomore, UW-Milwaukee
Topic: CORE Case Competition



Hayden Kleynhans
Senior, Marquette University
Topic: CORE Case Competition



Charlie Clark
Junior, Marquette University
Topic: AI in Real Estate

BOARD OF DIRECTORS

VIETH INSTITUTE FOR REAL ESTATE LEADERSHIP 2026 ADVISORY BOARD MEMBERS

The 2026-2027 Vieth Institute for Real Estate Leadership Advisory Board is
chaired by **Scott Yauck**, Cobalt Partners LLC

Peter Adreani

Norwood Builders

Stefanie Bachrach

Associated Bank

Ryan Battistoni

Timber Hill Group

Betty Bell

Pabst Farms Development

Peter P. Bell

First Realty Company

Brian Bell

Harbor Bay Ventures

Scott Benedetto

Chicago

Patrick Biernacki*

The Canopy Co.

David Binder

MLG Capital

Lianna Bishop

Zilber Family Foundation

Margaret Blair

Colliers International

Marvin Bynum

Godfrey & Kahn

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Investors Associated

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Shoreview Legal

Jim Devine

Newcastle Properties

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EBER | CRE Advisory Services

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The Boulder Group

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Hamick.co

Aaron Hodgdon

The Hodgdon Group

Christopher Hughes

Cypress Holdings

George Justice

Town Bank / Wintrust

Michael Klein

Klein Development

David Krill

Marquette University (Associated
Bank – retired)

Dan Letter

Prologis

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SPACECO, Inc.

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Healthpeak Properties

Austin Mautz*

Fiduciary Real Estate

David Mayhood

The Mayhood Group

Kyle McElwee

Prime Finance

Molly McShane

The McShane Companies

Jonathan Mulcahy

Zilber Ltd.

Adam Nelson

Kelmann Restoration

Kevin Newell

Royal Capital Group

C. Michelle Panovich*

MichDon Properties

John Petrovski*

BMO Harris Bank (retired)

James Phelps

JCP Construction

Michael Riopel

Northwestern Mutual

Jeff Ruidl

Hammes Partners

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Rule Enterprises LLC

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(Walgreens – retired)

Andy Sinclair

Midloch Investment Partners

Kevin Smith

Marquette University (Prudential
Real Estate Advisors - retired)

Ted S. Stratman

Colliers International

Kyle Sweeney

Flagship Healthcare Properties

Manny Vasquez

NAI Pfefferle

Perry Vieth*

Ceres Partners

Anne Wal

von Briesen & Roper, s.c.

Michael Wanezek

Colliers International

Greg Warsek

Associated Bank

Scott Yauck

Cobalt Partners LLC

**Denotes member of the Investment Committee for the Real Estate Asset Program (REAP)*

SPONSORSHIP OPPORTUNITIES

All sponsors will receive promotional benefits. Registrations for the conference are at a market rate, with more than 300 professionals expected during the event. Please join us and make an impact on the success of our program and students!

	VIREL Annual Sponsor (\$20,000)	Platinum Sponsor (\$10,000)	Gold Sponsor (\$5,000)	Blue Sponsor (\$2,500)
Opportunity to customize perks based on the sponsor's interests, including speaking opportunities, guest-lectures, and special access to student-focused events and career functions		✓		
Full-slide recognition on-screen during the Real Estate Strategies Conference		✓		
Special episode feature on the student-led Marquette Commercial Real Estate Club podcast.		✓		
Special recognition via a student "Thank You" video posted to social media (LinkedIn, Instagram, Twitter)		✓	✓	
Executive networking opportunities with faculty and students, and special promotion through social media (LinkedIn, Instagram, Twitter)		✓	✓	
Company logo recognition included in the Vieth Institute for Real Estate Leadership annual report		✓	✓	
Company logo recognition on-screen at the conference and on the event website		✓	✓	✓
Company logo included at bottom of conference email invitations sent to 5,000+ professionals for six weeks (March - April)		✓	✓	✓
Number of invitations to special post-conference lunch with our conference keynote speaker and the Vieth Institute for Real Estate Leadership Advisory Board members		2	1	
Number of tickets to the conference, including a reserved table for the sponsor's guests and table signage recognition at the event visible to participants		8	8	8
Company name recognition on-screen at conference		✓	✓	✓
Opportunity to be invited to guest speak in a real estate, engineering or law course, or to one of our student-led clubs		✓	✓	✓
Opportunity to have students seated with your group at your sponsor table		✓	✓	✓

This opportunity includes special benefits. See box below for additional information.

VIREL Annual Sponsorship (\$10,000 - \$50,000) (contact Lexie Epperson for details, lexie.epperson@marquette.edu)

VIREL Annual Sponsors provide unmatched support to the Institute and our students throughout the year. VIREL Annual Sponsors are recognized prominently at all major events and receive special benefits, including:

- All benefits at the Platinum Level for the Strategies Conference
- Special recognition in all VIREL marketing emails (emails reach 1,000 - 4,000 professionals each; 25+ emails/year)
- Special sponsorship recognition at all major VIREL events, including the Golden Eagle Gala and the Chicago Real Estate Leadership Breakfast
- Customized and co-branded video content celebrating the sponsor's partnership with the VIREL
- Membership invitation opportunities with the Vieth Institute for Real Estate Leadership Advisory Board and REALM Network Board
- Unique student access including special events, recruiting preference, and guest-lecture and speaking opportunities
- Event speaking and panelist opportunities
- Research collaboration opportunities with Marquette faculty, including the Bell Chair in Real Estate
- Special recognition on the Vieth Institute for Real Estate Leadership website

SPONSORSHIP REGISTRATION FORM

2026 NATIONAL REAL ESTATE STRATEGIES CONFERENCE

TO BE RECOGNIZED AS A SPONSOR please complete, scan and email this form to:

Lexie Epperson, Marquette University Vieth Institute for Real Estate Leadership at

lexie.epperson@marquette.edu

For more information call (414) 288-7940 or visit www.mu.edu/vieth.

Sponsorship Level Payment Preference

Please indicate your desired sponsorship level below.

- VIREL Annual Sponsorship (\$20,000)
- Platinum Sponsorship (\$10,000)
- Gold Sponsorship (\$5,000)
- Blue Sponsorship (\$2,500)

Note: Your sponsorship contribution is tax-deductible to the fullest extent permitted by the law.

Company Information

Please complete the form fields below.

Company Name: _____

Sponsor: _____

This is the name as you would like it to appear on promotional materials.

Logos: for Blue sponsors and higher please email a hi-res logo in .jpg or .png format to lexie.epperson@marquette.edu

Company Website: _____

Contact Person (Name): _____

Email: _____

Phone: _____

Company Address: _____

City: _____ **State:** _____ **Zip:** _____



Checks can be made out to
“Marquette University Vieth Institute for Real Estate Leadership” and mailed to the following address:
Marquette University
Attn: Teresa Janusz
1250 W. Wisconsin Avenue, Suite 421
Milwaukee, WI 53233

Credit Card

To pay by credit card, please follow the link to registration:
Link to be posted when registration is live; additional link can be provided directly by contacting Lexie Epperson.

SPONSORSHIP IMPACT

YOUR SPONSORSHIP HAS A DIRECT IMPACT ON STUDENTS

The Strategies Conference and Gala combine to deliver half of the Vieth Institute for Real Estate Leadership's revenue in a typical year. All proceeds go to support the success of our students and the impact our program can provide to the real estate community.

Special Programs

Case competitions, MKE CRE Summer High School Immersion Camp, and the ACRE Program are all cornerstones of the Marquette real estate student experience



4th

Largest major in the College of Business (out of 12), one of Marquette's fastest growing majors

NATIONALLY RANKED

Ranked in the top 15 "Best Undergraduate Real Estate Programs" in the world 8 out of 11 years



Site Tours

Students tour the Baird Center convention center expansion project in downtown Milwaukee.



99%

Job Placement of May Graduates from 2012 to present.

Student Trips

Students travel to the NAIOP 2025 Meeting in Toronto.