



2020 ANNUAL REPORT



GREENFIRE
BUILDERS OF THE FUTURE



Thank you for reviewing Greenfire Management Service's 2020 Annual Report in which we share our work and accomplishments from the past year. The last year was unlike any other and I first want to thank our team for their tireless commitment to addressing the challenges of building during the pandemic. Your ability to assess risk, plan for added health and safety measures, adjust for changing schedules and staffing, and remain focused on the task demonstrated professionalism, dedication, and care. I am forever grateful to our staff, partners, and subcontractors for collaborating as we adjusted and met the challenges of an uncertain and everchanging world.

Greenfire, founded in 2010, was gearing up to celebrate the conclusion of our first decade of operation at the start of the last year. We anticipated a gathering to commemorate our success in the industry with our owners, partners, team, and community. Although an event could not happen, the appreciation we have for everyone who helped us build and maintain our leadership role in the industry is always front of mind.

I looked back at our company's original business plan to see how we measured up to the founder's initial goals. Greenfire started at the height of the great recession and the founding members aimed to build an experienced management team, with financial stability and minority status, that could meet the needs of what they called a "reset" economy. As we round out our tenth year, and simultaneously start pulling out of a pandemic-era, we are now entering what feels more like a "reset" world and I believe it is one that our company has proven it can tackle and succeed in.

Greenfire's most successful year to date was 2020 even with all the challenges and uncertainty related with the pandemic. We are happy to report that our company generated \$143 million in revenue, an increase of 108.79 percent from the previous year. Our staff grew by 18 percent and with 19 projects started in communities from Wisconsin's northern border, throughout the Fox Valley, the greater Milwaukee region and south to Racine, we successfully established a presence throughout the state. This has always been a goal for the company, and we are thrilled to have met it.



Other marks of success from the year include:

- Further developing our capabilities in the areas of healthcare, education, government, adaptive reuse, senior living, and commercial developments while strengthening our work in multi-family and historic renovation.
- Our Northern Operations team was awarded eight projects in six markets, allowing us to expand our presence throughout the state.
- Attracting and securing thirteen new team members in a tight labor market, ensuring we continue delivering exceptional service to our clients and partners.
- 2020 was Greenfire's most award-winning year with 15 honors and recognitions for several of our projects and our team members.
- Greenfire was named the fifth largest minority-owned business and the 22nd largest construction firm in the region.

Other highlights from 2020 include construction of the Forest County Potawatomi Community Center in Crandon. This \$60 million facility is nearing completion and will be a hub for cultural awareness and support for the Potawatomi community. We look forward to delivering this project this spring.

We completed several large developments in the Milwaukee area that permitted our historic renovation expertise to shine including St. James 1868, and Gold Medal Lofts in Racine.

Our work on the Green Bay Correctional Facility and construction of the Waukesha City Hall allowed us to expand our municipal capabilities and we are grateful for the opportunities to complete this important work.

As we commence the next ten years of operation, we thank our partners and our team of professionals who continue delivering innovative construction solutions that maximize value. We also remain grateful for the opportunity to contribute to the stability of our parent company, the Potawatomi Business Development Corporation (PBDC), and the Forest County Potawatomi Community (FCPC).

Please explore the following pages to learn more about what we accomplished this past year. We appreciate the trust and support received from our clients, from the industry as a whole, and from the leadership and members of the FCPC. We look forward to charting the course for our next chapter and continuing our growth as Builders of the Future for many decades ahead.

Regards,



Kip Ritchie, President
Greenfire Management Services
Forest County Potawatomi Tribal Member





MISSION, VISION, VALUES

2020 BY THE NUMBERS



MISSION

TO DELIVER INNOVATIVE CONSTRUCTION SOLUTIONS THAT MAXIMIZE VALUE.

VISION

TO BE A RECOGNIZED LEADER IN OPTIMIZING CONSTRUCTION SOLUTIONS.

VALUES

INTEGRITY

WE ACT WITH HONESTY AT ALL TIMES.

TRUST

WE BUILD RELATIONSHIPS BASED ON COMMITMENT AND A PROVEN TRACK RECORD.

TEAMWORK

WE COMBINE EACH INDIVIDUAL'S TALENTS TO FORM ONE TEAM.

TRANSPARENCY

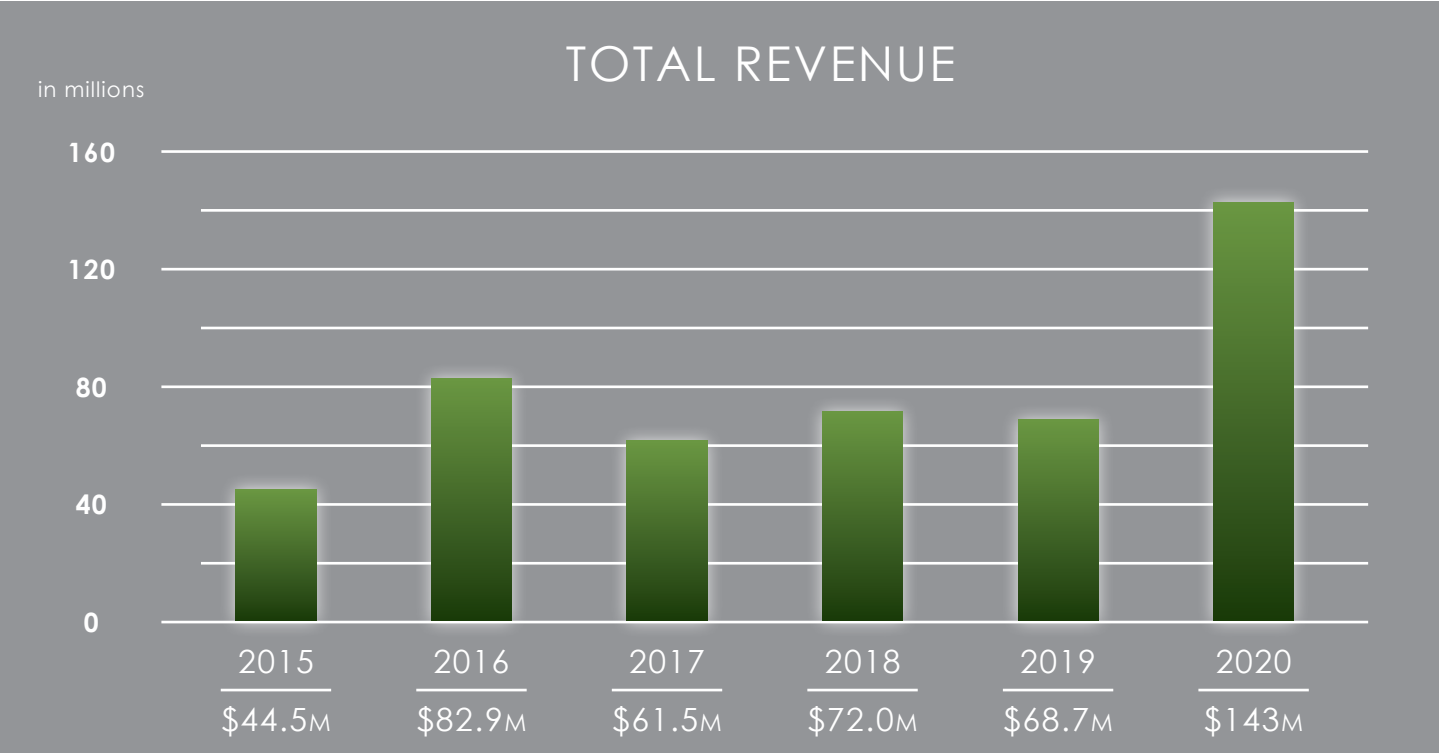
WE HAVE AN OPEN-BOOK POLICY AND WELCOME ON-GOING DIALOGUE.

COMMUNICATION

WE SHARE WITH, AND LISTEN TO, ALL THOSE ENGAGED IN OUR WORK.


COMMUNITY

WE ONLY SUCCEED IF THE COMMUNITY WE SERVE SUCCEEDS.






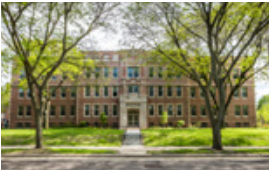
10 YEAR TIMELINE




GREENFIRE
MANAGEMENT SERVICES, LLC
GREENFIRE MANAGEMENT SERVICES, LLC IS
FOUNDED




BEGAN CONSTRUCTION
MANAGEMENT SERVICES
WITH BUILDING
DEMOLITION AND
REMEDiation WORK ON
THE WGEMA CAMPUS




GREENFIRE MOVED TO
THE BGEMAGEN BUILDING
ON THE WGEMA CAMPUS



FOREST COUNTY
POTAWATOMI ACQUIRED
VARIOUS PROPERTIES
SURROUNDING THE
WGEMA CAMPUS



DIVERSIFIED CLIENT
BASE, SECURING NON-
TRIBAL PROJECTS AND
BEGINNING FORAY INTO
MULTIFAMILY RESIDENTIAL
MARKET




SECURED/COMPLETED
FIRST GROUND-UP
MULTIFAMILY PROJECT
THROUGH MANDEL
GROUP WITH BEAUMONT
PLACE

16


MILWAUKEE BUSINESS
JOURNAL NAMES
GREENFIRE #16 ON LIST
OF LARGEST MILWAUKEE-
AREA CONSTRUCTION
FIRMS

1


AT 345 PERCENT GROWTH
OVER THREE YEARS,
GREENFIRE WAS NAMED
#1 FASTEST GROWING
FIRM BY MILWAUKEE
BUSINESS JOURNAL



EXPANDED FOOTPRINT
BY OPENING NORTHERN
OFFICE IN WAUSAU
GREENFIRE TEAM ALSO
GREW BY 30%



BROKE GROUND ON
THE TRIBE'S 110,00 SF
COMMUNITY CENTER
ON THE RESERVATION IN
CRANDON



SECURED WORK ON
PROJECTS IN THREE NEW
MARKETS INCLUDING EAU
CLAIRE, OSHKOSH, AND
GREEN BAY



ALL REVENUE DERIVED
FROM PROPERTY
MANAGEMENT SERVICES
ONLY



COMMENCED
CONSTRUCTION FOR
POTAWATOMI HOTEL AND
DATA HOLDINGS DATA
CENTER



GREENFIRE SECURED/
COMPLETED DEMOLITION
OF HAVENWOOD
NURSING HOME AND
CONSTRUCTION OF
REMOTE GATED PARKING
LOT

20

FIRST YEAR GREENFIRE
WAS INCLUDED IN THE
MILWAUKEE BUSINESS
JOURNAL'S LIST OF
LARGEST MILWAUKEE
-AREA CONSTRUCTION
FIRMS, COMING IN
AT #20



SECURED/COMPLETED
FIRST HISTORIC
RENOVATION PROJECT
WITH SHERMAN
ASSOCIATES TO
CONSTRUCT PAPER BOX
LOFTS

3

MILWAUKEE BUSINESS
JOURNAL NAMES
GREENFIRE #3 ON LIST
OF FASTEST GROWING
FIRMS AND #3 ON LIST
OF LARGEST MILWAUKEE-
AREA MINORITY-OWNED
BUSINESSES



NAMED MINORITY-OWNED
BUSINESS OF THE YEAR BY
THE DAILY REPORTER
MANAGED NINE
MULTIFAMILY PROJECTS IN
MILWAUKEE, DELIVERING
626 UNITS TO THE MARKET



NORTHERN OPERATIONS
SECURED AND COMPLETED
WORK FOR EDWARD
U. DEMMER MEMORIAL
LIBRARY, RHINELANDER
SCHOOL DISTRICT, AND
BAD RIVER BAND OF LAKE
SUPERIOR CHIPPEWA



AWARDED THE
PRESTIGIOUS
MARKETPLACE
GOVERNOR'S AWARD
FOR MINORITY-OWNED
LARGE BUSINESS



WITH \$143M IN REVENUE,
GREENFIRE MARKS ITS
MOST PROFITABLE YEAR
TO DATE AND AWARDED
15 HONORS AND
RECOGNITIONS, FOR THE
MOST AWARD-WINNING
YEAR TO DATE





AWARDS & RECOGNITIONS

BizTimes Media’s Notable Women in Design and Construction

- Rebecca Sadler

The Daily Reporter

- Newsmakers of the Year: Estimator of the Year - Joe Kolavo
- Diversity in Business
- Top Projects of 2019: No Studios; Potawatomi Hotel & Casino Phase II and Casino Infill; Vim + Vigor; Wgemas Building

Mayor’s Design Award

- Vim + Vigor

Midwest Real Estate News’ Best of the Best Top Construction Companies - #52

Milwaukee Business Journal

- Real Estate Awards: No Studios
- Largest Milwaukee-Area Construction Firms - #22
- Largest Milwaukee-Area Minority-Owned Businesses - #5

Wisconsin Commercial Real Estate Women 2020 Showcase Awards

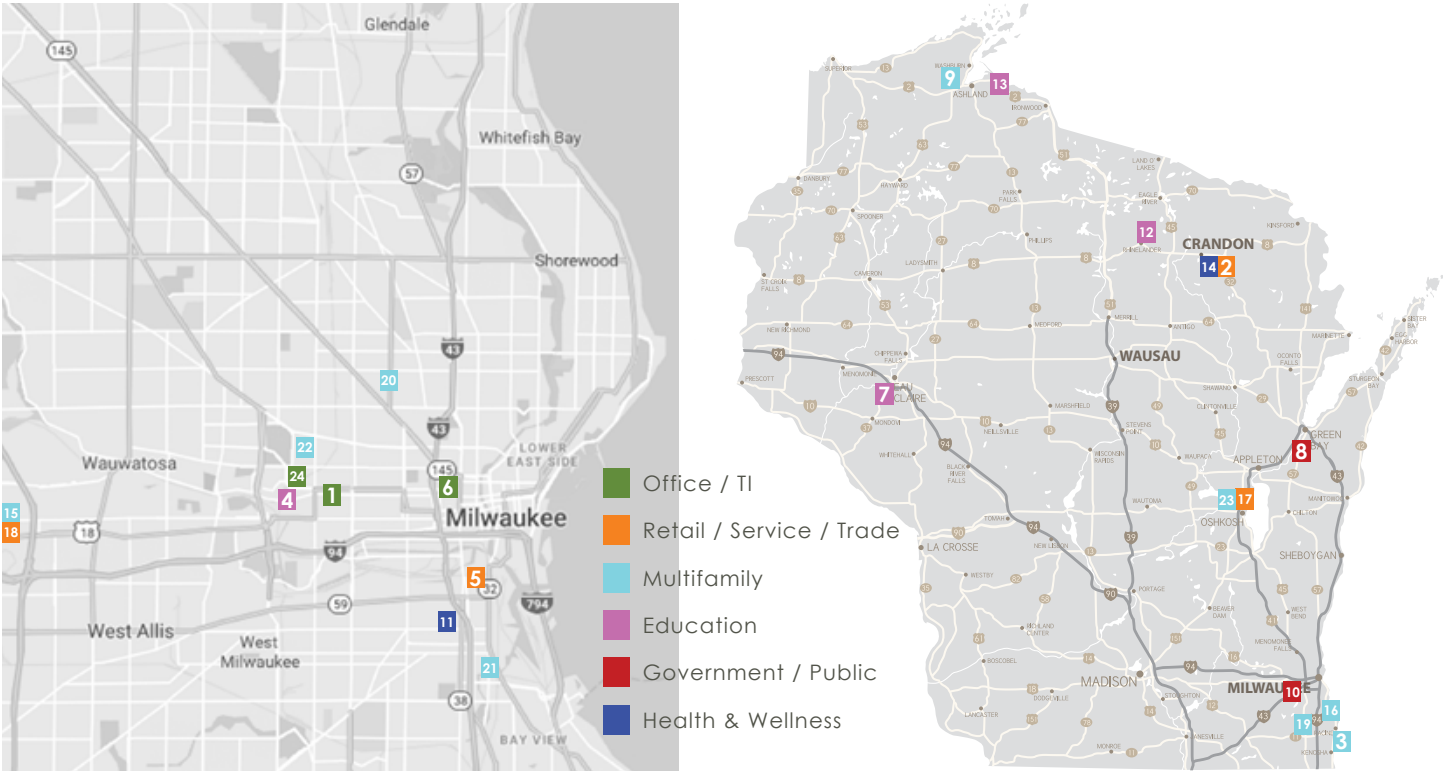
- Project of the Year: St. James 1868
- Selection: No Studios

USGBC Wisconsin 2020 Leadership Award - Innovative Project, Interiors

- Wgemas Building

2020 NOTABLE PROJECTS MAP

1	Bgemagen First Floor TI	9	Confidential Client Building Modernization	17	Oshkosh Food Co-op
2	FCP Carter Convenience Store	10	Waukesha City Hall	18	M10 Building
3	Gold Medal Lofts	11	Sixteenth Street Community Health Center - National Avenue	19	Tivoli Green
4	Kid-Tastic Child Care	12	Crescent Elementary School Site Upgrade	20	Phillis Wheatley School
5	Adventure Rock WKP	13	Bad River Head Start Facility	21	RIVER Apartments
6	Badger Mutual Insurance	14	FCP Community Center	22	37th Street School Senior Apartments
7	UW-Eau Claire Towers Hall Renovation	15	Crescent Apartments	23	BRIO Building
8	State of Wisconsin DOJ Renovation	16	Parterre at Emerald Row	24	Confidential Client Office TI



LETTER FROM OUR COO

This year, we had growth, operational wins and project successes, but each came with the challenges of building during the Covid-19 pandemic. We are grateful to our team, our customers, and subcontractors for their commitment to maintaining a safe and secure work environment and for pivoting whenever needed to adjust to schedules and to manage deliverables.

Among the northern operations growing list of work, the team secured two state projects, fulfilling a goal of expanding market sectors. The Green Bay Correctional Facility improvements and the University of Wisconsin-Eau Claire Towers Hall work brought us to new communities and gave us added experience in the education and municipal sectors. We commend our team for their success in this market sector to continue our growth and diversification goals.

We also expanded our work in Indian Country, completing construction of a convenience store on the Potawatomi Carter Casino Hotel campus and the Forest County Potawatomi Community Center in Crandon. This project was an incredible opportunity to construct a gymnasium, a fieldhouse with synthetic turf, an indoor pool, educational and support areas along with a childcare suite and community space. We also constructed the Bad River Band of Lake Superior Chippewa's Head Start facility in Odanah, Wisconsin.

Greenfire further strengthened our position as the premier builder in the multifamily sector with continuing work on Parterre at Emerald Row in Oak Creek and Tivoli Green in Mount Pleasant. We started construction on Crescent Apartments in Wauwatosa, the BRIO Building in Oshkosh, and RIVER Apartments in Milwaukee and secured contracts for three major developments in Milwaukee. Each has significant historic renovation work and combined, will deliver 228 affordable housing and senior living apartments to the market. Our work on 37th Street School Apartments, Phillis Wheatly School, and the Community Within the Corridor commenced in 2021.

To accommodate our growth, we hired 13 staff members spread across the Milwaukee and Wausau offices. Our headquarter office expanded with the acquisition of the first floor of the Bgemagen Building on the Wgema Campus. Our growing pre-construction team fills that space, and our project teams are on the second floor.

Our growth and expansion required us to further deepen our network of strong, reliable and reputable subcontractors. This has proven especially important during the pandemic era, when trust and transparency are core to our success.

Other unpredicted challenges brought on by the pandemic included establishing Covid-era protocols, delays in supply chain and material procurement. Pricing of certain items was volatile, and we've had to adjust on very short timeframes. These challenges only make us more agile and experienced.

Thanks to our staff for providing innovative construction services and a commitment to total quality management. Thanks to our partners, clients, and owners for the opportunity to deliver quality buildings throughout Wisconsin. Enjoy learning more about our work on the following pages. To see a comprehensive list of Greenfire's projects, please visit our new website at www.greenfire.com.

Sincerely,



Jeb Meier, COO
Greenfire Management Services





ADVENTURE ROCK WKP

MILWAUKEE | COMMERCIAL

Renovation of a 15,000 SF warehouse building in Milwaukee's Walker's Point neighborhood into a multi-use gym consisting of a bouldering rock and climbing walls with surrounding yoga and fitness areas.

BADGER MUTUAL INSURANCE

MILWAUKEE | COMMERCIAL OFFICE

Commercial office build-out for the new Badger Mutual Insurance corporate headquarters. This two-story commercial office added a common stair connecting the two floors with closed offices, conference rooms, quiet amenities and a central break area.



FCP COMMUNITY CENTER

CRANDON | COMMERCIAL

New construction of a 110,000 SF community center that features a two-story atrium, skywalk, wood court gym, fieldhouse, pool, climbing wall, education and support areas. Project includes extensive BIM analysis of complex MEPF systems.

CONFIDENTIAL CLIENT OFFICE TI

MILWAUKEE | COMMERCIAL

Tenant improvement at the Honey Creek Corporate Center in Wauwatosa for a national healthcare provider. The new location serves as the pilot of a new series of offices focused on innovative employee-centric elements for collaboration and engagement.



OSHKOSH FOOD CO-OP

OSHKOSH | COMMERCIAL

Ground floor build-out fitted with a fully-equipped commercial kitchen, industrial range and convection oven and substantial prep areas. The co-op also includes multiple installments of commercial grade freezers, cooler, and refrigerators throughout the space.

SIXTEENTH STREET COMMUNITY HEALTH CENTER

MILWAUKEE | COMMERCIAL

The 60,000 SF tenant improvement for a health and wellness center includes install of new cost-effective MEP systems. New construction includes installation of advanced building security system, cybersecurity system and update of the building to meet ADA and healthcare standards.





KID-TASTIC CHILD CARE

MILWAUKEE | EDUCATION

Renovation of a childcare and early education center on State Street in Milwaukee. Scope of work includes selective demolition, installation of new MEPs, sprinkler, and fire alarm system. Work also includes installation of new finishes and landscaping work.

GOLD MEDAL LOFTS

RACINE | MULTIFAMILY

Historic renovation of a 110-year-old, two-building industrial property into 77 multifamily units. Interior renovation includes selective demolition and reinforcement of structural shell and subfloors and refurbishment of existing timber columns. New construction consists of installation of all new windows, MEPs and fire protection and elevator systems.



UW-EAU CLAIRE TOWERS HALL

EAU CLAIRE | EDUCATION

Renovation of Towers Hall on UW-Eau Claire's campus. Scope includes installation of a new HVAC fresh air system into both towers. Project was constructed in multiple phases to minimize disruption on an active campus.

CRESCENT APARTMENTS

WAUWATOSA | MULTIFAMILY

New construction of a 102-unit luxury apartment community. The project involves the construction of an approximately 136,000 SF, four-story building with a 118-stall underground parking structure.



BAD RIVER HEAD START FACILITY

ODANAH | COMMERCIAL

New construction of a Head Start facility offering classrooms, early childhood care stations, offices, a conference room, a fully-equipped commercial kitchen, a library, and an on-site solar array. An elaborate security system runs throughout and includes an integrated security camera system with a lockdown system.

PARTERRE AT EMERALD ROW

OAK CREEK | MULTIFAMILY

New construction for the 348,000 SF, second-phase of Emerald Row Apartments within Drexel Town Square. Two-building wood-framed development with below-grade parking adds 241 apartments and a range of guest amenities.





TIVOLI GREEN

MOUNT PLEASANT | MULTIFAMILY

New construction of a multi-townhome development includes site grading, construction of access roads, new construction of a clubhouse along with two phases of multifamily townhomes.



BRIO BUILDING

OSKHOSH | MULTIFAMILY

New construction of a four-story wood-framed mixed-use building built atop a podium. Project includes 60 market-rate units and 12,000 SF commercial space for a food co-op.



GREEN BAY CORRECTIONAL FACILITY

GREEN BAY | GOVERNMENT

Remodel of 592 jail cells including mechanical, electrical and plumbing upgrades throughout the facility. Project constructed in 36 separate phases with each phase lasting three weeks. Total project duration lasts 108 weeks.



WAUKESHA CITY HALL

WAUKESHA | GOVERNMENT

New construction of a 55,000 SF structural steel public sector building directly adjacent to existing City Hall. The four-story building features a glass curtain wall enclosed with masonry and a skywalk connecting to an existing parking garage.





KIP RITCHIE PRESIDENT

Kip joined Greenfire as president in 2014 but has been closely involved with the company since its inception in 2010, having previously served as chief operating officer of the PBDC. Guided by the objectives of PBDC and its tribal philosophy and values, Kip provides leadership for the company, drives the vision and strategic planning, and plays a major role in networking and business development.



BRIAN KRAUS CHIEF FINANCIAL OFFICER

Brian joined Greenfire during its infancy in 2011, and has played a major role in helping the company grow from a start-up, to one of the largest construction management firms in Southeastern Wisconsin. He is a pro-active and results-oriented professional with broad experience in all aspects of accounting, financial and risk management within the construction industry.



JEB MEIER CHIEF OPERATIONS OFFICER

Jeb joined the company in 2012 and works closely with the team to determine the company's strategic planning, visioning, operations and business development. He previously served as Greenfire's vice president of preconstruction and has been actively involved in nearly all of the company's projects to date, including the historic redevelopment of the Wgema Campus.



MIKE TIMMERS DIRECTOR OF OPERATIONS

Starting with Greenfire in 2013, Mike has led some of Greenfire's most important historical renovation projects. He is responsible for the successful completion of all construction projects from inception to completion. He is skilled and experienced in all phases of construction with strengths in predevelopment, budget projections, project bidding, design process monitoring, project management, close-out and scheduling.

MICHAEL MURPHY DIRECTOR OF NORTHERN OPERATIONS

Joining Greenfire in 2018 to establish and manage the company's northern office, Mike oversees all daily operations, expands relationships with new and existing customers and facilitates community leadership opportunities in the region. Mike is known for his strength in negotiating contracts, empowering teams and building exceptional client relationships.



PEPI RANDOLPH VP, BUSINESS DEVELOPMENT

Pepi joined the Greenfire team in 2018 and focuses on maintaining and expanding relationships with new and existing customers in the commercial real estate industry and on developing Greenfire's business and community leadership opportunities throughout Wisconsin and the Midwest. Pepi brings a wealth of familiarity to Greenfire, as he previously served as chief executive officer of the PBDC.



TOM HEINRICH DIRECTOR OF PRECONSTRUCTION

Tom oversees all project pricing from conceptual budgets to final contract prices. Since joining the company in 2015, he's been involved in many of Greenfire's projects including the award-winning Historic Garfield School Apartments. Tom's core strengths lie in his analytical and mechanical reasoning and his attention to customer relationships. He is one of fewer than ten Certified Professional Estimators in the State of Wisconsin.



REBECCA SADLER DIRECTOR OF ADMINISTRATION

Rebecca joined Greenfire in 2015 and contributes significantly to our strategic plans for growth and success. Her attention to detail, proactive approach and exceptional organizational skills help Greenfire thrive in a highly competitive industry. Rebecca implements and manages all administrative processes for our Milwaukee and Wausau offices including hiring, human resources and corporate events.





GREENFIRE TEAM

A GLIMPSE AHEAD

PROJECT MANAGERS

Paul Hackbarth, Sr. Project Manager
Kevin Hansen, Sr. Project Manager
Shauna Boyer, Project Manager
Josh Bruesewitz, Project Manager
Daniel Grams, Project Manager
Nick Moore, Project Manager
Alex Siehoff, Project Manager
Mike Smith, Project Manager
Ron Wiedeman, Project Manager
Andrew Ziebell, Project Manager

PROJECT ENGINEERS

Zach Brucker
Gage Christianson
Jordan Guth
Ryan Hermes
Mariah Herron
Rob Norris
David Shuma
Austin Stueck

SUPERINTENDENTS

Craig Bailey, Superintendent
Curt Begotka, Superintendent
Tommy Cummings, Superintendent
Lonnie Dunbar, Superintendent
Scott Earley, Superintendent
Chad Greuel, Superintendent

SUPERINTENDENTS (CONTINUED)

Mike Holl, Superintendent
Paul Kaare, Superintendent
Tim Koch, Superintendent
David Kwiatkowski, Superintendent
Randy Potter, Superintendent
Eric Rank, Assistant Superintendent
Angelo Rodriguez, Assistant Superintendent
Mike Rowland, Superintendent
Jeff Stanisch, Superintendent
Gene Widenski, Superintendent
Connor Wierschem, Assistant Superintendent

ESTIMATORS

Evan Gornick
Joe Kolavo
Blake Lawson

OFFICE PERSONNEL

John Aperi, Accountant
Cheryl Bousquet, Administrative Assistant
Maureen Carlson, Regional Business Dev. Mgr.
Sherrie Harenda, Administrative Assistant/Project Coordinator
Michael Moe, Business Development Coordinator
Val Neumaier, Project Coordinator
Kelli Ohlfest, Project Coordinator
Ed Person, Project Development Manager
Kyle Widenski, Marketing Coordinator

As this report is published, Greenfire is well on its way to another successful year with recent groundbreakings, project completions, and other project wins in the pipeline. We are also actively managing 25 projects across the state and you can learn more about our current work viewing the boxes below.

Our team has grown to 55 employees across our two offices and in May, our company saw a change of leadership as Jeb Meier was promoted to President, following Kip Ritchie’s promotion to Chief Operating Officer of our parent company, PBDC. Kip remains an officer of Greenfire and in his role with PBDC, continues to be engaged with our team.

Finally, after a year like no other, we are hopeful the Covid-19 pandemic is fading as vaccinations continue, restrictions are being lifted, and people are returning to work, school, and play. We are grateful to our team for their on-going flexibility, unwavering dedication, and their commitment to continue building for the future.

We look forward to furthering our current projects, and more, in 2021.

2021 GROUNDBREAKINGS	PROJECTS CONTINUED INTO 2021	PROJECTS SLATED FOR 2021
Phillis Wheatley School	FCP Community Center	Phillis Wheatley School
Community Within the Corridor	Crescent Apartments	Community Within the Corridor
The Common Place	Parterre at Emerald Row	Crescent Elementary School
Crescent Elementary School	Tivoli Green	Willow Creek Manor CBRF
Gateway Lofts	RIVER Apartments	FCP Museum
The Granary	37th Street School Apartments	Nicolet Tech Fieldside Addition
Mackson Corners	Waukesha City Hall	Lincoln Hills Addition
	BRIO Building	UW-Stout Remodel
	Oshkosh Food Co-op	DC Everest School Gym Addition
	UW-Eau Claire Towers Hall	Red Cliff Housing Authority
	Green Bay Correctional Facility	
	Confidential Client Office TI	



COMMITMENT TO COMMUNITY

When the FCPC built its Milwaukee casino decades ago, its members and leaders knew that simply being located in the community wasn't enough. They committed to investing in and providing promising futures to the individuals and families living and working in the community.

As a product of the FCPC, Greenfire holds the same foundational beliefs, and we feel strongly that we must be good corporate citizens. In fact, COMMUNITY is one of our company's core values. This is how our team engages with the community surrounding us.

In 2020, Greenfire sponsored, supported, or attended an array of community-centric events and organizations. Our support ranged from trade and job fairs, to service days, and community drives. See below for a few events:

EVENT	ORGANIZATIONAL SUPPORT
UW-Stevens Point	Student Career Fair
Milwaukee School of Engineering	Student Career Fair
Next Door Milwaukee	Annual Book Drive
American Heart Association	Annual Heart Walk
Milwaukee Public School's First Nations Studies	Annual Back to School Drive
Milwaukee Christian Center	Annual Food Drive & Meal Service
Lisa Kaye Catering	Food & Wine Extravaganza
Cross Management	Community Within the Corridor Job Fair
Knights of Columbus	Annual Golf Outing



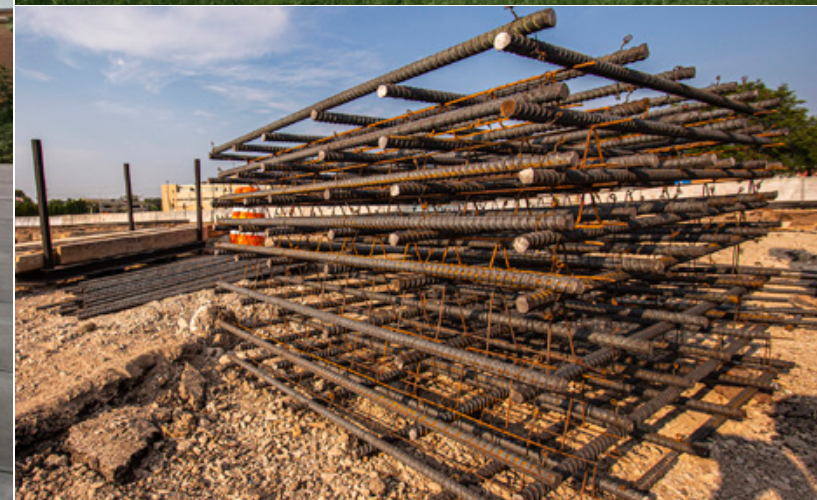
COMMITMENT TO INDUSTRY

CONFERENCE	ATTENDANCE
2020 Reservation Economic Summit	In-Person
WASB State Education Convention	In-Person
AISES National Conference	Virtual
16th Annual BizTime's BizExpo	Virtual
Urban Spaceship Conference	Virtual
MARKETPLACE 2020 Governor's Conference	Virtual
NMSDC 2020 Conference + Business Opportunity Exchange	Virtual
WALA Fall 2020 Conference	Virtual
WASBO Fall Conference	Virtual

EVENT	ATTENDANCE
BizTimes Media 2020 Economic Trends	In-Person
LISC MANDI Awards	Virtual
Milwaukee Business Journal Economic Forecast Luncheon	In-Person
BRIO Building Groundbreaking	Virtual
WCREW Golf Outing & Hole Sponsor	In-Person
The Daily Reporter Diversity in Business	In-Person
The Daily Reporter Top Projects	Virtual
RE News Milwaukee Commercial Real Estate Summit	Virtual

GREENFIRE MAINTAINED PRESENCE AT EXISTING CONFERENCES WHILE EXPANDING OUR ATTENDANCE INTO NEW MARKET-SPECIFIC CONFERENCES.

GREENFIRE ATTENDED FOUR NEW EVENTS IN 2020.





2020 ANNUAL REPORT



GREENFIRE
BUILDERS OF THE FUTURE

3215 W. State Street, Suite 200

Milwaukee, WI 53208

414.290.9400



greenfire.com

301 N. 17th Avenue, Suite 100

Wausau, WI 54401

715.863.2510