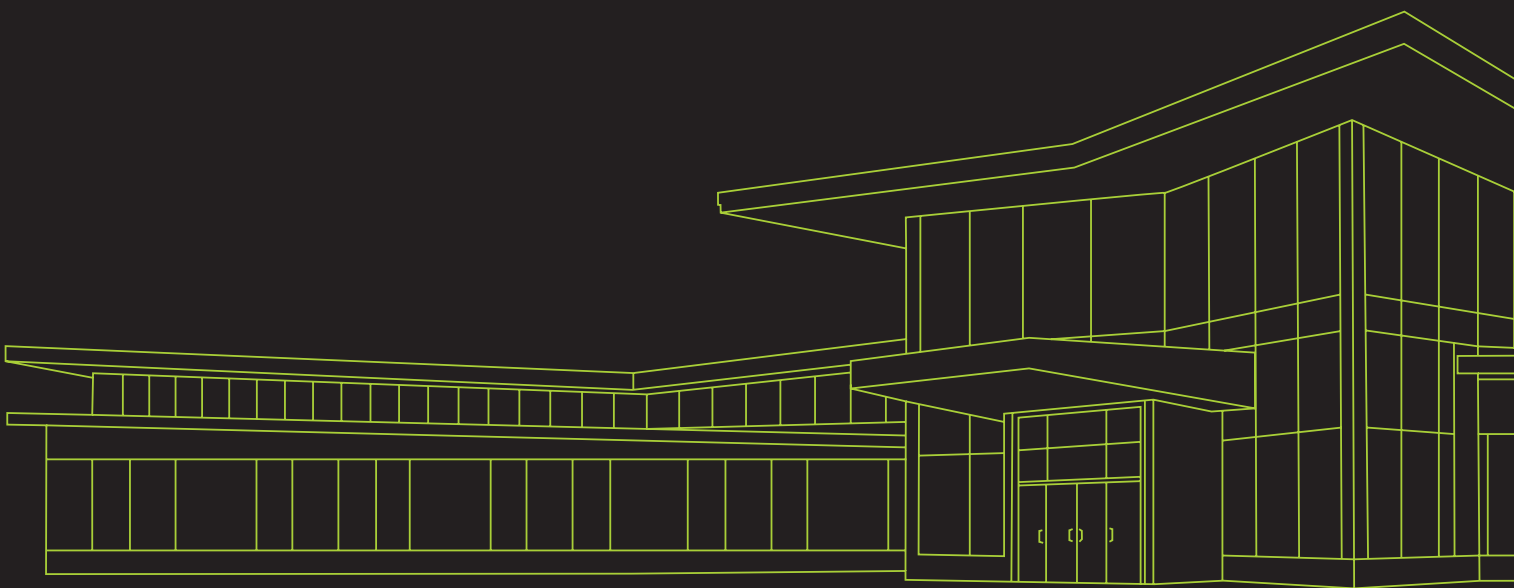




**GREENFIRE**  
BUILDERS OF THE FUTURE

## **2022** ANNUAL REPORT









# 2022 ANNUAL REPORT

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## BUILDERS OF THE FUTURE







## Letter from our President

Being your trusted partner is our goal at Greenfire Management Services. We are growing our team, our portfolio and our expertise to provide you a good project experience.

In 2022, we continued to excel in our primary market of multi-family developments. With over 60% of our projects being in this sector, we are considered a market leader and continue to be presented with opportunities. The demand for quality, affordable housing options remains high and the developers in Wisconsin and around the Midwest are aggressively filling this demand with a pipeline of units. Greenfire is known for our detailed estimates, quality of subcontractors and site safety. We will continue to uphold these strengths and values to provide our clients with the best outcomes.

In addition to the multi-family sector, the focus for Greenfire has been on diversification. We continue to market and establish ourselves as construction managers for every sector. This includes public and government agencies, industrial, educational, commercial and corporate industries. One of the biggest opportunities is helping owners and developers who received federal and local funds from the pandemic. From a local EMS station to HVAC replacements to tenant improvements, we helped several clients allocate those funds appropriately.

A key market sector we continue to focus on is tribal nations. As we serve our own tribe - the Forest County Potawatomi Community, we also have had the opportunity to serve other tribes with preconstruction and construction management services. A big milestone in 2022, was breaking ground on the \$100 million renovations at the Potawatomi Casino Hotel as a joint venture with Gilbane. We are honored and humble, the tribe continues to value the Greenfire team and provide significant opportunities like this so we can continue to help sustain the tribe.

In 2023, we look forward to focusing on Team Greenfire. We want to develop our people to be the best in the industry and operate at their highest potential. We know that if we start with our people, the right clients with the right projects will continue to come our way. The future is bright for building. **We are builders of the future.**

Regards,

Jeb I. Meier, PE, CPE, LEED AP®

President



## MISSION, VISION, VALUES

### 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 talent 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.

## BY THE NUMBERS

**\$159M**

2022  
revenue

**55**

Total  
employees

**\$350M**

Total project  
costs

**9**

Awards &  
recognitions

**1.5M**

Total SF  
managed

**11**

Projects  
complete

**33**

Total projects  
managed

**22**

Projects  
started



# NOTABLE PROJECTS

<div></div> <div>FOREST COUNTY POTAWATOMI MUSEUM CRANDON, WI</div>	<div></div> <div>THE COMMON PLACE ASHWAUBENON, WI</div>
<div></div> <div>FOREST COUNTY POTAWATOMI POW WOW GROUNDS CRANDON, WI</div>	<div></div> <div>COMMUNITY WITHIN THE CORRIDOR MILWAUKEE, WI</div>
<div></div> <div>GATEWAY LOFTS RETAIL KENOSHA, WI</div>	<div></div> <div>GATEWAY LOFTS KENOSHA, WI</div>
<div></div> <div>POTAWATOMI CASINO RENOVATION MILWAUKEE, WI</div>	<div></div> <div>THE LOCKLYN APARTMENTS OCONOMOWOC, WI</div>
<div></div> <div>POTAWATOMI CARTER CASINO HOTEL RENOVATION CARTER, WI</div>	<div></div> <div>MACKSON CORNERS WATERFRONT OSHKOSH, WI</div>
<div></div> <div>DOOR COUNTY GRANARY STURGEON BAY, WI</div>	<div></div> <div>RED CLIFF CHIPPEWA HOUSING AUTHORITY BAYSIDE, WI</div>
<div></div> <div>WGEMA CAMPUS TTHIGWE GYM RENOVATION MILWAUKEE, WI</div>	<div></div> <div>115 URBANE APPLETON, WI</div>
<div></div> <div>LINCOLN HILLS SCHOOL IRMA, WI</div>	<div></div> <div>URBANE BURLINGTON, IA</div>
<div></div> <div>LOOMIS STORMWATER DRAINAGE MILWAUKEE, WI</div>	<div></div> <div>THE WHEATLEY REDEVELOPMENT MILWAUKEE, WI</div>
<div></div> <div>WI DEPARTMENT OF CORRECTIONS FACILITY ALLOUEZ, WI</div>	<div></div> <div>THE RESIDENCES AT ZUELKE APPLETON, WI</div>

<div></div> <div>FOREST COUNTY POTAWATOMI HEALTH AND WELLNESS CLINIC CARTER, WI</div>
<div></div> <div>PRIORITY PLACE ASSISTED LIVING MILWAUKEE, WI</div>
<div></div> <div>CONVERGE MILWAUKEE, WI</div>
<div></div> <div>NATIONAL CORPORATE CLIENT MILWAUKEE, WI</div>
<div></div> <div>SOFTWAREONE NORTH AMERICAN HEADQUARTERS MILWAUKEE, WI</div>
<div></div> <div>WE ENERGIES SERVICE CENTER MONROE, WI</div>
<div></div> <div>CRESCENT ELEMENTARY SCHOOL ADDITION RHINELANDER, WI</div>
<div></div> <div>MIAD ADMISSIONS RENOVATION MILWAUKEE, WI</div>
<div></div> <div>MPS RIVER TRAILS SCHOOL MILWAUKEE, WI</div>
<div></div> <div>NICOLET AREA TECHNICAL COLLEGE RHINELANDER, WI</div>

## MARKET SECTOR

<div></div>	HOSPITALITY & RETAIL
<div></div>	MULTIFAMILY
<div></div>	HEALTH & WELLNESS
<div></div>	OFFICE / TI
<div></div>	EDUCATION
<div></div>	PUBLIC



## NOTABLE PROJECTS UNDER CONSTRUCTION

115 URBANE | APPLETON

THE COMMON PLACE

FOREST COUNTY POTAWATOMI HEALTH AND WELLNESS CLINIC

THE LOCKLYN APARTMENTS

MACKSON CORNERS WATERFRONT

NICOLET AREA TECHNICAL COLLEGE

BIRCHWOOD RENOVATION

FIELD SIDE CENTER

POTAWATOMI CASINO RENOVATION

RED CLIFF CHIPPEWA HOUSING AUTHORITY

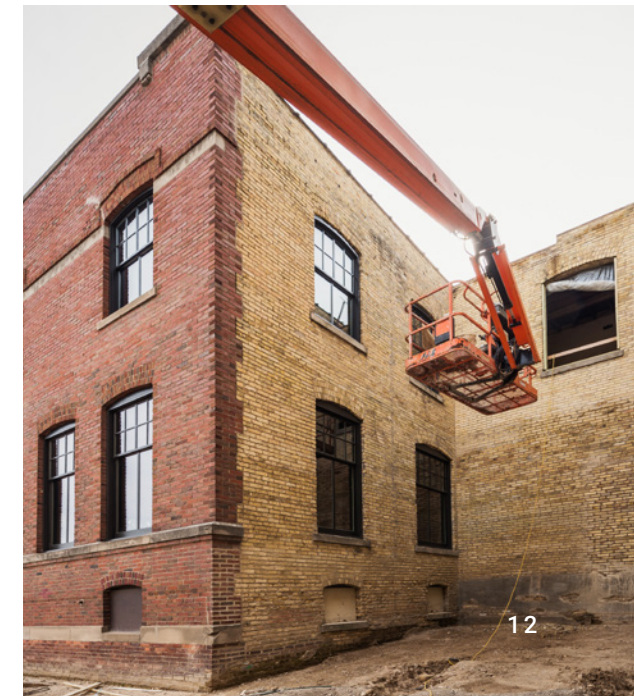
URBANE | BURLINGTON

WE ENERGIES SERVICE CENTER

WGEMA CAMPUS TTHIGWE RENOVATION

WI DEPARTMENT OF CORRECTIONS FACILITY RENOVATION

THE RESIDENCES AT ZUELKE









## NOTABLE PROJECTS COMPLETED

COMMUNITY WITHIN THE CORRIDOR

CONVERGE

GATEWAY LOFTS

GATEWAY LOFTS RETAIL TENANT IMPROVEMENT

MIAD ADMISSIONS RENOVATION

NATIONAL CORPORATE CLIENT RENOVATION

POTAWATOMI CARTER CASINO HOTEL RENOVATION

PRIORITY PLACE ASSISTED LIVING

SOFTWAREONE NORTH AMERICAN HEADQUARTERS

TIVOLI GREEN CLUBHOUSE

THE WHEATLEY APARTMENTS







# AWARDS & RECOGNITIONS

## CARW DEAL OF THE YEAR

COMMUNITY WITHIN THE CORRIDOR  
SOFTWAREONE  
NORTH AMERICAN HEADQUARTERS

## THE DAILY REPORTER

TOP PROJECTS OF 2021  
FOREST COUNTY POTAWATOMI  
COMMUNITY CENTER  
WAUKESHA CITY HALL

## MAYOR’S DESIGN AWARDS

37<sup>TH</sup> STREET SCHOOL APARTMENTS  
EAGLEKNIT INNOVATION HUB

## MIDWEST REAL ESTATE NEWS

2022 BEST OF THE BEST  
TOP CONSTRUCTION COMPANIES  
#37

## MILWAUKEE BUSINESS JOURNAL

LARGEST CONSTRUCTION PROJECTS UNDERWAY  
COMMUNITY WITHIN THE CORRIDOR  
THE LOCKLYN APARTMENTS  
THE WHEATLEY APARTMENTS

LARGEST CONSTRUCTION FIRMS  
#41  
LARGEST MINORITY-OWNED BUSINESSES  
#4



# GREENFIRE LEADERSHIP



**JEB MEIER**  
President



**BRIAN KRAUS**  
CFO



**PEPI RANDOLPH**  
V.P., Business Development



**TOM HEINRICH**  
Director of Preconstruction



**PAUL HACKBARTH**  
Director of Construction



**MICHAEL MURPHY**  
Director of Northern Operations



**REBECCA SADLER**  
Director of Administrative Services



**SIMMI URBANEK**  
Director of Marketing

# GREENFIRE TEAM

## SENIOR PROJECT MANAGERS

John Chinault  
John Fleischman  
Daniel Grams  
Mike Smith  
Ron Wiedeman

## PROJECT MANAGERS

Josh Bruesewitz  
Randal Navis  
Marc Wisniewski

## ASSISTANT PROJECT MANAGERS

Mitch Berti  
Jordan Guth  
Ryan Hermes  
Brandon Lehrer  
Rob Norris

## PROJECT ENGINEERS

Zach Barrow  
Chris Grulke  
Kevin Stockinger

## SUPERINTENDENTS

Eric Anderson  
Alan Augustynowicz  
Craig Bailey  
Curt Begotka  
Nate Brown  
Tommy Cummings  
Lonnie Dunbar  
Scott Earley  
Chad Greuel  
Mike Holl  
Paul Kaare  
Tim Koch  
David Kwiatkowski  
Mark McCloskey  
Jeff Stanisch  
Gene Widenski

## ASSISTANT SUPERINTENDENTS

Devin Proctor  
Angelo Rodriguez  
Connor Wierschem

## SENIOR PROJECT DEVELOPMENT MANAGER

Ed Person

## PROJECT DEVELOPMENT MANAGERS

Jessica Henning  
Joe Kolavo

## ESTIMATOR

Cedric Price

## ADMINISTRATIVE

John Aperi..... Accountant  
Cheryl Bousquet..... Administrative Assistant  
Maureen Carlson..... Regional Business Development Manager  
Sherrie Harenda..... Executive Assistant  
Daylanne Mendoza... Human Resources Generalist  
Michael Moe..... Business Development Coordinator  
Kelli Ohlfest..... Project Coordinator  
Kyle Widenski..... Marketing Manager

Greenfire's 2022 company  
outing at the Brewers  
game





## COMMITMENT TO COMMUNITY

When the Forest County Potawatomi Community (FCPC) built its Milwaukee casino decades ago, its members and leaders knew that simply being located in the community wasn't enough. As a product of the FCPC, Greenfire holds the same foundational beliefs, and **we feel strongly that we must be good, active 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 2022, **Greenfire sponsored, supported, or attended an array of community-centric events and organizations**. Our support ranged from trade and job fairs, to service days, along with community organization drives and events.

Here are just a few of the notable community events and organizations we supported.

### Milwaukee Christian Center Winter Warmth Drive

With support of the Wgema Campus, we donated over 100 items of winter clothing which in turn is used by the organizations members. We also donated a check for \$650 to provide healthy meals.

### First Nations Studies & Stockbridge-Munsee Community Back to School Drive

For the fifth year in a row, Greenfire hosted a school supply and donation collection for two academic programs. We donated eight boxes of supplies along with over \$2,000.

### Center for Veteran's Issues Heroes Market Drive

Greenfire hosted our first drive the CVI this year and with support of the Wgema Campus, we were proud to collect over 400 non-perishable food and winter clothing items along with a donation of \$1,500 for the Heros Market.

### American Heart Association's Heart Walk

Greenfire went virtual this year for the Heart Walk. In lieu of the annual walk, team members joined virtually by sending in photos of their healthy activity. Greenfire donated \$25 for every employee that participated.



## A GLIMPSE AHEAD

Greenfire is on its way to another successful year with recent groundbreakings, project completions, and other project wins. **We are also actively managing 26 projects across Wisconsin.**

Our team is at 55 employees across our two offices however, we are continually looking to expand that number as we thoughtfully grow. The growth of our operations is due to successful partnerships with several clients.

We look forward to furthering our current projects, partnerships, and more in 2022!

### 2022 GROUNDBREAKINGS

FOREST COUNTY POTAWATOMI HEALTH AND WELLNESS CLINIC  
POTAWATOMI HOTEL & CASINO ROCK N' BREWS  
115 URBANE | APPLETON  
URBANE | BURLINGTON

### 2022 RIBBON CUTTINGS

GATEWAY LOFTS  
THE LOCKLYN APARTMENTS  
MPS RIVER TRAILS SCHOOL  
POTAWATOMI CARTER CASINO HOTEL









**GREENFIRE**  
BUILDERS OF THE FUTURE

## **2022** ANNUAL REPORT

### **HEADQUARTERS**

3215 W. STATE STREET, SUITE 200  
MILWAUKEE, WI 53208  
414.290.9400

### **NORTHERN OPERATIONS**

301 N. 17<sup>TH</sup> AVENUE, SUITE 100  
WAUSAU, WI 54401  
715.863.2100