



S T A T E M E N T O F Q U A L I F I C A T I O N S





C O N T E N T S

03	We are Greenfire
04	Corporate Overview
05	Leadership
06	Our Values
08	Case Studies
18	Services
24	Diversity and Inclusion
27	Awards & Recognition
28	Affiliations
29	Sustainability
32	Why Greenfire

Like many ancient cultures, the Potawatomi people consider fire to be hallowed. It's this enduring sacred fire at the heart of the community that draws leaders together. It kindles wise discussions and new ways of thinking. And it's these enduring flames that stoke new fires for other important purposes. At Greenfire, we view our role in the construction process as much the same as that of these faithful keepers of the sacred fire. We bring people together—not just our own highly experienced staff, but also our trusted partners and clients. Then we lead in-depth discussions to generate innovative solutions and arrive at well considered decisions. In keeping with our cultural tradition of preserving the path for future generations, Greenfire is steadfastly committed to building sustainable structures that enhance their surrounding communities. We are dedicated professionals. We are seasoned guides. We are your trusted partner in construction management from concept to completion.

**W E A R E G R E E N F I R E**

## O V E R V I E W

**G**reenfire Management Services is a construction company headquartered in Milwaukee, Wisconsin within the Historic Concordia Neighborhood with a regional office in Wausau.

Founded in 2010, Greenfire is a wholly-owned company of the Potawatomi Business Development Corporation, the investment arm of the Forest County Potawatomi Community, and as such, maintains minority contractor status.

We are a reputable, local builder that provides innovative construction services backed by a corporate commitment to total quality management. As our core offering, we serve as an extension of the owner's team – from early conceptual planning through project completion. Our services are tailored to fit the size and complexity of any project helping to optimize value.

We manage a fair, organized, and transparent bidding process that will maximize participation from local trade contractors as we don't self-perform.

The efforts of all of our project team members are skillfully coordinated and managed so that budget, schedule and quality remain on track at all times.

Our services will ensure value is optimized by providing innovative solutions. Furthermore, our project management solutions provide a continuous stream of information that is tailored to specific needs, whether they are schedule, cost, technical, or regulatory-driven.



**Jeb Meier**

PRESIDENT

With over ten years of construction experience, Jeb has been involved in the early phases of a variety of projects throughout Wisconsin. His analytical skills and strategic thinking are an asset to the team during the pre- construction phase. Asking the right questions allows Jeb to accurately establish budgets, while his outstanding relationship with the subcontractor community, results in real-time estimates.



**Brian Kraus**

CFO

Brian is a pro-active and results-oriented professional with broad experience in all aspects of accounting, financial and risk management within the construction industry. As CFO, Brian has the overall authority for the financial operations of the company, including budget preparation and administration, internal control development, monthly financial statement preparation and cash flow management.



**Pepi Randolph**

VP OF BUSINESS DEVELOPMENT

With experience in sales, marketing, management, law and business development, Pepi plays a key role in enhancing the growth of the company and the role we play as a leader in our community. Strong leadership, combined with his vision and understanding of the company allow Pepi to establish solid foundations with current and prospective partners, community organizations and local chambers and businesses.



**Thomas Heinrich**

VP OF PRECONSTRUCTION

Tom's core strengths lie in analytical and mechanical reasoning, and attention to customer relationships. A solid work ethic and collaborative nature allows Tom to excel in delivering on expectations of both customers and fellow employees. Sixteen years of project management and estimating experience provide Tom with a strong foundation for commercial construction and project development.



**G R E E N F I R E L E A D E R S H I P**



**Rebecca Sadler**

DIRECTOR OF ADMINISTRATION

Rebecca's attention to detail, pro-active approach and organizational skills are instrumental in the development of Greenfire's company culture and community outreach programs. As Director of Administrative Services, Rebecca is responsible for managing and implementing the administrative processes for our offices. Rebecca is key to the strategic planning, promotion and growth of Greenfire.



**Paul Hackbarth**

DIRECTOR OF OPERATIONS

Paul has played a critical role in managing the construction of several of the company's award-winning projects. Paul is a LEED® Accredited Professional whose strengths include predevelopment, budget projections, fiscal management, project management, scheduling and close-out. With nearly 20 years of experience managing projects in the Milwaukee area, he's enjoyed seeing the transformation of the region.



**Simmi Urbanek**

DIRECTOR OF MARKETING

Simmi is an effective, and organized leader with strong communication and design skills and a passion for serving the community where she lives, works, and plays. She has over 15 years of experience in the professional service industry and marketing. Her involvement in local non-profit organizations helps elevate Greenfire as a community supporting company.

ETHICS



**GREENFIRE**  
BUILDERS OF THE FUTURE

OUR 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 whole team

**transparency**

we have an open book policy and welcome ongoing dialogue

**communication**

we share with, and listen to, all of those engaged in our work

**community**

we only succeed if the community we serve succeeds



C A S E S T U D I E S O F S E L E C T W O R K



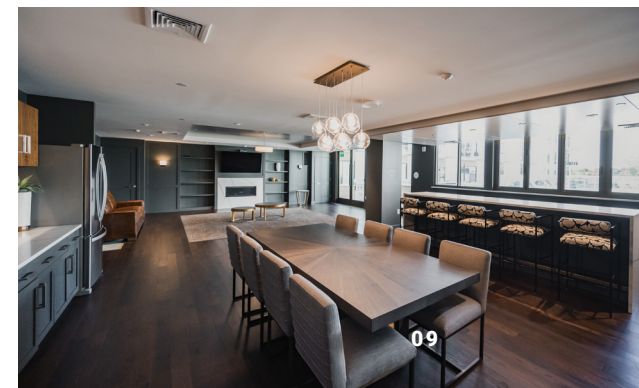
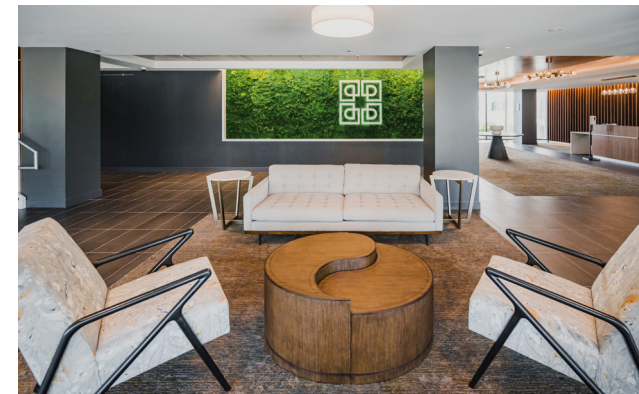


# Parterre at Emerald Row

Oak Creek, Wisconsin

SIZE	OWNER	ARCHITECT
347,962 SF	Barret   Lo Visionary Development	RINKA+

Parterre is the new construction of a two-building apartment complex that sits atop cast-in-place foundations with precast planks and four floors of stick framing above. and brings 240 apartments to the market. Beginning in September 2019, environmental conditions required the team to drive more than 1,600 geopiers to stabilize the soil. The site also sits directly across from the Oak Creek City Hall, requiring consistent and transparent communication with the City regarding progress updates and permitting for road closures for heavy machinery and material procurement.



# Forest County Potawatomi Community Center

Crandon, Wisconsin

SIZE	OWNER	ARCHITECT
109,000 SF	Forest County Potawatomi	Ramlow/Stein and RDG

Located on tribal land in northern Wisconsin, this is a new two-story community center serving the Forest County Potawatomi Community. The project involved clearing wooded forest along with environmental considerations to allow for construction in a wetland. The Center includes a 20,000 SF wood court gymnasium, a 20,000 SF fieldhouse with synthetic turf, an 8,000 SF indoor pool, educational and support areas along with a childcare suite. A two-story common space connects all areas and creates a social touchstone for the community.



# SoftwareONE North American Headquarters

Milwaukee, Wisconsin

SIZE	OWNER	ARCHITECT
17,000 SF	SOFTWAREONE	RINKA

SoftwareONE contracted Greenfire to build-out its new North American Headquarters in Milwaukee's Historic Third Ward. Located on the second floor of the historic Dye House, the office focuses on employee-centric elements that increase collaboration and engagement. The project consists of the remodel and build-out of the entire floor fitted with a new floorplan. Construction of the new office layout centered around upgraded HVAC and electrical systems retrofitted to the building's central system. The upgraded electrical system is fit with modern, high end AV features, lighting and fixtures to address the company's hybrid work approach. Additional work includes installation of plumbing upgrades and modifications and associated appliance fixtures.

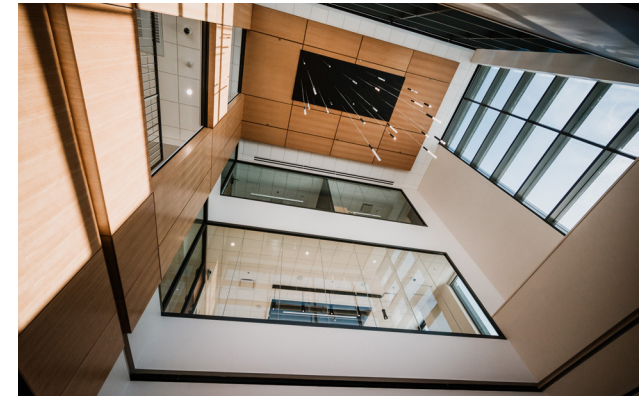


# Waukesha City Hall

Waukesha, Wisconsin

SIZE	OWNER	ARCHITECT
55,000 SF	CITY OF WAUKESHA	BWBR

New construction of a four-story structural steel framed public sector building. The development sits on the crest of 30-foot hill and required detailed analysis of all building systems to efficiently overcome tight site constraints, environmental issues, and poor soil conditions. The new City Hall includes offices and conference space, council chambers, an elaborate masonry shell, and features a multi-story glass enclosure and a sky walk connecting to an existing parking garage across a high-traffic urban street. A mechanical penthouse houses all mechanical and electrical systems, creating an open and collaborative environment below. Second phase of the project includes demolition of the existing City Hall, along with site work and final landscaping.



# ADDITIONAL PROJECTS

## MULTI-FAMILY



PARTERRE APARTMENTS



TIVOLI GREEN (PHASE 1)



TRIBUTE APARTMENTS



CRESCENT APARTMENTS



BRIO



VIM & VIGOR



RIVER HOUSE APARTMENTS



THE GRIOT



STITCHWELD



FORGE AND FLARE



BEAUMONT PLACE



BELAY APARTMENTS

# ADDITIONAL PROJECTS

## MULTI-FAMILY HISTORICAL



MAXWELL



GOLD METAL LOFTS



GARFIELD APARTMENTS



LEGACY LOFTS



ECHELON APARTMENTS



BAKARI HOUSE



PAPER BOX LOFTS



VANTAGE ON THE PARK

## COMMERCIAL



ADVENTURE ROCK



BE SPECTACLED



ABHM



NO STUDIOS

# ADDITIONAL PROJECTS

## OFFICE



JLA ARCHITECTS



BLAIR FIRE PROTECTION



TRAVAUX



SELECT MILWAUKEE



WANGARD PARTNERS



MAYFAIR CROSSING



PHC ADMINISTRATIVE OFFICE



NATIONAL HEALTH PROVIDER



BADGER MUTUAL INSURANCE



GREENFIRE NORTHERN



WGEMA CAMPUS



WARD 4

# ADDITIONAL PROJECTS

## HOSPITALITY



POTAWATOMI HOTEL



POTAWATOMI HOTEL EXPANSION



DREAM DANCE STEAKHOUSE



ST JAMES EVENT CENTER

## GOVERNMENT



WAUKESHA CITY HALL



UW EAU CLAIRE



ST CAMILLUS EAST TOWER



37TH STREET SCHOOL APTS

## EDUCATION



SCHOOL DISTRICT RHINELANDER



BAD RIVER HEAD START



NEXT DOOR FOUNDATION



WOODLANDS EAST



# ADDITIONAL PROJECTS

## HEALTHCARE



SIXTEENTH STREET COMMUNITY



GERARD IGNACE CLINIC

## COMMERCIAL PARKING



WGEMA CAMPUS PARKING



HAVENWOOD PARKING

## TRIBAL



DATA HOLDINGS



WGECHDA BUILDING



WGEMAS



FCPC HEALTH AND WELLNESS



S E R V I C E S





S E R V I C E S

**Our hand-picked team of experienced problem solvers bring decades of proven experience in a diverse portfolio of markets. Our goal is to establish a true partnership between the owner, architect and all involved parties. We involve ourselves early in a project's development phase to provide design constructability, establish budget and schedule, and seek solutions that minimize risk and optimize value.**



**P R E C O N S T R U C T I O N  
S E R V I C E S**

**N**early all construction projects managed by Greenfire are delivered through the CMAR model with an open book and transparent approach. We never self-perform any of the trade work; this helps drive value and increase bid customization, flexibility and transparency.

**BUDGET DEVELOPMENT**

**CONCEPTUAL AND DETAILED ESTIMATING**

**SCHEDULING**

**DESIGN PACKAGE SUPPORT**

**CONSTRUCTABILITY REVIEW**

**VALUE ENGINEERING ANALYSIS**

**BUILDING SYSTEM AND MATERIALS ANALYSIS**

**LOGISTICS & PHASING EVALUATION**

**DISRUPTION AVOIDANCE PLANNING**

**SUBCONTRACTOR PREQUALIFICATION**

**LEED® SUPPORT**

**BIM-BASED CLASH-DETECTION**

**EXISTING CONDITION INVESTIGATIONS**

**PERMITTING COORDINATION**

**PRECONSTRUCTION MOCK-UPS**



**C O N S T R U C T I O N  
S E R V I C E S**

**W**e work diligently to monitor all construction activities, optimize site logistics and enforce strict safety measures. As a result of our experience and flexibility, we have crafted a unique suite of services dedicated to supporting our clients and delivering complex projects in a variety of sizes.

**ON-SITE CONSTRUCTION SUPERVISION**

**TRADE CONTRACTOR AND EQUIPMENT PROCUREMENT**

**MASTER SCHEDULING**

**SAFETY MANAGEMENT**

**QUALITY CONTROL**

**COST CONTROL**

**OWNER AND SUBCONTRACTOR MEETING MANAGEMENT**

**PROJECT STATUS REPORTING**

**DIVERSITY PLAN IMPLEMENTATION**

**MEP SUPERVISION, COORDINATION AND COMMISSIONING**

**LEED® DOCUMENTATION AND ADMINISTRATION**

## TOOLS AND SOFTWARE



**As construction managers, we seamlessly tie together the varied, critical elements of a project. Greenfire forms highly skilled and experienced teams capable of organizing, scheduling and integrating all the individual elements of a project. Specifically, we roll out an integrated project controls system, materials procurement and subcontracting system, and we utilize technology to increase our efficiencies:**

### **ISQFT**

ISQFT is a web-based tool which allows us to prequalify, manage contact information, and communicate with our trade partners. Implementing a user-friendly tool to issue plans and specifications to our trade partners ensures we receive the best coverage possible for each trade package. We are able to track bid coverage prior to bid day with this program. This allows us to provide the best value to the owner.

### **Estimating Software**

Our software produces accurate, computer-generated estimates. Costs of construction systems change daily and construction estimating programs must be friendly to immediate change when working with the unique characteristics each new project brings with it. Criteria, requirements, services, detail, costs, scheduling, etc., all need to have the ability to readily conform to the current project's characteristics. Our systems and personal approach to project management are very compatible to this required change. Speedy and significantly detailed estimates and updates are the proven result.

## TOOLS AND SOFTWARE



### **Microsoft Project**

Our computer-generated scheduling software is Microsoft Project. Schedules are a tool not only for reporting progress, but a tool for managing ever-critical, ever-costly time.

Our schedule process is one that all parties can readily understand. Our personnel are trained both in the formulation and the computer generation of schedules. Our scheduling systems are quite effective, saving time and money.

### **Viewpoint®**

Greenfire utilizes Viewpoint® accounting software to assist in our project job cost accounting and management. The programs are efficient with job costs immediately updated upon each entry. This system allows us to continuously monitor our job costs, thus providing our clients with better tracking and control of projects.

### **Procore**

Procore is a cloud based project management software that has a number of key attributes. Procore is helpful in saving time. It allows us to collaborate, manage and share information instantly with all members of the team including the architect, owner, subcontractors, field personnel and office personnel. Procore also maintains all historical records and design details, track approvals, changes, comments, RFI's, submittals/shop drawings, meeting agendas and meeting minutes



**D I V E R S I T Y  
& I N C L U S I O N**

**Greenfire is 100% owned by the Potawatomi Business Development Corporation—the economic development arm of the Forest County Potawatomi Community.**

**Greenfire is also registered with the State of Wisconsin and the City of Milwaukee as an MBE. Greenfire is certified as a minority-owned firm by the National Minority Supplier Development Council. Greenfire has significant experience with the City of Milwaukee Small Business Enterprise (SBE) and Residence Preference Program (RPP) requirements and takes them very seriously.**



Diversity and inclusion aren't just words to us,  
but rather values we bring to life everyday.

100%

Minority-Owned by the Potawatomi Business Development Corp.

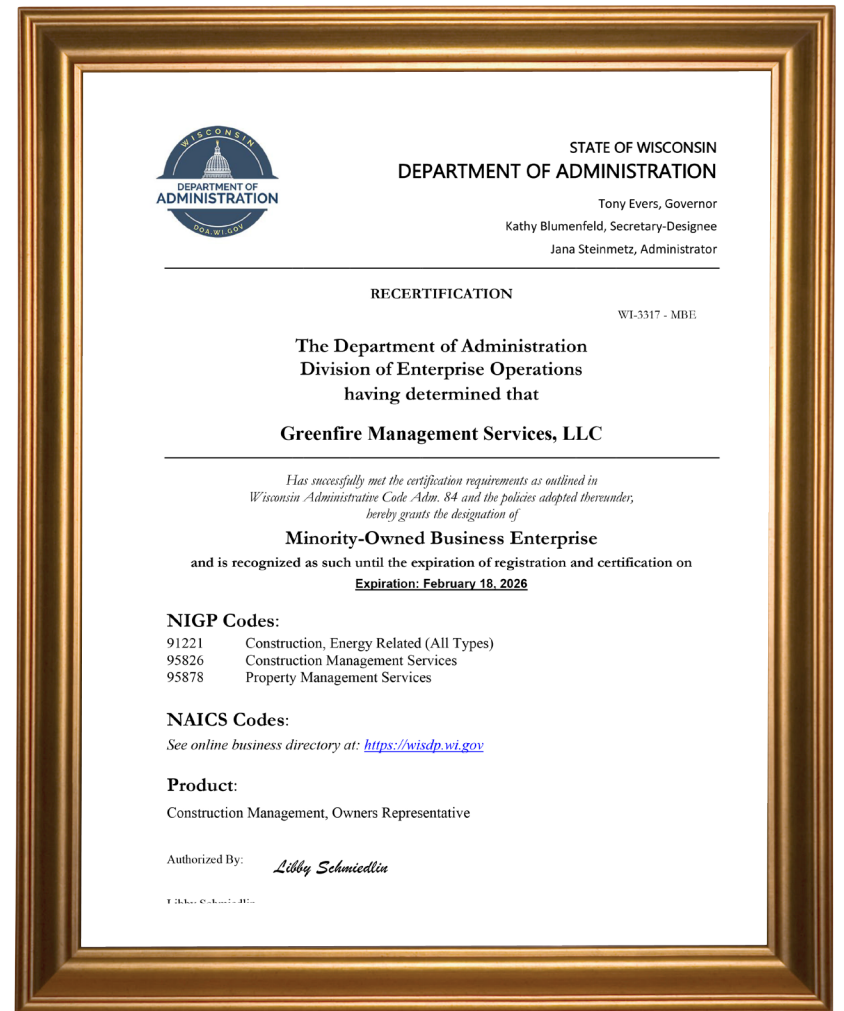
24%

Almost a quarter of Greenfire's staff is comprised of women and minorities.

12%

Percent of vendors who are certified targeted business enterprises including:  
MBE, SBE, WBE, and DVB.

# CERTIFICATIONS



# A W A R D S

Over the years we have had the pleasure of being recognized for our business practices as well as the impact we have had on the community. For a full list of the awards we have won, please visit our website at: [greenfire.com](http://greenfire.com)



A F F I L I A T I O N S





S U S T A I N A B I L I T Y





## S U S T A I N A B I L I T Y

**Greenfire recognizes the value in sustainable building practices for future generations, and is committed to helping you meet your sustainability goals. Fundamentally, our program balances your financial, environmental and operational considerations with design, materials, recycling, energy and construction. Through logical integration of these variables, we are able to deliver high-quality buildings in a win-win fashion where building needs are met today without sacrificing the needs of our communities tomorrow.**

**With a number of our project management staff certified as LEED® Accredited Professionals, we offer strong guidance on the process and resources to secure sustainable or LEED® certified projects.**



# S U S T A I N A B I L I T Y



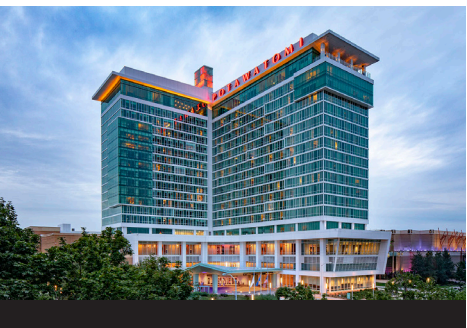
## Wgemas Building Renovation \$9 million | Milwaukee, WI

Attained LEED® Certification receiving ratings in location and transportation, water efficiency, energy & atmosphere, material & resources, indoor environmental quality, regional priority, and innovation.



## Wgechda Building Renovation \$15 million | Milwaukee, WI

The Wgechda building attained LEED® Certification receiving ratings in all categories. The project was also selected by the USGBC for 2019 Innovative Project, Interiors Award of Merit.



## Potawatomi Hotel \$200 million | Milwaukee, WI

From the time ground was broken, priority was placed on sustainability efforts. Through numerous green initiatives, the property's goal was to become one of the premier sustainable developments in Milwaukee. The Potawatomi Hotel achieved LEED® Gold Certification.

## Data Holdings Data Center \$16 million | Milwaukee, WI

The Data Holding Data Center achieved LEED® Gold Certification according to the US Green Building Council. The project was seeking Silver, but exceeded expectations and achieved Gold.



## FCPC Renewable Generation Biodigester \$20million | Milwaukee, WI

We provided owner's representative services for the waste-to-energy project that converts waste materials into electricity. The electricity produced is sold to WE Energies as renewable energy. The installation produces enough electricity to power approximately 1,500 homes.



# SO WHY GREENFIRE? THAT'S EASY...



## It's Our People

The Greenfire team is comprised of a dedicated group of individuals with decades of experience in solving unique construction challenges. Whether you are diving into an adaptive reuse, historic renovation or a new greenfield development, we've been there - from estimating to construction, and all phases of project management.

Along the way, the integrity of our people and the entire organization has resulted in relationships based on extremely high levels of trust, transparency and teamwork. Our customers believe in the quality of the work we do and the character of the people doing it. We don't just build buildings. We build confidence. And, enduring relationships.



# SO WHY GREENFIRE? THAT'S EASY...

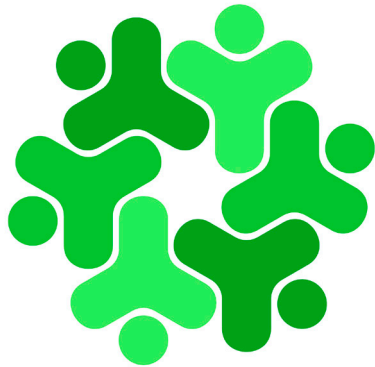


## It's Our Projects

Greenfire's strong portfolio of work is a showcase for new construction, renovations, additions, and specialized builds in such diverse markets as:

- multi-family
- commercial
- education
- government/public
- healthcare
- historic
- hospitality
- industrial
- office
- retail
- sustainability
- tribal

# SO WHY GREENFIRE? THAT'S EASY...



## It's Our Approach

Over the years we have refined our process to one that clients have responded to. Our team becomes a trusted advisor from a project's onset, allowing us to establish design, budget and schedule, while simultaneously planning and then executing the construction phase. We constantly advocate on behalf of our clients by providing a continuous stream of relevant information to ensure total project understanding. And, since we do not self perform, we are able to enable maximum participation from qualified firms to seek solutions that optimize value and minimize risk.

Greenfire offers a comprehensive range of services, from extensive preconstruction planning and cost estimation to on-site construction supervision and safety management.

# SO WHY GREENFIRE? THAT'S EASY...



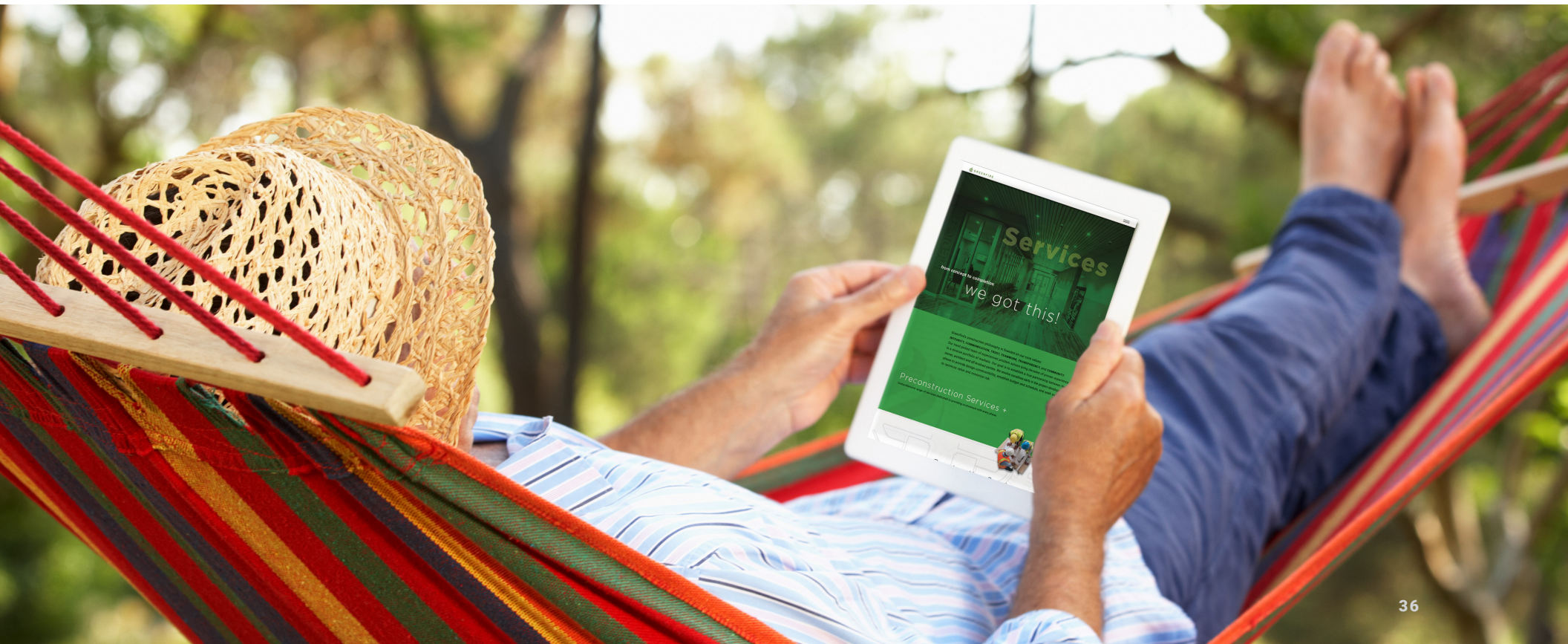
## It's Our Heritage

The rich legacy of our Potawatomi ancestors inspires us, drives us, shapes the structures we build and guides the way we do business. Our heritage teaches us to treat our partners with respect, to listen carefully to their words and welcome their contributions. We've also learned the value of serving the needs of the community in which we live and work, as well as the interests of the neighborhoods surrounding the projects we create.

# SO WHY GREENFIRE? THAT'S EASY...

## It's your Peace of Mind

Of all the advantages Greenfire provides perhaps none is more important than our ability to help you sleep better. Night after night. Before, during and after construction of your project. That's the benefit of choosing a building partner that inspires confidence — because we earn it every step of the way.





G R E E N F I R E . C O M

