



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





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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

Greenfire 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 commercial subsidiary of Potawatomi Ventures, the investment arm of the Forest County Potawatomi Community, and as such, is a minority-owned company.

We are a reputable, local builder that provides innovative construction services backed by a corporate commitment to 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.



Just as the rings in a tree signify the years and strength of the trunk, our leadership team runs deep with knowledge, experience and passion for being leaders in the construction industry. Our value is built on innovative solutions before and during construction.

Once you meet the leadership team, you will see what we mean by the Greenfire Way.

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 preconstruction 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.



Chris Kyte
VP OF PROJECT DEVELOPMENT

Chris' extensive background in design and construction operations allows him to look holistically at a project. He understands the value of a relationship and how to create opportunities within a project to show added value. Chris has the ability to follow proven processes and maximize efficiency. He brings a valuable oversight to the project team by connecting business development, preconstruction and operations.



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



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.



Paul Hackbarth
VP OF CONSTRUCTION

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.



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.



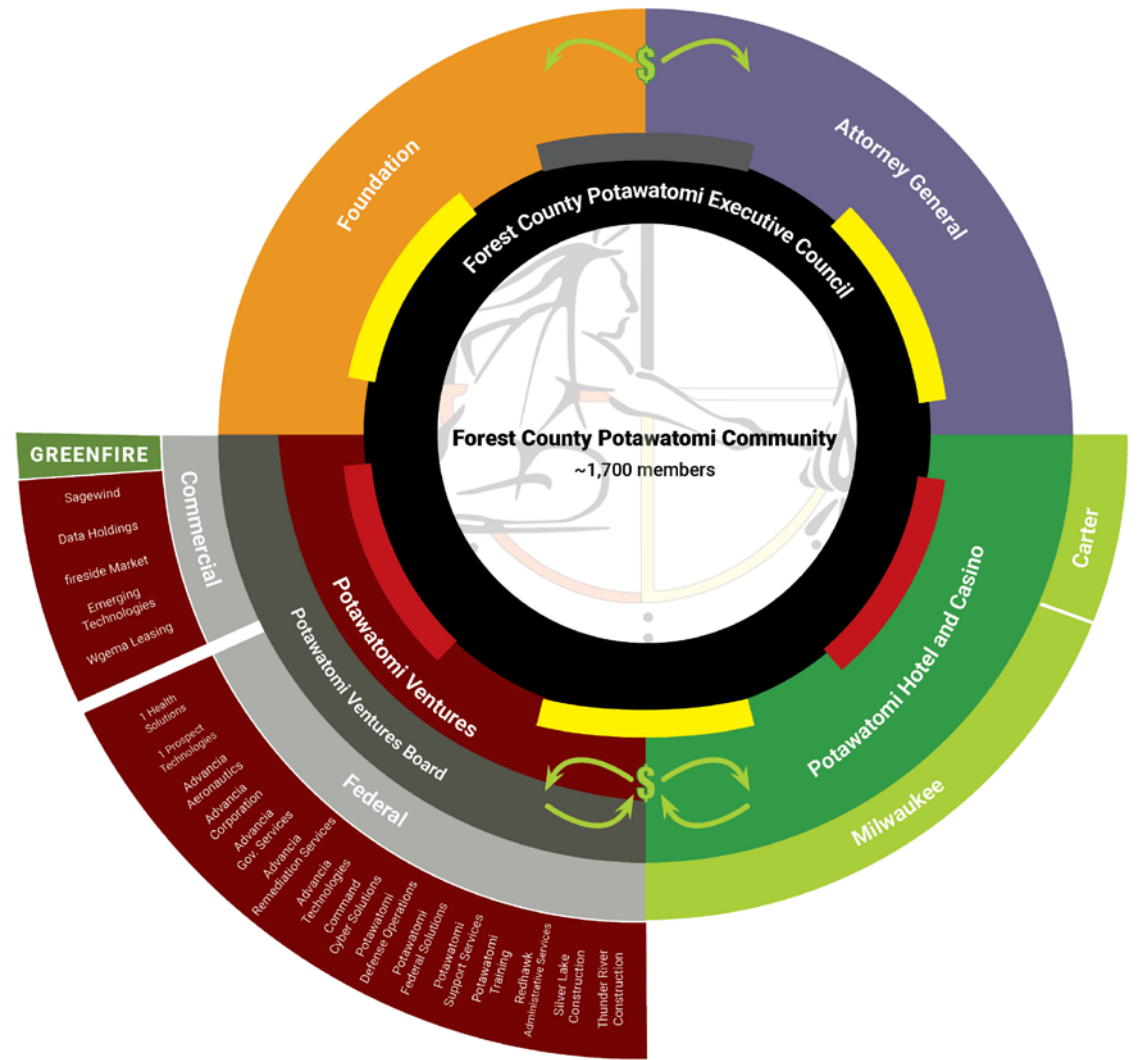
Simmi Urbanek
DIRECTOR OF MARKETING &
BUSINESS DEVELOPMENT

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.

OWNERSHIP

Greenfire Management Services exists as a commercial entity under Potawatomi Ventures to help diversify the investments of The Tribe.

We function with autonomy, but have the support of both PV and the Executive Council. When you work with Greenfire, you are helping support a nation of people and help provide basic social services and governmental oversight so they can be sustainable for seven generations and beyond.



ETHICS



GREENFIRE
BUILDERS OF THE FUTURE

O U R V A L U E S

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

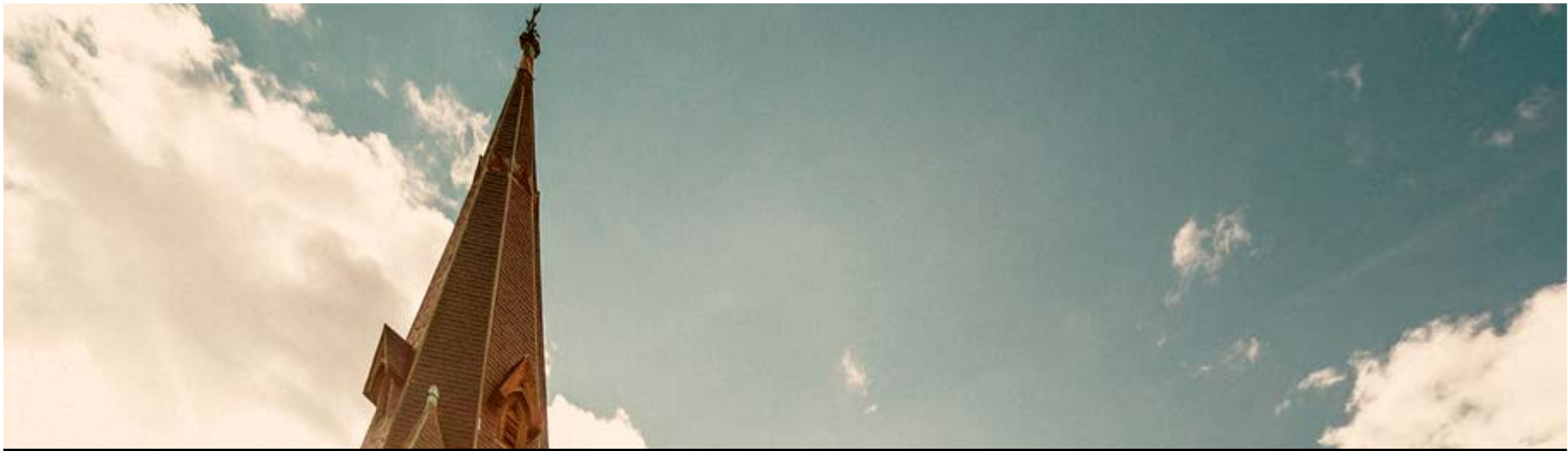
we have an open book policy
and welcome ongoing dialogue

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

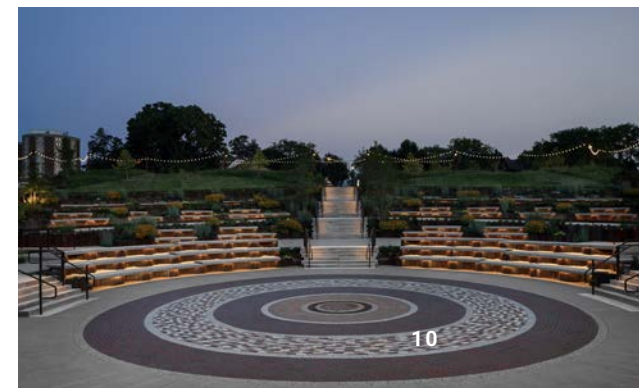


Davidson Park

Milwaukee, Wisconsin

SIZE	OWNER	ARCHITECT
6 Acres	Fortune 500 Company	Heatherwick Studio HGA

During the pandemic, this Fortune 500 company instituted a work-from-home policy that left a large parking lot unused. In order to re-establish their commitment to the community, the company decided to turn the underutilized area into a community space. This will include a park, drivable paths, a central stage area for performances and a multitude of plantings. The circular format reflects back to the product this innovative company produces and aims to gather people together in a central location. The project will be built utilizing locally sourced materials such as brick, natural timber and weathered steel.

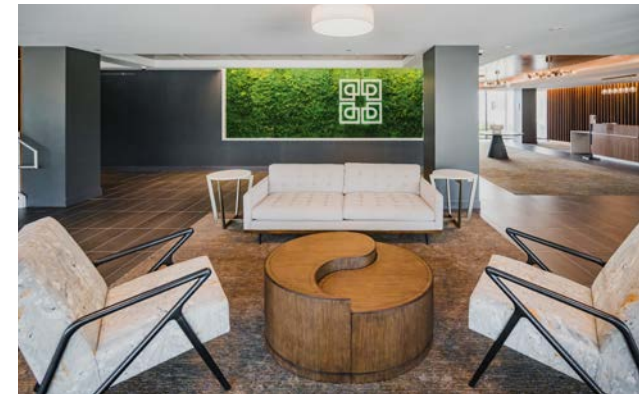


Parterre at Emerald Row

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.

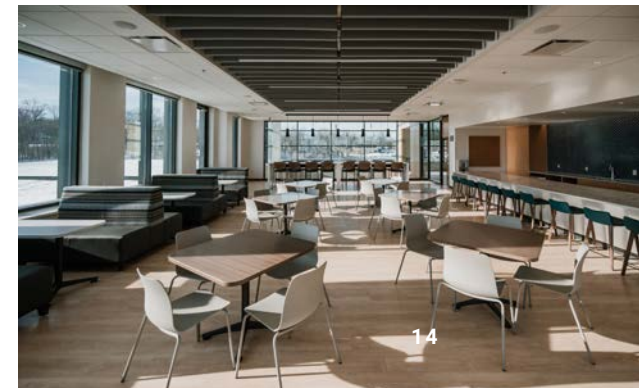
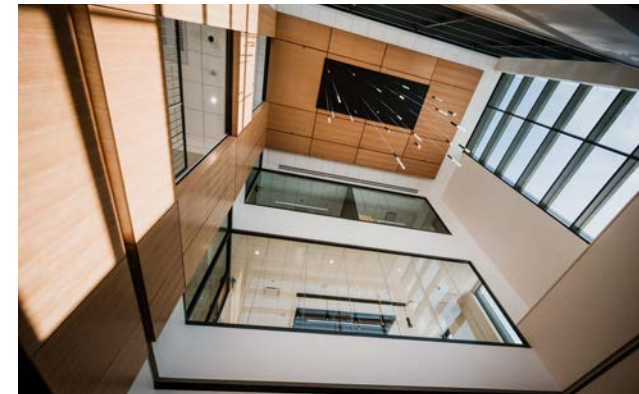


Waukesha City Hall

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.

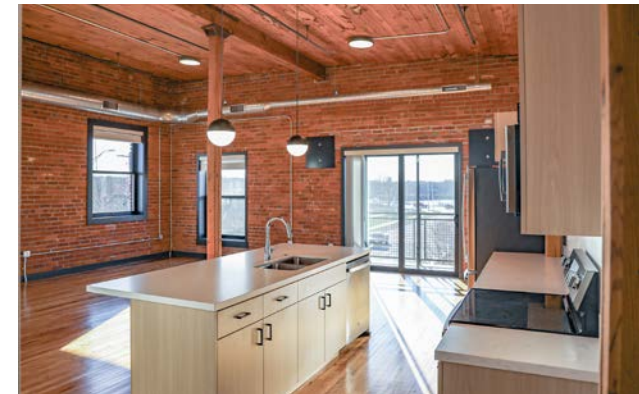


Wisconsin Farmers Union Market On River

Chippewa Falls, Wisconsin

SIZE	OWNER	ARCHITECT
45,000 SF	Wisconsin Farmers Union	Studio EA

This historic renovation and re-imagining of the 1916 Chippewa Falls Mercantile building along the shores of the Chippewa River has transformed into Market On River – a venue meant to be a catalytic driver of commerce and community in downtown Chippewa Falls. The building is now Wisconsin Farmers Union’s (WFU) new corporate headquarters, a locally focused food and makers’ market space, event spaces and apartments. The vendors at Market On River will sell locally sourced and created products and crafts to fulfill the goals of WFU in benefiting farmers and producers. Greenfire’s historic renovation experience yielded a transformative space that the residents, business community, and visitors of Chippewa Falls can be proud of. Market On River will serve as a hub of civic activity and economic growth for Chippewa Falls for generations to come.



ADDITIONAL PROJECTS

MULTI-FAMILY



MACKSON CORNERS



TIVOLI GREEN



TRIBUTE APARTMENTS @ RIVER



CRESCENT APARTMENTS



BRIO



VIM & VIGOR



RIVER HOUSE APARTMENTS



THE GRIOT



STITCHWELD



COMMON PLACE



BEAUMONT PLACE



BELAY APARTMENTS

ADDITIONAL PROJECTS

MULTI-FAMILY HISTORICAL



THE RESIDENCES AT ZUELKE



GOLD METAL LOFTS



GARFIELD APARTMENTS



CONCORDIA 27



ECHELON APARTMENTS



MAXWELL APARTMENTS



PAPER BOX LOFTS



VANTAGE ON THE PARK

COMMUNITY & COMMERCIAL



DOOR COUNTY GRANARY



DAVIDSON PARK



WISCONSIN FARMERS UNION



LAKESIDE ALLIANCE CHURCH

ADDITIONAL PROJECTS

OFFICE & TI



CONVERGE



SOFTWAREONE



TRAVAUX



NŌ STUDIOS



THE HIVE AT GATEWAY



BE SPECTACLED



PCH ADMINISTRATIVE OFFICE



NATIONAL HEALTHCARE OFFICE



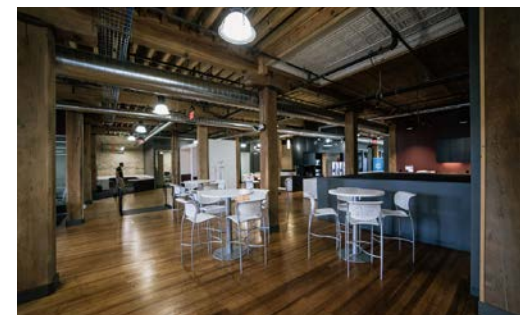
BADGER MUTUAL INSURANCE



GREENFIRE WAUSAU



BGEMAGEN BUILDING



WARD 4

ADDITIONAL PROJECTS

HOSPITALITY



POTAWATOMI HOTEL TOWERS



PCH THIRD FLOOR RENOVATION



PCH SPORTSBOOK



ST. JAMES 1868

SENIOR LIVING



ST. CAMILLUS EAST TOWER



37TH STREET APARTMENTS



JFS WOODALE CROSSING



PRIORITY PLACE CBRF

TRIBAL



FCPC COMMUNITY CENTER



FCPC HEALTH & WELLNESS



WGEMA CAMPUS



DATA HOLDINGS



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

Nearly 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

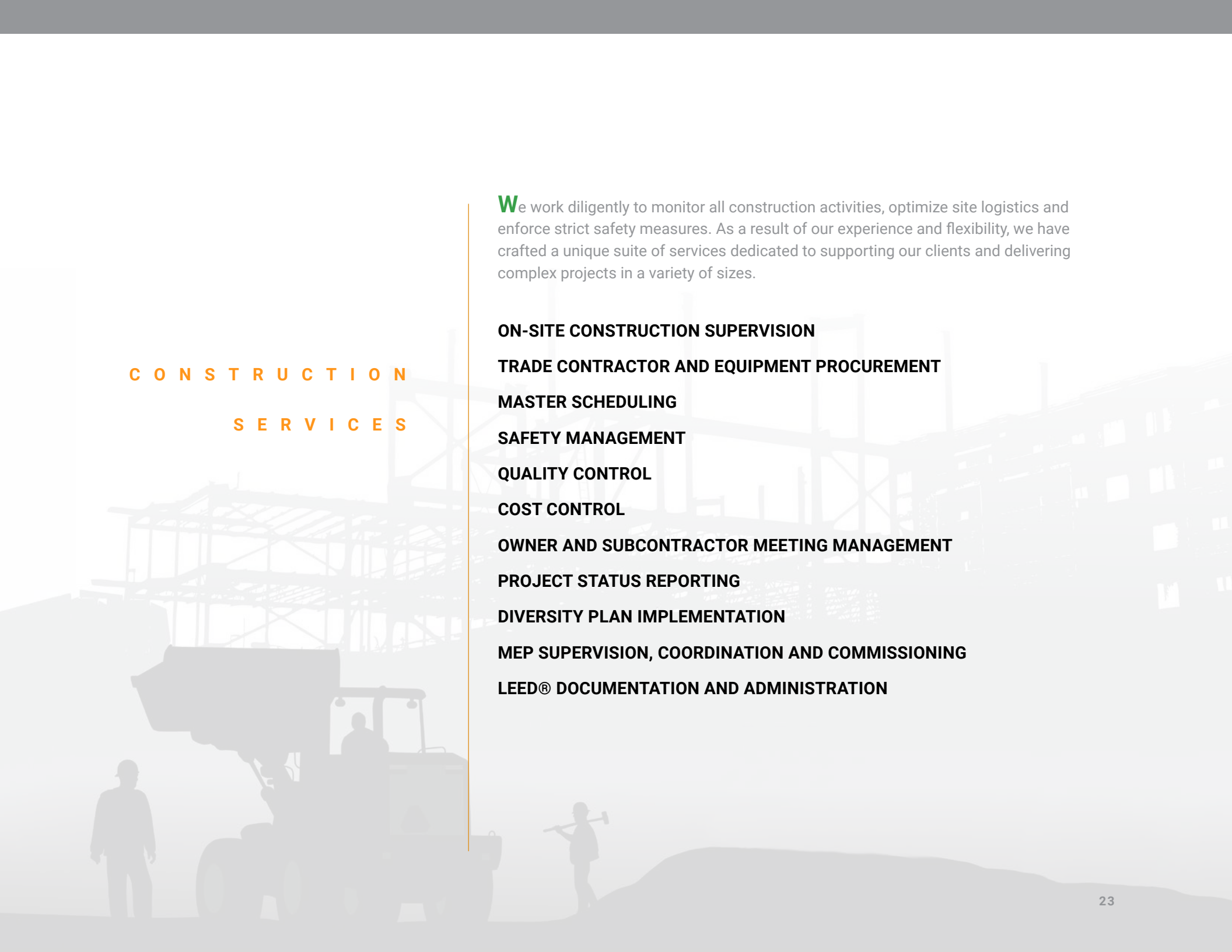
LEED® SUPPORT

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

We 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



T O O L S A N D
S O F T W A R E

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:

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 A N D
I N C L U S I O N

Greenfire is 100% owned by Potawatomi Ventures – the economic development arm of the Forest County Potawatomi Community. Greenfire is also registered with the State of Wisconsin 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 Potawatomi Ventures.

19%

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.

C E R T I F I C A T I O N S



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



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



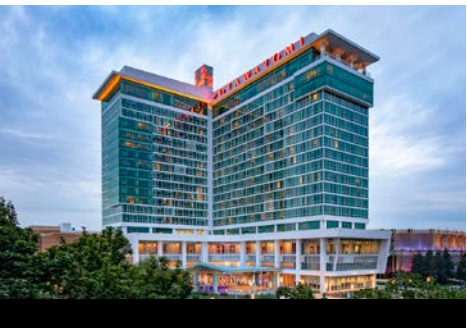
Wgemas Building Renovation \$9 million | Milwaukee, WI

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.

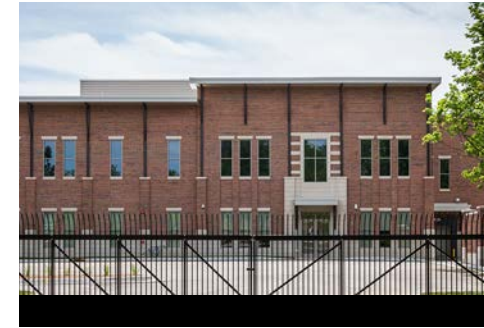


Potawatomi Hotel \$200 million | Milwaukee, WI

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...



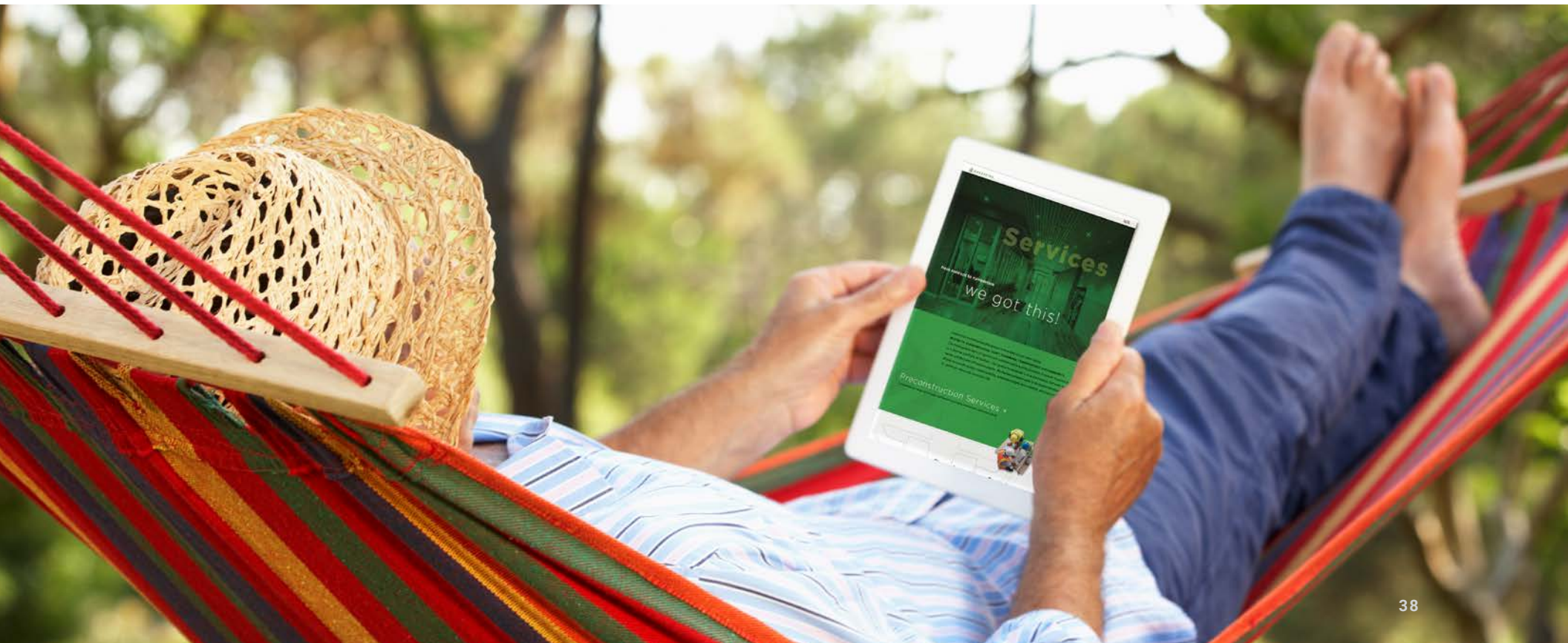
It's Our Heritage

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

