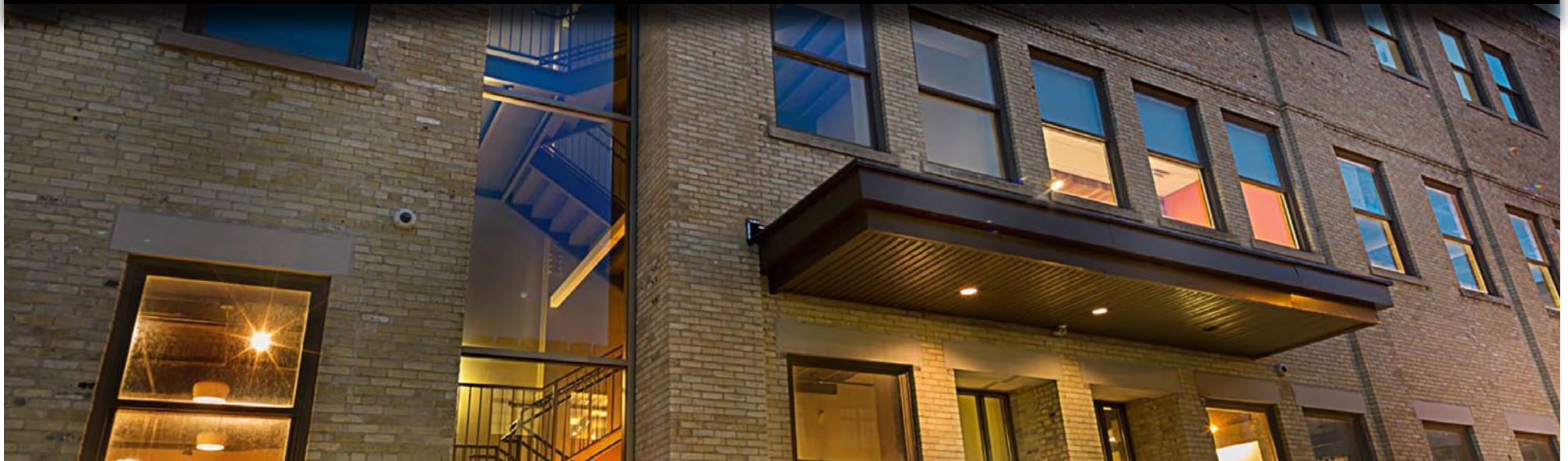


S T A T E M E N T O F Q U A L I F I C A T I O N S





C O N T E N T S

03	We are Greenfire
04	Corporate Overview
05	Leadership
07	Our Values
09	Case Studies
20	Services
26	Diversity and Inclusion
29	Awards & Recognition
30	Affiliations
31	Sustainability
34	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 commercial subsidiary of Potawatomi Ventures, the investment arm of the Forest County Potawatomi Community, and as such, is a 100% Tribally-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.

**J**ust 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**



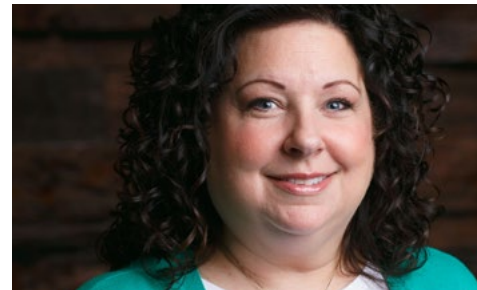
**Thomas Heinrich**  
VP OF PRECONSTRUCTION

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.



ETHICS



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



# 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.



# Rowe MKE

Milwaukee, Wisconsin

SIZE	OWNER	ARCHITECT
333,433 SF	Atlantic Residential	HKM Architects + Planners

Rowe MKE is a multi-family development by Atlantic Residential along the Milwaukee River on Milwaukee’s East Side near the Water Street and Brady Street corridor. Greenfire served as construction manager for the project, which includes two four-story residential towers totaling 333,400 SF with two levels of underground parking and 205 apartments. Designed by HKM Architects + Planners, Inc., the community includes shared amenities and a 500’ extension of the public riverwalk. The project required careful coordination within a compact urban site bordered by the river and active city streets while maintaining continuity with Greenfire’s prior construction of the adjacent River House development.

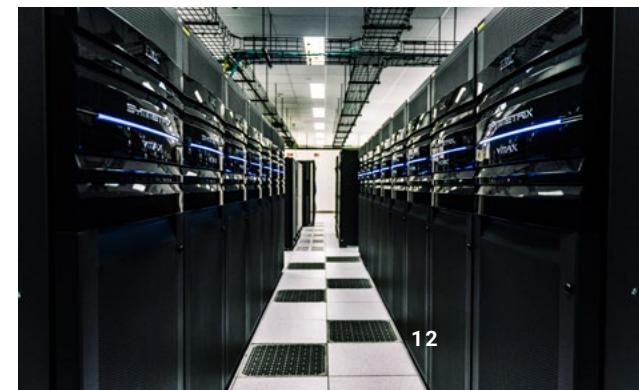
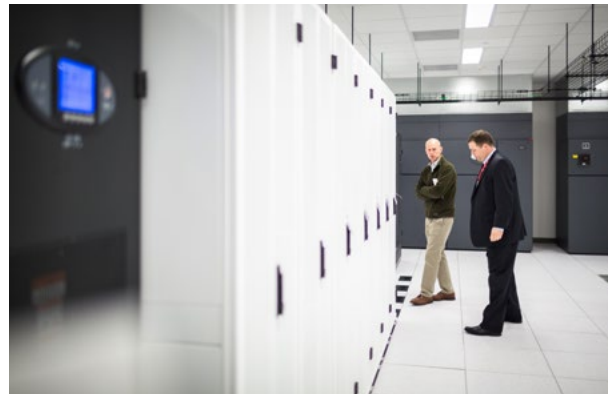


# Data Holdings

Milwaukee, Wisconsin

SIZE	OWNER	ARCHITECT
46,158 SF	Forest County Potawatomi	DJM Technology Management, Inc.

Data Holdings is a state-of-the-art, Tier III+, carrier neutral data center. This purpose-built facility brings mission-critical technology, security, reliability and affordability to the region. Located on The Wgema Campus, the facility serves as a cost-effective, flexible, secure and highly reliable IT center for storing data backed by secondary disaster recovery needs. Situated at a location on top of an electrical grid, the facility runs at an efficient energy output ratio that also includes a solar array to store additional energy during unexpected outages. It also incorporates redundancies in all systems including first-class security, electrical, power and cooling, and a multi-generator backup system. Preplanning accounted for full-scalability solutions in order to allow for future expansion and build-outs to support new clients and their unique needs.



# fireside MARKET

Slinger, Wisconsin

SIZE	OWNER	ARCHITECT
9,730 SF	Potawatomi Ventures	Nelson Architecture & Interiors

fireside MARKET has brought its innovative, food-forward concept to the Village of Slinger. The new 9,730 SF market is located at Hetzel Way and State Highway 60, near Interstate 41, and serves as a key anchor of Merchant Village—a 130-acre commercial development. Developed by Sagewind, the development arm of Potawatomi Ventures, this new market model features made-to-order fresh food, a café, gas and diesel pumps, an EV charging station, and a drive-thru. Patrons can stop and rest at fireside MARKET, or for those on the go can use convenient curbside pickup and preorder service counters integrated into the buildings entrance. As the Potawatomi people are “keepers of the fire”, fireside MARKET ignites further diversification for the Tribe, and development in the growing Slinger community.

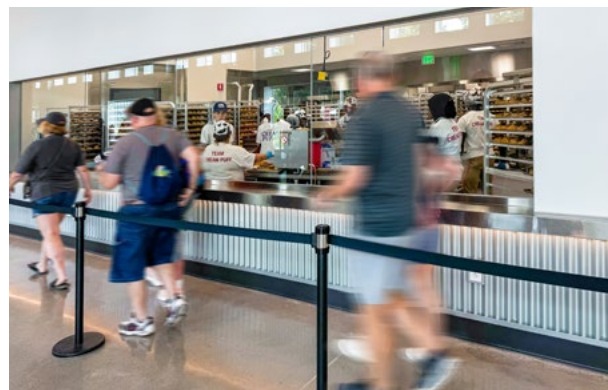


# Wisconsin State Fair Park Dairy Building

Waukesha, Wisconsin

SIZE	OWNER	ARCHITECT
23,233 SF	State of Wisconsin	American Design, Inc.

Greenfire completed an extensive renovation to the historic home of one of Wisconsin’s most iconic summer staples, the Dairy Building, formerly known as the Cream Puff Pavilion at the Wisconsin State Fair Grounds. Greenfire began dismantling the interior of the structure to pave the way for modernization, accessibility and efficiency for the 23,000 SF building. Key improvements to the building will be the expansion of the kitchen space for the cream puff production, as the building’s west elevation wall will be expanded outwards to make room for a larger kitchen and increase fairgoer foot traffic space within the building. Full upgrades to the building’s mechanical, electrical and plumbing are within the project’s scope, including all new bathroom facilities on the building’s southwest side.



# Potawatomi Casino | Hotel Sportsbook

Milwaukee, Wisconsin

SIZE	OWNER	ARCHITECT
28,820 SF	Forest County Potawatomi Community	I-5 Design-Build

The former Northern Lights Theatre on Potawatomi Casino | Hotel’s first floor has been transformed into one of the nation’s most impressive sportsbooks. In a joint venture with Gilbane, Greenfire managed the renovation project to create a premier sports experience for the Casino. The space features a 2,000 SF screen that spans the entire sportsbook – large enough to view 30 sporting events simultaneously. There is an upper level VIP seating area, as well as a broadcast booth available for podcasts and live media. In addition to the sportsbook, scope of this project included the renovation and reopening of an adjacent brand new 14-table poker room. The sportsbook features a first-class bar, as well as a brand new full service kitchen serving delicious food for the sportsbook’s 200-guest capacity.



## Jewish Family Services Woodale Crossing

Brown Deer, Wisconsin

SIZE	OWNER	ARCHITECT
58,487 SF	Jewish Family Services	JLA Architects

Jewish Family Services (JFS) developed the Harry and Jeanette Weinberg Residences at Woodale Crossing to expand affordable and supportive housing options in Brown Deer. The three-story building provides 56 affordable apartment units designed to serve seniors and individuals with disabilities. The mix of studio, one-, and two-bedroom layouts accommodates varying needs and lifestyles. The structure features underground parking, surface parking, retaining walls, a biofiltration basin, and a landscaped entry drive. Interior spaces include communal gathering areas, offices for on-site support staff, and outdoor patios for residents. The building was designed to LEED® Silver Certification in accordance with WHEDA, and to uphold JFS' dedication to environmentally responsible buildings.



# Emler Swim School

Brookfield, Wisconsin

SIZE	OWNER	ARCHITECT
5,000 SF	Irgens	Polkinghorn Group Architects

Greenfire managed the construction of a 5,000 SF tenant build-out of the new Emler Swim School. Located at the Shoppes at the Corridor in Brookfield, this brings Emler their first Wisconsin location. The facility supports Emler's structured swim instruction model built on progressive levels, low student ratios, and milestone tracking for youth water safety. Having previously constructed the base building's core and shell for Irgens, Greenfire's team used their knowledge of the structure, utilities, and systems, improving coordination with design partners and subcontractors. Scope included pool construction, under-slab and overhead MEPFP systems, framing, drywall, ceilings, flooring, finishes, and specialty components required for an indoor swim school.



# Urology Associates

Wauwatosa, Wisconsin

SIZE	OWNER	ARCHITECT
5,280 SF	Irgens	EUA

The Urology Associates clinic at Mayfair Medical Commons is a tenant improvement within an active, multi-tenant medical building in Wauwatosa, Wisconsin. Developed by Irgens, the project supports outpatient care delivery within an established medical campus. This 5,900 SF second-floor suite required close coordination with building operations and adjacent tenants to maintain uninterrupted use during construction. Greenfire led preconstruction and construction management with a focus on coordination, permitting, and schedule control. The team aligned scope, budget, and healthcare reviews while managing logistics in an occupied building. Work included interior demolition, framing, MEPFP systems, finishes, casework, flooring, glazing, inspections, and closeout to achieve occupancy.

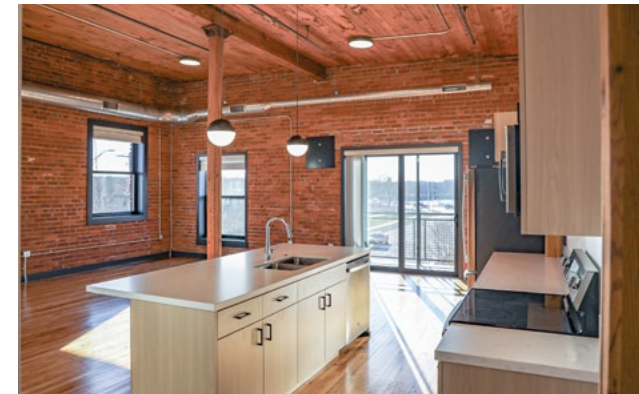


# Wisconsin Farmers Union Market On River

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



PARTERRE AT EMERALD ROW



TIVOLI GREEN APARTMENTS



TRIBUTE APARTMENTS @ RIVER



CRESCENT APARTMENTS



MACKSON CORNERS APARTMENTS



STITCHWELD APARTMENTS



THE LANDING AT HUB CITY



VILLAGE 43

## MULTI-FAMILY MIXED USE



COMMON PLACE



BELAY APARTMENTS



BRIO BUILDING APARTMENTS



VIM + VIGOR

# ADDITIONAL PROJECTS

## MULTI-FAMILY HISTORICAL



RESIDENCES AT ZUELKE



GOLD MEDAL LOFTS



HISTORIC GARFIELD APARTMENTS



CONCORDIA 27

## MULTI-FAMILY AFFORDABLE



HO-CHUNK NATION CLOUD VILLAGE



LEGACY LOFTS



PHILLIS WHEATLY SCHOOL REDEVELOPMENT



THE GRIOT

## COMMUNITY



DOOR COUNTY GRANARY



LAONA EMS



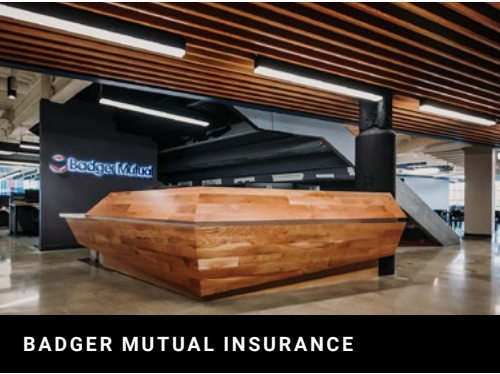
WAUKESHA CITY HALL



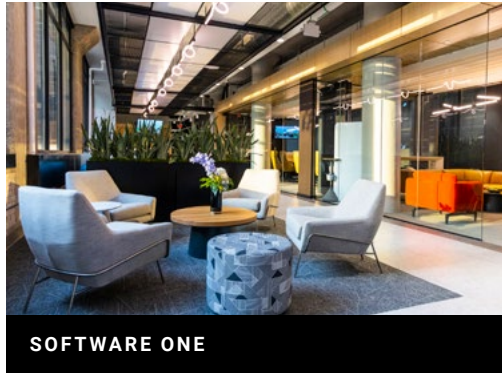
LAKESIDE ALLIANCE CHURCH

# ADDITIONAL PROJECTS

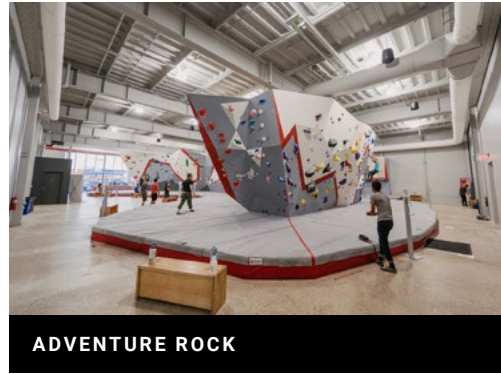
## OFFICE & TI



BADGER MUTUAL INSURANCE



SOFTWARE ONE



ADVENTURE ROCK



NŌ STUDIOS

## COMMERCIAL



PAN ASIA SUPERMARKET



THE SHOPPES AT THE CORRIDOR



PRAIRIE'S EDGE COMMERCIAL



RIVERSIDE LANDING INFRASTRUCTURE

## HEALTHCARE



SIXTEENTH STREET  
COMMUNITY HEALTH CENTER



FCPC HEALTH & WELLNESS CENTER



BE SPECTACLED



GERALD L. IGNACE  
INDIAN HEALTH CENTER

# ADDITIONAL PROJECTS

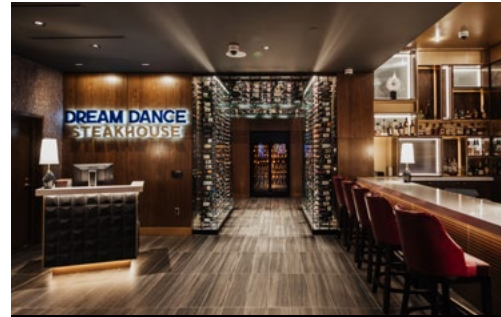
## HOSPITALITY



POTAWATOMI CASINO | HOTEL TOWERS



POTAWATOMI CASINO | HOTEL  
THIRD FLOOR RENOVATION



DREAM DANCE STEAKHOUSE



ST. JAMES 1868

## SENIOR LIVING



ST. CAMILLUS EAST TOWER



37<sup>TH</sup> STREET SCHOOL APARTMENTS



PRIORITY PLACE CBRF



CORNERSTONE VILLAGE-HIGHLAND

## TRIBAL



FCPC COMMUNITY CENTER



FCPC POW WOW GROUNDS



WGEMA CAMPUS



FCPC AQUAPONICS EXPANSION



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**



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 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.

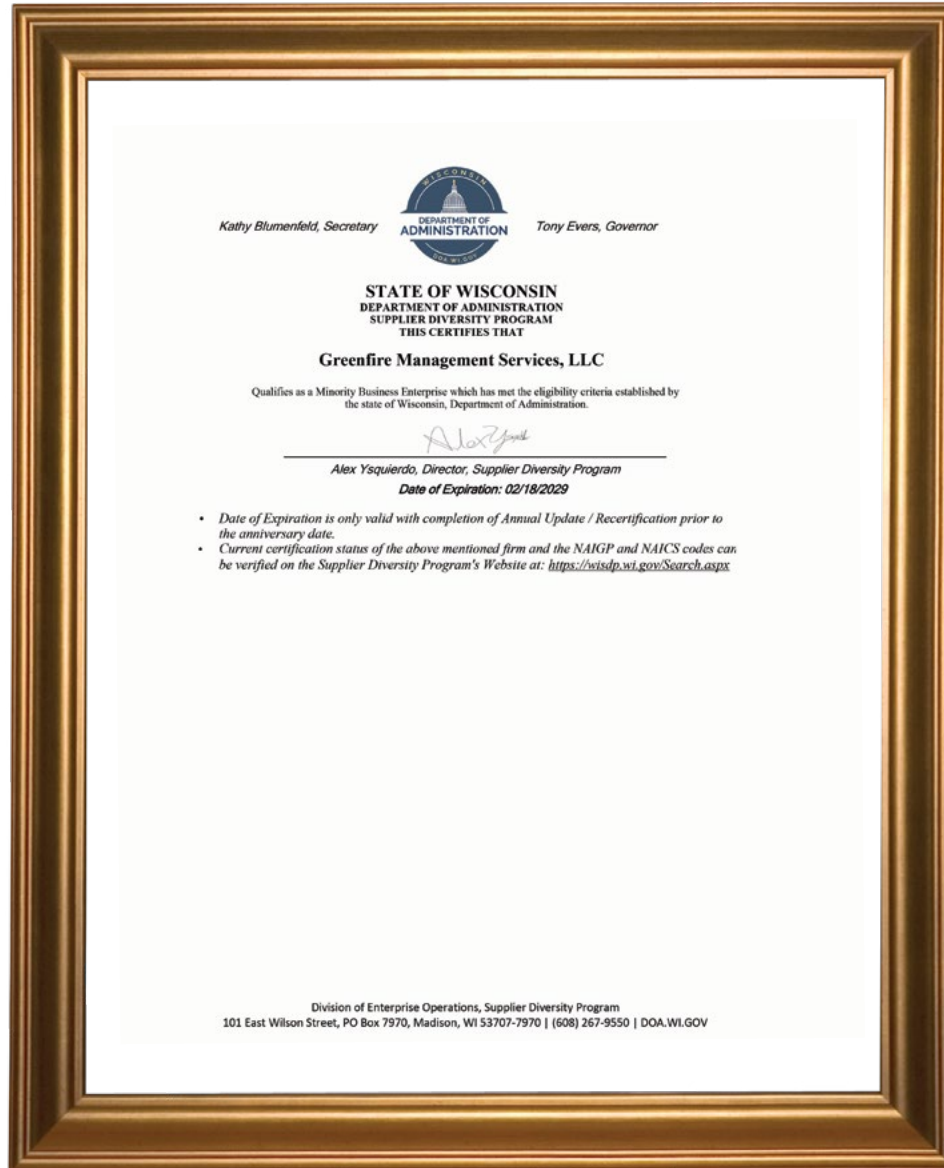
19%

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](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...



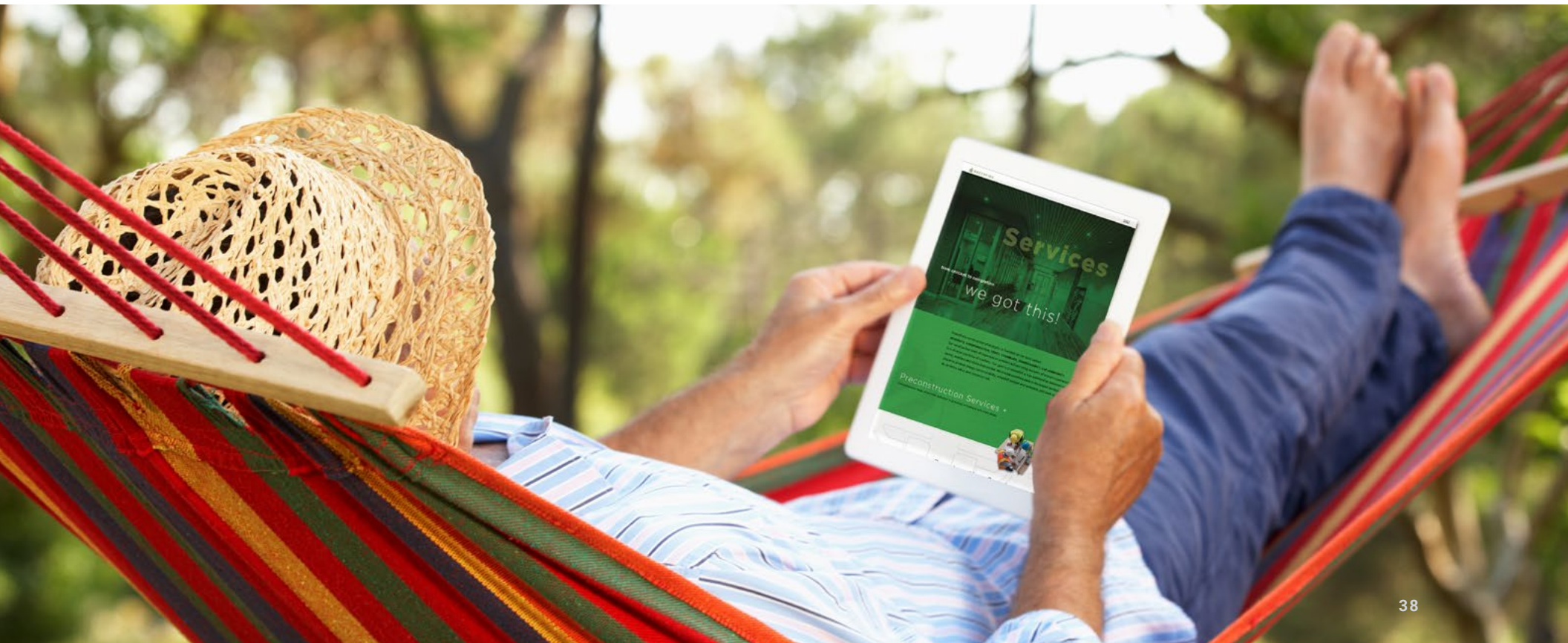
## It's Our Heritage

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

