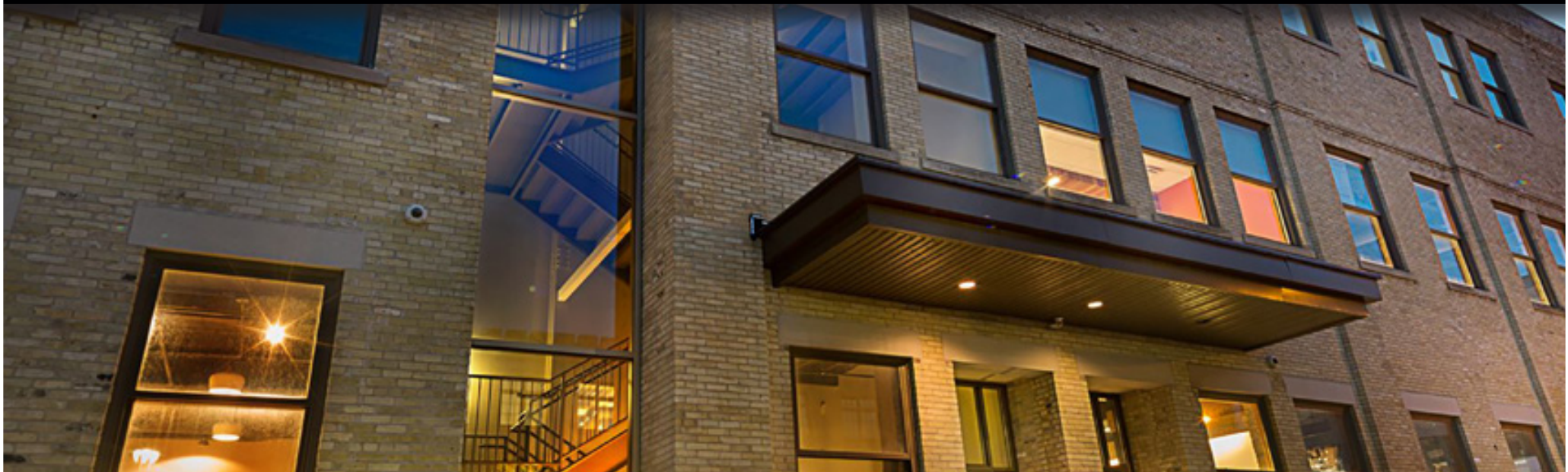




STATEMENT OF QUALIFICATIONS



A large, stylized flame graphic in a lighter shade of green, composed of several overlapping, curved shapes that create a sense of movement and heat. It is positioned on the left side of the page, behind the 'CONTENTS' text.

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

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 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 never self-perform any of the work and manage a fair, organized, and transparent bidding process that will maximize participation from local trade contractors.

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 10 years of construction experience, Jeb has been involved in the early phases of a wide variety of projects throughout south-eastern 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 productive professional 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, communication and organizational qualities 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

DIRECTOR 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



Michael Murphy

DIRECTOR OF NORTHERN OPERATIONS

Michael is a profitability-conscious, solution-driven construction management professional, acknowledged for his strengths in negotiating construction contracts, empowering teams and building client relationships. With over three decades of experience in the industry, Michael has been in charge of overseeing more than \$1 billion of construction projects across western and northern Wisconsin throughout his career.



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 Manager of Administrative Services, Rebecca is responsible for managing and implementing the administrative processes for our Milwaukee and Wausau offices. Rebecca has been key in strategically planning the future of Greenfire to promote its growth and success.



Simmi Urbanek

DIRECTOR OF MARKETING

Simmi is a self-motivated, effective, and organized leader with strong communication and design skills and a passion for serving the community where she lives, works, and plays. She most recently served as vice president of business development for a boutique advertising and branding agency and prior to that worked for a regional architecture and interior design firm, completing her 15-year tenure there as associate and director of marketing.

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



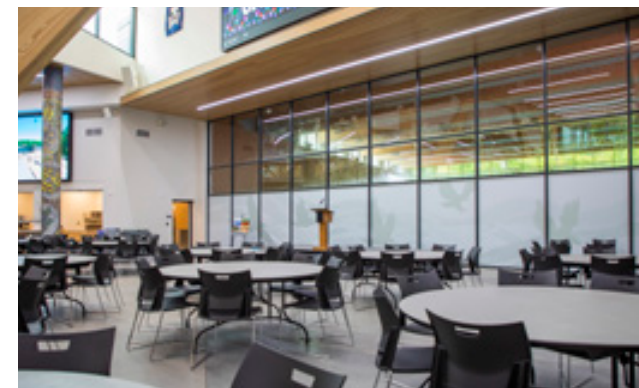
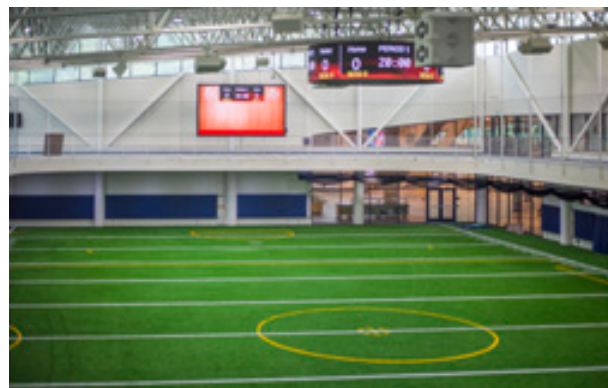
CASE STUDIES OF SELECT WORK



Forest County Potawatomi Community Center - Crandon, Wisconsin

SIZE	OWNER	ARCHITECT
108,916 SF	FOREST COUNTY POTAWATOMI	RAMLOW/STEIN AND RDG

New construction of a two-story community center located on the Forest County Potawatomi reservation. Project requires clearing of 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.

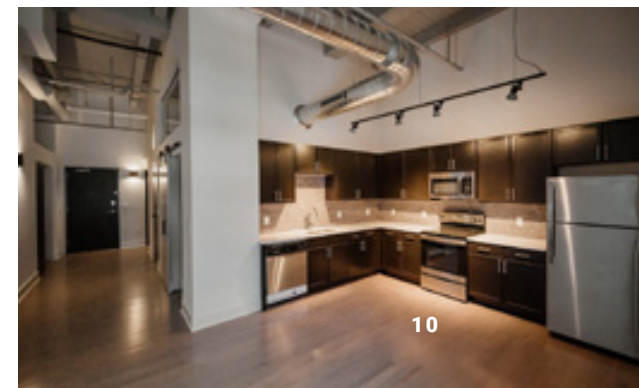


Maxwell Lofts

Milwaukee, Wisconsin

SIZE	OWNER	ARCHITECT
120,000 SF	ROERS COMPANIES	CONTINUUM ARCHITECTS

Renovation of a 100-year-old industrial building in Milwaukee's Walker's Point neighborhood into 116 apartments. Demolition began in October of 2018 deconstructing the building down to the original structural framing, floors and columns. This five-story, three building development will include a vertical expansion to add six penthouse units and a rooftop patio. The building will also expand south to include common areas, a leasing office and a new façade.

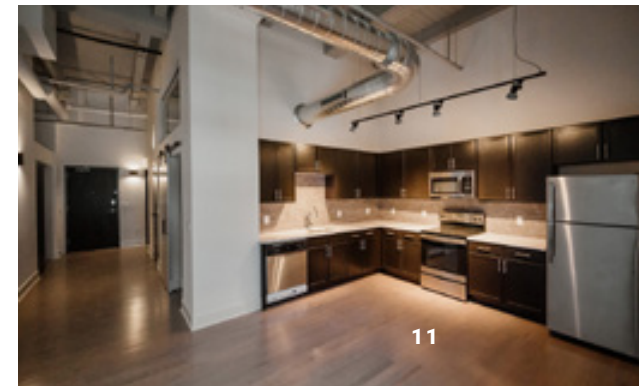


Badger Mutual

Milwaukee, Wisconsin

SIZE	OWNER	ARCHITECT
16,000 SF	BADGER MUTUAL INSURANCE	RINKA+

Commercial office buildout for Badger Mutual Insurance CO. moving from their long-established location. This 2-story 16,000 SF commercial office will have a common stair connecting the two floors with closed offices, conference rooms, quiet amenities and central break area.



Sixteenth Street Milwaukee, Wisconsin

SIZE	OWNER	ARCHITECT
33,000 SF	SIXTEENTH STREET	ALLUME ARCHITECTS

Facilitate complete coordination and relocation of the existing Sixteenth Street Health Center into an existing commercial building. Project management includes detailed assessment of existing building to understand Owner's innovative and collaborative intent. Project includes complete installation and assessment of all new MEP buildings systems to identify most cost-effective and efficient layouts, coordination with Owner and design team for MEP installation, and final submittal for architectural design overlay. Project team facilitating strong collaboration between entire project team to ensure all systems comply with Health Resources and Services Administration.



ADDITIONAL PROJECTS

MULTI-FAMILY



PARTERRE APARTMENTS



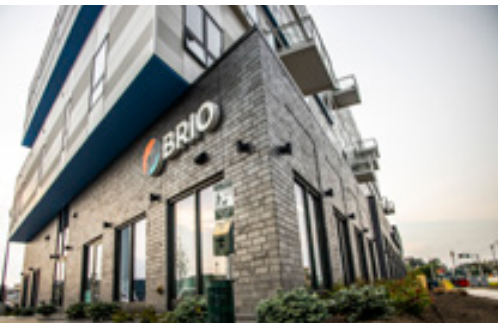
TIVOLI GREEN (PHASE 1)



RIVER APARTMENTS



CRESCENT APARTMENTS



BRIO



VIM & VIGOR



RIVER HOUSE APARTMENTS



THE GRIOT



STITCHWELD



FORGE AND FLARE



BEAUMONT PLACE



BELAY APARTMENTS

ADDITIONAL PROJECTS

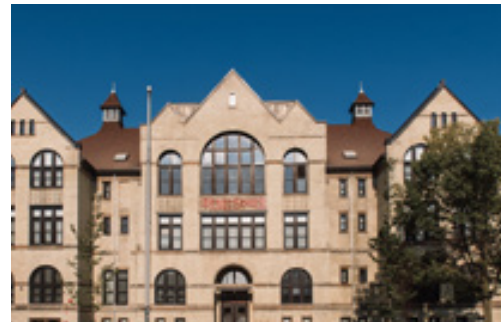
MULTI-FAMILY HISTORICAL



MAXWELL



GOLD METAL LOFTS



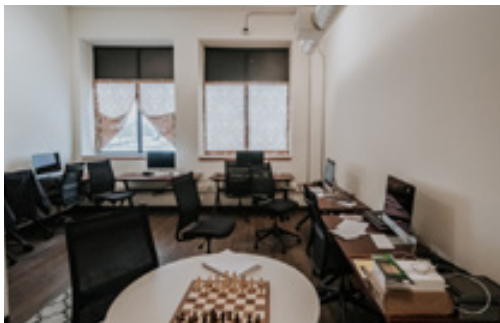
GARFIELD APARTMENTS



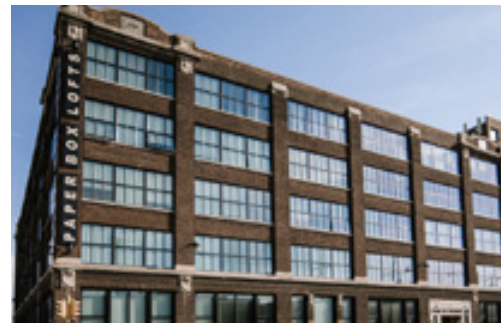
LEGACY LOFTS



ECHELON APARTMENTS



BAKARI HOUSE



PAPER BOX LOFTS



VANTAGE ON THE PARK

COMMERCIAL



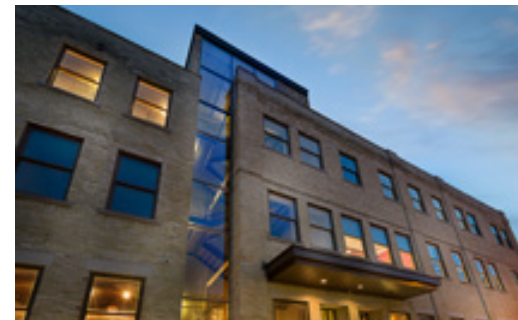
ADVENTURE ROCK



BE SPECTACLED



ABHM



NO STUDIOS

ADDITIONAL PROJECTS

OFFICE



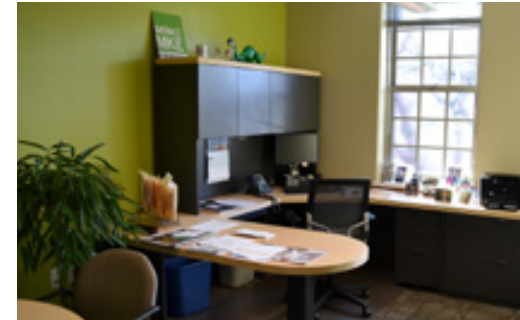
JLA ARCHITECTS



BLARE FIRE PROTECTION



TRAVAUX



SELECT MILWAUKEE



WANGARD PARTNERS



MAYFAIR CROSSING



PHC ADMINISTRATIVE OFFICE



NATIONAL HEALTH PROVIDER



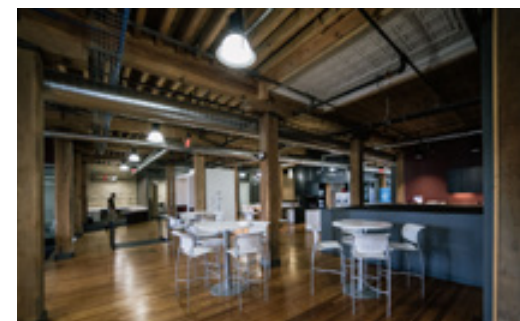
BADGER MUTUAL



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 DISTRIC RHINELANDER



BAD RIVER HEAD START



NEXT DOOR FOUNDATION



WOODLANDS EAST

ADDITIONAL PROJECTS

HEALTHCARE



COMMERCIAL PARKING



TRIBAL





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



CONSTRUCTION SERVICES

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

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%

City of Milwaukee projects fulfilling Residence Preference Program (RPP) requirements.

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



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.

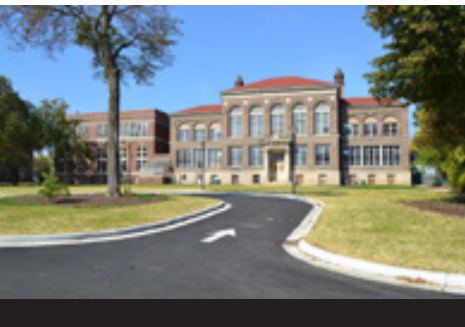
With a number of our project management staff certified as LEED® Accredited Professionals, we offer strong guidance on the process and resources to secure sustainable or LEED® certified projects.

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



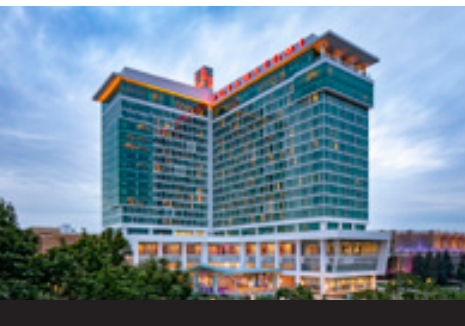
Wgemas Building Renovation \$9 million | Milwaukee, WI

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:

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

Our portfolio contains: 12 repeat clients in 7 markets resulting in 56 projects



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...



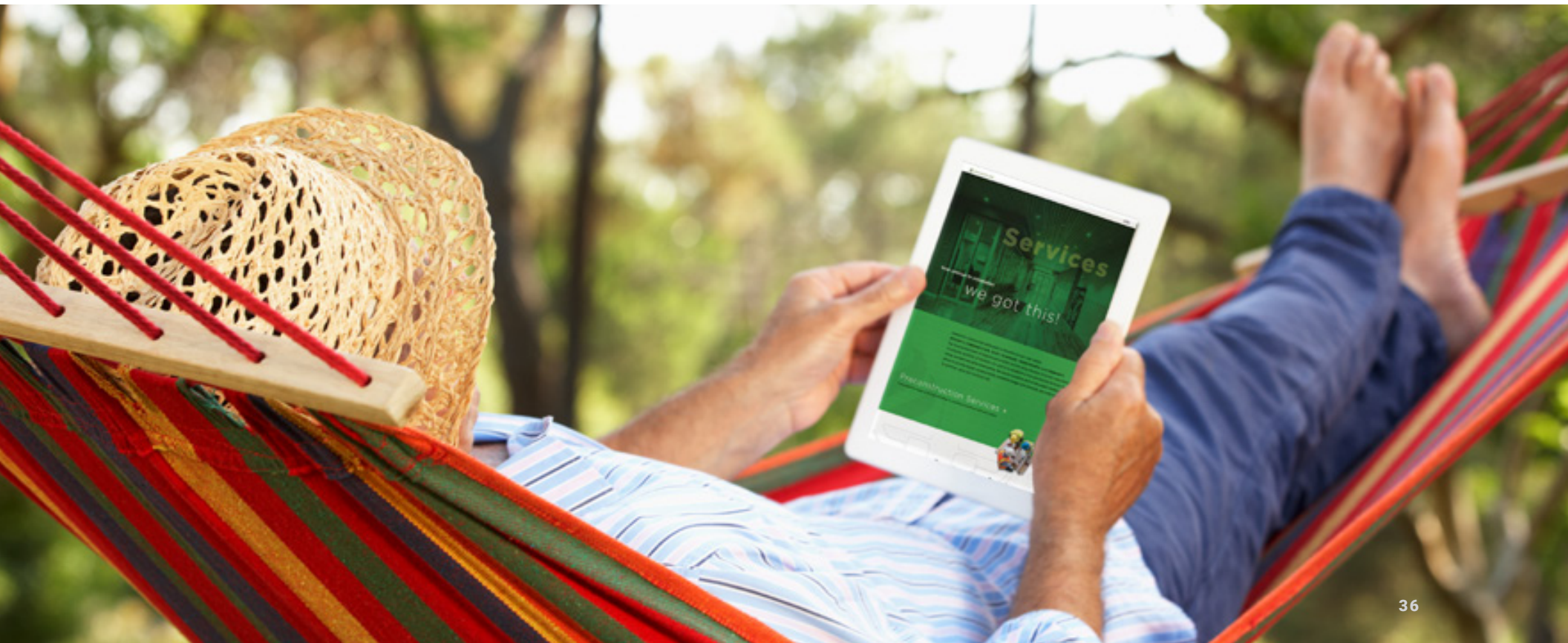
It's Our Heritage

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.



The image shows the interior of a large industrial building under construction. The structure is composed of a dense network of steel beams and columns, creating a complex geometric pattern. The entire scene is overlaid with a semi-transparent green filter. In the center, there is a black rectangular area containing the text 'GREENFIRE.COM' in white, uppercase letters. Two thin vertical orange lines flank the text. The background shows the skeletal framework of the building, with some construction materials visible on the floor.

GREENFIRE.COM