

John Phillip Guequierre, CV



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johng@uchardchip.com (technology startup)

Education:

Mukwonago Union High School, Mukwonago, WI, 1964

BA, UW-Madison 1968

MBA, University of Chicago 1972

Professional Experience, Current:

Formed I-OSC, LLC September 2016 (www.i-osc.com) to advise architects, engineers, developers, general contractors, builders and modular manufacturers on optimizing the use of off-site construction.

Assisted in foundation of a construction technology startup, UCHardChip, Inc. (www.uchardchip.com) in January 2018, serving as a director and vice-president, operations. UCHardChip designs and manufactures “smart” personal protective equipment such as hard hats. Embedded sensors and enabling software improve jobsite safety and productivity.

Professional Experience, Prior:

Recruited 1968 by Inland Steel Company of Chicago (now part of Arcelor Mittal) for their management training group. Involved first in developing integrated computer systems for their basic steel works. Eventually shifted

to general problem solving, primarily in divisions with problems, with postings to Toledo, Milwaukee, Washington DC, and Chicago. Included assignments with light gauge steel framing and other steel products, single-family and commercial real estate development and panelized housing.

Joined a group buying Inland spin-off Schult Homes Corporation in 1984 (manufacturer of factory-built structures), raising investment funds among the management group as well as from Wall Street private equity sources and from major banks. Began as CFO, moving to COO and President in 1992. Grew Schult from \$90 million in revenues in 1984 to \$375 million in 1998 through a combination of internal growth and acquisitions, also closing or selling unprofitable operations. Built seven manufacturing facilities and managed six major facilities expansions. At peak, managed fourteen assembly lines.

Personally led the effort to take Schult public in 1987 (American Exchange SHC), then completed a successful secondary offering in 1992 which provided a highly profitable exit for our Wall Street private equity source. Managed a 1998 auction of Schult with multiple bidders. It is now part of Berkshire-Hathaway.

Formed Pleasant Street Homes, LLC in 2001 to focus on the factory-built modular structures market (single-family, multi-family and commercial), acquiring manufacturing operations in Indiana and Pennsylvania. Survived the 2008 "Great Recession" through dramatic down-sizing, then sold most assets to Hi-Tech Housing, Inc, at the end of 2010. Served as COO of Hi-Tech until partially retiring in mid-2013 and moving to Madison, then serving as senior vice-president until September 2016. Pleasant Street and Hi-Tech experiences included (i) both high-velocity standardized production and slower-paced custom production, (ii) government contracting, (iii) US, Canadian and some South American and European projects, (iv) sustainable structures, including LEED Platinum and passive design, (v) wood and light-gauge steel framing, (vi) urban infill, and (vii) development of proprietary estimating software for custom manufacturing.

Throughout career served as committee and board member of various trade associations.

Civic Involvement, Current:

- Board member, Wexford Village Homeowners Association (www.wexfordvillage.org).
- Member, Wisconsin Innovation Network, the membership arm of the Wisconsin Technology Council (www.wisconsintechcouncil.com).
- Volunteer, MERLIN Mentors (www.merlinmentors.org), which is sponsored by the University of Wisconsin, WARF and University Research Park. It provides mentorship for new startups and assistance in attracting first and second tier financing.
- Volunteer, Advancing AI Wisconsin, a new organization which supports the development of artificial intelligence, internet-of-things and blockchain technology.
- Volunteer, Wisconsin Alumni Association, regularly contacting elected officials in support of the University.
- Volunteer Pen Pal, Glenn Stephens Elementary School.
- Member of the Session (governing council), Covenant Presbyterian Church, Madison.

Civic Involvement, Prior:

- Chairman, United Way of Elkhart County, Indiana
- Chairman, Indiana Association of United Ways
- Project leader, Elkhart County 4-H
- Board member, Elkhart County Saddle Club

Personal:

- Married to Mary ("Polly") Guequierre for 50 years. Polly grew up in Racine and is a UW-Madison graduate
- Three children (two of whom are UW-Madison graduates)
- Three grandchildren

John Phillip Guequierre Madison District #19 Vacancy Statements

Why I wish to serve:

Community service has been a tenet of my family since the arrival of my forebears in Wisconsin in 1854. My paternal grandfather lectured me on multiple occasions that civic involvement is a duty. My maternal grandfather was a Milwaukee fireman, killed in the line of duty, but my great uncle, who was a surrogate grandfather, likewise urged service. Uncle Bill was a friend of Mayor Hoan of Milwaukee and served on the election commission. My brothers and I grew up on the story about Uncle Bill bodily throwing a politician out of his office when that hack suggested tampering with a ballot box. I watched my own parents serve as president of just about every community activity in Mukwonago.

While I started my own journey to contribute time and energy to community matters, I quickly learned that it is much more than a duty. It is a great honor, a source of occasional frustration which is always outweighed by the satisfaction of what we can accomplish together.

The one thing I have not done in my life is serve in a public office. It has been a semi-humorous assumption in our family that our French surname, which is either unpronounceable or unspellable, depending on how it is approached, is an insurmountable obstacle. (For the record, we encourage people to ignore the spelling and remember that it is pronounced “you-gair” – rather easy, actually.)

I love Wisconsin. I love Madison. I am energized by the diversity and the thirst for knowledge that I encounter daily. My wife and I spent over a decade dreaming of and planning for our return to Madison in 2013. I think I have now absorbed enough about our City, its challenges and opportunities, to make a meaningful contribution.

What I hope to accomplish:

I would like to apply my considerable experience in accounting, finance and budgeting to Madison’s budget deliberations.

I would like to apply my experience in construction and real estate development to the Council’s evaluation of public and private development, especially in District #19.

My active involvement in Madison’s entrepreneurship and technology sectors gives me an appreciation for how critical those research and business opportunities are to Madison and Wisconsin. I would hope to be an effective advocate for the University and start-up communities.

Spread over a career of recruiting and training co-workers from every background, I have had to appreciate the disadvantages, the sheer dimensions of the obstacles faced by our fellow citizens of color. I am grateful that our City is wrestling with the stark reality of income inequality, and I would hope that I could contribute to the Council in its efforts to chip away at this most challenging of problems. In my business life, I was able to work with many teams of co-workers to reduce wasted material and time. About fifteen years ago, I finally grasped that the greatest waste of all is wasted human potential, and that we all need to search for better ways to realistically give all of our citizens the opportunity to do great and rewarding things in their lives.

I have had the opportunity in recent years to participate in a number of projects in sustainable development, including net-zero housing and passive design structures. Madison’s encouragement of a sustainable built-environment is commendable, and I would like to support those efforts. My own definition of sustainability includes affordable housing.

In both my business and community service activities I learned that the most powerful tool was respect – respect for co-workers, customers, constituents and peers, their opinions and their intrinsic value as humans. If I were to join the Council, a basic goal would be to listen respectfully and carefully, especially to the District #19 constituents and my fellow Alders.

My plans for the Spring, 2019 election:

I would probably run.

I have never run for public office. I have, however, volunteered in some campaigns, primarily at the local level, such as the most recent Madison school board election. Involvement, while not intense, has made me appreciate the gravity of the decision. It does take some time to become effective in any new endeavor. If the Council were to choose me to fill the District #19 vacancy, I would like to make the effort of the Council to render me productive a worthwhile investment by serving at least one regular term. At age 71, any attempt to be a career politician would be brief.