



MARCH 8, 2024

STATEMENT OF QUALIFICATIONS

**S. PARK ST. & W. BADGER RD.  
REDEVELOPMENT PARTNERSHIP**

**Alexander  
Company**



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**Alexander**  
*Company*



Dear Committee,

We thank you for the opportunity to present our qualifications for your consideration. We're confident that we've curated a team with the talent, experience, and core values to achieve the Community Development Authority's goals with respect to this redevelopment partnership.

### We're experienced.

The Community Development Authority will have the benefit of leveraging the experiences of a team that has a strong, extensive track record of successfully implementing complex, public-private, urban housing redevelopments. Our team has collective experience in urban planning, architecture, affordable/mixed-income housing, financing, public works, development, public art, public engagement, landscape architecture, and construction. Much of that experience has been earned right here in our greater Madison communities.

### We're local.

We have approached, and present, these qualifications as stakeholders in the Madison community. As stakeholders, we know that neighborhood planning on the south side must be linked to complimentary interventions that create diversity, social equity, environmental sustainability, and economic value for all population groups. Our team has not only done this in multiple neighborhoods throughout the city and nation, but also right here on the south side of Madison.

### We're ready.

We are tested, informed, and ready to partner with the Community Development Authority to redevelop this site into an active anchor of the neighborhood and the City of Madison. The immediate benefit lies in engaging the community - with all its diverse voices - as empowered partners in the future of this redevelopment. We place great importance on stakeholder and community outreach, and focus on creating vibrant, inviting urban neighborhoods for all to enjoy - new destinations for life, leisure, and industry.

We look forward to the opportunity of partnership and thank you for your time.

Sincerely,



**JOSEPH ALEXANDER**  
The Alexander Company



**SARAH NEUJAHR**  
New Year Investments



**JEFF MACK JR.**  
Captains Inc.

## DEVELOPMENT, ENGAGEMENT

### The Alexander Company (Team Lead)

2450 Rimrock Rd., Ste. 100, Madison, WI  
(608) 258-5580  
kbishop@alexandercompany.com

### Captains Inc.

306 E. Wilson Street, Madison, WI  
(608) 630-8666  
info@captainsllc.com

### New Year Investments

1021 S. Park Street, Ste. A, Madison, WI  
(608) 285-5029  
sarah@newyearinvestments.com

## PLANNING, ARCHITECTURE, DESIGN

### Potter Lawson

749 University Row, Ste. 300, Madison, WI  
(608) 274-2741  
rebeccap@potterlawson.com

### OPN Architects

301 N. Broom St., Ste. 100, Madison, WI  
(608) 819-0260  
wreynolds@opnarchitects.com

### BrandNu Design Studio

17 S. Fairchild Street, Fl. 7, Madison, WI  
(313) 433-7176  
mford@brandnudesign.com

### Saiki Design

1110 S. Park Street, Madison, WI  
(608) 405-8149  
amoiien@saiki.design

### JSD

507 W. Verona Ave., Ste. 500, Verona, WI  
(608) 848-5060  
kevin.yeska@jsdinc.com

## BUILD

### JCP Construction

1849 N. Doctor MLK Jr. Dr., Milwaukee, WI  
(414) 372-7300  
james@jcp-construction.com

### JP Cullen

1 S. Pinckney St., Ste. 810, Madison, WI  
(608) 257-1911  
marissa.young@jpcullen.com

**The Community Development Authority will have the most proven project team** that will lead the partnership through the entire process, taking the redevelopment from concept to completion, with our assembled experts providing ideas, advice, and guidance at every step.



**The Alexander Company** | Lead Developer | [alexandercompany.com](http://alexandercompany.com)

Nationally recognized for urban infill development and revitalization achievements, the Madison, Wisconsin-based Alexander Company is a leading force behind the creation of affordable housing communities and solutions with a history of success spanning over 40 years.



**Captains Inc.** | Co-Developer, Engagement, Management | [captainsrentals.com](http://captainsrentals.com) **MBE**

Captains Inc.'s vision is simple: to positively impact communities through real estate development and management. Their commitment to community reflects their core values of equity and inclusion, while simultaneously remaining focused on broadening local housing and business initiatives.



**New Year Investments** | Consulting Developer, Engagement | [newyearinvestments.com](http://newyearinvestments.com) **WBE**

New Year Investments is a woman-owned real estate development and brokerage firm with a focus on creating thoughtfully designed, mixed-use, urban infill properties in Madison and the surrounding area. The firm continues to be recognized for creating developments that enhance those they immediately serve.



**Potter Lawson** | Planning and Lead Architect | [potterlawson.com](http://potterlawson.com) **WBE**

Potter Lawson is an architecture, planning, and interior design firm based in Madison. Their award-winning portfolio spans mixed-use, residential, science + technology, government, sustainability and healthcare projects.



**OPN Architects** | Fire Station Architect | [opnarchitects.com](http://opnarchitects.com)

OPN Architects, Inc. is an award-winning Madison design firm with a diverse practice, and has worked with the City of Madison on multiple fire stations, including Madison Fire Station 14 and Madison Fire Station 6.



**BrandNu Design Studio** | Public Art Consultant | [brandnudesign.com](http://brandnudesign.com) **MBE**

With a keen focus on design, art, architecture, and research, BrandNu Design Studio has established itself as a dynamic and innovative force within the industry.



**Saiki Design** | Landscape Architecture | [saiki.design](http://saiki.design) **MBE**

Saiki Design is an award-winning firm specializing in landscape architecture and sustainable site design. Organized in 1989, Saiki provides service to both public and private clientele with projects throughout Wisconsin.



**JCP Construction** | General Contractor | [jcp-construction.com](http://jcp-construction.com) **MBE**

JCP Construction is committed to employing a workforce that reflects the communities in which they serve. Bringing more than 40 years of combined experience, JCP provides an array of construction services.



**JP Cullen** | General Contractor | [jpcullen.com](http://jpcullen.com)

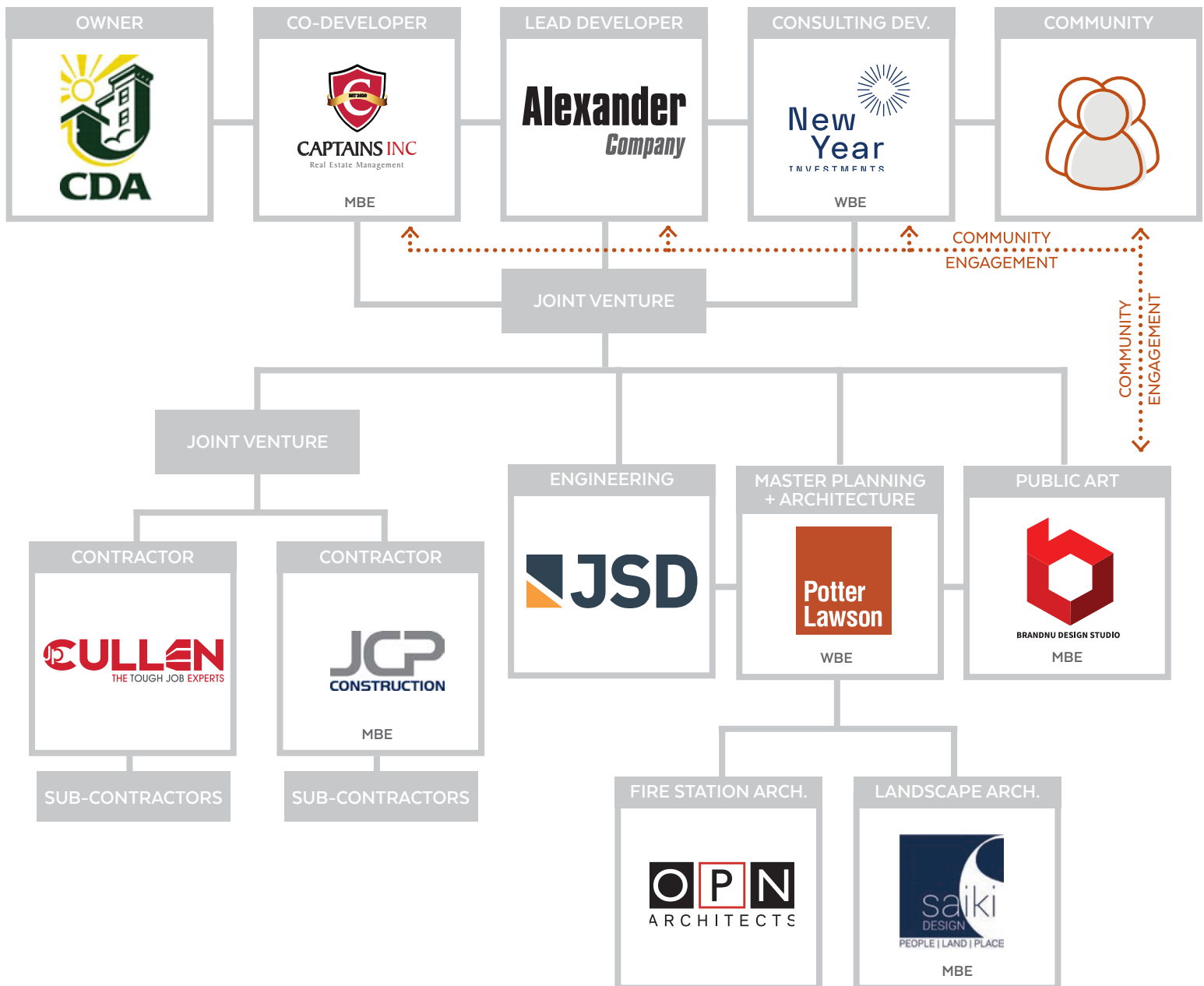
With over 130 years of experience, JP Cullen is a leader in the construction industry seeking innovative approaches and building the impossible in our community.



**JSD** | Civil Engineer | [jsdinc.com](http://jsdinc.com)

With sensitivity to the environment and embracing green design, JSD offers complete professional assistance in civil engineering from concept through design and construction.

## PUBLIC/PRIVATE PARTNERSHIP



## Prior Partnerships and Availability

Each identified partner has worked with at least one other partner on the team, and stands ready and available to commit their time and talents to this project immediately upon award of this opportunity.



## The Alexander Company / LEAD DEVELOPER



As a master developer with a particular expertise in public-private partnerships, The Alexander Company often oversees the financing, design, construction, marketing, and property management of developments in-house. This strategic focus provides a diverse team of experts and a single source of accountability for owners, investors, and partners. The Alexander Company has built a strong reputation for its ability to conceptualize, structure, entitle, and finance complex public-private partnerships.

The Alexander Company brings over 40 years of affordable multi-family housing experience, as well as an in-depth understanding of Madison's south side - an area the firm calls home. Over the past 10 years The Alexander Company has been thoughtfully transforming a former brownfield site off of Rimrock Road into a \$120M+ master-planned urban infill development now known as Novation Campus. Today, the former fly ash dump offers mixed-income and multi-generational housing options in addition to a complimentary mix of neighborhood-serving amenities and services, as well as local businesses that employ over 1,300 individuals on site.

With respect to this redevelopment, The Alexander Company will lead the project team from conception to completion alongside the consulting and co-developers. This structure is intentional to ensure adequate development capacity and talent at all stages of the project life cycle, as well as to ensure representation of the myriad of voices who will be served and impacted by this project.



## Captains Inc. / CO-DEVELOPER

Captains Inc. is a minority-owned, real estate development and management firm with a combined 35 years of real estate experience between its three principals - Gerardo Jimenez, Jeff Mack Jr., and Lee Evans III. Captain's Inc. owns, operates, and manages over 230 affordable and market rate housing units in the Madison area and has developed/revitalized over 100 properties.

Captains Inc. is distinguished by its steadfast dedication to fostering positive change within communities through strategic real estate development and management. At the heart of their success is the firm's unparalleled network of connections within Madison, cultivated over years of dedicated engagement and collaboration. These relationships span a wide spectrum of the community, including alumni, young professionals, state and local government officials, entrepreneurs, local businesses, and cooperatives. This network, combined with Captains deep-seated commitment to equity and inclusion, results in an approach that not only aligns with this project's objectives but enhances the potential for success through strategic partnerships and community integration.

With respect to this redevelopment, Captains Inc. will serve in a co-developer role as well as largely leading public engagement efforts, and has a desire to provide property management upon project completion. Captains Inc. will work alongside The Alexander Company in leading the project team, and is eager to grow their expertise and reputation in managing large-scale, complex, public-private partnerships with affordable housing.

## New Year Investments / CONSULTING DEV.

New Year Investments (NYI) is a woman-owned, real estate development and brokerage firm located on the near south side of Madison. Between its two principals, Anne Neujahr Morrison and Sarah Neujahr, NYI draws on over 40 years of combined real estate experience. Both principals of NYI are shareholders of Urban Land Interest, a local asset management company founded in 1974.

NYI focuses on creating thoughtfully designed, mixed-use, urban infill properties in Madison and the surrounding area. With each project NYI builds its reputation as a developer who is committed to understanding the surroundings, improving the built environment, and strengthening our community. The firm continues to be recognized for engaging stakeholders early in the process and creating developments that are long lasting and enhance those they serve.

With respect to this redevelopment, NYI will serve a consulting developer role as well as enhance public engagement efforts through lived experiences and lessons learned at the Triangle CDA redevelopment. NYI's role will also include ensuring the avoidance of conflict/competition for competitive and scarce financial resources so major CDA projects can be executed in harmony, facilitating public art, identifying funding sources, green goal setting, and overall project design-look-feel.

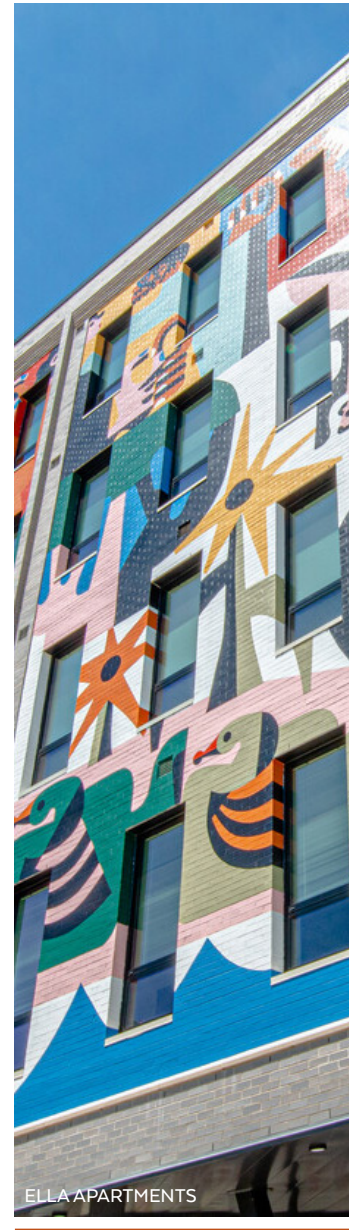
## Workforce Equity and Diversity

Collectively, we are committed to building a diverse and inclusive workforce, welcoming to people of all backgrounds. As providers of housing we strive to ensure representation of the communities in which we work and create equitable outcomes for residents and businesses within these communities.

We seek diversity in perspectives, people, and projects, and would like to highlight a small sampling of several workforce initiatives across the team:

- Potter Lawson was bestowed with The Accolade Award for Superior Minority Business Mentoring by the Wisconsin Department of Administration
- Saiki Design supports staff to pursue both paid and unpaid sabbaticals to further professional development and collaboration with entities like UW-Madison's Department of Landscape Architecture and University of Michigan Ann Arbor's GLACE program, which fosters collaboration with Indigenous communities surrounding education about native plant communities and habitat restoration
- OPN Architects was behind the creation of a Best Practices handbook used by architecture firms nationwide to help inspire cultural change and promote diversity within the industry
- JP Cullen works with Operation Fresh Start to empower emerging adults to earn their high school diploma, driver's license, certifications in the construction and conservation fields, and gain college/career readiness skills

Regarding the construction workforce relevant to this project, our team understands and is prepared to employ HUD Section 3 hiring goals as well as workforce development and labor reporting goals set forth by the City of Madison.



# UNDERSTANDING AND APPROACH

As a team, we understand the scope of the required services as outlined in the request for qualifications. There are no financial or legal issues that the team sees as impediments to launching the redevelopment process. The scope includes master planning, financial planning, design, and implementation. Our approach will generally follow the outlined phases, but we envision there will be overlap to ensure the success of this project. This is done to ensure what was designed can be built within budget, that it is designed and built to operate efficiently, that it will best serve its residents and the community, and that it is structured in a way that can be financed and implemented.

We understand that it is the CDA's goal to complete this project within five years. This project will be completed in a phased approach beginning as soon as feasible with public engagement, and we would be able to produce a basic schedule after some preliminary due diligence. We are confident that we'll be able to meet the CDA's goals and complete the redevelopment project within five years.

## Advancing Racial Equity and Social Justice

We have consciously built a team with representations mirroring that of the community we are serving, with cultural insight and knowledge necessary to advance racial equity, social justice, as well as design justice through the provision of high-quality housing and resident and community amenities.

Advancing equity in multi-family requires intentional engagement and community input, which leads to place-making with equitable design and development principles at its core. NYI, Captains Inc., and BrandNu Design Studio have the experience and capabilities to challenge these structural inequalities, and will lead community engagement from concept to completion.

## Public Works and Prevailing Wages

Potter Lawson has worked on more than 30 projects with the City of Madison and 35 Counties throughout Wisconsin – public and civic architecture and design has been an anchor portion of their portfolio for the past 111 years. Their deep bench includes more than \$1 billion of experience in cutting-edge institutional, public, and private labs as well as sustainable healthcare spaces. From the Wisconsin Energy Institute at UW Madison to their long-term partnership with Exact Sciences on their facilities in Madison and around the Country, designing flexible and efficient lab spaces is in their wheelhouse of expertise. Over 40% of OPN Architects' portfolio is anchored in civic projects. Their work includes over 375,000 square feet of fire station design with 36 LEED certified projects. Over the past ten years, JP Cullen has actively pursued over \$750 million in construction projects with the State of Wisconsin, and has put in place over \$2 billion of construction in Dane County. Their work also includes the construction of over 20 million square feet of healthcare and lab space. Collectively, we commit to working diligently to ensure the imperatives of time, budget, and schedule are met. We take our job as the stewards of tax payers' dollars very seriously.

The development and contracting teams have experience in adhering to prevailing wage requirements.





## Sustainable Design

We are committed to working with stakeholders towards achieving the City's sustainability goals to achieve 100% renewable energy and zero-carbon emissions by 2030. Our team includes seven LEED Accredited Professionals as well as individuals versed in Wisconsin Green Built and other sustainability benchmarking tools.

Potter Lawson and OPN Architects have been integrating sustainable design principles into their firms for over 30 years. Not only is it good for the environment, it provides energy efficient buildings that can save money on operating costs, reduce maintenance and, in a project like this, become a teaching tool for sustainable practices. Potter Lawson and OPN Architects work to maximize sustainable design principles throughout the planning and design process, many times without adding to the overall project cost.



## Public Art

Michael Ford, principal of BrandNu Design Studio, is committed to using design as a tool to advance equity, justice, and inclusion, and works in partnership to research, advocate for, and create art that promotes the well-being of communities and enhances their quality of life. BrandNu Design Studio specializes in positioning unique aspects of various cultures as a catalyst for generating art. Their portfolio includes textiles, murals, fine art installations, furniture, and fashion. Recently, BrandNu Design Studio worked with the City of Madison to create the design concept pictured right for the public art installation at the planned Villager on Park parking structure on Madison's south side.

## Public Engagement

Captains Inc., NYI, and BrandNu Design Studio have the experience and capabilities to lead community engagement from concept to completion. Captains Inc. brings Bilingual communication and their unparalleled network of connections within Madison, complimented by NYI's lessons learned from stakeholder and public engagement from CDA's Triangle, granting us a significant advantage in mobilizing diverse groups for community engagement. BrandNu Design Studio's public engagement scope centers around public art, with a belief that each project presents a unique opportunity to create something extraordinary that is deeply rooted in its location and culture.

A specific public engagement plan will be devised, likely encompassing a variety of engagement tools including but not limited to: surveys, public sessions, design charrettes, targeted focus groups, and regularly-scheduled information distribution. Our strategy will focus on using grassroots networks and relationships to connect with diverse community members, and applying inclusive and equitable policy analysis to our efforts.



# TEAM EXPERIENCE *ATA GLANCE*

## RESULTS

**10,000+**

units of affordable/  
mixed-income housing  
created by the team

**51**

LIHTC applications  
made

**250+**

units of mixed-income housing  
owned/managed on the south side

**\$1B**

in lab/healthcare project cost  
by the design team

**20M+ SF**

of lab/healthcare space built  
by the construction team

## SUSTAINABILITY 'FIRSTS'

1st LEED Platinum  
Certified Office Building in  
Madison

1st LEED Healthcare  
Certified Project in  
Wisconsin

1st LEED Certified  
Residence Hall in  
Wisconsin

1st LEED Certified  
Residence Hall in the  
UW System

1st LEED 4.1 Gold  
Certified Lab in  
Wisconsin

City of Madison's Largest  
Community Geothermal  
Installation

Authored the AIA Framework  
for Design Excellence, which  
applies to every City of  
Madison and WHEDA project

**60%**

of the identified team  
are M/WBE firms

**2/3** of the development  
team are M/WBE firms

**378,079+**

square feet of recent fire station design

**\$160M** fire station  
construction value

**36** LEED certified  
projects

## BROAD CAPABILITIES

- ☒ Public-Private Partnership
- ☒ Multi-Family Development
- ☒ Master Planning
- ☒ Resid./Health/ Fire Design
- ☒ Landscape Architecture
- ☒ Community Engagement
- ☒ LIHTC Applications
- ☒ Sustainable Design
- ☒ Affordable Housing
- ☒ Active South Side Presence
- ☒ Public Art + Engagement
- ☒ Civil Engineering



## Affordable and Mixed-Income Housing

Collectively, the team has developed, financed, designed, built, and managed over 10,000 units of affordable and mixed-income housing.

The Alexander Company has been working with the Low Income Housing Tax Credit (LIHTC) program since its inception in 1986. In that time the company has led or consulted on 49 LIHTC projects in various communities across 13 states. In the past ten years the firm has created over 1,600 units of housing, 40% of which is affordable housing. On the south side of Madison The Alexander Company created, owns, and manages over 250 units of mixed-income housing. The firm has built a solid reputation in affordable housing, attracting a notable roster of investment partners in debt and equity markets. To date the firm has used almost every economic development tool available to create successful affordable and mixed-income projects, including but not limited to: State and Federal LIHTC, State and Federal Historic Tax Credits, New Markets Tax Credits, TCAP grants, Tax Incremental Financing, HOME funds, CDBG, Economic Development Initiative Grants, Economic Development Administration Grants, RAD/Section 18 Blends, Tax-Exempt Bonds, HUD 221(d) (4), Brownfield Grants, National Park Service Grants, EPA Revolving Loan Funds, VASH Vouchers, Project-based Vouchers, and Tenant Protection Vouchers. The Alexander Company's portfolio also includes housing and supportive services for homeless and at-risk veterans, as well as a property management partnership with The Salvation Army for housing communities serving those struggling with homelessness.

Captains Inc. brings real-world application of operating and managing more than 230 units of affordable, mixed-income, and multi-generational housing right here in Madison. They pride themselves on their intimate understanding and engagement with the individuals and families that the proposed housing will be built to serve, and are well-versed in the complexities of the affordable housing application and compliance process. Captains Inc.'s insights into the day-to-day realities of affordable housing communities adds a crucial dimension to the team's approach and engagement strategies.

NYI has experience working on affordable and LIHTC developments. Anne Neujahr Morrison worked with the ownership groups on asset management for LaFollette Park and Sturgeon Bluff which each have a HAP Contract and LIHTC Allocation. In addition, while at WHEDA and NYCHDC, she was involved in the allocation of tax credits and origination of over \$500M in loans. In 2021, NYI completed Ella Apartments, a 100% affordable development, financed with a combination of Tax-Exempt Bonds, Federal Low Income and State Low Income Housing Tax Credits. Also in 2021, NYI was selected by the CDA to lead the development and planning efforts for the Triangle CDA site and properties. The team applied for a 2024 Tax Credit Allocation for the first phase of the project. Tools that will be used for the redevelopment of the existing units include the HUD repositioning tools, Federal and State Tax Credits, and soft financing sources.



## Public Works Projects



Our collective design team has worked on more than 50 projects with the City of Madison, with scopes including public and civic planning, design, landscape architecture, and public art. From more than \$1 billion of experience in cutting-edge institutional, public, and private labs as well as sustainable healthcare spaces, to over 375,000 square feet of fire station design and \$160M in fire station construction value. Landscape architecture efforts with the City of Madison include the reconstruction of State Street (multiple phases), Monroe Street (Crazylegs) Plaza, McPike Park, State Capitol Grounds, and a master plan for James Madison Park.

Our contracting team has built over \$400M of healthcare construction in just the past 10 years, and has built over 20M square feet of lab and research projects. Their impressive list of public and private projects includes multiple fire stations and fire departments, a wide range of hospital and healthcare spaces, in addition to state-of-the-art laboratory spaces.

## Local Work Requirements

Of the ten project partners identified in this statement of qualifications, six are M/WBE firms, with the potential for additional project partners to be identified throughout the course of redevelopment.



JP Cullen has an approved City of Madison Affirmative Action Plan for Good Faith Efforts due to their continued performance on projects that have utilization goals. For example, on the Madison Metro Transit project M/W/DBE firms made up 18% of the bid which is a significant number considering the other general contractors submitted bids with 3-4% M/W/DBE participation. Additionally, their team was able to sign up six new minority subcontractors with the City of Madison and help them continue to pre-qualify for future work.

In the past five years, JCP Construction allocated over 62% of their construction contract spend to M/W/DBE firms, and nearly 40% was allocated to the local workforce.

## Wisconsin LIHTC Allocations

Since 2012 The Alexander Company has made seven Wisconsin LIHTC applications, five of which were successfully awarded and one presently pending allocation. One of the most recent awards was for Soldiers Home in Milwaukee, which entailed Wisconsin's first hybrid structure of a 4% and 9% LIHTC award. In 2021, New Year Investments completed Ella Apartments, a 100% affordable development, financed with a combination of Tax-Exempt Bonds as well as Federal and State LIHTC. With respect to the Triangle CDA site and properties, now known as Taking Shape, Our Triangle, New Year Investments applied for a 2024 Tax Credit Allocation for the first phase of the project.

Collectively, the development team possesses expertise in examining the application process and advising on optimal strategies to boost both scoring and performance.



## REFERENCE FOR AN URBAN INFILL REDEVELOPMENT PROJECT

### Jonathan Cooper

Chair, Bassett District of Capitol Neighborhoods, Inc.

208 S. Henry Street, Madison, WI 53703  
(608) 239-4325  
natelyp@gmail.com

**Related Project:** Capitol West Condominiums, Capitol Court Condominiums, Broom Street Lofts, 345 W. Washington, 306 West Apartments in downtown Madison, Wisconsin

**RFQ Respondent's Role:** The Alexander Company, Lead Developer

**Reference Role:** The Alexander Company undertook the master planning and redevelopment of an entire city block in downtown Madison - now referred to as Capitol West and encompasses the above project components. Jonathan Cooper can speak to The Alexander Company's engagement and working relationship with community stakeholders.

## REFERENCE FOR A PROJECTED FUNDED BY LIHTC

### Jamie Aulik

City Administrator, City of Verona

111 Lincoln Street, Verona, WI 53593  
(608) 848-9942  
jamie.aulik@ci.verona.wi.us

**Related Project:** Schoolhouse Yards and related master planning in Verona, Wisconsin

**RFQ Respondent's Role:** The Alexander Company, Lead Developer

**Reference Role:** The Alexander Company was selected in a competitive, public proposal process by the City of Verona for a master-planned redevelopment effort that entailed urban infill development. The Alexander Company provided 100 units of affordable housing.

## OTHER REFERENCE

### Joseph DeGaetano

VP-Acquisitions, Affordable Housing Partners Inc.

1314 Douglas Street, Suite 1400, Omaha, NE 68102  
(310) 367-1310  
jdegatano@berkahp.com

**Related Project:** Multiple throughout the nation

**RFQ Respondent's Role:** The Alexander Company, Lead Developer

**Reference Role:** Affordable Housing Partners is a subsidiary of Berkshire Hathaway, and an investor that The Alexander Company has worked with for almost 10 years. Affordable Housing Partners is one of the few direct investors in the nation that is comfortable with underwriting mixed-income housing.

## Disclosures

Collectively, the development partners outlined in this statement of qualifications have not experienced any foreclosure, default, or bankruptcy within the past ten years. Nor do the development partners have any litigation completed, pending, or underway in relation to any financing or construction project within the past five years.

## Compliance

We will comply with the Affirmative Action Ordinance of the City of Madison (MGO 39.02).

Several members are licensed by the State of Wisconsin. These include Potter Lawson (licensed architects), OPN Architects (licensed architects), Saiki Design (licensed landscape architects), JSD (professional engineers and surveyors), JP Cullen (dwelling contractors license), and JCP Construction (dwelling contractors license). These members will be licensed with the State of Wisconsin for the duration of the project and will carry sufficient Errors and Omissions Insurance.

**APPENDIX**  
KEY PERSONNEL  
RESUMES



## **JOSEPH ALEXANDER**

### **PRESIDENT**

Joe's duties at The Alexander Company include senior management, development team oversight, stakeholder relations, new project development and operations oversight. He has overseen developments from Kansas City to Washington D.C. to Fort Worth. Joe has diverse experience in real estate administration, government and public relations. He has served as Special Assistant to the Secretary of the United States Department of Health and Human Services, where his duties included consultation and implementation in the areas of general management, budgeting and facilities development oversight.

### **EDUCATION/TRAINING**

*University of Wisconsin-Madison Law School*  
Juris Doctor

*University of Wisconsin-Madison*  
Bachelor of Arts in Political Science, History

### **COMMUNITY INVOLVEMENT**

Meriter Foundation Board (former)

City of Madison Sustainable Madison  
Committee (former)

Salvation Army of Dane County Advisory  
Board Member (former)

Madison Museum of Contemporary Art  
Board of Trustees (former)

Wisconsin's National and Community Service  
Board (former)

University of Wisconsin System Board of  
Regents (former)

### **RELEVANT EXPERIENCE**

**Capitol West | Madison, WI**  
\$110M mixed-use, master-planned urban infill development encompassing an entire city block just off of the Capitol Square

**Novation Campus | Madison, WI**  
\$120M+ mixed-use, mixed-income, multi-generational, master-planned urban infill development spanning 60 acres off of Rimrock Road

**Soldiers Home | Milwaukee, WI**  
\$45M historic rehabilitation development resulting in 101 units of housing serving veterans who are homeless or at risk, entailed Wisconsin's first hybrid structure of a 4% and 9% Low Income Housing Tax Credit award

**Schoolhouse Yards | Verona, WI**  
\$64M public-private partnership with the City of Verona, creating mixed-income housing, boutique commercial space, and civic amenities for community use





PROJECT LEAD

## JONATHAN BECK

### DEVELOPMENT PROJECT MANAGER

Jonathan is responsible for new project development and the coordination of all aspects of the development process in projects across the United States. His responsibilities include analyzing prospective developments and feasibility, structuring complex financial tax credit investments, working with numerous community development programs, negotiating investment and loan terms, coordinating and communicating with project stakeholders, negotiating the acquisition and disposition of assets, performing due diligence, and reviewing legal documents. He has extensive experience working with Low Income Housing Tax Credits (LIHTC), Historic Tax Credits, and New Markets Tax Credits. His experience includes positions at a national LIHTC syndicator, National Trust Community Investment Corporation, and Baker Tilly Virchow Krause.

### EDUCATION/TRAINING

*University of Wisconsin-Madison*  
Bachelor of Business in Real Estate and  
Urban Land Economics

### COMMUNITY INVOLVEMENT

Wisconsin Historical Real Estate Foundation  
Board President

Goodman Community Center Board  
Vice President (former)

Wisconsin Trust for Historic  
Preservation Board

Center for Veterans Issues Advisory  
Council Member

Wisconsin Historical Foundation  
Board of Directors

Advisory Council of Historic Preservation  
Leveraging Workgroup

Soldiers Home Community Advisory Council

### RELEVANT EXPERIENCE

**Capitol West | Madison, WI**  
\$110M mixed-use, master-planned urban infill development  
encompassing an entire city block just off of the Capitol Square

**Novation Campus | Madison, WI**  
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**Soldiers Home | Milwaukee, WI**  
\$45M historic rehabilitation development resulting in 101 units of housing serving veterans who are homeless or at risk, entailed Wisconsin's first hybrid structure of a 4% and 9% Low Income Housing Tax Credit award

**Neighborhood House Community Center | Madison, WI**  
The Alexander Company is working in partnership with Neighborhood House Community Center on an urban infill development that entails mixed-income housing and a new space for Neighborhood House to operate and expand their services



**ADAM WINKLER**  
DEVELOPMENT PROJECT MANAGER

Adam is responsible for coordinating the entitlements process, which includes architectural coordination, neighborhood meetings and municipal approvals, for complicated master-planned developments throughout the United States. Adam has specific expertise in residential development, including high-quality multi-family housing as well as condominiums.

In addition, Adam is involved in securing construction financing, reviewing legal documents, conducting market research, and performing due diligence. He also has experience in commercial real estate leasing and sales.

**EDUCATION/TRAINING**

*University of Wisconsin-Madison*  
Bachelor of Business in Real Estate  
and Urban Land Economics, and Risk  
Management and Insurance

**RELEVANT EXPERIENCE**

**Capitol West | Madison, WI**  
\$110M mixed-use, master-planned urban infill development encompassing an entire city block just off of the Capitol Square

**Novation Campus | Madison, WI**  
\$120M+ mixed-use, mixed-income, multi-generational, master-planned urban infill development spanning 60 acres off of Rimrock Road

**Vets Place Central | Milwaukee, WI**  
The Alexander Company is partnering with Center for Veterans Issues to rehabilitate and expand an existing veterans housing community into 81 units of housing serving those who are homeless or at risk

**Neighborhood House Community Center | Madison, WI**  
The Alexander Company is working in partnership with Neighborhood House Community Center on an urban infill development that entails mixed-income housing and a new space for Neighborhood House to operate and expand their services



## **KENDRA BISHOP**

### **DIRECTOR OF BUSINESS DEVELOPMENT**

Kendra's primary role at The Alexander Company entails identifying and fostering opportunities that promote the company's mission and enhance its market position on a national scale.

Her responsibilities include leading the company's marketing and communications efforts, fulfilling requests for proposals, performing market analysis, engaging with the media, and stakeholder/partnership outreach. Kendra strives to stay at the forefront of industry trends and leverage those insights alongside the development and operations teams to create and sustain impactful projects.

#### **EDUCATION/TRAINING**

Bachelor of Science in Marketing

Associate of Applied Science in  
Graphic Design

#### **COMMUNITY INVOLVEMENT**

Dane Arts Mural Arts Board Member (former)

#### **RELEVANT EXPERIENCE**

##### **Capitol West | Madison, WI**

\$110M mixed-use, master-planned urban infill development encompassing an entire city block just off of the Capitol Square

##### **Novation Campus | Madison, WI**

\$120M+ mixed-use, mixed-income, multi-generational, master-planned urban infill development spanning 60 acres off of Rimrock Road

##### **Soldiers Home | Milwaukee, WI**

\$45M historic rehabilitation development resulting in 101 units of housing serving veterans who are homeless or at risk, entailed Wisconsin's first hybrid structure of a 4% and 9% Low Income Housing Tax Credit award

##### **Schoolhouse Yards | Verona, WI**

\$64M public-private partnership with the City of Verona, creating mixed-income housing, boutique commercial space, and civic amenities for community use



**CHRIS QUALLE, AIA, LEED AP**  
DIRECTOR OF DESIGN & CONSTRUCTION

Chris brings over 20 years of experience in the field as both an architect and engineer. At The Alexander Company, Chris is responsible for coordinating and allocating design and construction management resources. Chris is also involved in feasibility studies, building and project assessments, programming, and design document creation.

Chris welcomes opportunities to take preliminary design and refine it to ensure a project's success, applying effective new technologies whenever possible. He is committed to maintaining design excellence throughout the design and construction process, working with owners and consultants to solve the most challenging problems, and fostering close-knit relationships with all project team members.

**EDUCATION/TRAINING**

*University of Wisconsin-Milwaukee*  
Master of Architecture

*Milwaukee School of Engineering*  
Bachelor of Science in Architectural  
Engineering

AIA Member

NCARB Member

**RELEVANT EXPERIENCE**

- Led exterior design, detailing, and construction phases of over three million square feet of construction
- Strong sustainability advocate, and has been a member of Sustainability Leadership in each firm he has worked with
- Led MEP coordination and code compliance on hospital and laboratory projects around the country
- Worked with world-renowned architects to develop one-of-a-kind solutions for glass and steel facades, with his work featured in Architectural Record and other industry publications





**JEREMIAH LEIGH**  
CONSTRUCTION PROJECT MANAGER

Jeremiah's position at The Alexander Company involves ensuring the most cost effective means and methods of construction are implemented to the benefit of the owners - by participating in both the construction document phase of design and construction itself, he ensures hidden conditions are mitigated to the greatest possible extent.

As part of The Alexander Company's comprehensive approach to development, Jeremiah supervises the work of general construction contractors, ensuring budget conformity and only the highest quality of work.

**EDUCATION/TRAINING**

*University of Wisconsin-Platteville*  
Bachelor of Science in Building Construction  
Management and Business Administration

**RELEVANT EXPERIENCE**

- Has overseen \$1B+ of construction value, from urban infill new construction to historic preservation and adaptive reuse
- Involved in the creation and quality control of over 3,500 units of housing, including affordable, senior, student, and market rate housing types
- Has overseen over 1M square feet of commercial space construction, including restaurant, retail, office, industrial, and flex uses
- Involved in nearly 90 acres of urban infill development, which entailed navigating hidden conditions, environmental remediation, and creative construction staging



## **GERARDO JIMENEZ** PRESIDENT

Gerardo Jimenez is President and Head of Property Management/Leasing for Captains Real Estate Management Inc. He has over 20 years of experience in the real estate industry and has been one of Madison's leading property managers over the last decade. Giving back to the community, his clients, family, and friends are what Gerardo genuinely enjoys doing. He is known for his 'outside-the-box' thinking and his quality customer service. Gerardo prides himself in his careful evaluation of all real estate properties, and he is always looking for ways to help his clients improve their portfolio and increase their returns on investment. His clients recognize and appreciate Gerardo's knowledge of the industry and impressive work ethic. In addition to management, Gerardo has built and remodeled over 100 properties in collaboration with his builder and clients. With expertise in property management, property development, and sales, there is no challenge too big for Gerardo. As a resident in the near-west side of Madison, Gerardo hopes to continue to positively impact his neighborhood.

Gerardo graduated from Penn State in 1997 with a BS in Chemistry. He and his wife, Sara, have three boys who are active in sports and community service.

### **Community Involvement:**

- Owns and manages non-profit youth sports group Crusader Youth Athletics



## **JEFF MACK JR** VICE PRESIDENT / TREASURER

Jeff, a lifelong Madisonian, is the Vice President of Operations and Finance for Captains Real Estate Management Inc. A 2003 Real Estate and Urban Land Economics graduate from UW-Madison, Jeff has spent his time wanting to make a difference in Madison through an economic lens.

Raised in a community-oriented family, Jeff serves on several local boards and is firmly invested in giving back and leading by example. He excels at networking and forging connections in unexpected places.

Jeff and Lee founded Captains after becoming best friends playing football together for UW-Madison. Post college, they began their investment endeavors together in real estate with a three-unit building on the near West side of Madison in 2005. They now have over 200 units owned and managed in and around Madison. Jeff focuses mostly on operations, lease structuring, and underwriting/financing. He has an in-depth understanding that profitability and customer satisfaction go hand in hand. Jeff lives on the west side of Madison with his wife and four daughters. He loves spending time with friends, traveling, and reading.

### **Community Involvement:**

- Maydm: Board Chair
- Forward Community Investments: Board Vice Chair
- SSM: Board Member
- UW Athletics: Board Member (Alumni Representative)
- Madison365: Board Member



## **LEE EVANS III** CHIEF STRATEGY OFFICER / SECRETARY

Lee Evans III has a strong business acumen with a talent for real estate investing. Starting in 2005 with Jeff Mack, Lee has accumulated over 200 commercial and residential units. Business Finance has always been a passion of his, as a graduate of UW-Madison - School of Human Ecology in Consumer Affairs, with an MBA in General Business Administration from the University of Miami. Lee also went on to play in the NFL for 9 years, most notably with the Buffalo Bills and Baltimore Ravens.

In his role in Captains Inc., Lee focuses primarily on investments and acquisition. Since college, Lee has maintained a strong connection to Madison both personally and professionally. He returns to Madison annually to run his youth football camp in partnership with the Boys and Girls Club of Dane County.

Lee currently lives in Virginia with his wife and two sons. He enjoys coaching youth sports, golf, and travel.



## Anne Neujahr Morrison

For over two decades Anne has focused her career on the creation of successful urban infill communities with a focus on multifamily housing and mixed use developments. She serves on the Board of Directors and is a shareholder at the asset management company, Urban Land Interests. Anne coordinated the financing and led the development on behalf of ULI for a number of housing projects, including: the award-winning Quarter Row at The Yards (88 units, 2017) and Nine Line at The Yards (80 units, 2015). She managed the completion of SEVEN27 at The Yards (117 units, 2013) and led the tenant-in-place rehabilitation of Lincoln School Apartments (28 units, 2014). Since creating New Year Investments in 2019, Anne has managed the development of 1722 Monroe (63 units, 2019) and Ella Apartments (135 units, 2022) and the creation of the Taking Shape, Our Triangle Development Plan (2023).

Anne previously worked as a Senior Underwriter for WHEDA from 2009-2012, and as an Assistant Vice President at New York City Housing Development Corporation from 2006-2009, where she sharpened her financing skills with a focus on Low Income Housing Tax Credits (LIHTC) and tax exempt bond financing. Many of her projects benefitted from HUD contracts and additional soft financing sources ranging from HOME, FHLB and local resources. Her background also includes work for EYP Architects and Engineers, Gruzen Samton Architects, the City of New York Community Board 8, and the Illinois Legislature.

### EDUCATION

M.S. Real Estate Development  
Columbia University, Graduate School  
of Architecture Planning and  
Preservation.

B.A. Political Science  
Carleton College

### KEY EXPERIENCE

Visioning, entitlements, financing  
and construction administration for  
8 Madison developments comprising  
500 residential units.

Underwriting and origination of  
\$800M in tax exempt bond loans and  
7,500 units of LIHTC housing for New  
York City Housing Development Cor-  
poration and Wisconsin Housing and  
Economic Development Authority.

### KEY EXPERIENCE

Downtown Madison Inc, Board of  
Directors





## Sarah Neujahr

As a Principal in New Year Investments, Sarah partnered in the development of Ella Apartments, a 135 unit mixed income housing development near downtown Madison and has led the creation of the Development Plan for Taking Shape, Our Triangle a plan for the redevelopment of the CDA Triangle Properties.

In her prior public sector work, Sarah was integral in securing funding for new and repositioned federal real estate projects and rightsizing the federal real estate portfolio. In each project she led teams to determine the best course of action whether it be maintaining real estate assets as-is, repositioning or disposition. Her work involved properties on both the owned and leased side for agencies ranging from FEMA to HUD. She is skilled in conducting workplace engagements allowing diverse stakeholders to play a major role in giving input and helping design their future workspaces.

Sarah served as a contracting officer for the General Services Administration (GSA) awarding contracts and obligating funds on behalf of the federal government. Prior to joining the GSA, Sarah's real estate management experience included management of apartments, a condominium complex and industrial facilities.

In addition to her extensive real estate project management skills, Sarah brings her experience in LEED Design and a focus on change management.

### EDUCATION

M.S. - Real Estate and Construction Management, University of Denver

B.A. - Political Science, Denison University

### RELEVANT CERTIFICATIONS

LEED AP

PROSCI Certified Change Practitioner

### KEY EXPERIENCE

Workplace engagements with federal partners to meet federal real estate goals including HUD, USGS, EPA, BLM

Asset strategy for all federally owned assets in Montana and Colorado

Disposal of underutilized federally owned assets, specifically the Missoula Federal Building

Lease negotiations spanning 6 states

### COMMUNITY INVOLVEMENT

Friends of Nolen Waterfront, Chair







**Rebecca Prochaska, Assoc. AIA**  
President + CEO

## Experience

20 Years

## Education

*Upper Iowa University*

Bachelor of Arts in Marketing + Business  
Administration

## Civic Engagement

Madison Development Corporation

Mayoral Appointee – Board of Directors

2023- Present

Smart Growth Greater Madison

Board of Directors

2023 – Present

YMCA of Dane County Board

2020 - Present

Middleton Police Foundation

Board of Directors

2024 – Present

Second Harvest Foodbank Fundraising Support

2004 - Present

Madison Public Market Foundation Board

2018 - 2020

Madison Downtown Rotary

2017 - 2023

As President, Rebecca assumes ultimate responsibility for client satisfaction, corporate ethics, community relations and project performance for Potter Lawson. Rebecca has a passion for communication and engagement, with a focus on community development and strategic partnerships. Her hands-on leadership style has resulted in a studio culture that fosters collaboration, creativity and constant innovation while maintaining top-quality documents and building science solutions that are hallmark to Potter Lawson. From project pursuits to streamlined project delivery she compliments our teams design talents and skill with her drive to “connect the dots”. Furthermore, Rebecca is proud to be deeply invested in the community and the firm allowing Potter Lawson to be a certified Women Owned Business in both the City of Madison and State of Wisconsin.

## Relevant Experience

109 / 121 E. Wilson Urban Infill Redevelopment • Madison, WI

Second Harvest Food Bank Headquarters + Distribution Facility • Madison, WI

United Financial Group Master Plan + Lifestyle Redevelopment • Madison, WI

YMCA of Dane County Lussier Family Childcare Renovation • Madison, WI

St. John’s Affordable Housing Redevelopment • Madison, WI

1617 Sherman Avenue Urban Infill Redevelopment • Madison, WI

Goodwill of South Central Wisconsin Master Planning • Madison, WI



**Douglas R. Hursh, AIA, LEED**  
Director of Design

## Experience

35 Years

## Education

*University of Florida*

Graduated 1982

Associate of Arts

*University of Florida*

Graduated 1986

Bachelor of Design in Architecture

## Registration

Wisconsin Architectural Registration  
1989

LEED Accredited Professional  
2007

Doug serves as the Principal and Director of Design at Potter Lawson, bringing with him over 35 years of expertise in crafting local spaces. Renowned for his visionary leadership, Doug has played a pivotal role in shaping the fabric of Madison. Throughout his extensive career, he has championed the integration of thoughtful local community engagement and placemaking strategies into his projects.

With a passion for master planning and urban infill redevelopment, Doug works with talented design staff to create designs that embody the visions of our clients while elevating the quality of life for the community in which our projects touch. Doug's emphasis on establishing a close working relationship with his clients has resulted in projects that incorporate innovative design and planning solutions. He strives to develop projects that represent enduring design that are not dated, but rather is admired over time.

Doug is also part of the sustainable design team at Potter Lawson. He has led and leads our design teams through the green design process to create energy efficient and environmentally friendly projects, sustainable design is ingrained in every project at Potter Lawson. Doug's passion for green design began in the 1980's before the sustainable trend as he recognized the critical role that architecture plays on the daily lives of all.

## Relevant Experience

City of Madison - Judge Doyle Square Master Plan • Madison, WI

Judge Doyle Square Redevelopment (NoVo Apartments) • Madison, WI

CDA – The Triangle Master Plan • Madison, WI

The Findorff Yards District Master Plan + Phased Implementation • Madison, WI  
Nine Line Apartments, Quarter Row Apartments, JH Findorff Headquarters  
National Conference of Bar Examiners Headquarters

Madison Cultural Arts District Visioning + Phased Implementation • Madison, WI  
Overture Center for the Arts, Madison Central Public Library Reimagination  
Austin Place (Block 100) Redevelopment

University Research Park Housing Infill Development • Madison, WI



**Brian Reed, AIA, LEED AP**  
Architect

## Experience

20 Years

## Education

*University of Wisconsin - Milwaukee*

Graduated 2001

Bachelors in Architectural Studies

*University of Wisconsin - Milwaukee*

Graduated 2003

Masters of Architecture

## Registration

Wisconsin Architectural Registration

2011

LEED Accredited Professional

2006

Brian is a vital part of the Potter Lawson team with his greatest strengths being a collaborative design process, consensus building, use of 3D/BIM technology, and passion for sustainable design. As an licensed Architect with Potter Lawson, Brian excels at programming, planning, code review, creative space use and municipal approvals. Brian believes that working with our clients is as important as the final product. He believes that the clarity and quality of the process ultimately determines the level of design and value that we as a team can achieve. Brian works to develop comprehensive solutions that are sensitive to each project's needs, yet responsible to both the budget and schedule.

With more than two decades of experience in designing local spaces, including numerous projects for the City of Madison, Brian is adept at developing comprehensive solutions. He is committed to creating designs that are not only responsive to each project's unique requirements but also mindful of budget and schedule considerations. Brian's extensive portfolio includes a focus on designing both affordable and market-rate housing, municipal facilities, parking structures, and smoothly navigating the municipal entitlement process.

## Related Experience

City of Madison - Judge Doyle Square Master Plan • Madison, WI

City of Madison East District Police Station • Madison, WI

St John's Affordable Housing Redevelopment • Madison, WI

Ella Apartments Affordable Housing Redevelopment • Madison, WI

Lot 72 – UW Madison Linden Drive Parking Garage • Madison, WI

William S. Middleton Memorial VA Hospital Parking Garage • Madison, WI

City of Kenosha Public Parking Garage • Kenosha, WI

Exact Sciences Badger Road Renovation • Madison, WI



**Anastasia Benko, NCARB**  
Architect

## Experience

10 Years

## Education

*Syracuse University*

Graduated 2015

Bachelor of Architecture

## Registration

NCARB Professional

Colorado Architectural Registration

As an Architect at Potter Lawson, Anastasia plays a crucial role within the design team, contributing expertise from schematic design through construction documents. Her collaborative efforts extend to working closely with clients, the design team, and the construction contract administrator, ensuring comprehensive involvement in all project aspects.

Focusing on intricate details and the impact architecture has on the surrounding community lie central to Anastasia's planning and approach to architecture. Anastasia has seen the value of thoughtful engagement of a range of stakeholders in Madison and works to develop comprehensive solutions that respond to and respect their surrounding neighborhoods while delivering elevated design to the communities in which we work and live. Anastasia thrives at developing design language that is reflective of its place while achieving each project's unique goals and creating a safe environment for citizens alike. Anastasia's appreciation for each team member's expertise results in cohesive thoughtful planning solutions that excel at building consensus and community support. This has most recently been demonstrated through her integral role in The Triangle Master Plan for the CDA properties located in the heart of Madison.

Integrating professional expertise with personal passion, Anastasia is not only an architect but also an avid outdoors enthusiast. Her commitment to sustainability, placemaking, and community building adds vibrancy to her role as an architect.

## Relevant Experience

CDA – The Triangle Master Plan • Madison, WI

The Triangle Redevelopment – Phased Implementation • Madison, WI

Exact Sciences Research + Development Lab Facility • Madison, WI

Exact Sciences Badger Road Renovation • Madison, WI

Exact Sciences Clinical Expansion • Madison, WI

Second Harvest Food Bank Headquarters + Distribution Facility • Madison, WI

University Research Park Housing Infill Development • Madison, WI



**Kirk Biodrowski, PMP**  
Project Manager

## Experience

20 Years

## Education

*University of Wisconsin-Milwaukee*

Graduated 2005

Master of Architecture

*University of Wisconsin-Madison*

Graduated 1997

Bachelor of Science-Chemical Engineering

## Registration

Project Management Professional (PMP)

2022

In his role as a Project Manager, Kirk actively participates in every stage of the design process, including schematic design, design development, detailing, coordinating construction documents, code and material research, reviewing shop drawings, and presenting to clients. Kirk manages the multiple tasks required to bring the talents and efforts of all team members together in a coordinated complete package. By acting as the communications conduit for all of the information necessary to bring a project from the earliest design stages through completion and occupancy, Kirk's primary focus is our clients receiving their projects on time and within budget, built to the high standards of design that have become hallmarks of Potter Lawson. Kirk works diligently to help clients achieve the solutions that they desire and that successfully balance quality, flexibility, wellness and operational efficiency.

Furthermore, Kirk's knowledge of the W. Badger Road neighborhood began prior to joining Potter Lawson. While with a previous firm, Kirk served as the Project Manager on the Urban League's Black Business Hub. He is excited at the opportunity to continue his work in this neighborhood with Potter Lawson and build upon the exciting momentum in this region's vibrant transformation.

## Experience

1617 Sherman Avenue Multifamily Redevelopment • Madison, WI

Nordic Consulting Innovation Lab • Madison, WI

GE Healthcare 2022 Madison Campus Master Plan • Madison, WI

Herrling Lifestyle Redevelopment Master Plan • Madison, WI

Black Business Hub • Madison, WI\*

\*prior to joining Potter Lawson





**Jacob Morrison, AIA, NCARB, ASID,  
NCIDQ, LEED AP**  
Architect + Interior Designer

## Experience

29 Years

## Education

*Savannah College of Art and Design*

Graduated 1995

M. Architecture

## Registration

Wisconsin Architectural Registration

LEED Accredited Professional

NCIDQ

NCARB

Affirmed Fellow American Academy in  
Rome

Jacob believes that every project is an opportunity to partner and learn from someone new, creating places that reflect the personalities of clients while improving the community in which they live. He combines architecture and interiors to create spaces that inspire people and make them feel at home. Having designed a wide range of projects, Jacob's breadth of experience includes mixed-use redevelopments, restaurants and cafes, private residences, and offices

After college, Jacob worked for several award-winning firms, including internationally acclaimed Robert A.M. Stern Architects. After relocating to Madison, he spent nine years as a sole practitioner before starting his own firm 2017. During that time, he completed a project study for the CDA that provides him with an intimate first hand knowledge of the Park and Badger Redevelopment parcel. Outside of his design career, Jacob practices strong civic engagement by sitting on the City's Landmark Commission.

## Relevant Experience

Ella Apartments Affordable Housing Redevelopment • Madison, WI

Terrace Avenue Multi Family Redevelopment • Middleton, WI

1720 Monroe Street Mixed Use Redevelopment • Madison, WI\*

CDA Townhouse Infill Study • Madison, WI\*

Hiebing Inc. Madison Headquarters • Madison, WI\*

Monroe Street Arts Center • Madison, WI\*

\*prior to joining Potter Lawson



## Wesley Reynolds, AIA

Principal

Role: Project Executive

### Education

Bachelor of Architecture  
Iowa State University, 2000

### Licenses & Credentials

Licensed Architect:  
Wisconsin (11709-5), Iowa, Illinois,  
Kentucky, Michigan

### Professional Affiliations

American Institute of Architects,  
Wisconsin Chapter  
Downtown Madison Inc.  
Greater Madison Chamber of  
Commerce  
Middleton Chamber of Commerce

A principal and owner at OPN Architects, Wes has led the firm's Madison studio to impressive growth since its founding in 2013. His 23 year career at OPN is represented by a varied portfolio focused on civic environments. Common throughout is his passion for design and commitment to finding thoughtful solutions specific to each client's needs, wants and budget expectations. He is passionate about the way design can shape the human experience and believes we need to make each building design impactful. Most recently, Wes was the Principal-in-Charge for the Dane County SE Sheriff's Precinct, in Stoughton, Wisconsin. He also was the Principal-in-Charge for award-winning Madison Fire Station No. 14 in 2019.

### Select Experience

#### City of Madison

Fire Station No. 14  
Fire Station No. 6  
Fire Training Facility  
Madison, Wisconsin

#### Dane County

SE Sheriff's Precinct Study & Remodel  
Stoughton, Wisconsin

#### General Mitchell International Airport

Air Rescue and Fire Fighting Facility  
Addition (GMIA ARFF Addition)  
Milwaukee, Wisconsin

#### City of Madison

Library Services Building  
Madison, Wisconsin

#### Dane County

JCO/NIP Security Assessment Study  
Dane County, Wisconsin

#### City of Cedar Rapids

Cedar Rapids Events Center  
DoubleTree by Hilton Hotel  
Cedar Rapids, Iowa

#### Greater Madison Chamber of Commerce

Tenant Improvement  
Madison, Wisconsin

#### University of Wisconsin-Madison

Health Sciences and Learning Center, School  
of Medicine and Public Health  
SMPH Action Plan  
Madison, Wisconsin

#### Cornell College

Pauley & Rorem Residence Hall Renovation  
Dows & Tarr Residence Hall Renovation  
Mount Vernon, Iowa

#### Kirkwood Community College

The Hotel at Kirkwood  
Cedar Rapids, Iowa

#### University of Iowa

College of Pharmacy  
Writers' Workshop Addition  
Carver Hawkeye Men's Basketball Locker Room  
Philip D. Adler Journalism and Communications  
Building  
Boyd Law Student Commons  
Boyd Law Legal Clinic  
Iowa City, Iowa

#### University of Northern Michigan

Lydia M. Olson Library  
Marquette, Michigan

#### Aegon USA Inc.

Cedar Rapids, Iowa

#### CD Smith Office

Madison, Wisconsin

#### Deere & Company

Horicon Works Distribution Center  
Horicon Works - Building 101  
Horicon, Wisconsin

#### Education Analytics Office

Madison, Wisconsin

#### Fifth Element Coffee Shop

Madison, Wisconsin

#### Filament Marketing

Madison, Wisconsin

#### Forward Health Group

Madison, Wisconsin

#### John Deere Intelligent Solutions Group

Feasibility Study



**Ryan Frank, AIA**  
Project Architect  
Role: Project Manager

#### Education

Bachelor of Architecture  
Iowa State University, 2011

#### Licenses & Credentials

Licensed Architect: Iowa

#### Professional Affiliations

American Institute of Architects

Ryan has been with OPN since 2016. Ryan attended Iowa State University, where he received a Bachelor of Architecture degree with a minor in advertising. Ryan has a passion for the details that bring a design to life. As the project architect for the City of Madison Pinney Library, Ryan wore many hats from leading community presentations and coordinating systems routing with consultants to taping off floor plans and determining circulation work flow with staff. Ryan's technical background in design and documentation will benefit the development of the 3D building model that will help clients visualize spaces and understand challenges within the existing building. Ryan will be responsible for managing the project from its start through completion, overseeing design on a day-to-day basis.

#### Select Experience

##### City of Madison

Fire Station No. 6  
Madison, Wisconsin

##### Dane County

SE Sheriff's Precinct Study & Remodel  
Stoughton, Wisconsin

##### City of Hudson

Police Headquarters Study  
Hudson, Wisconsin

##### General Mitchell International Airport

Air Rescue and Fire Fighting Facility  
Addition (GMIA ARFF Addition)  
Milwaukee, Wisconsin

##### Dane County

JCO/NIP Security Assessment Study  
Stoughton, Wisconsin

##### Madison Public Library - Pinney

Madison, Wisconsin

##### Black Men's Coalition

Madison, Wisconsin

##### Thysse Campus

Oregon, Wisconsin

##### Appleton Public Library

Appleton, Wisconsin

##### Capitol Bank

Madison, Wisconsin

##### One Community Bank

Madison, Wisconsin

##### Parkin's Plastic Surgery

Oconomowoc, Wisconsin

##### Hawkeye Ready-Mix-Coralville

Coralville, Iowa

##### Middleton Family Dental

Middleton, Wisconsin

##### Oregon Community Bank

Oregon, Wisconsin

##### Waunakee Community Bank

Waunakee, Wisconsin

##### Sysco Foods - Eastern Wisconsin Business Review

Remodel  
Jackson, Wisconsin

##### Monroe Clinic - PT/OT Build Out\*

Monroe, Wisconsin

##### National Cancer Center - Singapore\*

Singapore

##### Froedtert Community Memorial Hospital - ED & Ortho Addition/Renovation\*

Menomonee Falls, Wisconsin

##### Denver Data Center\*

Englewood, Colorado

##### Osceola Downtown Façade Improvements Project\*

Osceola, Iowa

##### Regional Medical Center - Inpatient Unit Expansion\*

Manchester, Iowa

##### Great River Health Systems - Ortho /Rehab Expansion\*

Burlington, Iowa

*\*Denotes work completed prior to joining OPN*



**Rebecca Riss, LEED AP BD+C,  
LEED AP ID+C, SITES AP, WELL  
AP, CPHC**

Performance Director

Role: Performance Director

#### Education

Master of Architecture, GSAPP,  
Columbia University, 2015

Bachelor of Arts, Physics and Art,  
Carleton College, 2012

#### Professional Affiliations

American Institute of Architects

Carbon Leadership Forum

U.S. Green Building Council

Phius

International WELL Building  
Institute

OPN's Performance Director, Rebecca Riss was as Associate at Atelier Ten for nearly a decade before joining OPN in 2023. Rebecca has experience in a diverse range of projects, including the LEED Gold and SITES Silver-targeted Charles R. Jonas United States Courthouse, Harvard Business School's LEED Gold-certified Ruth Mulan Chu Chao Center, LEED Platinum Museum of Modern Art expansion, and the ILFI Zero-Energy targeted Obama Presidential Center. Rebecca is a LEED Accredited Professional, a Phius Certified Consultant, and a SITES Accredited Professional, enabling her to take a comprehensive approach to energy-efficiency that incorporates both building design and sustainable landscape development.

#### Select Experience

##### Cellanie Farms

Madison, Wisconsin

##### Woodland Montessori School

Madison, Wisconsin

##### College Community School District

Wellness Center

Cedar Rapids, Iowa

##### City of Des Moines

1200 Locust Street Renovation

Des Moines, Iowa

##### Obama Presidential Library\*

LEED Platinum, SITES Silver, Zero Energy  
Target

Chicago, Illinois

##### Pendleton West Renovation and Addition, Wellesley College\*

LEED Gold

Wellesley, Massachusetts

##### College of Veterinary Medicine, Cornell University\*

LEED Gold

Ithaca, New York

##### Downtown Hartford Campus, University of Connecticut

LEED Gold

Hartford, Connecticut

##### Energy/GHG Emission Reduction Assessment, Harvard University\*

Harvard University

Cambridge, Massachusetts

##### Schiller Institute for Integrated Science and Society, Boston College\*

LEED Silver

Boston, Massachusetts

##### Student Recreation Center, University of Connecticut\*

LEED Gold and SITES Certified

Storrs, Connecticut

##### The Ruth Mulan Chu Chao Center, Harvard Business School\*

LEED Gold

Boston, Massachusetts

##### MIT Central Utilities Plant\*

LEED Gold

Cambridge, Massachusetts

##### Mary McDowell Friends School\*

Brooklyn, New York

##### Charles R. Jonas United States Courthouse\*

LEED Gold Target and SITES Silver Target

Charlotte, NC

\*Projects completed prior to joining OPN



**Michael Ford, AIA, NOMA, NCARB**  
BrandNu Design Studio LLC  
Founding Principal

## Relevant Project Experience

The Universal Hip Hop Museum  
Bronx, New York

Village on Park - Parking Garage Mural  
Madison Arts Commission  
Madison, Wisconsin

Law Park Masterplan  
Community Engagement  
Madison, Wisconsin

Parks and Open Space Plan  
Community Engagement  
City of Madison Parks Division  
Madison, Wisconsin

Law Park Masterplan  
Community Engagement  
Madison, Wisconsin

National Guardian Life Insurance  
Fine Art Installation  
Madison, Wisconsin

Shaw Contract x Mike Ford  
Catersville, Georgia

## Education

University of Detroit Mercy  
Masters of Architecture

## Organizations

National Organization of Minority Architects  
Past Wisconsin Chapter President

American Institute of Architects

National Council of Architecture  
Registration Boards

## Relevant Project Experience

**Michael Ford, AIA, NOMA, NCARB**, is an award-winning architect, and artists with over 18 years of experience. Ford is the Founding Principal of BrandNu Design Studio, a full service architecture and design firm. His accolades include being named 2022 Wisconsin Young Architect of The Year by Wisconsin's Chapter of The American Institute of Architects and receiving the Spirit of Detroit Award from Detroit City Council for his design career. Ford's work, centered on Social Justice and Diversity, has been featured in a variety of media sources including Rolling Stone Magazine, Architect Magazine, Interior Design Magazine, NBC's TODAY Show, Oprah Winfrey Network.

As a sought-after speaker, Ford delivers keynote addresses at major design conferences including the American Institutes of Architects National Conference on Architecture, American Planning Association's National Planning Conference, Interior Designers of Canada, Interior Design Show Toronto, NeoCon, and a TEDx talk, "Hip Hop as Modernism's Post Occupancy Report".

Ford is the creator of The Hip Hop Architecture Camp, an international program using Hip Hop Culture to introduce underrepresented youth to architecture and design.







BRANDNU DESIGN STUDIO



**Carl Bolofer, NOMA**  
BrandNu Design Studio LLC  
Senior Designer

## Relevant Project Experience

\*Louis Armstrong Park  
New Orleans, Louisiana

\*Chris Angel Cirque Du Soleil Theater  
Las Vegas, Nevada

\*City Center  
Las Vegas, Nevada

With over 13 years of architectural design experience and a Master's Degree in Architecture from the University of Detroit Mercy, Carl Bolofer strives to challenge himself and the design profession to seek out diversity of thought, collaborate across disciplines, and remain open to new perspectives. Carl carries a deep appreciation and love for the stories behind cities and that inspires his thoughtful, informed approach to designing the urban landscape.

Across a variety of project scales, Carl has applied his expertise to distill the client vision, develop unique concepts, and achieve the dynamic potential of each project.

## Education

University of Detroit Mercy  
Masters of Architecture



**Eryk Christian, NOMA**  
BrandNu Design Studio LLC  
Architectural Designer

## Relevant Project Experience

\*City Center  
Las Vegas, Nevada

The Universal Hip Hop Museum  
Bronx, New York

Eryk Christian, a is an architectural designer at BrandNu Design Studio. Christian stands at the intersection of creativity, critical thinking, and functionality. His design journey encompasses a collection of projects that showcase his deep understanding of culture, and a design philosophy revolves around sufficiency and a profound connection to the arts.

He envisions architecture as a medium in which we can celebrate its ingenuity while providing spaces that are functional, adaptable, and resonate with the pulse of contemporary life. In addition to his hands - on contributions to iconic projects, Eryk is a proud advocate for the exposure of youth to the architectural community. His assistance in the Hip Hop Architecture Camps helps to expose minority students to the world of architecture and prepare them to make artistic contributions in this profession.

## Education

University of Detroit Mercy  
Bachelors of Arts

\* denotes experience prior to BrandNu Design Studio LLC.



**Abbie Moilien PLA, ASLA**  
**Landscape Architect, Principal**

Education

Bachelor of Science, Landscape Architecture  
Certificate in Environmental Studies  
University of Wisconsin - Madison

Registration

Wisconsin, Landscape Architect: 673-14  
Master Gardener Certification

Abbie Moilien is a principal and vice president of Saiki Design. She is a licensed landscape architect with experience in master planning, site-scale planning and design, detailed design, and construction administration. Abbie has designed and managed numerous significant public and private projects, most notably the ongoing CDA Triangle Sites project and design involvement for over 10+ years for the Bee Branch Creek Restoration. Abbie is skilled at listening closely to clients and stakeholders and translates her understanding of design and material selection into elegant, context-sensitive and award-winning projects.

Recent Work

- CDA Triangle Community Engagement & Planning, Madison, WI
- CDA Triangle Redevelopment Site Design, Multiple Phases, Madison, WI
- Madison Senior Center Courtyard Renovation, Madison, WI
- Park Cedar Apartments (formerly referred to as Truman/Olson) Site and Green Roof / Roof Terrace Design, Madison, WI
- SSM Health South Madison Campus Site Design, Madison, WI
- Imagination Center at Reindahl Park Site Design, Madison, WI
- Comiskey Park Master Planning and Phased Site Design, Dubuque, IA
- Madison Youth Arts Center Roof Terrace Design, Madison, WI
- The Arden Apartments Site and Roof Terrace Design, Madison, WI
- Olin Park Building Expansion and Renovation, Madison, WI
- Madison Children's Museum "Wonderground", Madison, WI
- Seven27 Apartments Site and Roof Terrace Design, Madison, WI
- Nine Line Apartments Planting Design, Madison, WI
- The Lighthouse at TruStage Site and Roof Terrace Design, Madison, WI
- TruStage Campus Planning, Madison, WI
- UW-Milwaukee Chemistry Demolition Open Space Design, Milwaukee, WI
- J.H. Findorff & Son Headquarters Expansion and Planting Renovation, Madison, WI
- Bee Branch Creek Restoration Master Plan and Open Space Development, Dubuque, IA
- UW Health at The American Center Site and Green Roof Design, Madison, WI
- Food & Farm Exploration Center Site Design, Plover, WI
- The Gardens at St. Mary's Hospital Site and Planting Design, Madison, WI
- UW-Madison School of Human Ecology Planting Design, Madison WI

Membership, Related Experience & Service

*American Society of Landscape Architects [Board Member 2021 - present]*  
*Olbrich Botanical Society*  
*Friends of Allen Centennial Gardens*  
*Clean Lakes Alliance Member*



**Chris Sina, PLA**  
**Landscape Architect, Project Manager**

Education

Bachelor of Science, Landscape Architecture  
University of Wisconsin - Madison

Registration

Wisconsin, Landscape Architect: 768-14

Chris Sina is a landscape architect and project manager with Saiki Design. He has worked in the public and private sectors on a variety of project types including site analysis, concept design, site planning and design, green roof design, planting design, cost estimating, construction documentation, and construction administration. Chris enjoys collaborating with other disciplines, trades, and project stakeholders to create informed designs that are usable, durable, and sustainable. He is enthusiastic about the details, materials, and finishes that elevate the style and function of a design.

Recent Work

- Center for Black Excellence and Culture, Madison, WI
- Imagination Center at Reindahl Park, Madison, WI
- Oakwood Village Agility Park, Madison, WI
- The Bella Apartments (N. Butler St), Madison, WI
- 121 E. Wilson Street, Madison, WI
- Madison Senior Center Courtyard, Madison, WI
- UW-Madison Fluno Center Rooftop Renovation, Madison, WI
- The West Edge Apartments, Middleton, WI
- Metropolitan Place Condominiums Roof Plaza Renovation, Madison, WI
- Penzey's Spices Parking Lot Renovation, Brookfield, WI
- Oakwood Village University Woods Skilled Nursing Facility, Madison, WI
- Dane County Landfill Vertical Expansion Planting Design, Madison, WI
- UW Credit Union Headquarters Site and Green Roof Design, Madison, WI
- Avenir Apartments (500 W. Washington Ave.) Landscape and Green Roof Design, Madison, WI
- Judge Doyle Square Green Roof, Madison, WI
- UW Madison Lathrop Drive / Bascom Hill Utilities Improvement Project, Madison, WI
- Oshkosh Public Museum Planting and Signage Design, Oshkosh, WI
- Union @ Madison Residential Community, Madison, WI

Membership, Related Experience & Service

*Lecturer, University of Wisconsin – Madison, Fall 2023*

*Landscape Architect Member, Secretary and Credentialing Liaison of the*

*Landscape Architecture Section, and Vice Chair of the Rules Committee for the State of*

*Wisconsin Examining Board of Architects, Landscape Architects, Professional Engineers,*

*Designers, Professional Land Surveyors, and Registered Interior Designers*

*Board of Directors and Member, Friends of Allen Centennial Gardens*

*Commissioner, City of Fitchburg Parks Commission*

*Member, American Society of Landscape Architects*

*Member, Olbrich Botanical Society*



## Saige Henkel Landscape Designer

### Education

Bachelor of Science, Landscape Architecture  
Certificate in Environmental Studies  
University of Wisconsin - Madison

Saige Henkel is a landscape designer with Saiki Design. She has experience in planting design, conceptual site design and planning, irrigation design, grading design, construction drawing and documentation, construction administration, project management, mixed-use residential, and commercial development, graphic design, and digital visualization. She is particularly interested in graphic communication, historic landscape preservation and restoration and wild, biodiverse urban planting design.

### Recent Work

- CDA Triangle Community Engagement & Planning, Madison, WI
- CDA Triangle Redevelopment Site Design, Multiple Phases, Madison, WI
- Madison Senior Center Courtyard Renovation, Madison, WI
- St. John's Lutheran Redevelopment, Madison, WI
- UW Eau Claire Science and Health Science Building, Madison, WI
- Belle Farm Neighborhood Planning and Conceptual Site Design, Middleton, WI
- Belle Farm Construction Documents, Multiple Phases, Middleton, WI
- UW-Milwaukee Chemistry Demolition Open Space Design, Milwaukee, WI
- Grande Cheese Corporate Beautification Standards, Southeastern WI
- Brillion Library Reading Garden Conceptual Site Design and Renderings, Brillion, WI
- Vel R. Phillips Plaza, Research & Presentation Graphics Milwaukee, WI
- TruStage 5710 Demolition and Open Space, Madison, WI
- The Lighthouse at TruStage Site and Roof Terrace Design, Madison, WI
- Food & Farm Exploration Center Site Design, Plover, WI

### Membership, Related Experience & Service

*American Society of Landscape Architects*

# JAMES PHELPS

PRINCIPAL IN  
CHARGE

JCP Construction



## RESPONSIBILITIES

As President, James works closely with the project team to ensure that cost, schedule, and quality commitments are met. He oversees project cost management, identifying and preparing bid packages for design and construction phases, reviewing bids, and negotiating subcontract work.

## PROFESSIONAL EXPERIENCE

James brings 19 years of experience in the construction industry, starting as an apprentice and proceeding through various fields, engineering, and project management roles for projects ranging from \$100K to \$50MM. Project types range from residential to complex commercial structures.

## EDUCATION

- **B.A. Finance** | UW Milwaukee
- **Completed Practices for Effective Construction Project Management** | UW Madison
- **ACRE Commercial Real Estate Certificate** Marquette University
- **OSHA 10-hour Training Program**
- **Project Manager Forum** | AGC
- **United States Green Building Council (USGBC) Green Building Principals Seminar**

## PROJECT EXPERIENCE

- **Outreach Medical Clinic**  
Addition | \$15M
- **Bader Philanthropies** Addition  
\$4.0M | Milwaukee, WI
- **The Harpole Building** Addition  
\$4.0M | Milwaukee, WI
- **Fiserv Forum** – Prime site concrete and security, framing, railings, and millwork packages.  
\$6.7M | Milwaukee, WI.
- **Northwestern Mutual Tower & Commons Project**  
Waterproofing, framing & millwork carpentry packages.  
\$7M | Milwaukee, WI.
- **Psych Emergency Crisis Center**  
New Inner-city Clinic | \$8M
- **Advocate Aurora - Fond du Lac**  
Joint venture with Boldt - partially modular clinic  
\$6.5M | Fond du Lac
- **MSOE Soccer & Parking Facility**  
Cast-in-place concrete package, site concrete.  
\$2.7 M | Milwaukee, WI
- **GMIA Remodel** – Millwork, DFH and signage.  
\$1.5M | Milwaukee, WI.

## AFFILIATIONS

- **Dr. Martin Luther King Jr. Dr. Bid #8** | Board Member
- **MMAC's COSBE** | Board Member
- **MMAC's The Business Council** | Board Member
- **LEED Accredited Professional**
- **Association of General Contractors (AGC) Milwaukee**
- **The Repertory Theatre** | Board of Trustees



## JALIN PHELPS

### PRE-CONSTRUCTION MANAGER

*Construction  
Team*



### PROFESSIONAL EXPERIENCE

Jalin brings 20+ years of experience in the construction industry, starting as an apprentice and working his way up through leadership roles in the field and transitioning into the office. His wide range of experience has equipped him with valuable knowledge and skill in all aspects of construction. Jalin has been integral to residential, multi-family, and commercial projects ranging from \$100K to \$50M.

### RESPONSIBILITIES

As a partner and Vice Pres. of Field Operations, Jalin is a critical component of JCP Construction, positively impacting the company's bottom line through planning, directing, and coordinating operations in support of JCP's growth. Jalin ensures that every project is expedited and completed with the utmost quality and to the satisfaction of clients. He is directly involved in all facets of JCP's projects including estimating, preparing submittals, reviewing shop drawings, scheduling subcontractors, assessing & evaluating field crews, compliance, and projected needs to maintain quality. Jalin establishes, communicates and evaluates progress towards field goals and deadlines, while managing budgets and coordinating materials to ensure ongoing operations.

### PROJECT EXPERIENCE

- **Outreach Medical Clinic**  
Addition | \$15M
- **Bader Philanthropies** Addition  
\$4.0M | Milwaukee, WI
- **The Harpole Building** Addition  
\$4.0M | Milwaukee, WI
- **Fiserv Forum** – Prime site concrete and security, framing, railings, and millwork packages.  
\$6.7M | Milwaukee, WI.
- **Northwestern Mutual Tower & Commons Project**  
Waterproofing, framing & millwork carpentry packages.  
\$7M | Milwaukee, WI.
- **Psych Emergency Crisis Center**  
New Inner-city Clinic | \$8M
- **Advocate Aurora - Fond du Lac**  
Joint venture with Boldt - partially modular clinic  
\$6.5M | Fond du Lac
- **MSOE Soccer & Parking Facility**  
Cast-in-place concrete package, site concrete.  
\$2.7 M | Milwaukee, WI
- **GMIA Remodel** – Millwork, DFH and signage.  
\$1.5M | Milwaukee, WI.

### AFFILIATIONS & EDUCATION

- SE Carpentry Training Center of WI-Board Member
- ACRE Comm. Real Estate Certificate – Marquette
- OSHA 30-hour Training Program
- SE Carpentry Training Center of WI-Completed Carpentry Apprenticeship
- Supervisor Training Center

## NORMA LEWIS

### PROJECT ENGINEER

Construction Team



### RESPONSIBILITIES

Norma joined the JCP Construction team in May of 2021, she is responsible for assisting Project Managers and Superintendents in coordinating and expediting the flow of information; ensuring cost, schedule, document control and quality standards are met. Because of her attention to detail, she is closely involved in the construction process from field support to procurement and management of project through use of the Procore management system.

### PROFESSIONAL EXPERIENCE

Norma has over 17 years of construction experience which started off working for the City of Milwaukee as a permit technician. Assisting management implement the permitting process. she then was hired by JCP Construction as a project coordinator then promoted to Project Engineer in 2022.

### SKILLS

- ③ Zoning Review using MCO
- ③ Accela, LMS
- ③ Database administration
- ③ Policy and procedure modification
- ③ Team leadership
- ③ Program management
- ③ Customer and client relations
- ③ Office management
- ③ Records maintenance
- ③ Workflow planning
- ③ Account reconciliation
- ③ Staff scheduling procedures
- ③ Project management experience

### PROJECT EXPERIENCE

- ③ **Outreach Medical Community Hospital**  
Project Engineer overseeing all scopes for addition  
\$23M | Milwaukee, WI
- ③ **Howard Fuller High School**  
Project Engineer on New Build  
\$21M | Milwaukee, WI
- ③ **Outreach OCH**  
New Addition | Milwaukee, WI
- ③ **Thrive On King** | Milwaukee, WI
- ③ **WCD** | Milwaukee, WI
- ③ **Oklahoma Pump Station** | Milwaukee, WI
- ③ **City of Milwaukee**  
Administrative Services Supervisor  
Milwaukee, WI
- ③ **City of Milwaukee Dept of Neighborhood Svcs**  
Permit Technician | Milwaukee, WI
- ③ **Williams Lea, at Foley & Lardner**  
Records Associate, Lead | Milwaukee, WI
- ③ **City of Milwaukee Dept of Neighborhood Svcs**  
Office Assistant III | Milwaukee, WI
- ③ **City of Milwaukee Police Dept**  
Office Assistant I | Milwaukee, WI

### CERTIFICATIONS

- ③ **Professional Management Certificate DNSU**  
Administered by Cardinal Stritch University  
August 2018

### EDUCATION

- ③ **Western Governors University**  
BS - Business Administration  
Expected 09/2022 | Salt Lake City, UT

## JEFF HUBBELL

### SENIOR PROJECT MANAGER

Construction  
Team



#### RESPONSIBILITIES

As a Senior Project Manager, Jeff has over 21 years of experience in government/military, healthcare, education and industrial construction. Jeff is responsible for managing healthcare, and education projects from the JCP office with an eye on budget, scheduling, subcontractor and JCP self- performance management as well as quality, and safety.

Jeff possesses excellent construction management skills, including managing subcontractors, collaborating with JCP field management, working with project owners, architects/engineers, and subcontractors to ensure projects meet deadlines and are completed within budget. Additional experience includes understanding life safety and infection control parameters for the healthcare industry.

#### PROFESSIONAL EXPERIENCE

Jeff has over 16 years of experience as a project manager and uses his extensive experience to ensure the satisfaction of project owners is met or exceeded. As a Senior Project Manager Jeff will oversee projects from \$150K to over \$10M.

#### PROJECT EXPERIENCE

- **Advocate Aurora-St Francis Clinic Renovation**  
Renovation—\$400K | St. Francis, WI
- **Advocate Aurora**  
Finish Carpentry—\$780K | Sheboygan, WI
- **Advocate Aurora: Sheboygan**  
Door Frames and Hardware, Blocking, Wall Protection | \$789,696
- **SSM Health**  
Doors, Frames and Hardware—\$1.1M | Madison, WI
- **MPS OASIS Renovation**  
Renovation—\$300K | Milwaukee, WI
- **Kikkoman Foods Shikomi Utility Addition**  
Structure/Enclosure/Mechanical—\$2.6M  
Walworth, WI
- **1420 Wright Street Armory**  
Addition/Renovation—\$2.5M | Madison, WI
- **Civil Support Team Addition**  
Enclosure/Addition—\$2.5M | Madison, WI
- **Veterans Memorial Cemetery Improvements**  
New Construction/Civil and  
Site Improvements—\$3.5M | King, WI
- **Sterile Processing Facility**  
Existing Building Repurpose—\$10M | Milwaukee, WI

#### EDUCATION & CERTIFICATIONS

- Bachelor's Degree



## CORY FOUCAULT

CHIEF ESTIMATOR

Construction  
Team



### RESPONSIBILITIES

Cory is our construction estimator with over 15 years of experience in commercial, residential, retail and healthcare construction. Cory is responsible for assembling high quality proposals to ensure JCP Construction is awarded the project. Using on-screen take off software and historical pricing information helps ensure that our numbers are qualified and competitive. In working directly with clients, architects, and contractors, Cory can value engineer projects to help stay within budget.

Cory possesses excellent organizational skills and meets deadlines successfully, which allows JCP Construction to be awarded projects that are on time and in budget.

### PROFESSIONAL EXPERIENCE

Cory has over 15 years of experience in retail and commercial estimating. He has a Bachelor of Science degree in Interior Architecture. Project experience ranges from minor retail remodel roll outs to \$2M movie theater remodels.

### PROJECT EXPERIENCE

- **Psych Emergency Crisis Center**  
Joint Venture with CG Schmidt Building a Psych Emergency Clinic in the Inner City | \$8M
- **OASIS Senior Center – MPS**  
Restroom and activity room remodel  
\$350K | Milwaukee, WI
- **Marcus Movie Theater**  
Remodel of Lobby, Restaurant Area, and Theaters.  
\$1.50M | Sturtevant, WI
- **Summerfest Family Area**  
New stage, restroom building + remodel of existing stage  
\$4.5M | Milwaukee, WI
- **Various**  
Awarded 100+ retail projects with 46% bid ratio in 2019  
\$34.9M | throughout the United States.
- **Associated Bank - Grafton**  
Full Exterior and Interior Renovation | \$1M
- **Associated Bank - Muskego**  
Full Exterior and Interior Renovation | \$1M
- **Komatsu Mining**  
Construction contributor to the \$285M new campus in the harbor district | Milwaukee, WI

### EDUCATION

- University of Wisconsin – Stevens Point  
B.S. – Interior Architecture  
Stevens Point, WI



#### INDUSTRY TENURE

17 years

#### EDUCATION

M.A. Construction  
Management  
& Educational  
Leadership  
UW-Madison

B.A. Psychology  
Dartmouth

## Jeannie Cullen Schultz

### OWNER & CO-PRESIDENT

Jeannie will lead, coach, and support the project team, giving them the capacity and access to the resources they need. Jeannie has experience with starting the company's Healthcare division and leading the opening of our Madison office downtown. She will offer her guidance in making this project a successful one.

#### RELEVANT EXPERIENCE

- **Wilson Street Garage | Madison, WI**  
A 565-stall parking structure requiring sixty feet of excavation includes five levels of parking below ground and two levels above, with accommodations for future expansion.
- **McFarland Public Safety Center | McFarland, WI**  
This facility houses the Fire & Rescue, Municipal Court, and Police Departments, relieving previous space constraints. The facility itself is estimated at 58,000 square feet and will be a net-zero energy facility.
- **Mount Horeb Public Safety Center | Mount Horeb, WI**  
The new Public Safety Building accommodates the Mount Horeb Area Joint Fire Department and the Village of Mount Horeb Police Department. It includes various amenities such as training and conference spaces, an emergency operations center, exercise areas, and a public lobby.



#### INDUSTRY TENURE

12 years

#### EDUCATION

B.A. Psychology  
Lafayette College

## Laura Cullen

### OWNER & WORKFORCE DEVELOPMENT MANAGER

Laura is responsible for employees' training/development, recruitment, and performance tracking. She is also actively engaged with numerous non-profit and community organizations within Dane County.

#### RELEVANT EXPERIENCE

- **McFarland Public Safety Center | McFarland, WI**  
This facility houses the Fire & Rescue, Municipal Court, and Police Departments, relieving previous space constraints. The facility itself is estimated at 58,000 square feet and will be a net-zero energy facility.
- **Mount Horeb Public Safety Center | Mount Horeb, WI**  
The new Public Safety Building accommodates the Mount Horeb Area Joint Fire Department and the Village of Mount Horeb Police Department. It includes various amenities such as training and conference spaces, an emergency operations center, exercise areas, and a public lobby.
- **Madison Metro Transit | Madison, WI**  
Work includes phasing to allow for continuous Owner occupancy in existing business and maintenance garage. This project (Phase 3A) renovates half of the bus maintenance bay, interior renovation, and two small additions with all associated site work and utility upgrade work.





## Jeremy Shecterle P.E., LEED® AP, AC

### DIVISION VICE PRESIDENT

With his project experience and education, Jeremy is a valuable asset to your team, where he oversees all project team members, monitors schedule and budget, and negotiates project contracts. Jeremy not only understands what facilities cost to construct, he is an expert on the local supplier and subcontractor marketplace.

#### INDUSTRY TENURE

26 years

#### EDUCATION

B.S. CIVIL  
ENGINEERING  
UW-Madison

#### RELEVANT EXPERIENCE

- **Madison Municipal Building Renovation | Madison, WI**  
The City of Madison Common Council decided to retain it for civic use, facilitating improved government operations. A multi-phased renovation preserved its historic character while enhancing functionality for modern government needs. Achieving LEED Platinum certification, the project prioritized staff and community well-being.
- **McFarland Public Safety Center | McFarland, WI**  
This facility houses the Fire & Rescue, Municipal Court, and Police Departments, relieving previous space constraints. The facility itself is estimated at 58,000 square feet and will be a net-zero energy facility.
- **Madison Metro Transit | Madison, WI**  
This project renovates half of the bus maintenance bay, updates a designated area, and adds two small sections to the existing facility. It includes new bus maintenance equipment, building infrastructure, and improved amenities like a driver breakroom, training room, bathrooms, and a new main entrance.



## Justin Buchholz

### OPERATIONS MANAGER

Justin is responsible for providing overall support to the project team to ensure they have access to the labor, material, equipment, and information they need to successfully complete this project. He will use his construction experience to monitor the financials, schedule, plan, and quality on the project.

#### INDUSTRY TENURE

23 years

#### EDUCATION

B.S. CONSTRUCTION  
MANAGEMENT  
UW-Platteville

#### RELEVANT EXPERIENCE

- **McFarland Public Safety Center | McFarland, WI**  
This facility houses the Fire & Rescue, Municipal Court, and Police Departments, relieving previous space constraints. The facility itself is estimated at 58,000 square feet and will be a net-zero energy facility.
- **Madison Metro Transit | Madison, WI**  
Work includes phasing to allow for continuous Owner occupancy in existing business and maintenance garage. This project (Phase 3A) renovates half of the bus maintenance bay, interior renovation, and two small additions with all associated site work and utility upgrade work.
- **Epic Headquarters Campus | Verona, WI**  
As a partner of Epic's since 1999, we have constructed more than 4.6 million sqft of cutting-edge, world-class office spaces that are truly unparalleled. These spaces are designed to uphold Epic's distinctive culture, emphasizing the importance of employees enjoying their work environment.



## Sam Potts

### DIRECTOR OF PRECONSTRUCTION

Sam will lead the preconstruction services effort for your project, uncovering opportunities through value engineering pricing and options. Her proven ability to anticipate problems before they occur and discover opportunities to save on schedule and cost, will reduce risk and add value to your project.

#### INDUSTRY TENURE

12 years

#### EDUCATION

B.S. CIVIL &  
ENVIRONMENTAL  
ENGINEERING  
UW-Madison

#### RELEVANT EXPERIENCE

- **Blackhawk Technical College Public Safety Training Center | Janesville, WI**  
This new building will include several training facilities including an Emergency Vehicle Operator Course (EVOC), fire training facilities, specialized simulation labs and additional classrooms to serve students in various public safety and transportation programs offered by the college.
- **Blackhawk Technical College Advanced Manufacturing Training Center | Milton, WI**  
JP Cullen partnered with Blackhawk Technical College in creating a real-world training center for students to develop manufacturing skills needed. The 107,500 sqft project was an existing manufacturing facility comprised of seven buildings – some dating to 98 years old.
- **McFarland Public Safety Center | McFarland, WI**  
This facility houses the Fire & Rescue, Municipal Court, and Police Departments, relieving previous space constraints. The facility itself is estimated at 58,000 square feet and will be a net-zero energy facility.



## Luis Belmontes

### MBE/DBE PROCUREMENT SPECIALIST

Luis has over 25 years of construction experience. The last ten years of his construction experience has been in project management, estimating and preconstruction. He is responsible for completing the take off, pricing and obtaining subcontractor input for the concrete portion of this project to ensure we have the most competitive and accurate bid day price.

#### INDUSTRY TENURE

25 years

#### EDUCATION

B.A. BUSINESS  
ADMINISTRATION  
Waukesha County  
Technical College

B.S. BUSINESS  
ADMINISTRATION  
Carroll University

#### RELEVANT EXPERIENCE

- **The Avenue | Milwaukee, WI**  
We exceed diversity goals on this project: 25% SBE Goal, 32.9% was achieved. 25% SIA RPP Goal, 47.9% was achieved, 25% Apprentice hours, 30.4% was achieved.
- **McKinley Health Center | Milwaukee, WI**  
We exceed diversity goals on this project of 25% MBE/DBE attaining 37.5%.
- **Madison Metro Transit | Madison, WI**  
While other contractors only offered 3-4% MBE participation in their bids, We set an impressive 18% DBE participation goal. Furthermore, we went above and beyond by facilitating the pre-qualification of six new MBE contractors throughout the project.



Create the vision...  
...tell the story

**Dave Jenkins, PLS**  
*Chief Executive Officer*

Mr. Jenkins is Chief Executive Officer of JSD Professional Services, Inc. and is a licensed professional land surveyor. With over 35 years of experience, he provides civil engineering and surveying services for commercial, industrial and residential developments along with state and municipal projects. He has received numerous awards for the quality of the maps that he and his staff have produced.

Mr. Jenkins' expertise is in Civil Engineering, Stormwater Management, Planning and Development, GPS Surveys, Land Division (CSM's), Subdivision Plats, Boundary Surveying, ALTA/NSPS Land Title Surveys, Environmental Surveying, Topographic Surveying, Hydrographic Surveying, Construction Surveying, and Construction Inspection.

**Education/Registration**

Madison Area Technical College – Madison, WI  
• Associates Degree in Civil Engineering Technology  
Professional Land Surveyor, WI, 1994, #2255

**Professional History**

URS Corporation – Madison, WI  
Woodward-Clyde – Madison WI  
EWI Engineering – Madison, WI  
Warzyn Engineering, Inc. – Madison, WI  
Thom R. Grenlie – Verona, WI

**Affiliations**

American Congress on Surveying and Mapping (ACSM)  
American Society of Civil Engineers (ASCE)  
Madison Area Surveyors Council (MASC)  
National Association of Industrial & Office Properties (NAIOP)  
National Brownfields Association (NBA)  
National Society of Professional Engineers (NSPE)  
Wisconsin Society of Land Surveyors (WSLS)  
Wisconsin Society of Professional Engineers (WSPE)  
Wisconsin Land Information Association (WLIA)



**Kevin Yeska, PLA, ASLA**

*Project Consultant, Landscape Architect*

With over ten years of experience, Mr. Yeska serves as a project consultant and landscape architect with expertise in commercial, institutional and residential design. His detail-oriented work ethic stems from his upbringing where he helped build single-family homes, while working on his family's farm in central Wisconsin. He understands the means to managing practicality and constructability in every design, while allowing his team's creative minds to push the design envelope. His designs and approachable communication skills present his client and the general public with a contemporary "pop", as he likes to call it! Additionally, Mr. Yeska not only understands the municipal entitlement process, but has extensive experience in critically laying out sites to meet municipal requirements relating to site access, parking accommodations, and designing open green spaces, all of which aid in establishing a "sense of place" for the design.

**Education/Registration**

University of Wisconsin–Madison, Madison, WI

- Bachelor of Science in Landscape Architecture, 2013

Professional Landscape Architect, 2020, WI, LA-806

**Relevant Project Experience**

- City of Madison Fire Station No. 6 Remodel/Addition, Madison, WI
- City of Fitchburg Police Station (new facility), Fitchburg, WI
- Lakeside Fire District Fire Stations, Edgerton, WI
- City of Baraboo Fire Station 1 & 2 (new facilities), Baraboo, WI
- City of Platteville Fire Station (new facility), Platteville, WI
- Dane County Sheriff's Precinct, Stoughton, WI
- Dane County Public Safety Communications 911 Facility, McFarland, WI
- Village on Park Parking Structure, Madison, WI
- Green County Health and Human Services, Monroe, WI
- Juneau County Health and Human Services, Mauston, WI
- Oregon Public Library, Oregon, WI
- Madison Metro Bus Storage Garage, Madison, WI
- City Metro Satellite Bus Facility Remodel, Madison, WI
- Madison Metropolitan Sewage District, Madison, WI

**Affiliations**

Member, American Society of Landscape Architects



**Matt Haase, PE**  
*Project Consultant*

Mr. Haase has nearly 10 years of design and construction experience on a multitude of projects. As a project engineer, he has experience in designing commercial, industrial, institutional, recreational and residential sites from initial conception through construction documents. His roles also include coordination of design and development teams, utilities, municipal and regulatory entitlement and permitting processes as well as managing project scope, budget and timelines. Mr. Haase also has valuable field experience on construction projects including observation, administrative and field engineering responsibilities with multifaceted private development projects as well as public sector projects with WisDOT and local municipal projects.

#### **Education/Registration**

University of Wisconsin-Platteville, Platteville, WI

- Bachelor of Science in Civil Engineering, Dec. 2013

Professional Engineer, 2018, WI, E-46019-6

#### **Relevant Project Experience**

- City of Madison Fire Station #6 Additions/Site Improvements, Madison, WI
- City of Fitchburg Police Station (new facility), Fitchburg, WI
- City of Baraboo Fire Station 1 & 2 (new facilities), Baraboo, WI
- City of Platteville Fire Station (new facility), Platteville, WI
- Dane County Sheriff's Precinct, Stoughton, WI
- Madison Yards Public Sewer and Water Extension, Madison, WI
- Village on Park Master Plan, City of Madison, WI
- Village on Park - Phase I Parking Lot Build Back, City of Madison, WI
- Village on Park - Urban League HUB, City of Madison, WI
- City of Madison Bus Storage Garage, Madison, WI
- 5133 University Avenue, Public Sewer Rehab & Replacement, City of Madison, WI
- Verona Area High School Roadway Design, Verona, WI
- Woodland Crest, Public Street & Utility Design, Waunakee, WI
- Shady Grove Subdivision - Public Street & Utility Design, Village of Cottage Grove, WI
- West Verona Avenue - Public Street & Utility Design, City of Verona (Sugar Creek Commons Development), Verona, WI