

# Wisconsin Retail Conference

*Strong Wisconsin Brands*

HARLEY DAVIDSON MUSEUM  
THE GARAGE  
September 27th, 2023



Presented By:



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## Schedule:

10:00-10:45 – Registration and Networking

10:45 – 11:00 – Welcome

11:00 – 12:30 – Roundtable Sessions

12:30 – 1:30 – Buffet Lunch & Keynote

1:30 – 2:45 – Retailer Panel Discussion

2:45 – 3:00 – Break

3:00 – 3:45 – Special Guest Speaker – Charlie Berens

3:45 – 5:30 – VIP Meet and Greet & Networking Happy Hour



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## **Retail Roundtable Topics:**

- 3rd Ward/Downtown Market Update – Bruce Westling, Newmark - **Table 3**
- Analytics – David Semitek, Mid-America Real Estate - **Table 4**
- Construction Costs – Dave Schwartz, Innovative Construction Solutions - **Table 5**
- Deer District – Michael Belot, Milwaukee Bucks - **Table 6**
- Eau Claire/La Crosse Market Update - Stuart Schaefer and Ryan Erickson Commonweal Development - **Table 7**
- Expanding and Contracting Retailers – Fred Stalle, Mid-America Real Estate - **Table 8**
- Expanding Restaurants – Jay Blom and Hakan Hare, Founders 3 Real Estate Services - **Table 13**
- Financing in an Increasing Interest Rate Environment – Tom Maas and Rory Linder, Landmark Credit Union - **Table 14**
- Green Bay & Fox River Valley Market Update – Elizabeth Ringgold, NAI Pfefferle - **Table 15**
- Investment Sales/Net Lease Properties – Patrick Gallagher, CBRE and Adam Connor, Colliers - **Table 16**
- Lease Restructuring – Katie Falvey, Huron Consulting Group - **Table 17**
- Madison/Dane County Market Update – Max Jacobson, Jacobson Commercial Real Estate and Jesse Schluter, Wisconsin Commercial Real Estate - **Table 20**
- Mall Redevelopment/Non-Traditional Retail – Wayne Adcoe, CBL Associates - **Table 21**
- Mixed Use Developments in Suburban Markets – Mark Lake, Wangard Partners - **Table 22**
- Site Selection – Russ Sagmoen, Colliers - **Table 23**
- Suburban Milwaukee Market Update – Isaac Berg and James McKenna, Colliers - **Table 24**
- Working with Municipalities – Neil Stechschulte, City of Monona - **Table 25**

*See handout for roundtable map*



### **Keynote Speaker: Brandon Isner**

Brandon is CBRE's Head of Retail Research for the Americas, operating as the thought leader and voice for CBRE's retail markets. With more than 15 years within the real estate world, Brandon Isner is responsible for planning, coordinating, and executing research projects, and providing data support for CBRE operations.

His prime focus has been analysis on disruptive elements within commercial real estate, and how they can be leveraged as a positive. He has presented thoughts on the commercial real estate market to numerous CBRE clients and to groups such as ICSC, Greater Miami Chamber of Commerce, The Appraisal Institute, The Business Solutions Association, Rotary Club, BOMA, CREW, CUNA, the Downtown Cleveland Alliance, and the Downtown Akron Partnership, among others. Prior to joining CBRE, Mr. Isner worked with Forest City Residential Management in leasing and property management. Previously, he was associated with several residential apartment brokerages in New York City, including Manhattan Apartments, Inc. and Bond New York Real Estate. A resident of Miami Beach, he earned a master's degree of urban planning, design, and development from Cleveland State University in 2015. When he is not thinking about commercial real estate and the economy, he can often be found at karaoke venues in Miami and around the country, or performing comedy routines at Villain Theater.



### **Post-presentation discussion moderated by Andy Hunt, Marquette University**

Andy Hunt serves as the Vieth Director for the Center for Real Estate at Marquette University.

## Strong Wisconsin Brands - Panel Discussion

The panel showcases influential and successful companies that have established a powerful retail presence in the state of Wisconsin. These brands are recognized for their exceptional products, services, and overall impact on the local and global markets. The discussion will revolve around real estate, site selection, sector trends, models for success, and more. Hear from Todd Rymer, Director of Real Estate Development, Culver's; Troy Mleziva, Director of Real Estate, Kwik Trip; Sara Iverson Smith, Senior Director of Real Estate, Facilities, and Construction, Blain's Farm & Fleet; Joe Ferguson, Vice President of Development, Cousins Submarines, Inc.

### Moderator:

Kevin Schmoldt, Managing Director, Newmark

### Panelists:

**Joe Ferguson**, Vice President of Development - Cousins Submarines, Inc.

**Sara Iverson Smith**, Senior Director of Real Estate, Facilities, and Construction - Blain's Farm & Fleet

**Troy Mleziva**, Director of Real Estate - Kwik Trip

**Todd Rymer**, Director of Real Estate Development - Culver's,  
Director of Real Estate Development - Culver's







**Special Guest Speaker - Charlie Berens**  
Comedian.  
Emmy Winning Journalist.  
New York Times  
Best Selling Author.  
Host of the Manitowoc Minute.  
Wisconsinite.

*CARW 30th Anniversary*

### **Upcoming Events**

Market Analysis - Commercial Investment Real Estate - October 3-6th

CARW Golf Outing - October 16th

CARW Deal of the Year - October 25th

SIOR Pheasant Hunt - November 2nd

CARW Holiday Party - November 30th

CARW Lunch & Learn AI & Real Estate - December 5th

CARW & NAIOP Market Update - December 14th

For more information visit [www.carw.com/events](http://www.carw.com/events)

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## **Thank you Retail Event Committee Members:**

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CJ Goldberg, CBRE

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