

Wisconsin Retail Conference

The Italian Community Center
Tuesday, April 14th, 2026



Presented By:



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Agenda

12:00 – 1:00 PM | Registration & Networking Lunch

1:00 – 2:10 PM | Welcome & Keynote Address

2:10 – 2:15 PM | Networking Break

2:15 – 3:45 PM | Roundtable Discussions

3:45 – 4:00 PM | Break

4:00 – 5:00 PM | Industry Panel

5:00 – 6:00 PM | Networking Happy Hour

Thank you to our retail committee!

Isaac Berg | Colliers International

*Jay Blom | Founders 3 Real Estate Services

Brad Dallet | Husch Blackwell LLP

Patrick Bryan, Kohl's

Bob Duffy | City of Oconomowoc

*Sarah Eldred | Mid-America Real Estate-WI, L.L.C.

Connor Farrell | Founders 3 Real Estate Services

CJ Goldberg | CBRE

Tom Maas | Landmark Credit Union

Patrick Schloss | City of West Allis

Kevin Schmoldt | NEWMARK

Dave Schwartz | Innovative Construction Solutions, Inc.

Sarah Smith | The Sigma Group

Emily Smits | Mid-America Real Estate-WI, L.L.C.

*Cory Sovine | Colliers International

Brian Vanevenhoven | NEWMARK

*Event Co-Chairs

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Retail Roundtable Topics:

Table 1: Retail Construction Update | Dave Schwartz, Innovative Construction Solutions

Table 2: Hot Topics in Operating Agreements for Retail Estate Entities | Joe Tierney, Amundsen Davis

Table 3: Madison Market Update | Jesse Schluter & Becca Gentilli, Colliers

Table 4: Mayfair 3.0 | Sylvia Vettese, GGP

Table 5: Convenience and Grocery Store Update | Troy Mleziva, Kwik Trip

Table 6: 7Brew Coffee & Evolving Restaurant Concepts | Kevin Schmoldt, 7Brew

Table 7: Retail Market Update | James McKenna, Colliers

Table 8: Retail Community Engagement: Controlling the Narrative | Bailey Copeland, Copeland Companies

Table 9: Fox Valley Retail Update | Ed Bowen, The Morgan Partners

Table 10: Axe Throwing to Slingshot Bars: What Real Estate Professionals Need to Know | Marla Poytinger, Bars and Recreation

Table 11: Retail Underwriting in Practice: From NOI to Exit | Eteri Zaslavsky, Next Realty

Table 12: Investment & Net Least Sales Update | Andrew Lund, Mid-America Real Estate

Table 13: LaCrosse / Eau Claire Regional Update | Ryan Erickson, NAI Commonweal

Table 14: Retail Financing Trends | Kyle Rieden & Josh Resch, Landmark Credit Union

Table 15: Leveraging AI Tools in Real Estate | Haley Stepanek & Grace D'Souza | Husch Blackwell

Table 16: 3rd Ward and Downtown Milwaukee Retail Update | Bruce Westling & Joseph Ziolkowski, Newmark

See roundtable handout for map of tables



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Keynote Speaker

Beth Azor, Azor Advisory Services



Beth Azor is a nationally respected retail real estate strategist and advisor to some of the industry's most active retailers, landlords, and investors. As founder and CEO of Azor Advisory Services, she works directly with decision-makers on leasing strategy, portfolio performance, and how retail is evolving within larger commercial and mixed-use environments.

In this keynote, Beth will offer a high-level, strategic perspective on retail real estate—focused on what commercial real estate leaders need to be thinking about right now. Drawing from active deal activity across multiple markets, she will discuss how top retailers are making location decisions, how owners are repositioning assets to drive long-term value, and where retail fits in a world shaped by changing consumer behavior, capital markets, and land use priorities. The session will emphasize strategic judgment, market positioning, and leadership decision-making rather than day-to-day execution. Designed for principals, senior brokers, developers, investors, and executives, this keynote will provide clear, candid insights on how experienced leaders can better assess risk, identify opportunity and position their retail and mixed-use assets for sustained performance.

Panel Presentation



Jack Riley
The Village of
Summit

With over three decades of corporate leadership and nearly 25 years of public service, Jack brings a strong mix of technical expertise and strategic vision to the Village of Summit. He earned a Master of Urban Planning plus a GIS certificate from UW–Milwaukee. Professionally, Jack has spent 30 years working in Fortune 500 companies, specializing in Six Sigma, continuous improvement, and compliance, building a reputation for operational efficiency and integrity. His community involvement began in 1999 on the Master Plan Committee, and he has served as Village President for the past 16 years, leading with a focus on sustainable growth and effective governance.



Matt Rosek
Mayor of
Oconomowoc

Matt was recently elected Mayor of the City of Oconomowoc and previously served as Chairman of the City's Zoning Board of Appeals. In his full-time role, Matt is a shareholder and lawyer at a national civil litigation firm, defending businesses in fire and explosion cases. Admitted to the Wisconsin Bar in 2004, he also practices in Minnesota, four Federal District Courts, and the U.S. Seventh Circuit Court of Appeals. He earned his B.A., cum laude, from the University of Wisconsin-Milwaukee in 2000 and his J.D. from Marquette University Law School in 2004.



Scott Yauck
Cobalt Partners

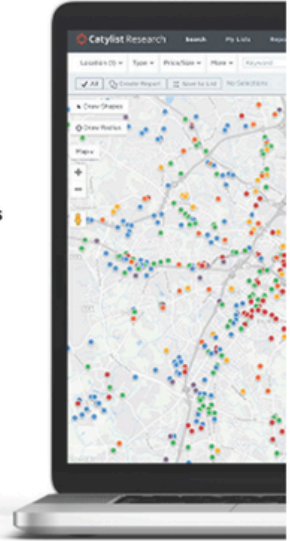
Scott Yauck is President and CEO of Cobalt Partners. Under his leadership, Cobalt has built a \$750 million portfolio of transformative projects across Wisconsin. Scott holds a B.S. in Mechanical Engineering and a J.D. from Marquette University. His career spans engineering, law, and entrepreneurship, with a focus on large-scale, mixed-use developments. Recognized and awarded as a top U.S. real estate influencer, Scott remains active in civic leadership, serving on multiple boards and advancing projects that drive long-term community impact.

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Ryan Spott

Brian Randall

Julie Seno

Mike Van Someren

Larry Glusman

Lisa Wood

Joe Tierney

Chris Jaekels



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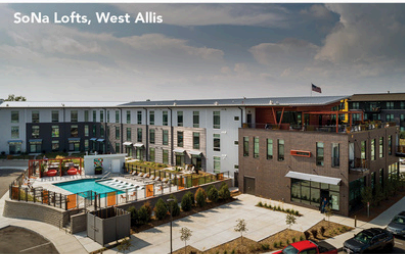
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