

32nd Annual Forecast Breakfast

Thursday, January 18, 2024

6:30 – 9:30 a.m.

Milwaukee's Premier Real Estate Networking Event!

Proud to have our Keynote Speaker:

Richard K. Green, USC Lusk Center for Real Estate

Our great lineup of speakers continues with:

Residential: Bob Monnat, Mandel Group, Inc.

Retail: Fred Stallé, Mid-America Real Estate

Industrial: Matt Friedman, PARADIGM Real Estate Corp.

Office: Nick Becker, CBRE

Valuable industry information available exclusively to attendees at the event.

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Speakers



Keynote

Richard Green — Director, and Lusk Chair in Real Estate, USC Lusk Center for Real Estate

Dr. Green holds the Lusk Chair in Real Estate and is Professor in the Sol Price School of Public Policy and the Marshall School of Business. In 2016, he finished a year as Senior Advisor for Housing Finance at the US Department of Housing and Urban Development and as of July 1, 2016 became a Trustee of the Urban Land Institute. Prior to joining the USC faculty, Dr. Green spent four years as the Oliver T. Carr, Jr., Chair of Real Estate Finance at The George Washington University School of Business. He was Director of the Center for Washington Area Studies and the Center for Real Estate and Urban Studies at that institution. Dr. Green also taught real estate finance and economics courses for 12 years at the University of Wisconsin-Madison, where he was Wangard Faculty Scholar and Chair of Real Estate and Urban Land Economics. He also has been principal economist and director of financial strategy and policy analysis at Freddie Mac. He is or has been involved with the Lincoln Institute of Land Policy, the Conference of Business Economists, the Center for Urban Land Economics Research, and the National Association of Industrial and Office Properties. Dr. Green also is a Weimer Fellow at the Homer Hoyt Institute, and a member of the faculty of the Selden Institute for Advanced Studies in Real Estate. He was recently President of the American Real Estate and Urban Economics Association.

Dr. Green earned his Ph.D. and M.S. in economics from the University of Wisconsin-Madison. He earned his A.B. in economics from Harvard University. His research addresses housing markets, housing policy, tax policy, transportation, mortgage finance and urban growth.



Bob Monnat — Mandel Group, Inc. — Residential

Bob joined Mandel Group, Inc. in 1999 and serves as its Senior Partner. Previously he acted as COO and Senior Vice President of the firm. He is a 40+ year veteran of the real estate industry. In 1991 he helped form Mandel Group, Inc. as the successor to Trammell Crow Residential's Milwaukee operations. He participates in strategic planning for Mandel Group's business operations and manages large scale, complex urban redevelopment, urban infill, and waterfront developments. Prior employment engagements include project management for a national developer, and a five-year engagement with WISPARK Corporation, a subsidiary of Wisconsin Energy Corporation.

Bob and his wife Barb are long-time City of Milwaukee residents and have two sons. A native Milwaukeean, Bob is a 1979 graduate of UW-Milwaukee's School of Architecture & Urban Planning from which he received his BArch degree. He is active in the Milwaukee community contributing time and expertise to many community development initiatives. He is an active member on the boards of the WAM DC-Wisconsin Avenue Milwaukee Development Corp, Milwaukee Symphony Orchestra, Bublr Bikes, Milwaukee Youth Arts Center, and Milwaukee Youth Symphony Orchestra. He currently contributes to the Bronzeville Center for the Arts through its Venue Committee, which is leading a \$50+ million cultural arts catalytic development that will anchor the Bronzeville Cultural Arts District on Milwaukee's North Side.



Fred Stallé — Mid-America Real Estate — Retail

Fred Stallé, Vice President with Mid-America Real Estate - Wisconsin, L.L.C., is a member of the Asset Advisory group specializing in property sales and leasing. Prior to joining Mid-America Real Estate, Fred was an Industrial Sales Representative for Rite Hite, a Wisconsin-based manufacturing company. Covering Northern Colorado, Wyoming, and Western Nebraska, his clients included MillerCoors, US Foods, and Cargill, among others.

At Mid America, Fred focuses on recapitalizing assets, and advising clients in need of disposition services. Fred also assists clients through their development cycle with acquisition, leasing, and sale strategy. Fred earned a Bachelor of Arts Degree in Economics and Environment & Sustainability from Western Colorado University. He is currently an active member of the Innovating Commerce Serving Communities (ICSC) and the Commercial Association of Realtors-Wisconsin (CARW). In January 2023, Fred was appointed to the board of directors at the Real Estate Alliance for Charity (REACH).



Matt Friedman — PARADIGM Real Estate Corp. — Industrial

Matt Friedman joined PARADIGM in 2015 and became a Partner in 2019. Matt represents owners, buyers and tenants in the sale and lease of industrial properties, including self-storage and land for development. He has completed the sale and lease of nearly 3.7 million square feet of space.

Matt called games as a radio sportscaster before beginning his career in commercial real estate. A native of Cleveland, Ohio, he earned his bachelor's degree in journalism from Ohio State University. Matt is a member of NAIOP Wisconsin and serves on its Programs Committee. He's also a member of CARW and is an alumnus of its Next Gen Program.



Nick Becker — CBRE — Office

Nick Becker is an Associate at CBRE specializing in office leasing (Tenant and Landlord Representation) and sales throughout Milwaukee and southeastern Wisconsin. Nick grew up in a real estate focused family and utilizes his master's degree in Finance to provide beneficial financial insights to aid his clients in their decision-making process. Nick uses his engaging interpersonal skills and strong work ethic to actively collaborate with his clients to achieve their desired goals.

Previously, Nick worked as a Capital Markets Associate with a publicly traded national investment firm specializing in the acquisitions and dispositions of multifamily properties.

Education: University of Wisconsin Oshkosh-Superior, Business of Science in Business Management; University of Wisconsin Whitewater, Masters of Science in Finance

Thank you for your continued support of the Annual Forecast Breakfast!