



**FRIDAY, MAY 2, 2025**  
BROOKFIELD CONFERENCE CENTER



# WELCOME TO THE 2025 WCREW IMPACT AWARDS

## ABOUT WCREW

WCREW (Wisconsin chapter of CREW Network) is the leading organization in Wisconsin for women in the commercial real estate field. CREW Network is the industry's premier business organization, consists of 12,000 professionals in over 75 major global markets. CREW Network is represented by professionals in all aspects of commercial real estate thereby providing members with direct access to real estate professionals across all geographies and disciplines.

WCREW members are empowered by sharing their knowledge and experience with others in their community, while also learning from the insight and know-how of others. That's why the focus is on networking programs such as professional development breakfasts or lunches, monthly networking events such as casual happy hours and coffee connections, behind the scene tours, annual golf outings, and the signature Impact Awards (formerly known as the Showcase Award ceremony) where unique and innovative commercial real estate developments in Wisconsin are recognized at an awards banquet. By growing and strengthening member networks, WCREW aims to create more opportunities for women in commercial real estate including development of leadership skills and business referrals.

11:00 AM	REGISTRATION & NETWORKING
12:00 PM	LUNCH & AWARDS
1:00 PM	CLOSING REMARKS & NETWORKING
1:30 PM	EVENT ENDS
1:35 PM	AFTER PARTY

### Recognizing Extraordinary WCREW Members & Projects

Every year, WCREW proudly recognizes WCREW members & pioneering developments that showcase vision and ingenuity that positively impact our communities.

The previous award winners and successes have been very diverse ranging from health care to education, residential design to commercial workplaces.

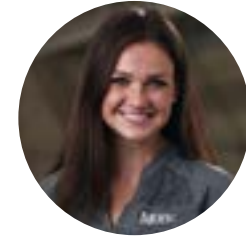
# 2025 BOARD OF DIRECTORS



**Becky Groth**  
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**Pam Lyons**  
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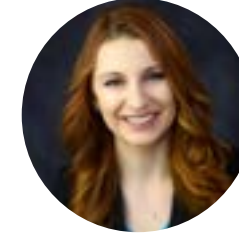
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Director

# IMPACT AWARDS COMMITTEE

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## CO-CHAIRS



**Jamie Wolski**  
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**Pam Lyons**  
VJS Construction  
Services



**Tiffany May**  
Berghammer  
Construction



**Tami Gilanyi**  
Brothers Interiors

## WCREW EXECUTIVE DIRECTOR

Amy Nicklosovich

## COMMITTEE

Allison Verrill  
Wangard Partners, Inc.

Bridget Fritz  
Moore Construction  
Services

Lauren Goldstein  
Frontier Title LLC

Samantha Olexa

Amanda Schauer  
Bear Construction

Julie Stomma Rettko  
Omega Sign & Lighting

Michelle Ebben  
Michael Best

# IMPACT AWARDS JUDGES

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Adam Newman, Lead Judge  
Landmark Credit Union

Dan Beyer  
Beyer Architects

Heather Nelson  
Spring Bank

Kristin Kurzka  
The Sigma Group

Lorna Mueller  
The Realty Company

Tiffany May  
Berghammer Construction



**JUDGES'  
CHOICE**

CONGRATULATIONS TO

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## FOOD FOR HEALTH

Food For Health (FFH) revitalized the historic 1892 Schuster Store into a modern headquarters dedicated to promoting health through nutrition. The space features a demonstration kitchen, event areas, consultation rooms, and a production kitchen for preparing medically tailored meals. Committed to equitable access to healthy food, FFH empowers vulnerable populations by providing nutritious meals, wellness programs, and support services to combat diet-related diseases and drive lasting health improvements.

Milwaukee, WI | 34,000 SF

**Owner:** Food for Health

**Architects:** HGA

**General Contractor:** Catalyst Construction





# WOMAN OF THE YEAR

WOMAN OF THE YEAR  
SPONSOR

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## SARA IVERSON SMITH

Each year, WCREW honors a woman who has made a significant impact in Wisconsin's commercial real estate industry through leadership, mentorship, dealmaking, diversity, or entrepreneurship. In 2025, WCREW proudly recognizes Sara Iverson Smith as Woman of the Year for her outstanding contributions.

Sara serves on multiple boards, including the Children's Museum of Rock County and the national SPECS Advisory Board. A dedicated WCREW committee member since 2021, she has organized and spoken on industry panels covering topics such as female leadership, real estate development, and workplace innovation.

With a structured approach to mentoring interns in real estate and construction, Sara ensures that each intern gains hands-on experience, from market analysis to leadership presentations. She also fosters professional growth among her team, encouraging them to take on leadership opportunities. Throughout her career, Sara has led high-value transactions, from multimillion-dollar site acquisitions and lease negotiations to large-scale real estate developments. She has successfully navigated complex projects across retail, healthcare, and distribution sectors.

Always looking for innovative solutions, Sara has driven new revenue opportunities through strategic leasing initiatives, and partnerships that enhance business growth.

Sara's dedication to the industry and her embodiment of WCREW's mission make her a deserving recipient of the 2025 Woman of the Year Award.





# COMMUNITY IMPACT

CONGRATULATIONS TO

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# OUTREACH COMMUNITY HEALTH CENTERS

The Outreach Community Health Centers' Primary Care Clinic provides comprehensive, family-focused medical care across five Milwaukee locations. For over 40 years, they have expanded services to meet community needs, offering primary care, chronic disease management, dental care, prenatal care, an in-house pharmacy, and more—ensuring accessible, quality healthcare for all.

Milwaukee, WI | 52,000 SF

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**Owner:** Outreach Community Health Centers  
**Architects:** Continuum Architects and Planners  
**General Contractor:** JCP Construction, LLC





# PROJECT OF THE YEAR

CONGRATULATIONS TO

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# WYSO CENTER FOR MUSIC

The Wisconsin Youth Symphony Orchestras (WYSO) proudly opened its new music center, a world-class facility that includes three rehearsal halls, eight studios, and nine practice rooms. Designed with acoustics and growth in mind, the center serves over 500 young musicians and offers a permanent home for WYSO's programs, making it a cultural cornerstone in Madison's vibrant youth arts community.


Madison, WI | 40,085 SF

**Owner:** Wisconsin Youth Symphony Orchestras

**Architects:** Strang, Inc.

**General Contractor:** J.H. Findorff & Son





# PEOPLE'S CHOICE

PEOPLE'S CHOICE  
SPONSOR

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# CHILDREN'S WI CENTER FOR CHILD DEVELOPMENT

The Center for Child Development at Children's Wisconsin provides specialized care for children with developmental challenges from infancy through adolescence. As the first facility of its kind within Children's Wisconsin, it features a fully accessible build-out within an existing structure. Designed to support comprehensive care, the center includes therapy rooms, a sensory gym, community education areas, and family lounges, with new MEP infrastructure tailored to its unique needs.

Wauwatosa WI | 24,000 SF

**Owner:** Children's of Wisconsin

**Developer:** The Druml Company

**Architect:** Groth Design Group

**General Contractor:** Berghammer Construction

[Click here to vote for your favorite People's Choice Project](#)





## CITY ON A HILL

The City on a Hill Health and Wellness Center expansion enhances healthcare access for underserved communities.

Key updates include new dental and mental health spaces, areas for health education, and a dedicated front entrance, improving accessibility and creating a welcoming environment for comprehensive care.

Milwaukee, WI | 200,000 SF

**Owner:** City on a Hill Milwaukee

**Architect:** Quorum Architects

**General Contractor:** Berghammer Construction

[Click here to vote for your favorite People's Choice Project](#)



## GROUND 59

The Ground 59 is a new restaurant development in Milwaukee's Bay View, featuring two new buildings integrated with existing structures. The design creates a pedestrian walkway connecting the neighborhood, with an urban courtyard for events. The architecture combines Milwaukee bungalow elements with modern materials, including cementitious siding and cedar accents, creating a dynamic space for dining and community activities.

Milwaukee, WI

**Owner:** JTT Commercial LLC  
**Architect:** Dan Beyer Architects  
**General Contractor:** Kelly Construction and Design

[Click here to vote for your favorite People's Choice Project](#)





# HOTEL VERDANT

Hotel Verdant, a historic preservation project built in the former Zahn’s department store, stands as a striking example of architectural revitalization in downtown Racine. The building, which dates back to 1898, underwent a \$40 million renovation, blending its rich history with sustainable design and modern amenities.

Racine, WI | 74,365 SF

**Owner:** Dominion Properties/Hotel Verdant  
**Developer:** Dominion Properties  
**Architect:** Kubala Washatko Architects  
**General Contractor:** CG Schmidt

[Click here to vote for your favorite People’s Choice Project](#)



# JOURNAL COMMONS

This project is a transformation of the former Milwaukee Journal Sentinel headquarters into a mixed-use residential development. The revitalized 1924 building now features 141 market-rate apartments, ranging from studios to three-bedroom units, including street-access walk-ups. The 1962 addition provides 195 beds of affordable student housing in studio, two-bedroom, and four-bedroom layouts, bringing new energy to downtown Milwaukee.

Milwaukee, WI | 1924 Building - 145,500 SF &  
1962 Building - 205,752 SF

**Owner:** J. Jeffers & Co.

**Developer:** J. Jeffers & Co.

**Architect:** EUA

**General Contractor:** CG Schmidt

[Click here to vote for your favorite People's Choice Project](#)

# THANK YOU SPONSORS

We are so grateful for the support of our event sponsors (noted below and the Award Category sponsors highlighted throughout the program) who are committed to supporting the advancement of women in commercial real estate, while influencing the growth and success of the Wisconsin CRE industry.

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## 2026 IMPACT AWARDS NOMINATIONS

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The annual WCREW Impact Awards recognizes Wisconsin real estate projects and extraordinary individuals who make a positive impact in our communities. The 2025 Impact Awards nominations open on May 9, 2025. The submission deadline is July 11, 2025. Visit the [Wisconsin CREW website](#) to submit your nomination(s).