

# MB Real Estate

Leasing and Management Agent

General Manager  
**William Halper** (Senior Vice President)  
 Building Manager  
**Margaret Wendelburg**  
 Operations Manager  
**Stan Paszkiewicz**  
 Senior Administrative Assistant  
**Susan Ertel**  
 Administrative Assistant  
**Maritza Zuege**  
 Receptionist  
**Xiomara Delgado**

Office of the Building  
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 Milwaukee, Wisconsin 53202  
 414.347.0411  
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Enjoying the holiday season with . . .  
 . . . a party



At the holiday party, LaSalle Bank's Roger Pillsbury is greeted by Santa's helper and Mrs. Claus, known the other 364 days of the year as MB Real Estate's Maritza Zuege and Xiomara Delgado.

Every year as the calendar flips to December, the holiday season comes to 411 East Wisconsin Center in many ways.

Heinemann manager Jackie Kalvoda (below, left) and her staff stand proudly at the Tenant Holiday Breakfast buffet they cater each year. The event, sponsored by MB Real Estate, thanks tenants for choosing 411 East Wisconsin as their corporate home.



. . . music

During the week of December 13th, our main lobby turned into a concert hall. It started with a performance by an ensemble from Elm Creative Arts Elementary School (right). The next morning, harpist Geraldine Elliott (above, left) provided a soothing accompaniment to our Tenant Holiday Breakfast. On the 15th, Les Artistes String Quartet played seasonal favorites at lunchtime, followed the next day by a chorus from Greenfield High School. The week concluded with the Cedarburg High School Choir (above, right) filling the atrium with song.



. . . charity

**❄ Recycling funds aid the Salvation Army.** Every year, MB Real Estate puts the proceeds of the building's recycling efforts to good use by donating them to a worthwhile charity. This year, we filled a truck with requested items for the Salvation Army.

**❄ Toys bring joy.** This year, MB Real Estate and 411 East Wisconsin Center's annual donation to Joy House took the form of a toy drive in early December. Thanks to our tenants for your generous contributions. (Joy House provides assistance and shelter year-round for mothers and children who are victims of domestic violence, fire, addiction, or job loss.)

**❄ United Way . . . in a big way!** A human chain stretching several blocks from Johnson Controls headquarters to 411 East Wisconsin



On December 17th, a Salvation Army van pulled into our loading dock to collect supplies donated by 411 East Wisconsin Center.



Center was formed on November 30th. The chain delivered a donation of \$2 million from Johnson Controls to the United Way. Dennis J. Kuester, president & CEO of Marshall & Ilsley Corporation and co-chair of the 2004 United Way Campaign, accepted the donation.

Toys for Joy



. . . holiday attire

We caught **Veronica Bronikowski** of **American Appraisal** at the holiday breakfast wearing her holiday vest, a holiday tradition for the past 6 years.

**Jean Bailey** of **Landaas & Co.** wears her Santa sweater, which she bought 8 years ago. It is just one of a dozen holiday and winter-themed items she owns. She wears Santa between Thanksgiving and January 1st, and wears her snowman and ice-skating sweaters through February.

**Eunice Schultz** of **Quarles & Brady** bought her red-and-white snowflake sweater earlier this year. She plans to wear it through the winter.

And **MB Real Estate's** Operations Manager, **Stan Paszkiewicz**, is seen here sporting the tie that MB Real Estate's Security staff wears throughout December. It's just one of several theme ties we break out for special occasions.



Veronica Bronikowski



Stan Paszkiewicz



Jean Bailey



Eunice Schultz



**MB Real Estate welcomes the newest tenant to 411 East Wisconsin Center**

**Mason Wells**  
private equity firm  
12th floor

**MB Real Estate thanks these tenants for renewing their leases at 411 East Wisconsin Center**

**Midwest Espresso**  
coffee shop  
Lobby Level

**Mug & Brush**  
barber shop  
Mezzanine

**Turner & Flessas**  
insurance law firm  
5th floor

**TQ3Navigant**  
corporate travel  
management firm  
10th floor

## Playing with fire . . . for good reason

The fire extinguisher — It's one of the first lines of defense against fire. Every floor of 411 East Wisconsin Center has at least one. Do you know how to use it with confidence?

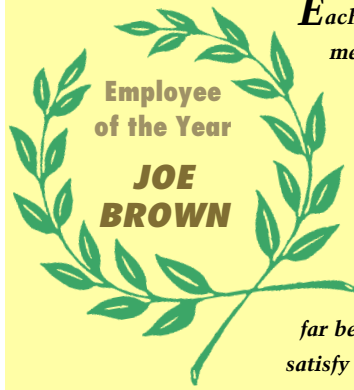
"Although every extinguisher has clear operating instructions printed on it, we realized that every second can count in a fire," explains Building Manager Margaret Wendelburg. "As with fire drills, nothing beats practice in a relaxed environment to avoid panic in a real emergency. So we invited anyone working at 411 East Wisconsin Center to participate in fire extinguisher training."

On September 21st, 28 individuals from 13 different tenants joined members of the building management and security staff on the roof of the Annex Parking Garage. Representatives from ACM Fire Protection, the company that services 411 East Wisconsin Center's extinguishers, led the training. Types of fires and chemicals that can start fire were discussed. Extinguisher types were explained, and the proper, most efficient use was demonstrated.

Then test fires were ignited, and everyone attending got the chance for hands-on experience squelching the flames with fire extinguishers.



Each year, one outstanding member of the building staff is awarded MB Real Estate's EMPLOYEE OF THE YEAR AWARD. The laurels at 411 East Wisconsin Center for 2004 went to Engineer **JOE BROWN**, who went far beyond job requirements to satisfy tenants' needs. Congratulations, Joe!



**Max Hoelzl of Midwest Espresso**

### Midwest Espresso moves!

Midwest Espresso, a longtime fixture in 411 East Wisconsin Center's lobby, has moved! Max Hoelzl's establishment is now ensconced in a permanent store location on the retail corridor between Charles Schwab and Kloiber Jewelers. With the move, the shop will offer the same fine selection of coffees and other beverages.



Also new, Midwest Espresso will offer seating outside its doors. Stop in often over the next few months as Max spruces up his space. Shop hours remain unchanged: Monday-Friday, 7:00 a.m.-3:30 p.m.



Everyone who participated in the fire extinguisher training was eligible for a drawing to win one of five personal fire extinguishers. The winners (above, from left) were Bill Summers of American Appraisal, Holly Hegarty of M&I Private Banking, Karen Jensen of Mercer Human Resource Consulting, Laura Connolly of LaSalle Bank, and (not pictured) Barbara Cashill of Quarles & Brady.

## Mason Wells — Investing in the Midwest

Mason Wells, the newest tenant at 411 East Wisconsin Center (Suite 1280), is a leading Midwest private equity firm. The firm funds two types of investments — leveraged buyouts and new venture startups.

Mason Wells began in 1982 as the merchant banking arm of the Marshall & Ilsley Corporation (which has a branch and offices at 411 East Wisconsin Center), the oldest existing bank operating in the Great Lakes Region. For the next 16 years, the management of this unit invested over \$150 million in funds provided solely by Marshall & Ilsley.

Then, in 1998, Mason Wells became an independent fund management firm focusing on buyouts, taking successful private family concerns and providing the capital to transform them into growing, sustainable businesses. Two years later, the firm expanded with a second fund to provide venture capital to investments in start-ups and early-stage opportunities in the biomedical industry.



Members of the Mason Wells team: (seated, from left) Dan Broderick, Tom Smith, and Greg Myers; (standing, from left) Kevin Kenealey, Jim Domach, Heather Bussiere-Vargas, Georgia Brostrom, Asim Khan, and JoAnne Vaughn.

## Manager's Corner

### 411 East Wisconsin to be sold!

After 20 years of ownership interest in 411 East Wisconsin Center, Teachers Insurance & Annuity Association of America (TIAA) has decided to put this property on the market. You probably noticed a number of remodeling and redecorating projects that have been completed in the last 12-18 months: a new security station with touch-screen directories, completely remodeled restrooms in the lobby, a re-landscaped west plaza area, elevator cab upgrades with new granite floors and new ceilings (continuing into December), and ongoing maintenance and safety upgrades in the parking structures.

Many of these improvements were specified in contemplation of the planned sale of the building.

I hope you've appreciated the long-term commitment from the owners and MB Real Estate to keep 411 East Wisconsin Center one of the best maintained office building in

Milwaukee. I think you would agree with me when I say that the 411 East Wisconsin Center maintenance and engineering staffs are among an elite group of service providers in downtown Milwaukee.

The sale is anticipated to close in early 2005 and although a new owner has not yet been identified, I am extremely confident that MB Real Estate will continue as the new property owner's management and leasing representative.



**Building Manager Margaret Wendelburg**

*Margaret Wendelburg*

Margaret Wendelburg  
Building Manager

## 411 East Wisconsin Center earns an ENERGY STAR®

In 2004, 411 East Wisconsin Center earned the U.S. Environmental Protection Agency's ENERGY STAR®, which is granted to the country's most energy-efficient buildings.



The recipients of the White Glove Award for the second half of 2004 were . . .

July  
**Ofelia Torres**

August  
**Juana Ruiz**

September  
**Ricardo Rios**

October  
**Adolfa Cuna**

November  
**Eva Rojo**

December  
**Guadalupe Rodriguez**

We thank all of you for your splendid work!

