

JEFFREY M. STEREN

VITA

CAREER HISTORY

- { McDonald's Restaurants, Owner/Operator 11 Restaurant Locations
Steren Management Company, Inc., President
3451 East Ramsey Avenue, Cudahy, WI 53110
Ownership dates to August 1980, part time work in family business dates to 1965 as restaurant employee; full time involvement as manager, supervisor, administrator, and accountant started in September, 1978.
- { Certified Public Accountant
Laventhol and Horwath, Chicago, IL 1973 - 1976, Milwaukee, WI 1976 - 1977
J.P. Friberg and Company, Milwaukee, WI 1977 - 1978
Accounting and tax practice with some audit work. Full client responsibilities including billing and collection. Very involved in practice development. Tax work consisted of individual and business tax planning, return preparation, and tax research. Passed CPA exam in 1973 on first try. Past member of American Institute of CPA's and Illinois Society of CPA's. Member of Wisconsin Institute of CPA's.

EDUCATION

- { Wharton School of Finance, University of Pennsylvania, Philadelphia, PA 1969 - 1973
B.S. Economics with major concentrations in Accounting and Insurance, minor concentration in Urban Studies.
- { McDonald's Hamburger University, Oak Brook, IL 1975, 1987
- { Washington High School, Milwaukee, WI 1966 - 1969

PERSONAL

- { Married 1979 to Jody Sussman, one child, Martin (1990)
- { Residence: 4976 North Ardmore Avenue, Whitefish Bay, WI 53217 (414) 962-9615
- { Interests: travel, reading, volunteering, genealogy, politics, Masada Stock Club 1992-2009

ACTIVITIES & POSITIONS HELD

- { Ronald McDonald House Charities, Milwaukee, WI
Board of Directors 1997 - 2009 P numerous committees 1989 - 2009 P Vice President 2007, Treasurer 2008 & 2009
- { South Shore YMCA, Cudahy, WI
Board of Managers, 1982 - 2009 P Various committees, 1982 - 2008 P Capital Campaign chair 1996 - 1998
- { National Multiple Sclerosis Society, Wisconsin Chapter
Board of Trustees 1995 - 2009, Co-Chair Government Relations Committee 2000 - 2009
Community Campaign Committee 1995 - 2001, Co-Chair 1997 - 1999 P Major Gifts Committee 1997 - 1998
- ◆ Wisconsin Council of Workforce Investment advisory subcommittee on Medicaid Grant
Madison, WI 2007-2008
- ◆ Wisconsin Bnai Brith Youth Organization Adult Commission 2007-2009
- ◆ Zoological Society of Milwaukee County Associate Board, 1989-2004
Corporate/Development Committee, 1989 - 1991 P First Vice President and Executive Committee, 1991 - 1992
Treasurer, Finance Committee, and Executive Committee, 1992 - 1994 P Zoo Ball/Committee Chairman, 1991-
1993 P Snooze at the Zoo Chairman, 1993 - 1998 P public school liaison 1995-2004
- { Boy Scouts, Milwaukee County Council
Friends of Scouting campaign worker 1994, 1998 - 2009 P Den Leader 1997 - 2001
Troop Committee 2002 -2009 P Merit Badge Counselor 2003 - 2009 P Troop Committee Chairman 2003 - 2008

ACTIVITIES AND POSITIONS HELD, CONTINUED

- { Trinity Memorial Hospital Foundation, Cudahy, WI
Board of Directors, 1982 - 1994 P Board Chairman, 1985 - 1988, 1992 - 1993 P Executive Committee, 1985 - 1995
Capital Campaign Co-Chairman, 1989 - 1990
- { St. Luke's South Shore Hospital, Cudahy, WI Philanthropy Advisory Board 1996 - 2000
- { Wisconsin Restaurant Association, Madison, WI
Board of Directors, 1979 - 1992 P Political Action Committee Trustee, 1982 - 2009, Chairman, 1986 - 1992, 1993 -
1994 P Finance Committee 1985 - 1989 P Legislative Education Committee 1988 - 1998
Convention Committee, 1978 - 1980, 1986 P Convention Programming Chairman 1978, 1979 P Gen. Show
Chairman 1980
- { Wisconsin Restaurant Association, Milwaukee Chapter
Board of Directors, 1978 - 1987 P Treasurer, 1979, 1980 P Vice President, 1981 P President, 1982, 1983 P Political
Action Committee Chairman, 1982 - 1993
- { United Way of Greater Milwaukee, Inc.
Planning, Allocation, and Monitoring Committee, Budget Panel, 1987 - 1991 P Campaign Cabinet, 1985, 1986,
1989, 1991 P Unit Chairman, Multi-location Retail Business Division, 1985, 1986 P Group Chairman, General
Business Division, 1989, 1991 P Corporate Member 1996 - 1998
- { Pandl's in Bayside, Inc. (restaurant), Milwaukee, WI Advisory Board of Directors, 1987 - 1999
- { Jewish Vocational Service (Milwaukee Center for Independence), Milwaukee, WI
Board of Directors, 1987 - 1990 P Finance Committee, 1989 - 1990 P Rehabilitation Committee, 1986 - 1987
Nominating Committee, 1990 P Food Service and Nutrition Committee, 1987 - 1989
- { Jewish Family Services, Milwaukee, WI
Board of Directors, 1991 - 1997 P Personnel, Budget, & ad hoc committees, 1991 - 1997
- { Jewish Community Center, Whitefish Bay, WI Facilities Committee, 1994 - 1996
- { Congregation Shalom, Fox Point, WI
Board of Trustees, 1984 - 1986 P Social Action Chairman, 1985 - 1986 P Bingo Committee, 1982 - 1987 Chairman,
1984 - 1985 P Meal site volunteer, 1986 - 2000 P Mitzvah Day site captain, 1995 - 1996, 1998
- { Milwaukee Jewish Federation Exceptional Needs Comm., 1987 - 1989 P Campaign, 1987, 1988, 1997 P WI
Jewish
Chronicle, Business Ops. Comm., 1986 - 1987 P Leadership Training Groups, Steering Comm., 1985, 1986
- { Milwaukee Hunger Task Force Foodshare Day Chairman, 1988 - 1990 P Executives Council, 1989 - 1998
- { Second Harvesters of Wisconsin, Inc., Milwaukee, WI Second Helpings Food Committee, 1991 - 1994
- { United Performing Arts Fund, Milwaukee, WI
Troupes (volunteer coordinator), 1987 - 1989 P Campaign worker, Golden Circle Division, 1989, 1990
- { United Community Center, Milwaukee, WI Finance Committee, 1993 - 1996, 2003 - 2009
- { Department of Public Instruction, Madison, WI Task Force on Youth Employment, 1990
- { Milwaukee Area Technical College, Milwaukee, WI Bus. & Ind. School to Work Comm., 1995 - 1996
- { Washington High School Class of June, 1969 Co-chair 25 year reunion, 1994
- { Congressman Kleczka Health Care Reform Advisory Committee, 1993 - 1994
- { Barrett for Congress campaign Steering Committee, 1992 P worker 1994, 1996, 1998, 2000
- { Cudahy Chamber of Commerce Board of Directors, 1995 - 1997
- { Cudahy Public Library Building Advisory Committee, 1997 - 1998
- { McDonald's Corporation and Owner/Operator Activities
McDonald's of Southeastern Wisconsin Advertising Association, Inc.
Board of Directors, 1991 - 2009 P Treasurer, 1983 - 2009 P Secretary, 1985 - 1987, 1996 - 1997
First Vice President, 1988 - 1991 P Advertising Advisory Committee, 1984 - 1991
Representative to Midwest Purchase Committee, 1981 - 1987, to Whitewater Purchase Committee, 1986 - 2009
Midwest Purchase Committee, Chicago, IL, 1981 - 1987
Subcommittee Chairman, Distributor Review, 1983 - 1985 in charge of pricing and service negotiations with
distributor (500 restaurant buying cooperative)
Whitewater Purchase Committee, Whitewater, WI, 1986 - 2009 General Chairman, 1987 - 2009
Subcommittee Chairman, Distributor Pricing, 1987 - 2009 (buying cooperative of 300+ restaurants)
Division Purchasing Leadership Committee, member, 1998 - 2009 Logistics Committee 2007-2009
Milwaukee Region Operators Advisory Board National Steering Committee, 1992 - 2001 P Treasurer 1997 - 2001 P
Political Affairs Coordinator, 1988 - 2001

McDonald's Corporation Political Action Committee National Steering Committee Trustee, 1993 - 2003
Milwaukee Region Market Share Impact Panel, 1994 – 1998
Chicago Region Leadership Committee (RLC) member, 2002 – 2004,
McDonald's All American Basketball Game 2008, Treasurer
Central City Network Treasurer 2005-2008

INDIVIDUAL AWARDS

- { Wisconsin Restaurant Association
 - Outstanding Restaurateur of the Year Award, Milwaukee Chapter, 1985
 - Meritorious Service Award, 1994 P Wisconsin Restaurateur of the Year, 1998
- { McDonald's Corporation
 - Dean's List, Hamburger University, 1987 P Regional Manager's Award (special service award), 1988
 - Ronald McDonald Award (Outstanding Regional Service Award), 1998
- { Milwaukee County Executive Office for Persons with Disabilities
 - John Van Dyke Memorial Award, 1999
- { Cudahy / St. Francis Little Baseball Association (Little League)
 - Grand Slam Youth Partnership Honoree, 1999
- { South Milwaukee Little League
 - Parade Grand Marshall and Recognition, 2005, 2008
- { YMCA of Metropolitan Milwaukee
 - South Shore Branch Distinguished Leader of the Year, 1998
- { United Community Center
 - Friends of the Hispanic Community Award, 1991
- { Optimist Club of Milwaukee
 - Henry Scarborough Friend of Youth Award, 1990
- { Second Harvesters of Wisconsin, Milwaukee, Wisconsin
 - Service Award, 1990
- { Veteran's of Foreign Wars, South Milwaukee Post
 - Community Service Award, 1989
- { National Restaurant Association
 - Cornerstone Humanitarian Award, National Finalist and State Winner, 2000
- { District Council 10, (2,300 member teachers' union)
 - Community Action for Excellence in Education, 2002
- { Rotary Club of General Mitchell Field
 - Community Support Recognition, 2005
- { The Gathering (large metro meal provider)
 - Friend Award, 2006, 2007

MCDONALD'S RESTAURANTS OWNED

- { Cudahy 6163 South Packard Avenue
- { South Milwaukee 2715 South Chicago Avenue
- { Port Washington 1700 North Wisconsin Street (until May, 1996)
- { Greenfield 4275 South 27th Street (purchased December, 1990)
- { Milwaukee 5354 or 5890 South 27th Street (purchased March, 1991)
- { Milwaukee 191 West Layton Avenue (purchased May, 1996)
- { Milwaukee 6262 South 13th Street (opened November, 1985)
- { Milwaukee 707 South 1st Street (purchased August, 2002)
- { Milwaukee 830 East Potter (purchased August, 2002)
- { Oak Creek 9471 South 13th Street (opened August, 1980)
- { Oak Creek 8800 South Howell Avenue (opened December, 1996)
- { Mount Pleasant 6630 Washington Avenue (purchased December, 1998)