

JULIE A. PENMAN

LEADERSHIP AND OTHER PROFESSIONAL SKILLS

- Extensive experience in setting goals, building consensus and achieving results.
- Success in establishing and implementing public policy and major City initiatives.
- Extensive background in dealing with the media and making public presentations.
- Action-oriented with strong communication, facilitation and interpersonal skills.
- Proven strengths in strategic planning, organizational change and quality management.
- Ability to form alliances and work with diverse groups of stakeholders including the business community, elected officials, community-based organizations, the educational community and residents.
- Technical expertise in real estate development, real estate appraisal and tax policy.

EMPLOYMENT EXPERIENCE

HAMMEL, GREEN & ABRAHAMSON (HGA) ARCHITECTS AND ENGINEERS – ASSOCIATE VICE PRESIDENT, BUSINESS DEVELOPMENT

March 2004 To Present

DESCRIPTION: Responsibilities include growing HGA's business base, developing and implementing the strategic plan for each business segment, managing and influencing public relations efforts, and building relationships throughout the region.

CITY OF MILWAUKEE - COMMISSIONER OF CITY DEVELOPMENT

January 1999 to January 2004

DESCRIPTION: Responsibilities include strategic planning, management and implementation of all City of Milwaukee economic development programs. This includes oversight of all functions performed by the Department of City Development, including downtown and neighborhood redevelopment; development financing (gap loans and tax incremental financing); comprehensive planning; industrial, commercial and housing development; administration of the City's zoning and permitting codes; development and management of public housing; management of all city-owned real estate activities; and all public outreach and marketing associated with these activities. The department has nearly 400 employees and an annual operating and capital budget totaling nearly \$100 million. It includes the Housing Authority, Redevelopment Authority, Milwaukee Economic Development Corporation, and the Neighborhood Improvement Development Corporation.

ACHIEVEMENTS:

- Directed the department during a five-year period of unprecedented growth in downtown Milwaukee with over a billion dollars in new residential, entertainment and commercial development. Nearly 3,000 new residential units alone were constructed during this period with 2,200 more in planning.
- Oversaw the completion and ongoing implementation of the Downtown and Menomonee Valley Master Plans. These plans include major initiatives which are currently underway such as the removal of the Park East freeway stub and planning for its redevelopment, the downtown connector study, revitalization of Wisconsin Avenue, extension of Canal Street through the Menomonee Valley, and condemnation and redevelopment of the CMC rail shop yards, to name a few.
- Led development of the City's comprehensive housing strategy, completed in 2002.
- Instituted an aggressive policy for cleaning and redeveloping contaminated properties (brownfields) in Milwaukee, raising over \$12 million dollars in State and Federal grants and leveraging over \$360 million in private investment to date.
- Initiated comprehensive planning efforts for the Near West Side neighborhood and the Fond du Lac Avenue Corridor.
- Streamlined processes and regulations to ensure customer-friendly, predictable and efficient operations

- including consolidation of all building permit activities and rewriting the City's zoning code.
- Led the successful upgrading of the department's computer systems to meet the needs of the 21st Century. This included development of an intranet site, improvement and expansion of the department's website, upgrading existing computer systems and development of new computerized tracking systems for improved interdepartmental coordination and efficiency.

CITY OF MILWAUKEE - ASSESSMENT COMMISSIONER

September 1989 to December 1999

DESCRIPTION: Chief Administrative Officer of the City Assessor's Office. Responsible for determining assessed value of all residential and commercial property in Milwaukee. This included managing the Department (80 employees), strategic planning, directing the Board of Review, and developing policy and standards covering \$16 billion in taxable property value.

ACHIEVEMENTS:

- Instituted quality management throughout the department, improved service and reduced customer complaints by over 80 percent.
- Downsized the department by over twenty percent due to efficiencies realized through computerization and cross-training of staff.
- Oversaw the successful development and implementation of a new computerized residential and commercial property appraisal system.
- Led development and implementation of the City's on-line property information website. This was the first City of Milwaukee departmental website and one of the first in the nation to offer on-line lookup capability. This innovation reduced telephone calls in the Assessor's Office from a high of 800 calls per day down to fewer than 200 calls per day.
- Turned an office environment that had previously suffered from poor labor/management relations into a win/win environment with management and labor working together to improve the quality of service.

STATE OF WISCONSIN, WISCONSIN DEPARTMENT OF REVENUE

Various positions of increasing complexity and responsibility from 1977 through 1989 as follows:

MANUFACTURING ASSESSMENT DIVISION - SUPERVISOR OF DISTRICT OFFICE

August 1987 to September 1989

Managed the southern Wisconsin manufacturing property assessment district office, including a staff of appraisers and technicians. Responsible for the assessment of all manufacturing property in the Southern District. This was a ten county district with 365 municipalities, 3,700 manufacturing parcels, and over \$1 billion in value (1989). The district included the Madison, Janesville, and Beloit areas.

SOUTHERN EQUALIZATION DISTRICT - PROPERTY ASSESSMENT SUPERVISOR

July 1983 to August, 1987

ASSESSMENT PRACTICES SECTION - PROPERTY ASSESSMENT SUPERVISOR

October 1982 through July 1983

ASSESSMENT PRACTICES SECTION - PROPERTY ASSESSMENT SPECIALIST

January 1977 through October 1982

BOARDS, COMMISSIONS AND COMMITTEES

Milwaukee Main Street Advisory Council – December 2004 to present
Downtown Milwaukee Marketing Collaborative – January 2004 to present
Menomonee Valley Partners, Board Member (also Management and Development Committees – 2000 to present
Women’s Fund – 2003 to present
United Way of Greater Milwaukee, Steering Committee – 2002 to present
St. Joseph’s Hospital Community Foundation (Chairman, Secretary) – 2000 to present
Marquette University – College of Professional Studies Advisory Council – 2002 to present
Young Professionals of Milwaukee, Advisory Committee – 2002 to present
Urban Land Institute, District Council Executive Committee – 2001 to present
City of Milwaukee Redevelopment Authority, Executive Director – January 1999 to January 2004
City of Milwaukee Plan Commission, Executive Secretary, – January 1999 to January 2004
Initiative for a Competitive Inner City, Advisory Council – 2001 to 2004
Spirit of Milwaukee – Collaborative Marketing Team – 2001 to 2004
Milwaukee World Festivals, Board of Directors – 1999 to 2001
Greater Milwaukee Committee, Bradley Center Task Force – 1999 to 2001
Greater Milwaukee Committee, Wisconsin Avenue Task Force – 1999 to 2000
Citywide Strategic Planning Team, Chairman - 1994-2000
Many other Boards, Commissions and Committees prior to 2000 - available upon request.

AWARDS AND RECOGNITION

2002 - Woman of Influence Award
1999 - City Innovation Award for work in prevention and detection of real estate fraud
1998 - Presidential Citation - International Association of Assessing Officers (IAAO)
1997 - City Innovation Award for development of Assessor’s Office website
1997 - Public Information Award - IAAO
1997 - Public Information Award - Wisconsin Association of Assessing Officers (WAAO)
1997 - Presidential Citation for outstanding achievement – IAAO
1996 - City Innovation Award for improved access to public information
1996 - Distinguished Assessment Jurisdiction - WAAO
1995 - Distinguished Research and Development Award for computerized assessment systems – WAAO
1994 - Distinguished Research & Development Award for researching and developing standards for the appraisal of properties with environmental contamination – IAAO
Prior to 1994 - Numerous other awards available upon request.

CURRENT PROFESSIONAL MEMBERSHIPS

Building Owners and Managers Association	Professional dimensions
Commercial Association of Realtors – Wisconsin	Urban Economic Development Assn. of Wisconsin
Congress for the New Urbanism	Urban Land Institute
CoreNet	Wisconsin Commercial Real Estate Women
E-Innovate	Wisconsin Economic Development Association
Institute of Real Estate Management	Wisconsin Technology Council

EDUCATION AND TRAINING

Graduate of the University of Wisconsin - River Falls with a B.S. in English and a minor in Psychology.
Extensive subsequent coursework in administration and management, real estate, appraisal and computer applications.

REFERENCES

Available upon request.