

# JEFFREY M. STEREN

## Vita

### CAREER HISTORY

- ♦ McDonald's Restaurants, Owner/Operator 12 Restaurant Locations  
*Steren Management Company, Inc., President 3451 East Ramsey Ave., Cudahy WI*  
*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 since 1984: 4976 North Ardmore Avenue, Whitefish Bay, WI 53217
- ♦ Interests: travel, reading, volunteering, genealogy, politics, stock club member since 1992

### ACTIVITIES & POSITIONS CURRENTLY HELD

- ♦ Ronald McDonald House Charities, Milwaukee, WI  
*Board of Directors, 1997-2016; numerous committees, 1989-2016; Vice President, 2007; Treasurer, 2008, 2009; Executive Committee 2014-16*
- ♦ South Shore YMCA, Cudahy, WI  
*Board of Managers, 1982-2014; various committees, 1982-2008; Capital Campaign chair, 1996-98*
- ♦ National Multiple Sclerosis Society, Wisconsin Chapter  
*Board of Trustees, 1995-2016; Co-Chair Government Relations Committee, 2000-14; Community Campaign Comm., 1995-2001; Co-Chair, 1997-99; Major Gifts Comm., 1997-98*
- ♦ Boy Scouts of America, Milwaukee County/Three Harbors Council  
*Friends of Scouting campaign worker, 1994, 1998-2009; Den Leader, 1997-2001; Troop Committee, 2002-09; Chairman, 2003-08; Merit Badge Counselor, 2003-16*
- ♦ Historic 41 BID District #43, City of Milwaukee mayoral appointee, 2010-16
- ♦ Wisconsin Bnai Brith Youth Organization Adult Commission member, 2007-12
- ♦ Wisconsin Restaurant Association, Madison, WI  
*Board of Directors, 1979-92; Political Action Comm. Trustee, 1982-2016; Chairman, 1986-92, 1993-94; Finance Committee, 1985-89; Legislative Education Committee, 1988-98; Convention Committee, 1978-80; 1986; Convention Programming Chairman, 1978, 1979; Show Chairman, 1980*

### **McDonald's Corporation and Owner/Operator Activities**

- ◆ McDonald's of Southeastern Wisconsin Advertising Association, Inc.  
*Board of Directors, 1991-2016; Treasurer, 1983-2016; Secretary, 1987, 1996-97; First Vice President, 1988-91; Advertising Advisory committee, 1984-91; Coop representative to Midwest Purchase Committee, 1981-87; to Whitewater Purchase Committee, 1986-2016*
- ◆ McDonald's Political Action Committee  
*National Steering Committee Trustee, 1993-2004*
- ◆ Midwest Purchase Committee, Chicago, IL, *Member, 1981-1987; Subcommittee Chairman, Distributor Review 1983-85 in charge of pricing and service negotiations with distributor (500 restaurant buying cooperative)*
- ◆ Whitewater Purchase Committee, Whitewater, WI, *Member, 1986-2016; General Chairman, 1987-2016; Subcommittee Chairman, Distributor Pricing, 1987-2016 (buying cooperative of 390 restaurants), Division Purchasing Leadership Committee member, 1998-2009; Logistics Committee, 2007-10*
- ◆ Milwaukee Region Operators Advisory Board, 1992-2001; *Treasurer, 1997-2001; Government Relations Chair, 1988-2001; Market Share Impact Panel, 1994-98*
- ◆ McDonald's 2008 All American Basketball Game, *Treas. & numerous committees*
- ◆ Central City Network, *Treasurer 2005-08*
- ◆ Greater Chicago Region  
*Regional Leadership Committee (RLC), 2002-04; PLACE Pillar Team, 2009, 2012-14; Operations Pillar Team, 2011-12, 2014-16*

### **McDONALD'S RESTAURANTS OWNED**

- ◆ Cudahy 6163 South Packard Avenue (relocated January, 1996 from 5740 S. Packard)
- ◆ South Milwaukee 2715 South Chicago Avenue (rebuilt August 1989 opened September 1969)
- ◆ Port Washington 1700 North Wisconsin Street (until May, 1996)
- ◆ Greenfield 4275 South 27<sup>th</sup> Street (purchased December, 1990)
- ◆ Milwaukee 5354 or 5890 South 27<sup>th</sup> Street (purchased March, 1991)
- ◆ Milwaukee 191 West Layton Avenue (purchased May, 1996, rebuilt August 2003)
- ◆ Milwaukee 6262 South 13<sup>th</sup> Street (opened November, 1985)
- ◆ Milwaukee 707 South 1<sup>st</sup> Street (purchased August, 2002)
- ◆ Milwaukee 830 East Potter Avenue (purchased August, 2002)
- ◆ Milwaukee 1814 East North Avenue (purchased March 2014)
- ◆ Oak Creek 9471 South 13<sup>th</sup> Street (opened August, 1980, rebuilt December 2006)
- ◆ Oak Creek 8800 South Howell Avenue (opened December, 1996)
- ◆ Mount Pleasant 6630 Washington Avenue (purchased December, 1998)

## **OTHER ACTIVITIES AND POSITIONS HELD**

- ♦ Wisconsin Council of Workforce Investment, Madison WI  
*Member (Governor appointee), 2009-11; Advisory Subcommittee on Medicaid Infrastructure Grant, 2007-11; Chairman, 2009-11*
- ♦ Zoological Society of Milwaukee County, Associate Board member, 1989-2004;  
*Corporate/Development Committee, 1989-91; First Vice President and Executive Committee, 1991-92; Treasurer, Finance Committee, and Executive Committee, 1992-94; Zoo Ball, committee chairman, 1991-93; Snooze at the Zoo, chairman, 1993-98; public school liaison, 1995-2004*
- ♦ Trinity Memorial Hospital Foundation, Cudahy, WI  
*Board of Directors, 1982-94; Board Chairman, 1985-88, 1992-93; Executive Committee, 1985-95; Capital Campaign Co-Chairman, 1989-90*
- ♦ St. Luke's South Shore Hospital, Cudahy, WI  
*Philanthropy Advisory Board, 1996-2000*
- ♦ Wisconsin Restaurant Association, Milwaukee Chapter  
*Board of Directors, 1978-87; Treasurer, 1979, 1980; Vice President, 1981; President, 1982, 1983; Political Action Committee Chairman, 1982-93*
- ♦ United Way of Greater Milwaukee, Inc.  
*Planning, Allocation, and Monitoring Committee, Budget Panel, 1987-91; Campaign Cabinet, 1985, 1986, 1989, 1991; Unit Chairman, Multi-location Retail Business Division, 1985, 1986; Group Chairman, General Business Division, 1989, 1991; Corporate Member, 1996-98*
- ♦ Pandl's in Bayside, Inc. (restaurant), Bayside, WI  
*Advisory Board of Directors, 1987-99*
- ♦ Jewish Vocational Service (Milwaukee Center for Independence), Milwaukee, WI  
*Board of Directors, 1987-90; Finance Committee, 1989-90; Rehabilitation Committee, 1986-87; Nominating Committee, 1990; Food Service and Nutrition Committee, 1987-89*
- ♦ Wisconsin Bnai Brith Youth Organization  
*Adult Commission member, 2007-12*
- ♦ Jewish Family Services, Milwaukee, WI  
*Board of Directors, 1991-97; Personnel, Budget & Ad Hoc Committees, 1991-97*
- ♦ Jewish Community Center, Whitefish Bay, WI  
*Facilities Committee, 1994-96*
- ♦ Congregation Shalom, Fox Point, WI  
*Board of Trustees, 1984-86; Social Action Chairman, 1985-86; Bingo Committee, 1982-87; Chairman, 1984-85; Meal Site volunteer, 1986-2000; Mitzvah Day Site Captain, 1995-96; 1998*
- ♦ Milwaukee Jewish Federation  
*Exceptional Needs Committee, 1987-89; Campaign, 1987, 1988, 1997; WI Jewish Chronicle, Business Operations Comm., 1986-87; Leadership Training Groups Steering Comm., 1985-86*
- ♦ Milwaukee Hunger Task Force  
*Foodshare Day Chairman, 1988-90; Executives Council, 1989-98*
- ♦ Second Harvesters of Wisconsin, Inc., Milwaukee, WI  
*Second Helpings Food Committee, 1991-94*
- ♦ United Performing Arts Fund, Milwaukee, WI  
*Campaign worker, 1989-90; Troupes (Volunteer coordinator), 1987-89*
- ♦ United Community Center, Milwaukee, WI  
*Finance Committee, 1993-96, 2003-09*
- ♦ Department of Public Instruction, Madison, WI  
*Task Force on Youth Employment, 1990*
- ♦ Milwaukee Area Technical College, Milwaukee, WI  
*Business & Industrial School to Work Comm., 1995-96*
- ♦ Washington High School Class of June 1969  
*Co-chair 25 year reunion, 1994; 40 year reunion organizing committee, 2009*
- ♦ Congressman Kleczka Health Care Reform  
*Advisory Committee, 1993-94*
- ♦ Barrett for Congress Campaign  
*Steering Comm., 1992; worker 1994, 1996, 1998, 2000*
- ♦ Cudahy Chamber of Commerce  
*Board of Directors, 1995-97*
- ♦ Cudahy Public Library  
*Building Advisory Committee, 1997-9*

## Individual Awards

- ♦ Washington High School Alumni Scholarship Foundation  
Hall of Fame Inductee, October 2014  
One of 33 members for 100+ year old school including US Senator, Wisconsin governor, philanthropists, teachers, Federal judge and professor, US presidential cabinet member, Commissioner of Major League Baseball, film star, local elected officials
- ♦ Wisconsin Restaurant Association  
*Outstanding Restaurateur of the Year Award, Milwaukee Chapter 1985*  
*Meritorious Service Award, 1994*  
*Wisconsin Restaurateur of the Year, 1998*
- ♦ McDonald's Corporation  
*Dean's List, Hamburger University 1987*  
*Regional Manager's Award (special service) 1988*  
*Ronald McDonald Award (Milwaukee Region Outstanding Owner/Operator) 1998*  
*Ronald McDonald Award (Chicago Region Outstanding Owner/Operator) 2014*
- ♦ Ronald McDonald House Charities of Eastern Wisconsin  
*James Pihos Award for distinguished commitment 2012*
- ♦ 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*
- ♦ Veterans of Foreign Wars, South Milwaukee Post  
*Community Service Award, 1989*
- ♦ National Restaurant Association  
*Cornerstone Humanitarian Award, National Finalist and State Winner, 2000*
- ♦ Wisconsin Education Assn. District Council 10 (2300 member teacher's union)  
*Community Action for Excellence in Education, 2002*
- ♦ Rotary Club of General Mitchell Field  
*Community Support Recognition, 2005*
- ♦ Zoological Society of Milwaukee County  
*Spheniscus Humboldtii Award, 1997 for significant volunteering and also financial support*
- ♦ The Gathering (large metro meal provider)  
*Friend Award, 2006, 2007*