

Hummert Management Group, inc.

James Hummert is a 30-year veteran of the hospitality industry and has garnered an enviable position as a product positioning and design expert. He also has operational expertise to maximize efficiency and market share of a broad range of products. As an entrepreneur and corporate executive, Mr. Hummert has successfully integrated diverse needs of shareholders, employees and guests. Firsthand knowledge of development, construction, financing, design, operations and strategic alliances has resulted in successful structuring of hotel, food and beverage, and mixed use development.

#### Hotel Metro

Mr. Hummert is the partner responsible for the concept, design and operations of Hotel Metro. This highly successful historic hotel opened in 1998 and is the only hotel in Milwaukee to achieve "Top 500 in the World" status from Travel Leisure magazine. As managing partner, he has continued to refine Hotel Metro into Milwaukee's number one market share hotel, achieving over 140% of fair share against the city's top hotels.

#### Coastal Hotel Group

As a founding partner of this Chicago-based hotel development and management company, Mr. Hummert was directly responsible for its mid-market division with 1400 employees. Portfolio included:

- Hawthorn Suites Hotels. As Partner and Executive Vice President of Coast Hotel Group, completed successful turnaround of the Pritzker family's Hawthorn Suite brand, a south central US chain. A \$350,000 (30 percent) improvement in the operating profit resulted from targeting and delivering increased revenues for specific market segments while increasing productivity and reducing departmental expenses.
- Historic Partridge Inn, Augusta, Georgia. Successfully renovated and repositioned the 150 room suite hotel and restaurant. Reopened hotel in conjunction with the Masters' Tournament.
- Highlands Inn, Carmel, California. Ocean side 160 room and villa resort.
- Monterey Bay Inn, Monterey, California. 32 room Victorian Inn.
- Jerome Hotel, Aspen, Colorado. Built in the late 1800's the Jerome Hotel remains one of Aspen's premiere hotels.
- Hotel 21 East, Chicago, Illinois. Partner responsible for the 1985 design and development of this \$42 million, 22 story, 247 room neoclassic luxury urban hotel. Cafe 21, the hotel's restaurant, rated #2 restaurant in the country by Travel and Leisure magazine. Featured speaker of 1986 International Hotel Show in New York on design of luxury urban hotels.
- River North Hotel, Chicago, Illinois. Directed 1984 redevelopment and concept for this highly successful avante-garde, 150 room urban hotel.
- Midway Hotels in Grand Rapids, Michigan, Wauwatosa, Wausau, Eau Claire and Appleton, Wisconsin.
- Checca Lodge, Islamorada, Florida. Ocean side resort, 260 guest rooms and villas.

#### Lion House

Historic renovation of Milwaukee's oldest mansion (1852), winning various design and

renovation awards.

#### Midway Management Partners

As President, directed operations of 12-hotel chain with 1100 employees. From 1980 to 1983, increased market share and profitability by 20 percent.

#### Midway Hotels

Director of Franchise and Development from 1975 to 1980. Grew Midway Hotel chain from 12 to 22 properties. Site selection, financing, restaurant leases and design specifications.

#### Relevant Boards and Committees

In addition to designing, developing and operating hotels, Mr. Hummert has worked on a broad range of boards and committees where his real estate development and operations skills could be utilized.

Heartland Properties and Woven Hearts, 1993 - 1995. Oversaw the executive staff of both non-regulated businesses. Heartland Properties was the largest developer of Section 42 Housing in the country with \$120 million annually. Woven Hearts was a start up CBRF (Community Based Retirement Facility) company throughout the North Central states.

Wisconsin Tourism Development Committee, 1992.

Executive Committee and member of board chaired by Governor Tommy Thompson to promote tourism throughout the state.

#### Community Interests

Milwaukee Community Sailing Center founding board member

Milwaukee Ballet Board member

Mount Mary College Board of Trustees

Milwaukee Yacht Club Board of Directors