

Nancy O'Keefe

9510 Ridge Boulevard

Wauwatosa, Wisconsin 53226

Professional Experience

Historic Third Ward Association/Business Improvement District No. 2, Milwaukee, WI

10/97 – Present Executive Director

1/96 – 9/97 Assistant Director

Chief operating officer responsible for the management and implementation of the programs, projects and services of the organizations. This includes, but is not limited to:

- Manage infrastructure/capital improvements in the BID No. 2, which includes two parking structures, streetscape improvements, Third Ward Riverwalk and Downtown Connector.
- Manage the financial affairs of the Association and BID 2.
- Calculate and implement annual property assessments for all BID 2 property owners.
- Act as liaison to property owners, businesses, residents, Milwaukee Public Market, government agencies, business leaders and City officials.
- Assist owners and architects through the architectural review process.
- Promote and market the Third Ward as the best place to live, work, play and shop.
- Act as staff support to HTWA, BID 2 and ARB boards of directors.
- Manage and hire all employees, contractors and consultants.
- Assist property owners and real estate developers in neighborhood planning and development.
- Entice membership and motivate volunteers.
- Manage and implement Third Ward events:
 - Christmas in the Ward – expanded in 1997
 - Summer Sizzle Jazz Festival – created in 1999
 - Gallery Night – took over production in 2000; expanded to Gallery Night & Day in 2003
 - Artscape – created in 2004 to coincide with Gallery Night & Day
 - Ice Sculpting Competition – created in 2004 to coincide with Gallery Night & Day

Current Affiliations

Board of Directors - Milwaukee Public Market, Inc.

Board of Directors - Secretary – Lakeshore State Park

Board of Directors - Alliance for Downtown Parking & Transportation

Executive Secretary - Architectural Review Board

Summerfest Technical Task Force

Trolley Loop Group

Milwaukee BID Council

Milwaukee Downtown Collaborative Association

Downtown Milwaukee Holiday Task Force

Downtown Employee Appreciation Week Committee

Membership Affiliations

International Downtown Association

The Waterfront Center

Milwaukee Chamber of Commerce

Visit Milwaukee

PAST WORK HISTORY

8/93 - 10/95 **Specialized Medical Services, Inc., Wauwatosa, WI**
Office Manager

Acted as confidential secretary to 3 principals. Handled all personnel functions, i.e., payroll, health/dental/life insurances and 401k plan. Maintained corporate records and files. Ordered all office supplies and equipment, and monitored lease and maintenance agreements. Other responsibilities included accounts payable and receivable, reconciled bank statements, and helped design advertising material. Made company travel arrangements and worked closely with the Kentucky office. Lotus, Paylink, Word Perfect, Microsoft Works. Beginner to Microsoft Office.

8/92 - 8/93 **VIP Executive Center, Brookfield, WI**
Administrative Assistant promoted to Office Manager

Secretary to 20 tenants in a shared office environment. Answered phones, sent faxes, typed correspondence, proposals, invoices and specifications. Prepared monthly billings and handled accounts payable/receivable. Responsible for all on-site maintenance; heating and air conditioning, phone systems, landscaping, snowplowing, etc. Placed ads, showed office space to prospective tenants, did background checks and drew up leases. Executone 25 line phone system, Lotus, and Word Perfect 5.1

4/89 - 6/92 **Milwaukee Marriott Hotel, Brookfield, WI**
Sales and Catering Assistant

Key operator for two Marriott programs; MENU Management for typing Banquet Event Orders (BEO's), proposals and contracts. TOPCAT for processing banquet checks and summaries, daily event sheets and doorcards. Processed the "10 day" for upcoming functions and set up all in-house meetings. High volume of telephone inquiries and assisted in-house clients with problems and/or concerns. Word Perfect 5.1 and Lotus.

9/86 - 10/88 **St. Anthony's Family Medical Center, Milwaukee, WI**
Personnel Technician

Processed all paperwork for new hires, terminations, and status changes. Set up and monitored benefit accruals, direct deposits and deductions for insurance, IRA's and savings bond. Verified employment requests, did background checks and set up interviews. Acted as department secretary.

5/82 - 9/86 **Industrial Parts Sales, Inc.,** Wauwatosa, WI
Executive Assistant

Provided customer service to clients, processed orders, invoices and purchase orders. Handled all accounts payable/receivable, petty cash, payroll and insurance. Made travel arrangements and monitored expense reports. Typed routine correspondence and proposals. Wordstar.

10/80 - 1/82 **Marklin, Inc.,** New Berlin, WI
Office Manager promoted to Sales Service Manager

First employee hired. Ordered office equipment and supplies. Set up bank accounts and handled all administrative functions. Provided customer service to existing accounts, consumers and dealers, and opened new accounts by direct follow-up. Participated in trade shows and in-store promotions. Helped create advertising and promotional programs. Assisted in writing monthly newsletter.

8/77 - 9/80 **Maynard W. Meyer and Associates, Architects,** Milwaukee, WI
Administrative Secretary

One girl office with 7 architects. Typed correspondence, bids, quotations and job specifications. Performed all bookkeeping functions and maintained job file archives and catalog library. High volume of manuscript typing.

1/72 - 6/77 **Marquette Electronics, Inc.,** Milwaukee, WI/Munich, West Germany
Executive Secretary

Reported to President, Vice President and Sales Manager. Handled all typing, Dictaphone and telephones. Supported 12 field sales managers with typing, literature requests and spare parts shipments. Made travel arrangements. Telex operator for 10 foreign sales representatives. Compiled weekly backlog reports. Experienced in import and export.

EDUCATION

1970-1972 University of Wisconsin, La Crosse, Wisconsin
Major: Physical Education Minor: Sociology

References will be furnished upon request.

As Executive Director of the Third Ward Nancy has been part of creating over a 1/2 billion dollars in value within the Third Ward over the last 10 years. In addition to managing Milwaukee's 4 Nationally recognized Gallery Nights, which she expanded into Gallery Night and Day, Christmas in the Ward, the Summer Sizzle Jazz Festival and the Ice sculpting competition, both of which she started. Nancy is responsible for managing two parking structures, the Third Ward Riverwalk, the HTWA streetscapes and is on the Board of the Milwaukee Public Market. During Nancy's tenure the HTWA has received over 30 million dollars in public and private grants loans and donations. The HTWA is the most successful entity of its kind in the US and has consistently been at the forefront of BID's in the US. Nancy's creativity, hard work and personality have been the hall mark of what the HTWA stands for. Under Nancy the HTWA has become a model neighborhood which is studied by urban design experts from all over the world. It is only odd that she has never received the accolades which her success should have earned her. I guess her only fault is an unwillingness to be a constant self-promoter. It has been an honor and a privilege to work with Nancy and I hope you will recognize the tremendous contributions she has made to this community both as a leader and a person.

Einar Tangen
Chairman, BID 2
May 2006