

11th Annual Illinois Financial Forecast Forum

Speaker & Moderator Biographies

C. Kelly Cofer

Founder and CEO, The Retail Coach

C. Kelly Cofer founded The Retail Coach more than 20 years ago and continues to blend his expertise in retail real estate and corporate site selection with his knowledge of economic and community development to assist more than 600 communities across the U.S. in reaching their retail potential. As a recognized expert in finance, market research and analysis, urban and suburban retail, property development and redevelopment, Kelly's over 35 years of experience in the retail real estate business are unmatched. The Retail Coach was born from Kelly's determination to see communities succeed and to give city leaders the knowledge and ability to recruit retail.

Kelly led the site selection for new stores and headed the rollout for national retail brands and restaurants as a commercial real estate broker in Dallas, Texas. His extensive experience includes national site selection in the corporate real estate department of a NYSE-traded national retailer leading market analysis and new market site selection.

Kelly attended the Economic Development Institute at the University of Oklahoma, holds a Bachelor of Science degree from Texas A&M University, and earned the prestigious Certified Commercial Investment Member (CCIM) designation from the Chicago-based Commercial Investment Real Estate Institute.

Stephen B. Friedman

President, SB Friedman Development Advisors

Stephen B. Friedman, FAICP, CRE – President is founder and president of SB Friedman Development Advisors, and brings over 40 years of experience in real estate and development advisory services. He is both a planner and real estate analyst, bringing a perspective on development sharpened by a concern for the creation of good communities (“place-making”) and the need for economic feasibility. Steve and his team focus on formulating redevelopment strategies and public-private partnerships for development using Tax Increment Financing, Business Districts, Special Service Areas, and New Markets Tax Credits for a wide range of projects. These include mixed-use projects, community facilities, downtown redevelopment, transit-oriented development, waterfronts, industrial expansions/revitalization and airport collateral development. Steve is registered with the SEC as a Municipal Advisor, and is a Counselor of Real Estate (CRE), a member of the College of Fellows of the American Institute of Certified Planners (FAICP), and a full member of the Urban Land Institute (ULI), where he has served in District Council and national leadership positions. He is also a director of The Civic Federation and of Family Focus. In 2013, Steve received the James Felt Creative

Counseling Award of the Counselors of Real Estate for his development advisory role on The Shops and Residences of Uptown Park Ridge project. Steve holds a B.A. from Goddard College in Vermont and an M.S. in Urban and Regional Planning from the University of Wisconsin at Madison.

skilled at answering questions that are unique to the public sector, such as questions about compensatory time, 7(k) work periods, pay for canine handlers, and duty shift trades, to name a few. Ben was selected to the 2016 Illinois Rising Stars list. Only 2.5% of all attorneys in the State of Illinois were selected.

Benjamin Gehrt

Attorney, Clark Baird Smith

Benjamin Gehrt is a Partner in the law firm Clark Baird Smith LLP, where he focuses his practice on traditional labor law and employment litigation. He has experience in grievance and interest arbitration cases, contract negotiations, and unfair labor practice charges. Ben also represents clients in EEO and wage-hour litigation.

Ben has represented public and private sector clients in contract negotiations and interest arbitration. In those settings, he has helped clients obtain significant cost savings through changes in staffing levels, wage schedules, retiree insurance benefits, sick leave buyback benefits, and work rule changes, among other things.

Additionally, Ben has developed a niche practice at Clark Baird Smith LLP, counseling the firm's clients on a wide variety of wage and hour issues under both state and federal law. In addition to handling the traditional wage payment questions that arise with private sector businesses, Ben is skilled at answering questions that are unique to the public sector, such as questions about compensatory time, 7(k) work periods, pay for canine handlers, and duty shift trades, to name a few. Ben was selected to the 2016 Illinois Rising Stars list. Only 2.5% of all attorneys in the State of Illinois were selected.

Geoffrey Kasselmann

Partner & SVP, Workplace Strategy, CRG/Clayco

Geoffrey Kasselmann, SIOR, LEED AP, recently joined CRG / Clayco as Partner & SVP, Workplace Strategy. Geoff oversees CRG's national accounts and leads all client-related initiatives for the company's expanding industrial, office and data center project delivery platform. Additionally, Geoff provides CRG clients with "future-proofing" strategies for their real estate holdings and workplaces.

Geoff is also Founder & CEO of Op2mize Energy, a strategic real estate consultancy and energy procurement firm. Previously, he served as Executive Managing Director at NKF where he led NKF's National Industrial Practice Group from 2013-2017. He also served as the 2017 Global President of the Society of Industrial and Office Realtors® (SIOR), the largest international non-profit trade association of its kind. Mr. Kasselmann was recently honored by Crain's Chicago Business as a member of their Most Influential Commercial Real Estate Brokers in Chicago list; was inducted into the

Midwest CRE Hall of Fame; is a four-time CoStar Power Broker, and received NKF's Outstanding Service Award, amongst other honors and distinctions.

In addition to his core RE development and energy activities, Mr. Kasselmann is an innovation-minded futurist and accomplished global speaker on a variety of topics including economic trends, innovation, sustainability, e-commerce/supply chain, blockchain, and exponential technologies. He has traveled the globe studying smart buildings and cities; provides mentoring to several PropTech startups; and sits on various advisory boards including CRETech; Solar Skyrise; BEI.RE; InteliGlas; and RealNex. He is also the Chicago Regional Chair for the Foundation for International Blockchain and Real Estate Expertise (FIBREE), and a Governing Board Member for Sky Foundation, a non-profit pancreatic cancer research organization.

Greg Kuhn

**Associate Director, NIU Center for Governmental Studies
Adjunct Faculty, NIU and Adjunct Lecturer Northwestern University**

Dr. Kuhn has over 36 years of combined experience in government administration, consulting, research, and academics. In addition to serving at CGS for good portions of his career, Greg has also served in city management assignments as Village Manager in Clarendon Hills and Assistant to the Manager in Skokie, both Illinois communities in the Chicago area. Greg has also provided organizational and leadership assistance services to governments on a consulting basis as a member of the Center for Governmental Studies, as well as Director of Local Government Management Services at Sikich, LLP, as Managing Vice-President of the PAR Group Ltd., and, as a Sr. Associate in Governmental Services at Korn-Ferry International.

Dr. Kuhn specializes in urban management and public policy formulation assistance, strategic planning, organizational development and design, and leadership training. He serves as a lecturer/adjunct faculty member in NIU's Dept. of Public Administration and Northwestern University's SPS Graduate Program in Public Policy and Public Administration and has been recognized with teaching awards at both schools. His academic training includes a Master's degree in Public Administration and a Ph.D. in Public Administration/Political Science/Public Policy, both from Northern Illinois University, and a Bachelor's degree from Marquette University in political science. In his spare time, Greg is active in his community serving on Clarendon Hills' Plan Commission and Zoning Board of Appeals for the past 24 years, including current service as the Commission's Chair.

Mary Ludgin

Managing Director, Head of Global Research, Heitman Financial

Mary is Heitman's Managing Director, Head of Global Research and an equity owner of the firm. She is a member of the firm's Board of Managers, Global Management Committee, North American Private Equity Valuation Committee, and Private Equity and Debt Investment Committees. She is the author of numerous articles and research studies relating to real estate markets, portfolio

management and strategy. Prior to joining Heitman, she was an urban planner for the City of Chicago and she worked in retail site location.

Mary received an AB from Vassar College and an M.A. and Ph.D. from Northwestern University. She is a Governing Trustee of the Urban Land Institute and sits on its Global Board of Directors. Mary also chairs ULI's Chicago District Council. Among other professional affiliations, she served two terms on the board of the Pension Real Estate Association and was its president. Mary is also a former president of the National Council of Real Estate Investment Fiduciaries. She was named a fellow of the Homer Hoyt Institute in 2000, is a docent for the Chicago Architecture Foundation and is a member of the board of the Metropolitan Planning Council of Chicago.

Rick Mattoon

Senior Economist, Chicago Federal Reserve

Rick Mattoon is a senior economist and economic advisor in the economic research department of the Federal Reserve Bank of Chicago. Mattoon's primary research focuses on issues that face the Midwest regional economy. Mattoon began his career at the Chicago Fed in 1990. In 1997, he left the bank to serve as a policy advisor for economic development, energy and telecommunications to the Governor of Washington. He later served as director of policy and legislation for the Washington Utilities and Transportation Commission. He returned to the bank in 2001.

Mattoon's work has appeared in the National Tax Journal, State Tax Notes, Public Choice and Society. He is the co-author of a chapter on state and local governments and the national economy in the Oxford Handbook of State and Local Government Finance.

Mattoon serves on the Board of the Chicago Manufacturing Renaissance Council, the Advisory Committee to the Chicago Workforce Investment Council, the pension committee of the Civic Federation and is a member of the Joint Advisory Board of Economists to the Governor of Virginia. He also serves as a lecturer at the Kellogg School of Management at Northwestern University.

Mattoon received a B.A. from Kenyon College and an M.A. from the University of Chicago.

Fran Lefor Rood

Senior Vice President/ SB Friedman Development Advisors

Fran specializes in real estate market analysis and development strategy, financial feasibility analysis, and public-private partnership finance. Her broad and in-depth understanding of housing - from national and regional housing market dynamics down to project-level feasibility - allows her to provide custom advice and assist clients in reaching their development and community goals. Her recent work includes leading a comprehensive Housing Study and Needs Assessment for the City of Wauwatosa, Wisconsin, and then working with the City to develop a Housing Policy and Action Plan to address a lack of housing types and affordability challenges. Fran also provided research and recommendations to promote affordable housing preservation and community control as part of

the Elevated Chicago planning effort, and has structured financing for affordable and mixed-income projects for several non-profit developers.

Fran holds a Master of Urban Planning and Policy degree from the University of Illinois at Chicago and a Bachelor of Arts degree in Public Policy from the University of Chicago. She is a member of the American Planning Association, Lambda Alpha International-Ely Chapter, Council of Development Finance Agencies, The Goldie Initiative, Illinois Housing Council, and the Illinois Tax Increment Association. Fran is a Series-50 Qualified Municipal Advisor Representative.

Mike Wojcik

Senior Vice President/Principal, The Horton Group

Mike is Senior Vice President of The Horton Group, one of the region's largest privately-held insurance agencies specializing in Insurance, Risk Advisory and Employee Benefits. He joined Horton in 1989 as one of the founding partners of their benefit consulting and brokerage division. He is recognized as a thought leader in the industry.

Mike earned his Bachelor's degree from Roosevelt University and an MBA from Lewis University. He received his Certified Financial Planner (CFP®) designation from the American College and is a Chartered Life Underwriter (CLU). He recently received A Professional Certificate in Public Finance from the University Of Chicago Harris School Of Public Policy and is currently enrolled in the Certified Employee Benefit Specialist (CEBS) program at the Wharton School of the University of Pennsylvania.

Mike has served on numerous advisory boards for insurance carriers and related healthcare industries. He currently serves on the Producer Advisory Committee of Anthem Blue Cross Blue Shield of Indiana. Mike is Co-Chair of the Illinois Independent Agents Working Group. He has testified several times to state legislative committees and co-authored several white papers on healthcare reform. He serves on the Governance Board of Advocate South Suburban Hospital for the past twelve years and Chaired for three.

At the national level, Mike is regarded as an industry expert. He is past chairman of the Big "I" National Health Care Task Force in Washington D.C. and now serves as the group's Health Care Liaison which supports their government affairs efforts on healthcare reform. The Big "I" is a national alliance of more than a quarter million business owners and their employees who offer all types of insurance and financial services products.

Mike speaks regularly on the challenges of healthcare to community, business and legislative leaders.