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No one said marketing is easy work

The Business Journal of Milwaukee

Two Inland Cos. commercial real estate brokers wanted to prove their willingness to pursue business -- even under adverse weather conditions.

Peter Ginn and Tom Shepherd donned sandwich-board signs the morning of the Milwaukee Brewers' April 4 opening day. The two stood along Miller Park Way to attract attention for Stadium Business Center II, a new office/warehouse building at 4500 W. Burnham St. in West Milwaukee.

The 48,000-square-foot building is set for completion this summer. Inland Cos. is constructing and marketing the building and also will manage it.

Mike Fardy, another Inland broker, said the brokers had assured the building owner that "we would do anything and everything to market and lease the building." Ginn and Shepherd braved the 30-degree temperatures and rain for about one hour -- "about an hour too long" -- according to Ginn.

But they got a few phone calls and some honks from truck drivers, he said.

The brokers said they have a couple of leases pending for the building and expect it to lease quickly.

-- Kathy Bergstrom

Cattail brew out of the bag

Lakefront Brewery has released **Cattail Ale**, its first new year-round beer in six years.

The mild ale is brewed "to appeal to wider audiences," said Russ Klisch, president of Lakefront Brewery. Klisch said he does not expect the new product to cannibalize its existing products.

The recipe calls for brewing with only water, yeast, hops and malted barley. A special strain of California ale yeast gives the brew a slight fruity aroma, he said. Klisch described the beer as having a "malty," rather than bitter, finish.

Klisch said light ales have been selling well for two other microbreweries in the state -- New Glarus Brewing Co., New Glarus, maker of Spotted Cow, and Gray's Brewing Co., Janesville, which produces Gray's Honey Ale.

Cattail Ale has its own characteristics, Klisch said.

"We didn't want to make a Spotted Cow clone," he said.

Unlike Spotted Cow, Cattail Ale is filtered and doesn't contain corn.

Cattail Ale sells for about \$6.99 a six-pack. The beer also is available at selected taverns.

"The Cattail Ale has characteristics to make it highly palatable for a broad range of audiences," said Mike Marriman, general manager of Beer Capitol Distributing, Milwaukee.

--Rich Rovito

YWCA chief takes voluntary pay cut

The interim chief executive officer of the **YWCA of Greater Milwaukee** has taken a 25 percent pay cut.

Barbara Wyatt Sibley voluntarily cut her salary from \$208,000 to \$156,000 a year. Sibley took over the YWCA last fall when then-CEO Julia Taylor was hired as president of the Greater Milwaukee Committee.

For the YWCA, the cost cutting has focused on the administrative staff, said Sibley. Since August, the YWCA has laid off 100 of its more than 300 employees.

"We have attempted to not lay off those people who are directly serving customers," said Sibley.

More than a dozen of the YWCA's senior administrative staff members have taken at least 10 percent pay cuts. Sibley said all employees are paying an increased share of their health insurance costs to reduce further the organization's administrative costs.

-- Pete Millard

De La Santos to City on a Hill

City of Hope, a faith-based community development program serving the central city of Milwaukee, is changing its leadership as well as its name.

Now known as City on a Hill, so as not to be confused with a medical center in California, the nonprofit organization's new executive director is Diane De La Santos. She takes over for Walter Harvey, pastor of Parklawn Assembly of God in Milwaukee, who was elected chairman of the board and was executive director on a part-time basis.

City on a Hill was incorporated as a nonprofit organization in 2000. Prior to that, it was known as the Urban Ministry Center of Milwaukee, operated by the Wisconsin-Northern Michigan District of the Assemblies of God.

De La Santos, vice president of public relations for Aurora Health Care, is filling her position as part of a loaned-executive arrangement. Aurora Sinai Medical Center is eight blocks east of City on a Hill.

"We have an ongoing interest in the quality of life in the central city, and we believe an organization like City on a Hill can make a difference here," said De La Santos.

-- Phill Trewyn

Klaesar named PrivateBank CFO

Dennis Klaesar, former senior research analyst with Robert W. Baird & Co. Inc.'s Chicago office, has been named chief financial officer for \$1.4 billion asset PrivateBank & Trust Co., Chicago.

Klaesar covered financial institutions and MGIC for Baird since June 1, 2002. He resigned March 26 and assumed his new position April 1.

"It's unusual for a researcher to move to the position of CFO, but this was a very unique opportunity for me," said Klaesar, who had served as an investment banker for several firms before joining Baird.

Klaesar was head of the U.S. financial institutions group for Andersen Consulting L.L.C., Chicago, serving from 2000 to 2002. He was managing director at Everen Securities Inc. (now Wachovia Securities Inc.), Chicago, from 1994 to 2000. While at Everen, Klaesar consulted with PrivateBank.

Klaesar said PrivateBank recruited him based on their previous working experience. "I know the board and management at the bank very well," he said.

-- Michael Muckian

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