

Marquette University: Marquette Center for Real Estate to host Real Estate Strategies Conference May 4

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MILWAUKEE — Spencer Burton, head of investments at Stablewood Properties and founder of AdventuresinCRE.com, will deliver the keynote address at Marquette University's 11th annual Real Estate Strategies Conference, which will be held Wednesday, May 4, from 8 a.m. to noon at the Alumni Memorial Union, 1442 W. Wisconsin Ave.

Registration is [available online](#) and open to the public. Media interested in covering the conference should contact Kevin Conway, associate director of university communication, at kevin.m.conway@marquette.edu.

This year's conference will focus on the investment strategies, building techniques and recruiting trends that are changing the game in commercial real estate. Burton's keynote will discuss "Investment Decision-Making: Redefining Data Versus Gut."

Additional sessions include:

- Panel: "Mass Timber: Here to stay or a passing fad? Lessons learned from early development projects"
- Presentation: "The Metaverse and Real Estate: A quick primer on what to know and what matters for everyday pros"
- Panel: "The Talent War: New strategies top employers are using today to attract and retain the best talent."

Among experts and panelists on hand for the discussions will be Ann Pieper

Eisenbrown, founder and CEO of Pieper Properties; Tim Hanley, Acting Keyes Dean of the College of Business Administration; Lafayette Crump, Commissioner of City Development for the City of Milwaukee; Tom Zale, vice president of real estate at Northwestern Mutual; Lyle Landowski, president and CEO of Colliers | Wisconsin; and James Phelps, president of JCP Construction. For a complete list of guests, visit the event registration page.

Through innovative teaching, research and outreach, the Center for Real Estate aims to deepen commercial real estate knowledge at Marquette, in Milwaukee, across the Midwest and throughout the nation. Marquette's is the only commercial real estate program offered at a Catholic and Jesuit university, uniquely grounding everything the center does in a solid foundation of business principles, ethics, and an environment that engages students, professionals and academics alike.