



**Crain's Chicago Business**  
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### **Info Junkie: Plan maker**

Entrepreneur Bill Senne owns Senco Development Inc., Sovereign Construction and Property Consultants Realty. He also owns Jane's restaurant in Bucktown and a Vermont Subaru dealership. Mr. Senne, 41, is perhaps best known for a dozen loft conversion projects in Bucktown.

#### **He sees opportunity everywhere:**

Crain's and the Tribune, particularly for commercial real estate sections. "We were struggling for a concept for Emerald (his next condo development). I saw an article in the Tribune about eco-friendly trends in floorings and fabrics. That fits our target market perfectly and it ties into our location on Green Street" in the West Loop.

International Living magazine to track global real estate. "I bought 10 acres of vineyard on the (Adriatic) sea in Croatia, where I'm looking to develop villas. It is one of the few countries where a foreigner can buy oceanfront property."

"Freakonomics: A Rogue Economist Explores the Hidden Side of Everything," by University of Chicago professor Steven D. Levitt and Stephen J. Dubner. A chapter that intrigued Mr. Senne: "Why do drug dealers still live with their moms?"

Avoids PDAs and e-mail. Prefers an old-school appointment calendar; communicates by telephone or face-to-face; prints out downloaded news and reports he wants to study. "I can focus better."

In his BMW, listens to classical music on CDs and WFMT-FM. Loves Verdi, especially the "Requiem Mass." "I remember listening to that while I was driving through the Bavarian mountains in Europe with my dad after he retired. I found the music quieting and stimulating at the same time."

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