

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

XI. PERSONAL LIFE

H. Articles about Graaskamp

1. Personal Profiles (Includes Graaskamp's
Autobiography Written at Age Thirteen)

AUTOBIOGRAPHY

of

JAMES ARNOLD GRAASKAMP

Born

June 17, 1933

Named James Arnold

Born Saturday, June 17 - 12¹⁴ P.M.

Weight 8 lbs. - 1 oz.

By Mrs. Genia Graaskamp

95+
Very alluring
June 17

AUTOBIOGRAPHY

of

JAMES ARNOLD GRAASKAMP

BORN

June 19, 1933

CHAPTER I

Ancestors

I dare not shake the family tree too hard for fear that some bad apples might fall off. My ancestors were of German and Dutch origin.

My great grandfather and grandmother immigrated from Holland shortly after the Civil War. My great grandfather and grandmother on my mother's side came at about the same time. Both came over for the same reason. They felt that America was the land of opportunity for them and their children. Both came to areas in Wisconsin where some of their friends had come before.

My paternal great grandfather settled in Sheboygan County and became a farmer. He started work as a farmhand and gradually saved enough to buy a homestead. He raised a family of six children, and my grandfather was the third child. The family was brought up under the strict atmosphere of the Dutch Presbyterian Church. My grandfather got his education in country schools. He was considered too small to do farm work so his father loaned him one hundred dollars so that he might get a highschool education. He

graduated at seventeen. He was then considered eligible to teach grade school. He spent the next two years teaching grade school. Some of his students were bigger than he was. It is interesting to note that passing grade was between fifty and sixty.

My maternal great grandfather settled originally around Milwaukee. He worked in Michigan while the Michigan Central Railroad was being built. He later moved to the Fox River Valley where he established a home.

My grandfather was the only boy of three children. He received his education in the public schools at Neenah. He learned the trade of harness making through the apprenticeship system. He was an excellent workman and soon established himself in his own business.

My mother was born in Neenah, the youngest of seven children. Her home was located on the river. She grew up in an atmosphere of hunters and fishermen. Possibly I inherit my love for the outdoors and fishing from her. She received her education in the public schools of Neenah. After graduating from High School she entered Carroll College at Waukesha. She majored in Social Sciences.

For several years she assisted in the establishment of psychiatric clinics in several parts of the country. With this training she seems to know every move before I make it.

My father was born in Milwaukee in 1900 (so he can't hide his age from me). He was educated in the public schools. He began to carry papers when he was seven years old. He went to Washington High School. He was too small for active participation in athletics but took an interest in the management of athletics and the glee club. From him I inherit my fondness for singing. My father's and mother's paths first cross at Carroll College. Dad first entered college during the first world war where he was a member of the S.A.T.C. After the war was over he majored in commerce. After graduating he worked in a bank and then in the factory of the A. George Schulz Box Company doing manual labor. After learning the manufacturing of boxes he became a salesman and later became vice president of the company.

CHAPTER II

Baby Days

The reports in the weather bureau show that the month of June, 1933 was the hottest month

on record. Saturday, June 17th, was the hottest day of the month. This was the day that fate decided I should be born. It seems that I have continued living ⁱⁿ the "hot spot" ever since that day. I don't remember anything about my stay at the hospital and I can't seem even to remember whether anyone mentioned that I was a cute baby. My classmates in the nursery are all forgotten. My trip to my new home was uneventful. I am told that I did not particularly like my new surroundings and promptly proceeded to create a disturbance. My mother, my father, my nurse, and our maid tried to quiet me, but I continued my howling and finally they all joined in howling with me. When I found that they could howl as loud as I could, I decided I had better go to sleep.

The next six months of my life were spent in a constant repetition of eating, sleeping, bathing and changing. About this time I notice my parents were talking about someone called Santa Claus, but I didn't care - I didn't even know the man, and he didn't change me when I needed it either. But on December 25th when I was carried into the living room and saw a big "ghichen" - no, not a chicken - daddy kept saying "duck", so that's what it must

have been, and it rocked so nicely I promptly sat down and proceeded to rock to my heart's content.

My constant companion during my first two years was Elmora, whom I called "WaWa" for short. "WaWa" would let me watch her prepare the family meals from my "observation tower" otherwise known as a highchair. My early favorite dish was "pea-hoop" more commonly known as pea soup. I believe my early contact with the kitchen helped develop my oversize appetite which remains with me to this day. I began to enjoy camping out at an early age. In good weather I was placed in my carriage out in the back yard, and when the weather was threatening I was moved into the garage.

At the age of fifteen months I decided it was time to stand on my own feet and I began to toddle around in the house. This meant that all the fancy knickknacks had to be placed out of range. It seems that about this same time I discovered that all the pots and pans in the kitchen were far better playthings than the fancy toys which my folks and friends brought for me. Nora didn't quite agree with me.

I am told my parents were a little worried about my limited vocabulary but now find me talking constantly and often out of turn.

My second Christmas was more interesting. I graduated from the rooking duck to a fire engine complete with ladders, a fire bell, and a siren. The siren and the bell made such a clamor it scared me so that I made more noise than they did.

During the summer months I used my knowledge of cooking to good advantage. My cousin Jeanie and I baked a wide assortment of mud pies out of the nice black dirt in mother's flower garden.

At the age of two I grew restless and eloped with Nora. We packed our bags hurriedly and left for grandpa's house. The next morning I found it was not elopement after all. Mother had come down with Scarlet Fever. After six weeks at grandpa's house the family thought I was growing up rapidly and some thought should be given to my education.

At about this time in my career our family made a great decision. It seems that dad had always wanted to live in Waukesha, and mother wanted to live on the banks of Lake Michigan, so they arrived at a compromise and we moved to a house on the banks of Lake Michigan in Fox Point. The fresh air from the lake sharpened my appetite and I decided to sample the taste of a two inch safety pin. Luckily the pin was closed and a trip to Columbia Hospital showed that the pin was moving in the right direction. The

pin was recovered and I'm saving it as exhibit No.1 to show to my children.

CHAPTER III

Beginning School Days.

At the tender age of two and one half I was forced to register in the nursery school at M.U.S. I preferred Country Day but they were not willing to accept a young genius below the age of three. Ted Gerhardy was one of my best pals and we had great times moving everything from the playhouse so that the teachers had to put it away.

*Milwaukee
University
School
used at
German + American
Academy*

After a year at M.U.S. I was hardened for the stiff courses at Country Day. Here I first met Charlie Krause and Tony Gallun, and with Ted Gerhardy we soon had a monopoly on the big building blocks and the sand pile.

First Form followed Kindergarten, where Miss Lynch patiently taught us how to read and count with a little adding on the side. Mrs. Edwards picked up where Miss Lynch left off. In Second Form we began organized games with Cal. We got music, art, and manual training. The last two were my special favorites because Mr. Reidveldt and Cal always kept my interest.

My previous summers had been spent at

grandpa's cottage on the shores of Lake Michigan. The summer I was six years old I went up into the North woods. It was here I first saw wild deer and bear in the woods. When I came down from the North I returned to my grandfather's cottage where I fell and cut my lip on the playhouse (an old milk wagon). It was necessary to make a trip into town to see the doctor who put two stitches in my upper lip. He didn't pull the stitches tight enough and that's why I have too much "lip" today.

In the third grade I got my first football togs. I was proud as punch of my green jersey with Country Day on the front and number 5 on the back. From that time on I have been crazy about football. I played as a tackle. Mr. Krause taught us six-man football. Sometimes I carried the ball but it was always through the center of the line. We built a big model of Centerville, a town we read about in a book by the same name. In developing the project we not only put our manual training to work but studied life in a small town. I almost left part of my thumb in the main store when I almost cut it on the jigsaw. We were introduced to multiplication and division under the expert hand (or feather) of Mr. Krause.

CHAPTER IV

Fourth grade brought us in contact with the Greek gods and goddesses, and most of them are still "Greek" to me. Mr. Buettner taught us history and music appreciation. That winter I came down with the Mumps and Strep infection. I was sick eight weeks but only missed six weeks of school. I got back on the day of exams. Thanks to the good coaching of my mother I managed to pass all of my exams with an average above 85. While I was in bed I had lots of time to think of all the good times I had during the summer when Kent Kelly and I built a shack in the woods up north near our cottage. We prepared food over a campfire when I went on my first all day fishing trip. What fun I had catching my first pike. It was the best fish I have ever eaten.

My eight-week siege of Strep wore down the whole family and we decided we all needed some Arizona sunshine. I had my first introduction to a berth on a train. It was interesting to study geography at first hand. The cowboys taught me how to ride and to throw a rope in the general direction of a pole in the ground. While I was riding in the desert I saw my first prairie dog town, a rattle snake, and a poisonous lizard. One day we went on a 30-mile

horseback ride to a Lost Mine and on our way back we explored an old Indian trail where we found bits of old pottery. At night I watched the guests and the cowboys dance the old fashioned square dance. This was at the beginning of World War II, and the air was full of planes. The family recovered under the Arizona sunshine and I returned to my studies at Country Day. Although I missed quite a bit of school, I still received my green ribbon as I had done the year before.

We spent the summer as we had always done up north. The snow had wrecked the hut so badly we did not repair it. I spent quite a bit of time horseback riding in the woods. The lessons I had learned in Arizona were a great help.

In the fifth grade I had Mr. Krause for a teacher again. Mr. Reidveldt joined the Navy so a Mr. Schellan took his place. I became quarterback in football and was quite pleased with myself. For the first time I got my green and gold ribbons. We took up fractions in our studies. Competition began between the fifth and sixth forms. They licked us in football but we, an untrained team, thoroughly trounced them in basketball. In the spring I paid a little more attention to baseball.

With the newspapers and radio full of war news, my friend Herbie Huebsch and I were bitten by the war bug. With our toy tanks and miniature soldiers we had large battles in the book room.

In the summer I decided to try camp. I learned woodlore and nature study, dishwashing, and how to take a shower without hot water. When I returned from camp I went to the Fox Point Club to continue swimming lessons.

September found me ready to enter sixth form, but the Polio epidemic kept me in my back yard for another month. Luckily we were just beginning to enlarge our back yard so I kept healthy by working with the crew of men who were busy chopping down trees and bringing in large quantities of dirt. At last the month rolled away and I returned to school. We began decimals under the unerring hand and "marksmanship" of Mr. Bosel. I played my first football game against Fox Point School. We won. Our class got much larger. I finished my major manual training project, the "Grasskamp Grasscatcher" after three years of hard labor. One of the things we did that year was give Dickens' Christmas Carol at Christmas. I will always remember Jimmy Cron as Scrooge. I was one of the market boys for Scrooge.

Summer came as always so I again packed my bags and left for camp - this time in Northern Minnesota. The highlights of camp were rifle practice, an overnight houseboat trip, and responsibility awards. In September we spent a week up north fishing and playing golf. We crowded everything into one week. The weather was perfect.

Fall came and with it came school and another football season. This time I played the whole game against Fox Point. We were the victors. Mr. Clayton is our teacher, and our class now numbers twenty-one. This year we hope to leave the junior school. I sure liked the different reading units.

CHAPTER V

Looking Back and Ahead

Looking back I think I have been pretty lucky. I have been lucky enough to go to Country Day all of my life.

Once I wanted to be a truck driver and own a fleet of trucks, so my uncle gave me a complete office set with all the trimmings for Christmas. After a while this idea faded out and now I want to work in a box factory office like my dad. I don't think fate has this in store for me, so I'm just

waiting to see what happens.

My two good friends most of my life have been Robert and Herbert Huebsch, who live about a block away.

I love to read, and read any kind of book. In one year I believe I read 100 to 150 books of different types. I have an avid appetite for reading so I sometimes read when I should be doing other things. Sometimes I hurry important work so I can read. I hope to continue reading as before, in later years. The reading units Mr. Clayton has organized are fun and educational, but I think a person should know about animal life, dogs, biographies and history. All can be found in well selected books.

I am indebted to my parents for taking me with them on their trips to Arizona, New York, and going up north every summer.

Most of my thirteen short years of life have been centered around home and the Junior School of Country Day. I hope that my years at the Senior School will be as happy. I look forward hopefully.

Know Your Madisonian

James A. Graaskamp

4/8/73
W.S.J.

James A. Graaskamp suspects there's something askew about his viewpoint of life at the University of Wisconsin.

"I live in a student milieu, rather than a professional one," he admits. "I suspect I'm more at home with students than I am with faculty."

Three students live in Graaskamp's home at 202A Breese Terrace, two more work for him as secretaries, others as drivers.

PERHAPS that's why Graaskamp, an associate professor of real estate, thinks the UW's outlook is askew at times. "The university is primarily geared to the student," he says. "What is needed and what is relevant for the student should be the prime criterion for university policy."

Instead, he says, policy is often determined by archaic methods, characterized by "an inability to determine what is the province of education and what is the province of enterprising management."

WHAT'S NEEDED, he says in his forthright style, is more professional management expertise to deliver "more class hours at less cost." It can be done, he says. But he says too many faculty members now are unwilling to give up administrative decision-making. "The result is an incredible administrative morass," Graaskamp says.

Graaskamp, 38, came to the UW in 1958 on a teaching fellowship and joined the faculty in 1960 as "a utility infielder," he says, who could teach in several areas of business.

A Milwaukee native, he holds a bachelor's degree in creative writing from Rollins College in Winter Park, Fla.; a masters in security analysis and finance from Marquette; and a doctorate from the UW in risk management and urban land economics.

Graaskamp has a long list of academic and professional honors, but he's proudest of the William H. Kiekhofer Teaching Award he won in 1966 for being a good instructor in and out of the classroom.

Graaskamp is responsible for the UW's construction administration program, a four-year course which combines home architecture, business administration and civil engineering. That, he says, is what he likes about real estate: It's a "universal subject that allows me to dabble in all fields."

He has been a partner in Landmark Homes, a local contracting firm; Regency Hill, a land development firm; and West Pond Farms, a farm investment corporation. His only current business interest is Landmark Research, a real estate counseling company.

HE IS A director of Wisconsin Student Housing Development Corp., a non-profit group hoping to ease the shortage of desirable housing near campus. President Nixon's cutoff of housing money has discouraged, but not killed, that venture.

Graaskamp gave his students a taste of the business world last semester when they bought, remodeled and resold two houses. The project lost money, which still rankles Graaskamp. But at \$1,000 per home "tuition" he says, "it's some of the cheapest urban renewal in Madison."

Graaskamp, a quadriplegic confined to a wheelchair since being stricken by polio at age 17, was Wisconsin's Handicapped Man of the Year for 1970. He has been a leader in the on-going UW program to eliminate barriers that make attending class more difficult for the handicapped.

He lists travel and fishing as his two major vices.

The travel he's been able to relate to real estate in conducting seminars throughout the U.S.

HIS RENEWED interest in fishing was stirred some time back when some of his students designed a reel operated by an electric motor. "That free reel has cost me a fortune," Graaskamp says. And it was compounded when he received a motorized deep sea reel a few years ago.

He's fished from Lake Mendota to Hawaii and has more trips already planned. "It's not so much for the fish. It's a chance to get out, get away, be with the kind of people I like the most," Graaskamp says.

He has written a book on feasibility analysis, and some pieces on computer application in tax assessment. "I'd say I'm overdue for a textbook," he admits, noting there is lots of room for one in his field.

"But textbooks," he observes, "take up an awful lot of fishing time."



JAMES A. GRAASKAMP

—Photo Sketch by Edward Schumann

English Profile

As I was waiting for Professor Graaskamp in his living room, I tried to picture what kind of a man he was. The first thing I noticed when I entered his house was the great number of windows and skylights. The high ceiling let the sun pour in to give the room a very warm feeling and setting. On the main wall there was a large collage of early American artifacts and original artwork depicting Indian and Eskimo scenes. From the flintlock rifle to the matched, pearl-handled dueling pistols, it was evident that their owner had an active interest in American history. Beside the door there sat a bulging rack stuffed with the most sophisticated fishing rods that I had ever seen. I also noticed that Professor Graaskamp kept a rather well

Great
at
best
a
beginning
&
a
descript

supplied liquor cabinet among his many collections. I spotted some plaques on the wall and went over to investigate. I discovered that he had been voted Alumnus of the Year by the University Alumni Association and Senior Real Estate Analyst by the American Society of Real Estate Appraisers; two awards among many that appeared to be of importance and prestige.

When he entered the room, I was quite surprised by his physique. He probably was six feet seven inches tall and about two-hundred and seventy pounds. He wore a gray, wool suit with a blue and grey plaid shirt. He had short gray hair and large, tan hands. The most amazing feature about him was the contrast between his face and eyes. His face was very weathered as if it had been

windburned, while his eyes were dark, sharp, and very direct.

As our conversation progressed, I found him to be very friendly, patient, and willing to talk.

When I told Professor Graaskamp that I would like to start with his background, he said, "Be careful. Don't shake the family tree too hard or some bad apples might fall off. [I knew this interview would be easy with a beginning like that.]"

Professor Graaskamp was born in 1933 and was ~~raised~~^{reared} in northeastern Milwaukee. He attended an all boys^① prep school where he lettered in football, basketball, and track. He held the school record for under achievement for three years until his senior year when he graduated third in his class. Professor Graaskamp attended Rollins College in Winter Park,

Florida. He graduated in 1955 with a major in creative writing and television plays. He was awarded a scholarship to Harvard School of Business, but his father persuaded him not to go. Instead, he went to Marquette and majored in securities analysis.

Then, Marquette offered him a position teaching insurance which he accepted. While he was teaching, Professor Graaskamp built houses in Milwaukee and played the stock market. Two years later, in 1957, he was teaching insurance at the University of Wisconsin in Madison. On the side, he worked as a research assistant for an insurance company and also worked for the Ford Motor Company on its pension program. In 1960, Professor Graaskamp was teaching mar-

keting, insurance, and real estate. In 1964, he had to choose between insurance and real estate. He has been teaching real estate in Madison ever since.

Professor Graaskamp teaches several different kinds of courses: principle, advanced appraisal, real estate investment, property development, and real estate finance. When I asked him what his objectives were to teaching, he told me he basically had three. "The first thing," he said, "is that I try to get the students enthusiastic about the course." He then proceeded to tell me his theory of education. He said, "Education expands our sensitivity to have fun. Understanding is the key to everything. The world is more fun if you understand the world around you." Second, he preaches the enterprise system, and last,

he teaches people to care about urban development.

Professor Graaskamp also travels around the country teaching courses in feasibility, finance, appraisal, and investment. He also tries to make a market for the graduate students in the real estate program. He usually teaches people who have been in the real estate business for quite a few years. [He said to me, "I try to break these people out of their own little worlds and open up their minds to rearticulate what they're doing. Traveling around the country is fun. It's kind of like show business: to amaze and amuse."]

PARAGRAPH

Professor Graaskamp has his own consulting firm in Madison. He uses it as an educational device to commercialize the education factor.

For recreation, Professor Graaskamp loves to fish. He fishes for anything, anywhere, and anyhow. He said that his favorite place to fish is at Dairymen's Country Club in Boulder Junction. "My ideal vision of fishing," he told me, "is to drift down a river in a light canoe using a simple spinning rod." I asked him if he ever had any unusual experiences while he was fishing. He told me when he was fishing in Alaska he flew onto a lake in a pontoon plane, slept on the floor of a log cabin, was lashed to the back end of a jeep, rode for three, long miles down a bear trail, was strapped into a john boat, and rode down a river for quite a few miles only to fish in a salmon hole for about half a day.

He told me that his most unusual recreational experience happened when he was in Hawaii. He went scuba diving for the very first time and loved it.

After asking Professor Graaskamp about the things he does right now, I asked him if he had any future goals. He said, "Yes. I've got three things I would really like to do. First, I want to rebuild the Wisconsin Real Estate Program the way I want it. Next, I would like to make my consulting firm work as an educational device. If I finish both of those things, I would like to have enough money to go back to the Bahamas for six weeks and just have fun."

Throughout this entire paper I have failed to mention

one thing about Professor Graaskamp. This certain thing does not slow him down in the least nor stop him from doing what he puts his mind to. Professor Graaskamp contracted polio when he was a senior in high school and has been in a wheelchair ever since.

To list and identify the achievements of this individual would be of little significance in relation to his attitude.

His attitude toward education in which education is not something one has to do, but instead, is something one wants to do. It leads to better understanding and more enjoyment of what is going on.

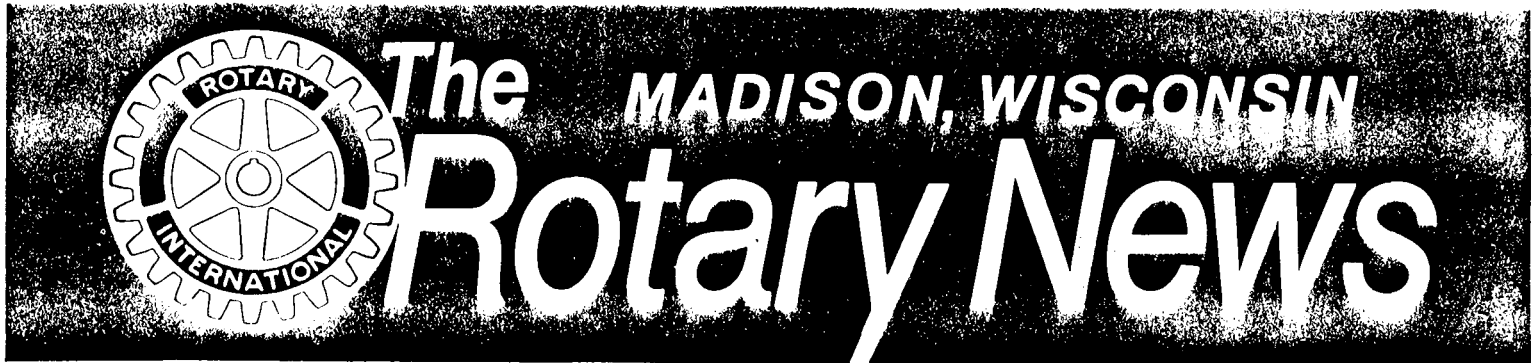
Your content is the best of any profile I've read thus far. There is hope for mankind. I appreciate the excellence you put into your work;

I should bet you'll do well
at any pursuit.

Content A+

Mechanics A A+

Also, if you'd consent, I'd
like to have you tape this for
next year's classes.



Vol. LXVIII

Saturday, March 16, 1985

No. 34

R. E. is intriguing and complex

Professor James Graaskamp is a delightful convincing proponent of his chosen field of Real Estate. "It's the most eclectic problem solving field in the business area. . .it cuts across every major issue and problem of our time in terms of technology, finance, social and environmental ethic."

Basic ingredient of R. E. education is ethics

Teacher Graaskamp's ultimate objective is to enhance the ethical quality of professional standard of service throughout the real estate industry by forcing it to clean up its act through consumer education.

The professor's short course in R. E. was both sophisticated and very common sense. He said that successful players in the business had to remain solvent and had to create and maintain a surplus to be credible. "Real estate profit centers are a reward for someone's expertise. . .that's what we have to sell," said the national expert.

Dr. Graaskamp shared some paternal advice passed on to him. "Free enterprise is the art of creating your own monopoly if only for a moment." He gave us some of his experiences showing his usefulness to his clients.

The U.S. Forest Service planned to pay only \$50 an acre for mountainous terrain in the Cascades of the U.S. Northwest in an eminent domain acquisition. Through market comparison of the wilderness in a three year job, he developed a technique of placing a value on scenic properties. The Forest Service settled on paying 28 million dollars for the property which was considerably over the \$10 million originally offered.

Another example of the application of contemporary appraisal techniques to contemporary problems brought substantial returns to a client for the leasing of Alaskan tundra land to a company for use of a 35-mile corridor for a power line. This 100,000 acres was proven to be an Indian food base.

(Continued on page 2)

R. E. is intriguing (Continued from page 1)

Competition also threatens faculty quality

Professor Graaskamp closed his comments with a plea for a fair shake for the salary treatment of faculty in the Business School. He warned that the U.W. is being priced right out of the market and was starting a self-destruct cycle. He said the same principles as Real Estate apply to the U.W.

Our thanks to Prof. Graaskamp for his observations and sharing with us his concentrated R. E. course which was so nicely organized and presented.

Biting the hands that feed him: Graaskamp won't be muzzled

Milwaukee
Journal.

10-21-86

By TINA DANIELL
of The Journal staff

James Graaskamp doesn't have many kind things to say about the prospects for a happy partnership between the University of Wisconsin system and Wisconsin business, or about the priorities of UW administrators.

Graaskamp, 53, is chairman of the Department of Real Estate and Urban Land Economics at the UW — Madison's School of Business. Being kind when it comes to questions of public policy, land use and education is not among his priorities.

Being analytical and honest is.

He has helped lead his department to become one of the premier places for the study of real estate in the country. The program embraces a multi-disciplinary approach that in part reflects Graaskamp's own diverse background, which includes a bachelor's degree in creative writing, a master's in securities, a double doctorate in urban land economics and insurance risk management, and an early career as a home builder in a Milwaukee firm he and his father owned.

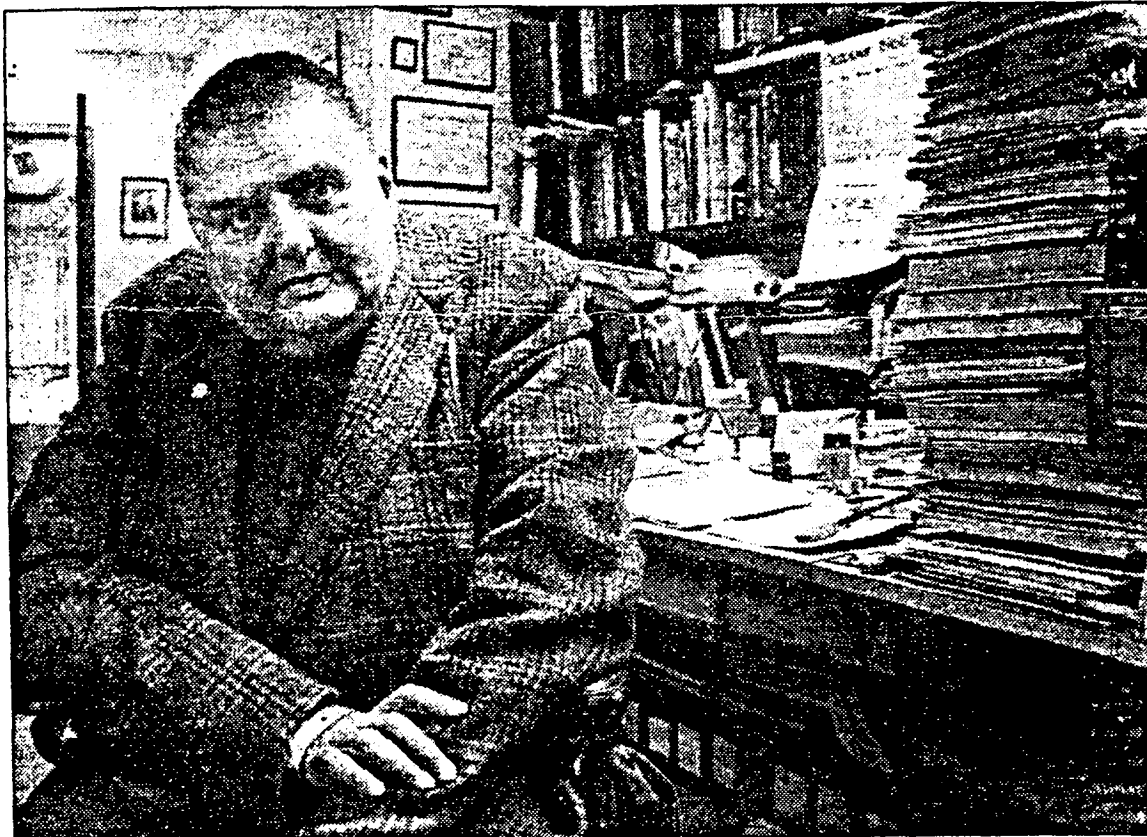
Graaskamp is himself a nationally recognized authority on real estate. Among his responsibilities are a seat on the real estate advisory board of Salomon Bros., the respected investment banking firm in New York.

"He's a leading-edge guy," said James T. Barry, head of the commercial real estate brokerage firm of the same name in Milwaukee. "Some of his views may not be fully accepted yet, but when he talks, people listen, because he's right, over and over again."

Despite the prestige Graaskamp unquestionably brings to the school, he has not endeared himself to the UW administration. He is fiercely proud of the university and especially of what he terms the Wisconsin tradition of engaged scholarship.

But Graaskamp is also fearless in his criticism of what he sees as the university's shortcomings, especially in the area of its apparent preference for endowing brick and mortar projects at the expense of faculty and teaching support.

"This administration has no sense of a teaching mission,"



James Graaskamp — 'when he talks people listen'

Photo by Brent Nicastro

charged Graaskamp, whose brush crew cut and steady gaze contribute to his imposing presence. Confined to a wheelchair since he was 17, Graaskamp speaks with a booming voice that delivers his dry humor with the same inflections as his criticism.

Graaskamp said that because of budget restrictions last year, it was announced that the engineering school's library would close at 5 p.m. When students and faculty protested that the evenings were when the library was used most, the university administration agreed to keep it open, but said the decision meant the school would have fewer teaching assistants the following semester.

In the meantime, the university is planning to allocate \$30 million to build a 15,500-seat convocation center that would host UW basketball and hockey team games as well as other events.

"The university says they can

raise \$30 million for something like the convocation center, but can't find the money to keep the library open and maintain the number of teaching assistants. They're sending out all the wrong signals."

Graaskamp has become an outspoken critic of the convocation center project, which the university plans to build on some old railroad corridor land, charging that though the university needs a new basketball facility the mixed-use convocation center is impractical and would drain the university's resources. He points out that no profit-loss projections have been done for the facility.

The response from the chancellor's office seems to shoot the university in the foot: "The university is not a profit-making institution," said Harry Peterson, the assistant to UW Chancellor Irving Shain who has been closely involved with

Please see Graaskamp, Page 6C

NOTABLE/QUOTABLE

James A. Graaskamp

- **Personal:** 53, single, lives in Madison
- **Education:** B.A. in English, Rollins College, Winter Park, Fla.; M.A. in Business Administration — Security Analysis, Marquette University; Ph.D., Urban Land Economics and Risk Management, UW — Madison
- **Professional:** Chairman, Department of Real Estate and Urban Land Economics, School of Business, UW — Madison; president and founder of Landmark Research Inc.; member, Salomon Bros. Real Estate Advisory Board
- **Interests:** Fishing, travel

sumption about any of them missing their private parts."

Lufner raised a similar point about the convention center debate. "There are perfectly good reasons why the convention center should be located on the south side of the Square, just as there are perfectly good reasons why it should be built on the north side. But in defending the south side I've never attacked professor Graaskamp in the way he has attacked me."

But to County Board Chairman Rod Matthews, who's a senior lecturer in Graaskamp's department, all this is overblown.

"Jim is direct, frank and perhaps overly blunt. And sometimes the system doesn't like that," he said. "But I still think he's very effective. And it may take a while, but Jim does seem to prevail. Look at the convocation center."

"The point is that he's ultimately right on the issues," Matthews said.

Disability hardly slowed him down

Graaskamp, admitting to be too lippy for his own good, pleads guilty to a Milwaukee childhood where his father was "the master of the one-line zinger."

"He was fairly blunt about things," he said. "I was 6-foot-6, reasonably good in athletics, and bright enough to be the all-time underachiever in my high school. I maintained a 71 average through my junior year because 70 is what qualified you for extracurricular activities."

But then in the first week of his senior year, Graaskamp was stricken with polio. His father, a cardboard-box maker in Milwaukee, approached him matter of factly, describing the consequences as "a materials handling" problem.

His dad, Graaskamp explained, saw paper boxes from a systems point of view — "from designing the machinery that put the product in the box and the box in the carton and the carton in the pallet all the way to the supermarket where you pulled a string and the carton became a display case."

Polio simply presented another packaging challenge for the Graaskamp family.

On Thanksgiving Day, they powwowed for an hour to consider Graaskamp's future, then adjourned to watch the Army-Navy game.

~~As my father said, he never saw me make an adjustment.~~ Graaskamp recounted. "I never had a depression over the handicap. I simply perceived it as a materials handling problem and moved forward."

Creative writing was the first stop. He earned an undergraduate degree from Rollins College in Florida, peppered the New Yorker in vain with submissions, then decided he could find better ways to starve.

Leaving the arts, he earned a master's degree in security analysis at Marquette and a doctorate at the UW in urban land economics and risk management. In Madison, he lived at Kennedy Manor, which Mohs owns.

"By God, he went to college and nothing stopped him," Mohs recalled. "He'd go down to the Manor bar, have his highball glass in his pocket with a straw, and drink everybody else under the table."

Graaskamp landed a teaching job at Marquette in the insurance department, then returned to the UW in 1960 to join the faculty here. In 1964, he took over the real estate department from Richard Ratcliff.

The program, and what he calls the Wisconsin approach to real estate (which dates back to the 1920s), is clearly his baby. Graaskamp has an extraordinary rapport with his students and an almost old-fashioned view that college should be run for the benefit of students and not the faculty and the administrators.

As Graaskamp tells it, his orientation puts him at odds with much of

the Madison faculty and administration. Despite heavy teaching loads, he refuses to limit enrollments in departmental classes; if you meet the eligibility requirements, you're in.

"I don't see the philosophical basis for excluding someone," he said. "I think it's particularly important that people in the liberal arts — the traditional anti-business fields — take a course in real estate so they're exposed to an enterprise philosophy in which there is a business ethic and social purpose."

To stretch resources, he's taken to paying for teaching assistants with endowment money — a tack that has raised eyebrows in the administration.

"The deans have told me we shouldn't do that because, in effect, teaching positions should be paid for by the state, and that it's a bad precedent to allow the state to avoid its responsibilities," he explained.

"On the other hand, I can't wait for the state to wake up to what its responsibilities may be. I have the problem now," he said.

That's typical Graaskamp.

'Too impatient' for political arena

What is it about Jim Graaskamp that makes him so irascible?

The question clearly perplexed him as he sat in his Landmark Research office on University Avenue with Jean Davis, his partner, "great and good friend" — and perhaps wife. (With smiles, they refuse to confirm or deny the rumors that they're married.)

"I do have an inability to work politically," Graaskamp said. "I tend to be too impatient. I've never been any good at being oblique."

But isn't that counterproductive? he's asked.

"I've just never been any good at games," he admitted. "I'm a romantic who assumes the world is rational: If you can state a rational case for something, then presumably it will carry the day."

But you told the mayor and the City Council they have "no balls" for backing down from the university on the convocation center, the reporter reminded him.

"True, I believe that."

"But James!" Davis cut in.

"I know — who appointed me conscience?"

"Or the evaluator of another human being?" she said with a prod.

"That's true. I plead guilty to all those things."

"But you smile when you plead guilty! Do you ever think in advance of what those statements will do to the things you'd like to see happen? I mean, you care about Madison."

"True, I have this basic problem that when people exercise ulterior motives at the expense of Madison I lose respect for them," Graaskamp said. "I thought Lufner was playing games on the convention center. I thought Galanter was playing games. (Both were supporting the south Square as an effort to show up the mayor, he argues.) And I felt that both of them were out of their depth."

"But you make hypotheses as if these were facts," Davis said. "And you carry on from there without checking your facts."

"You have to operate on inference," Graaskamp replied. "By and large my judgment calls on that are pretty good. I think I read people pretty well."

"Whether I react appropriately is another issue," he said.

Graaskamp's graduates fly high

By MARC EISEN
Capital Times Staff Writer

To his students, he's "the chief."

Susan Sary, 32, a University of Wisconsin education graduate who lost interest in the field, was waitressing on Michigan Avenue in Chicago when she began to hear of the James Graaskamp mystique from the big-buck accountants and developers who frequented the bar. They urged her to apply for his graduate program and wrote letters of recommendation.

"It was a badge of honor to say I was going into the program," she said.

Ralph Cram, a liberal arts graduate from Kalamazoo College, was interning at developer David Carley's Washington office when he began hearing of Graaskamp.

On an exploratory visit to Madison, he sat in on a class and walked out a convert. "Not only was the lecture interesting, but he was the most articulate and captivating man I've ever met."

"What I wanted to do was very multi-disciplinary, which is Graas-

kamp's approach," Cram said. "Most university real estate programs are under the finance schools, and it's just numbers crunching. But Graaskamp works with a broad brush of how the real estate decision is a compromise between government and the real estate developer, the investor and the user."

"It encompasses a broader Renaissance-man view of real estate," Cram said. "It's more than building a home, making \$20,000 and the community be damned."

Sary made the same point. "We get moral lessons. That's definitely part of it. It's just not cashing in for the money."

But the workload is staggering, they agreed.

"A lot of the appreciation," Sary said, "comes after the fact, because during the semester you're cursing his name — 2,300 pages of reading material for six weeks is not exactly a light schedule."

"It's somewhere between boot camp and med school," she said. "But after two years and no previous background in real estate, I'm amazed at

what I know."

The esprit de corps among the students is intense, Cram said. "On campus, we have a reputation for being very cliquish. You put it in your mind that what you're doing is totally unique from any other real estate school in the nation. It's very difficult, but it's also very satisfying."

"The reward of going through the program is a very good job — but you're also a member of Graaskamp's network," he said.

The December 1986 class reported the highest starting median income — \$34,000 — of any department in the UW School of Business.

"The program is just so well-known and so respected," said Karen Stauffacher of the UW Business School's placement office. "We get companies calling from all across the country just based on his reputation."

In Minneapolis-St. Paul, where about 60 of Graaskamp's graduates have made a big splash in local real estate, they're known as "the Wisconsin Mafia" because of their intense networking through a local chapter of the real estate department's

alumni association.

"We have so many graduates and we're placed in key areas of the country and in key companies," said Diane Orbison, vice president of real estate at Mutual Service Life Insurance in St. Paul and president of the alumni group.

"We're beginning to make inroads in the east," she said. "That was a tough nut to crack because we're not part of the Ivy League, but now Goldman Sachs (an investment banking firm) is beginning to hire some of the graduates. That's good to see."

The alumni group, which is in the midst of a \$1.35 million fund drive for the department, will hold its biennial "bash," as Graaskamp calls it, at a three-day meeting this October at the Concourse Hotel.

Orbison said the networking that occurs among the graduates is invaluable.

"If you go to a new city to work on a project, one of the first things you do is call another graduate," she said. "It really does open doors, and that's important in real estate."

The "word" from the stars on the day Jim asked Jean to work for/with him at Landmark Research.

11/1/78



By Jeanne Avery

Star Tracking

Your birthday today: Ideal investment situation puts you in a fantastic financial bracket. Dreams of financial independence seem to be coming true. Projects begun next summer catapult you into limelight. Creative opportunity, romance, stimulate intellect. Your personality is magnetic.

Born today: Sportswriter Grantland Rice (1880); actress Betsy Palmer (1926).

Aries (March 21-April 20): Ideas for new career opportunity may come to you on a subconscious level. Travel, promotion, publicity are a part of your dream. Work alone for best results.

Taurus (April 21-May 21): Creative opportunity means hard work; friends support you in visionary projects. Fantastic partnership trends stimulate new self-expression. Speak your mind.

Jim →
Graaskamp

Gemini (May 22-June 21): Partnership is ideal, puts you on cloud nine, creates excitement in social and public life. You may be ready for a new home that satisfies all your needs.

Cancer (June 22-July 23): Communications lead to important projects that satisfy all your ambitions. High concentration of energy into creative, romantic areas brings results.

Leo (July 24-Aug. 23): Volatile emotions stimulate excitement with mate, partner. New ideas seem to come out of the blue. You may be ready for an unusual new home. Income is welcome.

Virgo (Aug. 24-Sept. 23): Fantastic partnership, home situation seems ideal at least. Discussions about greater commitment stimulate ideas that have been dormant for some time. Intellect is active.

Libra (Sept. 24-Oct. 23): Travel plans may have to be kept under wraps for a while. Secret agreements are necessary to cement relationship with co-workers. Your public image couldn't be better.

Scorpio (Oct. 24-Nov. 22): Your involvement with group situation is sure to succeed far beyond your expecta-

esting partnership situation. Your vision, coupled with another's objective approach, is a satisfying combination.

Capricorn (Dec. 22-Jan. 20): Ideal opportunity may present itself. Take advantage of ideas; chance to travel, make a name for yourself. Health depends on chance to speak your mind.

← Jean Davis

Aquarius (Jan. 21-Feb. 19): Creative venture, romance, entertainment are a major part of your day. Others look to you for advice, but must take care of your needs as well. Request additional funds.

Pisces (Feb. 20-March 20): Trip with one you love is not only exciting, it can be important to your future. Strong emphasis on promotion of talent proves to be of special significance.