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Graaskamp's Written Work

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February 11, 1966

Dr. James A. Graaskamp
Assistant Professor of Commerce
The University of Wisconsin
Madison, Wisconsin 53706

Dear Jim:

Thanks indeed for the copy of your Communication relative to Joe Melone's article. Since this comes in the section of The Journal which is handled by Joe Belth, I am sending your Communication directly to him. If you have another copy, I know that Joe would like to receive it also.

If Joe has any questions relative to your Communication, he will be writing directly to you.

Here is another sheet of our suggestions to authors. I'll even promise to send another one, on request, if you find an outstanding potential author who is interested in submitting material for our consideration. I do look forward to receiving your article on mortgage guaranty insurance.

Best wishes,



William T. Beadles

WTB:vm
Encl.

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September 20, 1967

Professor James A. Graaskamp
School of Business
Commerce Building

Dear Mr. Graaskamp:

We would like to publish your paper on "Private Mortgage Loan Guaranty Insurance, A Case Study in Institutional Economics." As you know, it does exceed the length suggested as desirable to capture maximum reader interest. However, we certainly have made exceptions to the rule of length and it may be that this paper justifies its length. (!)

I do have a few suggestions for your consideration. These are indicated in pencil in the margin. They deal principally with the matter of clarity of expression and are points raised by those who read the paper. *they may help to shorten the paper a bit*

In addition to giving consideration to the above, would you also be able to cut the length by perhaps 6 - 10 pages? If this can be done without in your opinion reducing the value of the article itself, we will make every effort to publish either in the February or May issues.

I look forward to hearing from you.

Sincerely,
Mary Amend Lescohier
EDITOR

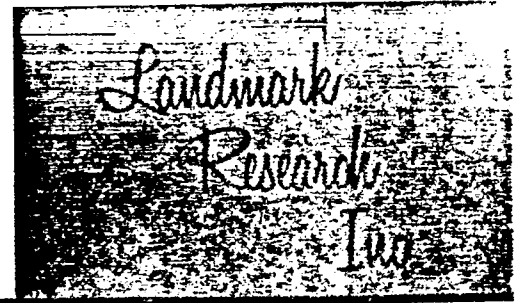
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MAL:ea

P.S. The statement in your first footnote that 'portions of this article were first published...' bothers me since we shy away from publishing anything that has appeared in print. I wonder if those portions are verbatim or if you could say something like 'material on which this article is based appeared in part in....'

We like the article. It should attract a good readership.

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James A. Graaskamp



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LANDMARK RESEARCH, INC. HAS ENTERED THE PUBLISHING BUSINESS!

Landmark Research, Inc. will offer a series of textbooks and limited issue anthologies generated from the real estate program at the University of Wisconsin. The series, to be edited by Dr. James A. Graaskamp, SREA, CRE, will stress real estate analysis and development topics that are of interest to both college students and real estate professionals.

Our first offering is a demonstration appraisal text by James A. Graaskamp:

THE APPRAISAL OF 25 N. PINCKNEY: A DEMONSTRATION CASE FOR CONTEMPORARY APPRAISAL METHODS.

This monograph provides a demonstration application of current appraisal methods in the spirit of Ratcliff, Wendt, Kinnard, and other well-known critics of the traditional appraisal process. The subject property, located in the central business district of Madison, Wisconsin, is a vacant, 100-year old structure of obsolete retail design. This property proves itself ideal for the analysis of alternative adaptive reuses of a structure having historical and architectural significance. The first three sections of the monograph are concerned with basic concepts of contemporary appraisal, a suggested report outline, and an annotated appraisal reproduction; the last section reviews the events following the actual appraisal: eventual sale and redevelopment of the property. This section addresses the appraisal issues of adaptive reuse and limitations on business planning. (See below for price and ordering information.)

Over the next twelve months, Landmark Research, Inc. plans an ambitious publishing schedule with the following authors and titles:

SELECTED RATCLIFF READINGS ON APPRAISAL AND ITS FOUNDATION ECONOMICS, Richard U. Ratcliff
(Fall, '78)

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THE APPRAISAL OF MAPLE BLUFF, WISCONSIN: A DEMONSTRATION CASE FOR AUTOMATED MARKET COMPARISON TAX ASSESSMENT APPRAISAL, H. Robert Knitter and James A. Graaskamp
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faculty report file

December 16, 1985

James A. Graaskamp, Ph.D., SRPA
The School of Business
University of Wisconsin-Madison
1155 Observatory Drive
Madison, WI 53706

Dear Jim:

The reviewers of your manuscript "Institutional Constraints on and Forces for Evaluation of Appraisal Precepts and Practices" (co-authored with Geoffrey D. Heath) have recommended it for publication in The Real Estate Appraiser and Analyst.

We've tentatively scheduled it for the spring 1986 issue and look forward to having you with us in print once again.

Sincerely,

Gerri Rothbauer
Editor

GR/dtc

P.S. If you would like your photos included when we publish the article, we would need black and white, head and shoulders prints from you and your co-author by January 20th.



YEARS OF
PROGRESSIVE
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Foreword to "Opportunities in Real Estate Careers" by Mariwyn Evans, First Edition, 1982, published by VGM Career Horizons

FOREWORD

Real estate is the business of housing all types of activities in some type of space, by creating an environment in which that activity will be more efficient, secure, invigorating for the occupant, and less stressful. Real estate is creating and managing the right housing for a family unit, retail store for a small business, office space for commercial activity and a total community sensitive to the needs of the residents. The process of developing, financing, managing and marketing real estate cuts across every major issue of our society including environmental quality, affordability, energy efficiency for both buildings and transit, equal opportunity, and efficient use of capital. The real estate business requires intense ethical concern for the occupants, the community, and all the stakeholders in a particular real estate enterprise such as the investors, subcontractors, and next door neighbors. Real estate is therefore a field in which every job makes a social contribution, challenges the curiosity, requires constant education, and some element of gallant entrepreneurship.

Since World War II the United States has created a huge inventory of properties which must be managed, marketed through sales and leasing, renovated and repositioned in the market, refinanced, appraised and integrated into community goals and fiscal needs. There are careers for all types of people, all levels of education and skills, but all the jobs require concern for people and the best interests of the immediate community. While development often grabs the headlines, the next decade will emphasize property management, leasing and selling, and refinancing existing properties as the country absorbs the existing stock of space and adapts it to gradually changing lifestyles.

Job security and service with steady income is available to anyone who finds compensation by commission to be too unpredictable and stressful, no matter how high the possible returns. The public sector offers many jobs in real estate such as managing public housing, selecting and acquiring sites for public facilities, managing wilderness lands, or supervising real estate lending by various regulated financial institutions.

Real estate is complex with many details and specialties with political and social interaction, and with each property being a creative small business opportunity in its own right. The real estate business appears to be simple and everyone thinks they're an expert because they have been standing on real estate all their life, like standing on the ice of a frozen lake teeming with life below all winter long. We are misled by the static, stable appearance of the tangible structure when the exciting part of the lake is constantly changing and readjusting. Mariwyn Evans has captured the excitement of opportunities for every individual in that teeming pond of opportunity in real estate as it contributes to the political and social structure of your community.

Professor James A. Graaskamp
Chairman, Real Estate & Urban Land Economics
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M E M O R A N D U M

TO: Professor Graaskamp

FROM: Bill Pinkovitz *BP*

DATE: March 18, 1986

RE: SBI Cases

This memo is written to touch base with you on SBI cases for this semester.

I would appreciate it if you could send me a list of the projects you are currently working on. I will then let you know which ones would be appropriate for submission to the Small Business Administration.

As agreed upon, you will be paid up to a total of \$200 for each case submitted. Simply fill out the attached forms for each and keep receipts of all expenses.

If you have any questions, please feel free to contact me at 263-2221.