

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

III. REAL ESTATE DEPARTMENT ADMINISTRATION

B. Faculty Recruitment

1. Selected Correspondence with Potential Candidates for  
the 1985 Position in Urban Land Economics

University of Wisconsin  Madison

**School of Business**  
1155 Observatory Drive  
Madison, Wisconsin 53706  
Telephone: 608/262-1553

**Graduate School of Business**  
Dean

September 9, 1982

M E M O R A N D U M

TO: J. A. Graaskamp

FROM: Robert H. Bock  
Dean

*RHB*

Your communication on a tenured faculty member in real estate is noted. Gil Churchill will be on the incoming Sub-Committee of the Executive Committee, although he may not be chairman this year.

The Sub-Committee will be making recommendations to me on hiring priorities. It was their recommendation last year that we hire a tenured rather than non-tenured faculty member, but as you know we were not able to get Mike Myles. Although not tenured, Marian Wolfe is a fine addition to the real estate department.

I should clarify that I do not believe the Sub-Committee was recommending an additional appointment; rather that one of your existing appointments be tenured rather than non-tenured. Your budget of 3.0 faculty and 1.5 TA's has to include yourself, Wolfe, Robbins, and Matthews. Based on current workload statistics, copy enclosed, I do not foresee an increase in that budget.

mjh

Enclosure

CC: G. A. Churchill

February 12, 1985

Prof. Richard Peiser  
Edwin L. Cox School of Business  
Southern Methodist University  
Dallas, Texas 75275

Dear Rick:

Despite the long lead time prior to your availability we may still be interested. Would it be possible if you would be available in January of 1986 for the spring semester with a teaching schedule that would let you commute? For example, a residential mortgage finance course on Monday and Wednesdays and a consumer research methods course such as 757 are needed in the spring semester. We presently have an acting Dean who likes real estate and urges us to fill our spot before we have a new Dean with unknown priorities. A Monday through Wednesday schedule would give you 3½ days in Dallas during a transitional phase.

Airplane connections via Republic, Ozark and Northwest are all reasonably good.

Enclosed you will find some outlines of courses that would be a primary responsibility of our urban land economist. Obviously materials can be bent to suit the instructor. In the long run we are ~~day~~dreaming about modification of our course offerings and one concept is enclosed. One significant innovation is a course in real estate financial institutions to establish the sunny side of credit. The borrow side would be integrated into the development courses which would permit a more holistic demonstration of the interaction between finance, market, and engineering considerations. It would be taught as a five credit design studio course.

I will call you shortly to see if you think it may be worthwhile to have you visit the campus. By then I will have read your article in the APA Journal. At that time you can brief me on the medical interests of your wife so that she might review the Madison medical scene with some leads we could provide.

Best regards,

James A. Graaskamp  
Chairman, Real Estate & Urban Land Economics

JAG/db

March 4, 1985

TO: Dean E.J. Blakely  
Professors Kaufman, Wolfe, Robbins, Matthews  
Teaching Assistants Guenther and Gibson

FROM: Professor James A. Graaskamp

RE: Campus visit of urban land economist prospect, Dowell Myers, Ph.D.

We have invited Dowell Myers and his wife to visit the Madison campus during the University of Texas spring break, which is the week before ours.

He will arrive Wednesday evening March 13. I would like him to make a presentation in Marion Wolfe's class on Thursday March 14, 2:25 - 3:40, Commerce Room 120. The topic will be in the general area of Housing Demographics. All graduate students in URPL or Real Estate are welcome to attend.

Beginning at 9 AM on Thursday morning I would like to schedule time for each of you to meet with him and have an opportunity for some exchange of views and course content here on the Wisconsin campus. Please return the note attached to this memo indicating your preferred time slot.

There will be some time on Friday morning for campus interviews but we have reserved Friday afternoon for a general introduction to Madison.

On Thursday evening we will host a dinner to which you are invited with spouse at 6 PM at Quivey's Grove.

Background material and several specimen articles for Professor Myers have already been distributed to you or are attached to this memo.

PLEASE RETURN ATTACHED SHEET.

**MUNDY & ASSOCIATES**  
ECONOMIC, MARKET & VALUATION ANALYSTS  
401 NATIONAL BUILDING  
1008 WESTERN AVENUE  
SEATTLE, WASHINGTON 98104  
206 623-2935

13 February 1985

Dr. James A. Graaskamp, Chairman  
Real Estate and Land Economics Department  
The School of Business  
University of Wisconsin  
1155 Observatory Drive  
Madison, Wisconsin 93706

Dear Jim:

The following are some people you may want to contact regarding the position you have open for a professor of urban land economics, survey research and various other consumer and political topics.

\* **William Leon**, Ph.D., 1432 North Wahsatch, Colorado Springs, Colorado, 80903

Bill was an analyst with our firm working with us while he worked on his Ph.D. Upon culmination of his doctoral work he left our firm and joined the University of Colorado on a part time basis. Bill has a very good background in demography and geography.

\* **Paul Chow**, Ph.D., Oakland University, Detroit, Michigan.

Paul is a recent graduate from the University of Washington, Graduate School of Business, with a degree in Marketing. Paul was recommended by Professor Doug MacLachlan, chairman of the marketing department. To my knowledge Paul does not have any knowledge in the area of urban economics or real estate.

If there are other individuals I become aware of, I will pass them on to you.

The same day that we talked by phone I received the latest letter from Nancy Jacobs. I was rather surprised at the ending tone of her letter, inferring that a \$3,000,000 endowment may be too much to raise and therefore the idea should be dropped. This matter has been discussed with several of our colleagues in the Seattle area and we have concluded:

1. The amount of state income she had projected were low, consequently the \$3,000,000 figure is in error.

2. That even if a \$3,000,000 endowment is required we did not want to drop the notion without giving it a whole hearted attempt to bring the program to fruition.

We are beginning a market research effort on the downtown Seattle and downtown Bellevue office markets for the Northwest Building Corporation. Thank you very much for the referral. We will have to figure out some way to get a copy of the study to you. I would appreciate your comments on it.

Sincerely,



Bill Mundy, Ph.D., MAI

WM/jdr

*Form Letter*

February 1, 1985

As you may know, the UW School of Business supports a major real estate and urban land economics program. As a result of growing enrollments and a broadening perception of the subject area, the Real Estate Department would like to add an additional professor for the Fall of 1985. Our overall program is described in the attached brochure on our MS program; we also maintain a Ph.D. program with four to six students in residence.

The talents of the ideal candidate for the position we have in mind would be that of an urban land economist and survey researcher of consumer and political topics. The basic course in Urban Land Economics 557 develops economic base theory and the resulting demographics, with the object of forecasting. This course would be available to seniors and graduate students. The second course available only to graduate students would stress retail trade area and survey research methods including focus panel groups, conjoint measurements, factor analysis, and the behavioral school of transaction. The object of the course would be to define the critical design elements and site orientation of development. We have still to develop a third course which might represent the codes people respond to when overcoming their inertia relative to real estate. These codes include color, texture, form, advertising theme and an identity of value systems which may underlie the project. In addition, we would like to find someone who could teach Residential Housing Finance.

No one person could serve all of these ideals, and our present faculty would be able to make some adjustment to their schedules to optimize the diversity of talent.

Page Two  
February 1, 1985

The process of search and selection is empowered to consider assistant, associate, or full professor categories. The pay scales begin at \$38,000 for assistant professor for nine months but the Real Estate Alumni have provided funds for summer stipends to keep the program competitive. The position would be available in the Fall of 1985 but the tenure process could not be completed before December of 1985. Other areas of minor expertise that would fit teaching gaps in our present program would be Residential Mortgage Finance and Corporate Asset Management.

Any help you might provide in locating an individual with the above talents would be very much appreciated.

Please feel free to discuss possible candidates with me by calling my home number in the evening at 608-238-8452. As an alternative, please send vita sheets to me at Room 118 at the above address. I look forward to your suggestions.

With appreciation,

James A. Graaskamp  
Chairman, Real Estate and Urban Land Economics

deb

# THE UNIVERSITY OF AKRON

AKRON, OHIO 44325

Department of Finance  
College of Business Administration  
Phone: (216) 375-7302

February 14, 1985

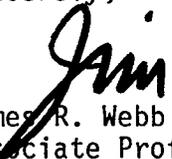
James A. Graaskamp  
University of Wisconsin  
Graduate School of Business  
1155 Observatory Drive - Rm. 118  
Madison, Wisconsin 53706

Dear Jim,

Per our telephone conversation, yes I am very interested in the new professor position in the Real Estate Department. My background and interests would fit in very well I believe. The Residential Housing Finance course would be a natural for me and in the last few years my interests have turned increasingly toward survey research and retail marketing of various real estate products. I have also been active with the Society of Industrial REALTORS trying to develop a journal.

Enclosed are two copies of my current resume for your use. Also enclosed is a copy of a research paper which was presented at the 1984 ASSA meetings in Dallas and a copy of a memo I sent to my chairperson summarizing the results. My salary requirements are negotiable depending on the total package (load, summer, etc.). The minimum rank requirement would be associate professor with tenure. Your assistance and consideration are appreciated. I'll look forward to hearing from you in the near future.

Sincerely,

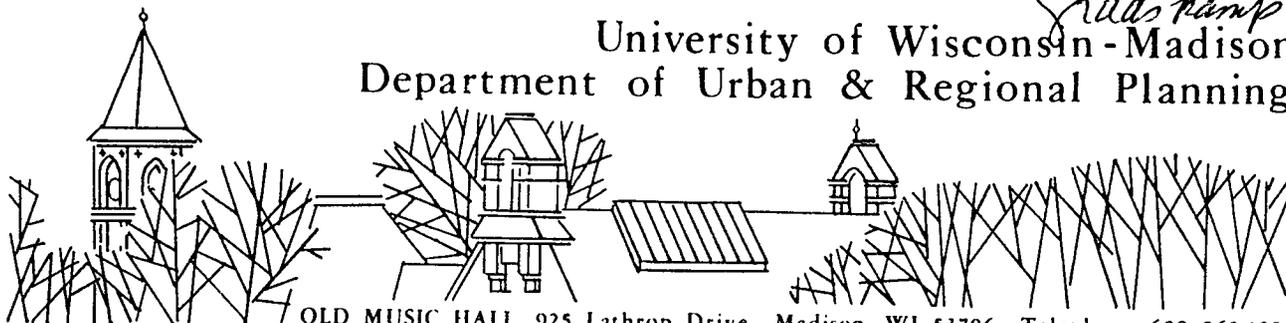
  
James R. Webb  
Associate Professor

JRW/ah

Enclosure

*Graaskamp*

University of Wisconsin-Madison  
Department of Urban & Regional Planning



OLD MUSIC HALL, 925 Lathrop Drive Madison, WI 53706 Telephone 608 262-1004

February 8, 1985

Dean E. David Cronon  
College of Letters and Science  
102 South Hall

Dear Dave:

Last week I learned that Marian Wolfe resigned. A copy of her letter to me is attached.

Marian, who has a third-time appointment in our department and a two-thirds time appointment in the Business School in Jim Graaskamp's Real Estate Program, notified us that she plans to leave in August, 1985. Apparently the main reason for her decision to leave (which, by the way, caught us all by surprise) was a familial one. She indicated that her husband had never really been able to make the adjustment to Madison from the Bay Area in California where they lived before. He decided that he wanted to move back to San Francisco where his old job was waiting for him. With a new baby and a strong commitment to maintaining the family triad, Marian decided she would have to return as well. She indicated she did not have a position awaiting her, and that she regretted having to leave the University of Wisconsin, since she liked it here and benefitted much from her stay.

Marian was teaching a housing course for us, as well as offering other courses through, and in some cases cross-listed by the Business School which fit into our program's land use-housing concentration. We would like to have your authorization to replace her and to participate with Jim Graaskamp in the search for a replacement. We would be seeking a tenure-track position at the assistant professor level, with a joint appointment between the Business School's Real Estate Program (2/3) and Urban and Regional Planning (1/3).

Jim Graaskamp is eager to start recruiting for the position as soon as possible. He would take the lead since his Program would continue to have the major share of this person's time; as was the case during Wolfe's recruitment, we would be a strong and active partner in the effort. I'd appreciate your early consideration of this request.

Sincerely,

Jerome L. Kaufman  
Professor and Chairman

JLK:ick

Attachment

cc Fred Hayward



*Department of Finance*  
*College of Business Administration*  
LOUISIANA STATE UNIVERSITY AND AGRICULTURAL AND MECHANICAL COLLEGE  
BATON ROUGE · LOUISIANA · 70803-6308

504388-6291

February 28, 1985

Professor James Graaskamp  
118 School of Business  
University of Wisconsin  
1155 Observatory Drive  
Madison, WI 53706

Dear Professor Graaskamp:

Please find enclosed a copy of my vitae and some current working papers.

I enjoyed our telephone conversation yesterday and look forward to hearing from you.

Sincerely,

A handwritten signature in cursive script that reads "James D. Shilling".

James D. Shilling

JDS/ea



February 3, 1985

Professor James A. Graaskamp  
202A Breeze Terrace  
Madison, WI. 53705

Dear Jim:

I appreciated your phone call last week.  
Enclosed is a current resume and a copy of  
a paper which just came out in the APA Journal.

As I mentioned over the phone, it is unlikely  
that we would want to move before the Spring  
term of next year, and more probably, the  
following summer because of the length of  
time it will take to close down Beverly's  
medical practice.

If you are able to accommodate a long lead  
time, I would like to pursue some discussions  
about relocating. I am going through the  
interview process at this time in hopes of  
making a decision by June of this year.

I look forward to future conversations.

Sincerely yours,

Richard Peiser  
Assistant Professor  
Real Estate and Regional Science

401 East Mercer Street, #22  
Seattle, Washington 98102  
February 27, 1985

Professor James A. Graaskamp, Chairman  
Real Estate and Urban Land Economics  
School of Business  
1155 Observatory Drive, Room 118  
University of Wisconsin  
Madison, WI 53706

Dear Professor Graaskamp,

As you requested, I have enclosed a copy of my personal resume which briefly outlines my educational background and professional experience. As my resume indicates, my I have been involved in a variety of real estate-related activities in both the academic and business worlds.

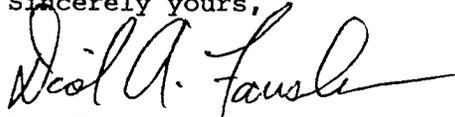
For many years, I have maintained a strong interest in urban development from both theoretical and practical standpoints. More recently, these interests have broadened to include quantitative and statistical analysis of urban development trends and patterns. I have acquired extensive knowledge about available information sources pertaining to market research and feasibility studies for real estate developments.

I greatly enjoy teaching both large classes and small seminars. Most of my teaching involved courses which I administered on my own, as opposed to serving as a teaching assistant. Although I have not taught a class since 1982, I am frequently called upon to give presentations and lectures at local colleges and universities.

I have made extensive use of computers for ten years and I actively encourage my friends and business associates to do the same. I am especially interested in devising creative real estate-oriented uses for the machines and currently available applications software.

Thank you for considering me for the position in your department. If I can provide you with any additional information, please feel free to contact me at the address shown above, or at my home (206-322-7240) or office (206-623-1731).

Sincerely yours,



David A. Fansler

enclosure

THE UNIVERSITY OF AKRON  
AKRON, OHIO 44325

Department of Finance  
College of Business Administration  
Phone: (216) 375-7302

March 11, 1985

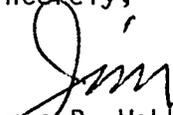
James A. Graaskamp, Chairman  
Real Estate & Urban Land Economics  
Graduate School of Business  
University of Wisconsin  
1155 Observatory Drive  
Madison, WI 53706

Dear Jim,

Thank you for your letter of February 22 and for keeping me in mind as further options become available. As far as the tenure thing, a one year leave of absence here could be arranged while my credentials make the rounds through your tenure group. This way I could come there contingent upon tenure, if we can work out the other details in the future--assuming I fulfill your needs, you have a position, etc.,etc.

Warmest Best Wishes.

Sincerely,

  
James R. Webb  
Associate Professor

JRW/nk