

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

IV. UW REAL ESTATE ALUMNI ASSOCIATION

A. General Correspondence

1. Early History

- b. Letters of acceptance for leadership of regional alumni branches

# University of Wisconsin Madison

## School of Business

1155 Observatory Drive  
Madison, Wisconsin 53706

## Graduate School of Business

December 24, 1976

Donald Evans  
Donald Evans Appraisal Company  
6402 Odana Road  
Madison, Wisconsin 53711

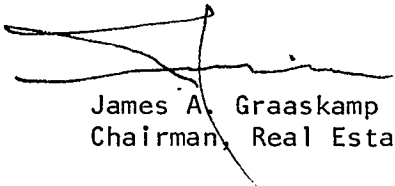
Dear Don:

Enclosed is a list of seven regions and proposed directors for each region. The people proposed have been in close contact over the years and also represent different areas of real estate specialties such as appraisal, counseling, insurance companies, banks, etc. I was wondering if you would call each of these people and see whether they would consent to be a director. You can explain we will do our business by mail and that charter and bylaws would be coming their way to sign. Might point out that you and Jim Curtis were initiating the organization effort and that 1977 would be the year for organizing and forming all of the alumni. You should emphasize we will try to reach undergraduate as well as graduate students. We are setting up a computer program to maintain address and mailing lists by region, industry or specialty, and by year of graduation.

Jim Curtis is drafting a charter and bylaws and before we mail the proposed charter and bylaws to the directors, we wondered if you could twist their arms before January 15.

Greatly appreciate your help. Thanks again for the Swiss Colony cheese pack - it evaporated during the initial set of playoff games but I still made my target of 240# by Christmas!

Will mail you a fish from Florida - fresh.



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

JAG/db

# UNIVERSITY of WISCONSIN Real Estate Alumni Association

6402 Odana Road

Madison, Wisconsin 53719

Dear University of Wisconsin Real Estate Alumnus,

A National University of Wisconsin Real Estate Alumni Association is presently being organized and this letter seeks your participation by explaining association objectives and format. In general, the objectives of this unique alumni group will be to create a network for communication and identification among past graduates of the Real Estate Program, to assist the research and educational work carried out in Madison, and to encourage a collective impact on advances of the real estate industry at the local and regional level.

To improve the intercommunication and working relationship among graduates, Dr. Graaskamp's personal directory of past graduates has been standardized on the business computer to facilitate printing of mailing addresses, updating of employment status, and more frequent reissuing of corrected lists. Perhaps even the newsletter will be on a regular basis! Enclosed is the directory information we now have about you; please return the enclosed sheet with your approval and amendments.

Our cash contributions would allow the UW Real Estate Program to improve on its role as an innovative force in real estate education. Aside from postage costs of the Alumni Association, any funds contributed would be used to create work-study programs for students, to help with educational expenses not normally covered by the University such as terminal time, and to assist in research projects. As much as possible the financial committee of the Association would assist the department in leveraging alumni contributions as follows:

1. Creating work-study jobs for research in real estate and real estate department administration because in 1977 the Federal Government will subsidize 80% of hourly wages and the department pays 20%. Thus \$100 of contributions creates \$500 of student aid and gets things done like this mailing, research, etc.
2. Alumni who are employees of national organizations will find that many of these employers have a policy of providing matching grants for employee donations to their alma mater. In our case the University Foundation will notify your employer and the employer's automatic donation will be credited toward the Real Estate Program. See the enclosed brochure for a listing of participating corporations.
3. Alumni contributions could be used for seed money to prepare research bids for some of the larger grants that float around from time to time.

Hopefully the alumni group can serve as a catalyst in creating a better working relationship among graduates in various communities and regions of the country as well, so you will notice that the mailing list is now organized by states and regions. Moreover, an initial slate of directors represents each region, each degree type, and each era of the program at the University.

Initially Don Evans was selected as the Executive Secretary of the Association because of his proximity to the Madison campus, but as the Board of Directors have opportunity to coalesce, they can redefine functions and responsibilities.

To accomplish the goals of this organization, we need the support of every UW Real Estate Alumnus. An initial tax deductible contribution of \$10 or whatever you choose to contribute, along with completion of the enclosed data sheet will give this organization the impetus to get off the ground. Those alumni who contributed in 1976 to the Real Estate Program are already considered dues paying members for 1977 but we still need your data sheet.

Any comments or suggestions regarding this undertaking will be appreciated.

Sincerely yours,

A handwritten signature in cursive script that reads "Donald L. Evans". The signature is written in dark ink and is positioned above the typed name.

Donald L. Evans  
Executive Secretary

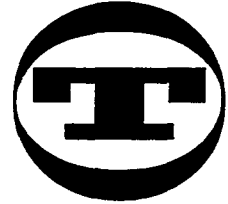
DLE/kmh

P.S. Other information will follow in subsequent mailings.

H. BRUCE THOMPSON, JR. & ASSOC., INC.

Manager, Appraisal/Counseling Division

**ALBERT M. GREENFIELD & CO., INC.**



December 29, 1976

Donald L. Evans, M.A.I., C.R.E.  
U.W. Class of 1964  
D.L. Evans Company  
6402 Odana Road  
Madison, Wisconsin 53719

Dear Don:

I am honored that I was selected as a Founding Director - East Coast and I accept your offer. I believe having a U.W. Real Estate Alumni is an excellent idea and one which has been needed for quite sometime. Please advise me as to any particular duties.

Sincerely,

A handwritten signature in black ink, appearing to read 'Joe', written in a cursive style.

Joseph D. Pasquarella  
Senior Appraiser

JDP/daa



## QUESTOR ASSOCIATES

December 30, 1976

Mr. Donald L. Evans  
D. L. Evans Company  
6402 Odana Road  
Madison, Wisconsin 53709

Dear Don:

Thank you for the consideration of Founding Director for the U.W. Real Estate Alumni.

I am pleased to accept.

Cordially,

*Thomas C. McMullan*

Thomas C. McMullan

**Georgia State University**  
Department of Real Estate and Urban Affairs  
School of Business Administration

university plaza  
atlanta, georgia 30303

January 4, 1977

Mr. Donald L. Evans, MAI, CRE  
The D. L. Evans Co.  
6402 Odana Road  
Madison, Wisconsin 53719

Dear Mr. Evans:

I am happy to accept the call to be founding director for the southeast district for the group which you are helping to organize. I look forward to hearing from you, in time, as to what my duties will be.

Sincerely,



James D. Vernor  
Assistant Professor

jmc

January 10, 1977  
2131 South Clayton Street  
Denver, Colorado 80210

Mr. Donald Evans  
D. L. Evans Company  
6402 Odana Road  
Madison, Wisconsin 53719

Dear Don:

I am certainly pleased to hear that the University of Wisconsin Real Estate Alumni are establishing a formal organization. Accordingly, I gladly accept your invitation to serve as founding director for the Mountain District.

I remain anxious to find out what the scope of our activities will be.

Sincerely,

A handwritten signature in cursive script that reads "Jay Kramer". The signature is written in black ink and is positioned above the printed name.

Jay Kramer



January 11, 1977

Mr. Donald L. Evans  
D. L. Evans Company  
6402 Odana Road  
Madison, WI 53719

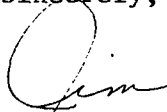
Dear Don,

I am honored to accept the invitation to be the founding director of the central district. This acceptance is probably as big of a surprise as hizzoner Mayor Soglin running for a third term.

Enclosed herein is the rough letter that I referred to in our telephone conversation. The letter is general and does not go into how the group is being formulated. As I mentioned on the phone, feel free to delete add or completely revise the letter. Our initial communication with the graduates will be important in obtaining enthusiastic support.

I will contact you as soon as I return from my trip.

Sincerely,



James J. Curtis III

Enclosure  
JJC:kac

Three Greenway Plaza East  
Suite 228  
Houston, Texas 77046  
Telephone: 713 623-0061

THE NORTHWESTERN MUTUAL LIFE  
INSURANCE COMPANY • MILWAUKEE



**REAL ESTATE REGIONAL OFFICE**

Michael R. Buchholz, Manager


March 23, 1977

Donald L. Evans  
University of Wisconsin  
Real Estate Alumni Assoc.  
6402 Odana Road  
Madison, Wisconsin 53719

Dear Don:

Enclosed please find my completed mailing list form, check for \$10 and business card in case you cannot read my handwriting. Northwestern Mutual Life is included in the list of firms which will match employee contributions and I take it from your letter that the University Foundation will process the request for matching contributions.

Very truly yours,

  
Michael R. Buchholz

MRB:dls  
Enc.