#### JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

- IV. UW REAL ESTATE ALUMNI ASSOCIATION
  - A. General Correspondence
    - 1. Early History
      - c. Administrative correspondence, including brochure



#### U.S. REALTY INVESTMENTS

THE TERMINAL TOWER . CLEVELAND, OHIO 44113 . (216) 696-3055

March 24, 1977

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

Dear Don:

It's been a long time since we have been in touch, and it's a pleasure to learn that you are taking the initiative to help us put together a meaningful Alumni Association.

Naturally, as I have in the past, I am available to assist you in any way I feasably can financially and with my time.

I'm very impressed with the work you have done in identifying work-study jobs that can be subsidized by the government, and along with your thinking have enclosed a check for \$100 to be used specifically for this purpose. It would bring me great pleasure to learn that this \$100 can create \$500 of student aid.

Once you have identified your particular needs, let me know if I can assist you in any other way. In the meantime, I'll look forward to receiving your correspondence on a timely basis.

Best regards,

Michael A. Feiner Vice President

MAF/cq

cc: Professor Graaskamp

## BAIRD & WARNER

CENTRAL OFFICE

115 SOUTH LA SALLE STREET

312-368-1855

CHICAGO, ILLINOIS 60603

REAL ESTATE
SALES, FINANCE
PROPERTY MANAGEMENT
APPRAISALS, INSURANCE

April 7, 1977

Mr. Don Evans
Real Estate Alumni Association
University of Wisconsin
6402 Odana Road
Madison, Wisconsin 53719

Dear Mr. Evans:

It is a pleasure to forward the enclosed check for \$30.00 from Jeffrey A. Davis, a Baird & Warner employee who received a Master of Science in Real Estate Investment Analysis Degree from the University of Wisconsin in 1976.

We are also pleased to send you a check for \$30.00 from Baird & Warner, Inc. as a contribution under its Matching Gift Program.

We will appreciate your acknowledging these contributions to the University of Wisconsin Real Estate Alumni Association to Mr. Jeffrey A. Davis, 416 Layergne Street, Wilmette, Illinois 60091.

Sincerely,

John W. Bair

President

JWB:ph Enclosures

#### TRAMMELL CROW COMPANY

REAL ESTATE INVESTMENTS

CHICAGO OFFICE 1111 E. TOUHY AVENUE DES PLAINES, ILL. 60018 TELEPHONE AREA CODE 312 297-2058

April 14, 1977

Mr. Donald L. Evans
Executive Secretary
University of Wisconsin
Real Estate Alumni Association
6402 Odana Road
Madison, Wisconsin 53719

Dear Mr. Evans:

As requested, enclosed please find a completed data sheet as well as a \$10.00 contribution to the University of Wisconsin Real Estate Alumni Association.

I would also like to take this opportunity to express my personal support of this organization, its objectives and function. I look forward to receiving further information regarding this association.

Yours very truly

Jon D. Hammes

JDH:es

Enc.

## Georgia State University

university plaza atlanta, georgia 30303

Department of Real Estate and Urban Affairs College of Business Administration

April 14, 1977

Donald L. Evans D. L. Evans Co. 5402 O'dana Road Madison, Wisconsin 53719

Dear Don:

I am happy to be part of the organization of the local alumni group. I was also recently pleased to be able to direct the \$25 donation from a project fund which is available to me here at GSU. One of my colleagues, James R. Cooper, who serves as trustee of the fund, has expressed an interest in being a part of this "network" and to receive the correspondence of the alumni group even though he is not officially a graduate of the program. As you may recall, Professor Cooper served a one-year visiting professorship at U.W. with Jim Graaskamp and simply wishes to be a part of this activity. I would appreciate it if you could make it possible.

Yours very truly,

James D. Vernor Associate Professor

mf

Prof James R Cooper Dept of Real Estate + Urbon Affairs Eurgia State Univ Attlanta 30303

copy to coolomp

School of Business

**Graduate School of Business** 

1155 Observatory Drive Madison, Wisconsin 53706

April 26, 1977

Donald Evans D.L. Evans Realtors 6402 Odana Road Madison, Wisconsin 53717

Dear Don:

Thanks again for the dinner.

We need to make immediate preparations for a second mailing to the Alumni by the end of May. Included in the contents would be:

- I. Announcement of a real estate alumni seminar Thursday afternoon and Friday, November 10 and 11, followed by the lowa football game on November 12. (This was the only time I could reserve Thursday and Friday at Lowell Hall but they need to have a nose count as quickly as possible or we need to reserve a block of rooms at the Madison Inn or the Concourse. We can hold a banquet at Lowell Hall Friday night which would be reasonably priced and have a private bar, etc. Athletic ticket office is holding a 100 ticket block for us; is that enough?)
- 2. A computer output for everyone who has registered so far.
- 3. A list of contributors
- 4. Announcement of our first scholarship
- 5. Newsletter if you wish

I'll take care of putting together a seminar outline. Do you want to put somebody in charge of Alumni recreation, etc. in terms of reservations, football tickets, and what have you, or should we add that to the duties of the Alumni administrator, Ken Levitas?

Livadis

Good luck in Chicago,

James A. Graaskamp

John Feldt Alumni Foundation Wisconsin Center Building 702 Langdon Street Madkson, Wisconsin 53706

Dear John:

After discussion with Don Evans we have his permission to transfer the following sums from the University of Wisconsin Alumni Fund:

- \$90 transferred to Business School account #1330179 to supplement Real Estate Counselors scholarship to qualify for out-of-state tuition exemption.
- \$120 transferred to Business School account #1330179 for a 202 contribution to a work study job paying \$600 for the summer for a Real Estate Department Administrative Assistant.

Please direct these transfers to Ellie Fossbinder, Room 102, School of Business.

Thank you,

James A Graaskamp

Chairman, Real Estate & Urban Land Economics

JAG/db

cc: Ellie Fossbinder

D. L. Evans

## UNIVERSITY of WISCONSIN Real Estate Alumni Association

6402 Odana Road

Madison, Wisconsin 53719

June 30, 1977

Dear Real Estate Alumnus:

Responding to your suggestions we have scheduled the first real estate seminar for Alumni of the University of Wisconsin-Madison Real Estate program. We have reserved the Wisconsin Center guest house, Lowell Hall, on the corner of Frances and Langdon Streets for Thursday, November 10, 1977 through Saturday, November 12. To provide as many options for participation as possible, we have designed the following schedule:

#### Thursday Evening:

Registration, cocktails, and buffet supper - 5:00-7:15
Seminar Session - 7:30-9:00
(Review of present curriculum and course syllabi with full faculty participation)

#### Friday Morning:

Registration - 8:30-9:00

New Appraisal Techniques - 9:00-12:00

- (1) Land Use Controls Rod Matthews
- (2) Property Analysis: Front Door/Back Door Jim Canestero
- (3) MR. CAP Mike Robbins
- (4) Terminal Demonstration

#### Friday Evening:

Cocktails - 6:00-7:00
Banquet in Lowell Hall dining room - 7:00

#### Saturday Morning:

Bloody Mary Brunch
Alumni Business Meeting
Football Game - 1:00 kick-off, lowa (bus transportation from Lowell Hall to Stadium)

#### Saturday Evening - Open

Alumni welcome to stay at Lowell Hall till noon Sunday

The seminar is designed so that the Alumni can meet our five man faculty, gain a refresher on a variety of techniques and concepts and motivate the Alumni to talk about the kind of problems and techniques encountered on the job that should be discussed more in University classes.

Lowell Hall has been extensively remodeled so that each room has its own bath, carpeting, colored TV, and other modern motel amenities. There is a swimming pool in the basement and excellent classrooms and banquet facilities. Moreover, hotels in Madison are already well booked for a football weekend. We need your reservation immediately to guarantee you space in Lowell Hall and football tickets in the block we have reserved for real estate Alumni.

The only money you need send now is \$8.00 for each football ticket as we must pay for these the end of August in order to preserve our block reservation.

On Saturday morning following brunch and prior to the second round of Bloody Mary's, we wish to hold our first Alumni organization meeting so that the regional directors and officers can have your sense of instruction and objectives and can provide a report on operations to date.

Because of the complexities of charges for meals and rooms a registration form is enclosed. Carefully indicate which meals, nights, or other functions you plan to attend by putting the correct charge in the right hand column. If you have special requests for cots for the youngsters, or whatever, let us know at the bottom. This is a giant undertaking for us so please be considerate of Ken Levitas, our Alumni administrator, as he is also trying to do a master's degree and work in the Recreational Resources Center.

With great expectations,

Donald Evans

## UNIVERSITY of WISCONSIN Real Estate Alumni Association

6402 Odana Road

Madison, Wisconsin 53719

October 28, 1977

Dear Real Estate Alumnus,

All's on for the Alumni Seminar November 10-12. Doc DeHaven will be our featured performer for the banquet and bash Friday night. So far the turnout looks excellent. For those of you who have not returned the application, please do so as soon as possible.

We will be publishing a newsletter soon after the seminar. Mike Rooney will be the editor and welcomes all literary contributions. Mike's address is: 8822 Jackson Blvd., Wauwatosa, Wisconsin 53213.

As usual, Prof. Graaskamp is acting as a semiplacement service and has several job openings available. Anyone interested should contact him for further information.

Looking forward to seeing you at the banquet.

Sincerely,

Ken Livadas

Ken Line.

Program Administrator

6402 ODANA ROAD • PHONE (608) 274-4141 • MADISON, WISCONSIN 53719

November 22, 1977

Mr. James J. Curtis c/o Bank America Realty Service Incorporated 555 California Street San Francisco, California 94104

Dear Jim:

Sorry you weren't able to be at the Alumni Seminar this past week in Madison -- we missed you. I did have an opportunity to talk to Jeff Davis and he conveyed some of the ideas that you had relayed through him. I think the seminar worked out very well. We had a good turnout, it seemed to be generally well organized and most of the participants were impressed with the program and the presentation that Jim Graaskamp and his staff made. I received a copy back in the mail today of our latest data that had been sent to you and I heard through one source or another that you were getting the feeling that in California you were isolated from the information and seminar.

First let me say that those involved recognize your contribution and I'm sure would like to get you involved as much as possible, as soon as possible. For now, I've discussed the matter with Mike Rooney, who will be responsible for putting out the newsletter for the time being. Mike graduated with me in the first program and has had such jobs as president of General Appraisal Company in Canada and headed up the Boeckh's Division at American Appraisal Company. I discussed one of the things for the early publication to include a brief history of how the organization was formed and your part in that establishment. Jim Graaskamp essentially put together the Articles of Organization of the Alumni Association, which I have included a copy. This is a rough draft and may be altered slightly, but essentially puts the formal covenants on the group.

Mr. Curtis Page 2 November 22, 1977

We had a good turnout of the directors of the organization including Mike Bucholtz from Houston, Jeff from Chicago, Jim Vernor from Georgia State University and Joe Pasquerella from Philadelphia. The only two directors that were not at the seminar included Jay Kramer from Denver and Tom McMullan from Menlo Park, California.

I think you can be very proud of the work you've done in getting the alumni group off the ground. Everybody seems to think that it's a very worthwhile project and I'm sure in future years it will serve both the University and our alumni very well. I'll send copies of the correspondence that you had originally sent me to Mike Rooney and should you have any additional input for the newsletter or anything else, don't hesitate on giving me a call or giving Mike Rooney a call at American Appraisal Company in Milwaukee.

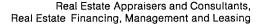
Hope everything is going well with you, Jim, and looking forward to seeing you in the near future.

Sincerely,

D. L. EVANS COMPANY

Donald L. Evans, C.R.E., M.A.I.

DLE:baf





1350 First National Bank Building, Denver, Colorado 80293 / (303) 893-2929

**DECEMBER 16. 1977** 

MR. DONALD L. EVANS
D. L. EVANS COMPANY
6402 ODANA ROAD
MADISON. WISCONSIN 53719

DEAR DON:

I APPRECIATE YOUR RECENT LETTER WHEREIN YOU INFORMED ME OF WHAT HAD TRANSPIRED AT THE ALUMNI MEETING. I HAVE GIVEN THE PROPOSED NEWSLETTER SOME THOUGHT, AND I WOULD SUGGEST THAT A PORTION OF THE NEWSLETTER BE MADE AVAILABLE FOR A LISTING OF EMPLOYMENT OPPORTUNITIES.

AS POSITIONS BECOME AVAILABLE, EITHER THE ALUMNI DIRECTORS OR INDIVIDUAL ALUMNI COULD CONTACT MIKE ROONEY AND PROVIDE HIM WITH PERTINENT DETAILS. SINCE IT IS VERY DIFFICULT TO KEEP ABREAST OF OPPORTUNITIES OUTSIDE OF ONE'S IMMEDIATE AREA, I FEEL THAT THIS INFORMATION COULD BE QUITE USEFUL TO THOSE ALUMNI WHO ARE CONSIDERING RELOCATING.

PLEASE DO NOT HESITATE TO CONTACT ME IF I can be of any assistance to the Real Estate Alumni.

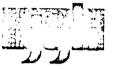
SINCERELY,

/JAY/KRAMER

JK/MAH

copy of a cost

February 27, 1978



Mr. Donald L. Evans, C.R.E., M.A.I. D.L.Evans Company 6402 Odana Road Madison, Wisc. 53719

Dear Don:

With my usual humility, I will accept your offer to be a director—at—large based upon your assessment that the workload is light. I am obsessed with the need to limit the attendance at meetings. WHY?

I was in Atlanta while you were there and did not get to see or visit with you or any other friends due to meetings scheduled the evening I arrived — right through the afternoon that I departed for Houston. It is just plain dumb getting obligated for so many committees, etc.

My activity in Atlanta did not, however, preclude me from visiting the Omni where Dr. George 8loom says I had a good time. I hope it is just coincidence that I read in the Chicago paper yesterday that the Omni is up for auction since it is belly-up- - - my actions did not cause that I hope!!!!!

Seriously, I hope our paths cross soon at one of the conferences and until then — sell a couple million in Madison.

CHOMIIII

ohn G. Hoppe, Jr.

The state of the say.

# H. BRUCE THOMPSON, JR. AND ASSOCIATES, INC.





February 24, 1978

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

Dear Don:

In response to your most recent letter I offer the following:

- 1. I think it is an excellent idea to raise money from large corporations to assist the program.
- 2. I welcome the concept of Directors-at-Large.
  Among other duties, I hope they will be able to provide assistance to Regional Directors. The Association has my vote for Dennis Anderson, Mary P. Buczynski and John Hoppe, Jr.
- 3. The Association has my vote for Mike Buccholz as Chairman, James D. Alban as Secretary-Treasurer and Michael Rooney as Director or President.

If I can be of additional assistance please contact.

Sincerely,

Jøseph D. Pasquarella

JDP/sn

July mini

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

February 28, 1978

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

Dear Don:

I am sincerely flattered by your suggestion that I be a candidate for Chairman of the Alumni Association. However, after thinking it over for a couple of days, I have concluded that I must respectfully decline. My primary reason for reaching this decision is my location in Houston and the infrequency of my travel to Wisconsin which would make it practically impossible to see Professor Graaskamp on a regular basis, something I consider important for the Chairmen to be able to do in order to keep abreast of trends, new program activities and so on. It is my experience that brainstorming and initial planning via the mail is rarely successful.

The addition of the at-large directorships is an excellent idea and I heartily second your suggested nominees. Likewise, for the officers nominated. I also congratulate you on the excellent job you did in initiating and kicking off the Alumni Association. I do not have any specific ideas as to a successor Chairman but do think he or she should be selected preferably from the Chicago or Milwaukee area where the presence of the University and in school undergraduates and graduates would be within an easy drive but not immediately in the picture.

Please let me know if I can be of assistance and I remain,

Very truly yours,

Michael R. Buchholz

MRB/ad

#### Synopsis of Alumni Game Plan

In the fall of 1976 it was proposed Dr. Graaskamp's informal network of post graduates be organized into a unique alumni group. The idea was not novel because similar organizations had been established successfully at business schools such as Stanford, Harvard and Cornell University's School of Hotel Administration. The continued success, national recognition, and longevity of each of these school's educational program has been assisted by the financial support and feedback of past graduates. The camaraderie between the alumni of each of these schools in the business world has been encouraged indirectly by their respective alumni associations.

Don Evans, Dr. Graaskamp, and myself believed an alumni association for University of Wisconsin real estate graduates would assist in the future development of the real estate program, along with offering the potential to assist graduates of the program in the business world. With these objectives in mind the following goals for the proposed alumni group were outlined:

- 1) Provide economic assistance to the University of Wisconsin real estate program. This economic assistance would be used for the following purposes: work study grants; purchase teaching aids; and provide seed money to prepare research bids for larger grants.
- 2) Develop the Real Estate Alumni Association political stature within the university system. Our goal in this area would be to gain the recognition of the administration so they would solicit the alumni's thoughts on the future development of the program.
- 3) Establish a newsletter. The general purpose of this newsletter would be to provide a form of communication as to what former graduates were doing, new developments on Bascom Hill, exchange of ideas, and act as a clearing house of job opportunities for new and old graduates.
- 4) Maintain a current directory of graduates as to location, occupation and employer. The purpose of this directory would be to assist in the identification and communication between graduates for business and information. The strength of the organization is the geographical and job diversification of the graduates.
- 5) Sponsor 2-3 day seminars in Madison. These seminars would be made up of presentations by the real estate department, graduates in the field, and panels of past graduates who would speak and answer questions on current topics of interest.

#### Page 2

Perform a public relations function. The function would be to assist in responding to inquiries about the program from potential students, potential employers, and the press. It is my personal belief if the University of Wisconsin Real Estate Program is given greater national exposure the program will receive additional scholarship and research funds from the real estate industry, and its trade organizations, (i.e. Urban Land Institute, International Council of Shopping Center, National Homebuilders Assn., National Association of Corporate Real Estate Executive, etc.). Hopefully with increased exposure more employment opportunities will also result for undergraduates as well as graduate students.

With the goals for the proposed organization outlined we proceeded to set up a board of directors. The country was divided into seven regions, and the directors were selected to reflect the various graduating classes as well as the diverse occupations in the real estate industry the graduates pursue. I hope in the future this overall balance between graduating classes and occupations can be maintained.

From here Don Evans and Dr. Graaskamp organized the initial mailing, coordinated with Ken Lividas the first seminar and alumni directory, and talked Mike Rooney into starting up the Newsletter. These individuals along with the board of directors are to be commended for the time, effort and support they have given to the formulation of this group.

While these people have been important in setting up the alumni association----the participation level of the graduates themselves will be the determining factor in gauging the strength and success of the organization in the future.

Jim Curtis MS '76

(Re-typed by Landmark Research, Inc. on 2/91)



April 6, 1978

Donald Evans, MAI, CRE President D.L. Evans & Co. 6402 Odana Road Madison, Wisconsin 53719

Dear Don:

Please excuse my rudeness in not answering your letter sooner. I am looking forward to the opportunity of becoming involved in the thick of things with the alumni association once again. The progress the organization has made in the past year and a half is impressive and is beyond what I envisioned when we first got together over pizza a year and a half ago.

Enclosed are some magazine and newspaper clippings on topics where the public relations of the alumni and seed money for research grants could be involved. I believe additional scholarship and research funds from the real estate industry and its trade organizations (International Council of Shopping Centers, NAREIT, MBA, National Homebuilders Association, etc) can be tapped. I realize funds from the Urban Land Institute and National Association of Corporate Real Estate Executives have been obtained, but I believe the UW real estate staff and the alumni association may be more effective in this area if we work together in obtaining the dollars in the trade organization's education coffers. Efforts in this area can yield employment opportunities and national exposure which will be hard to attain through other avenues.

I trust business is going well and your looking forward to playing a few rounds of golf with the improving weather.

Best regards,

James J. Curtis

JJC:dk

Enclosure

6409 ODANA ROAD • MADISON. WI 53719 608-274-4141

REALTORS® . APPRAISERS . COUNSELORS

THE FIRST YEAR

It's been a real pleasure being a part of the creation of the University of Wisconsin Real Estate Alumni Organization. Working closely with the graduates, I've become more impressed on the quality of the Wisconsin graduates and the positions that they hold throughout the country. I've learned that the group is fiercely loyal to the University and more than willing to serve in any requests made by the Alumni Association. It's now time for me to step down, and time for the organization to go into the second phase of its organization and development. The Board of Directors has elected Steve Elpern of Chicago to be the new Alumni Chairman. He has an excellent background and has the energy and enthusiasm to carry the organization to new heights. Once again I want to thank all those who were so instrumental in the founding of the Alumni Association and those who continue to be of service to the University and its programs.

Donald L. Evans, C.R.E., M.A.I.

To: The Directors of the University of Wisconsin-Madison Real Estate Alumni Association

When the University of Wisconsin-Madison Real Estate Alumni Association was formed approximately one year ago, it was due to the work of a few men who gave much of their time to get the organization off the ground. One of these individuals, Donald L. Evans, in addition to being one of the prime originators of the Association, volunteered to assume the responsibility of being President of the Alumni Association to get the organization started.

The University of Wisconsin Real Estate Alumni Association has "taken off" under Don's leadership, and I am sure that all of you have taken the time to verbally thank Don for the time and effort he has put into the Association.

My fellow directors, we now have the task of relieving Don of the responsibilities of the Presidency and finding another able alumnus to take his place. With this in mind, as a director of the University of Wisconsin Real Estate Alumni Association, I humbly submit the name of Stephen Elpern as the next President of University of Wisconsin-Madison Real Estate Alumni Association.

The following reasons briefly illustrate why Stephen Elpern would be an excellent President of the Association:

- 1. Competence and Capability: Of crucial importance in any position of leadership is an individual's competence and capability. In the year and one half that I have personally known Steve, he has proven to me to be competent and capable of assuming the rold of leadership. He has repeatedly organized "get togethers" with other alumni from the program and has been a major factor in the success of the Chicago Alumni Group.
- 2. Feeling about the Alumni Association: The sincerity in which one approaches the position as President of the Alumni Association is one that demands careful analysis. After conferring with Steve, Dr. Graaskamp, and a few other trusted alumni, I feel that Steve will be quite genuine in his approach as President of the Alumni Group.

(continued)

- 3. Diverse Professional Experiences: With the makeup and background as diverse and widespread as the Alumni Association, it is important to have a President with a diversified background that can communicate effectively with all interested parties. Steve's background consists of both an institutional framework with Prudential Life and a major private real estate firm, Romanek-Golub, and this should enable him to understand and deal with any and all problems.
- 4. Proximity to Madison, Wisconsin: Not to be overlooked is the proximity of Steve's location in Chicago to Madison, Wisconsin. As we all know, many of the problems, ideas, and goals of the Alumni Association are initiated in Madison, Wisconsin. The location of our President in Chicago ensures that there is never a problem too big that cannot be handled because of distance restrictions and/or lack of communication.

The selection of our next President is not a decision to be handled lightly and I ask you to analyze my recommendation of Stephen Elpern carefully. Should you have any questions either Donald Evans or myself can answer, please contact either of us. If you feel your decision demands a personal conversation with Steve, please contact him during the day at (312) 440-8800.

The attached sheet has been enclosed for your convenience. Please complete the enclosed sheet upon reaching your decision and return it to Donald Evans, as addressed, as soon as possible.

Thank you all again for your time and effort as directors of the University of Wisconsin-Madison Real Estate Alumni Association.

Very truly yours,

Jeffrey A. Davis Baird & Warner, Inc.

115 South La Salle Street Chicago, Illinois 60603 May 30, 1978

J-le

Mr. Donald L. Evans D.L. Evans Company 6402 Odana Road Madison, Wisconsin 53711

#### Dear Don:

Please enter a vote of approval disapproval (cross out one) on the recommendation by Jeffrey A. Davis to appoint Stephen Elpern as the next president of the University of Wisconsin-Madison Real Estate Alumni Association.

Don - I'm doing this only on the basis that it reflects your and Jab's wishes. This is a very wregular procedure (I didn't know nominations were open!) -- but we certainly can be a casual group if me want to.

6402 ODANA ROAD • PHONE (608) 274-4141 • MADISON, WISCONSIN 53719

July 5, 1978

Mr. Stephen Elpern 2026 C. D. Cleveland Chicago, IL 60614

Dear Steve:

I want to congratulate you on being elected as the new Chairman of the University of Wisconsin Alumni Association. We have gotten all the responses from the current directors and it's unanimous.

Last week I had a meeting with Jim Graaskamp and discussed some of the goals of the organization and reviewed the new brochure.

Some of the main unfinished business that should probably be addressed concerns enlarging the current Board of Directors.

It had been suggested in one of the last letters to the Directors that four additional directors at large be added from the central U. S., east coast and west coast. Those suggested and contacted were Dennis Anderson, President of the Ellwood Company in New Jersey; James Curtis of the Bank of America in California; Mary Buczynski of Northwestern Mutual in Milwaukee and John Hoppe, Jr. of Chicago.

Other matters discussed were the possible election of a Secretary-Treasurer and creating a term of service for the directors on a staggered basis.

Jeff Davis, I believe, has some great plans for fund raising this July with the new brochures out.

I'll stay as keeper of the books for a while until a Sec.-Treas. can be elected, if it's the wish of the Directors.

Thank you once again for your service to the Alumni Group and I look forward to meeting you soon. The very best.

Sincerely,

Donald L. Evans, C.R.E., M.A.I.

from Ken LIVADAS

11/10/78

Den Don,

With all of the existent and commation that comes with graduation, I was unable to drop by To say goodly e before leving Madison. I would like To thenk you for all of your efforts on beloff of the alumin description and for ensything you did to make my job easier.

I started work in the real extete department of Prudutial in July. Often working in mortgager for a while, I am now doing work in acquisitions and development. I have found, not to my suprise, that Prof. Drandamp's program has prepared me very well.

I hope to be in Median next full for the

mexit alumni reunion. Firstundely, it should be a much more relaxing experience for me that time!

See you then.

Rogardi, Xen

P.S. Please give my best regards to Shirley.

## UNIVERSITY of WISCONSIN Real Estate Alumni Association

6402 Odana Road

Madison, Wisconsin 53719

August 15, 1978

At the time you hired a graduate of the University of Wisconsin-Madison from the Real Estate and Urban Land Economics Department, you exhibited a certain perception for a person trained with one of the finest practical real estate related educations in the country. Hopefully, your feeling is the same as other employers throughout the country that have been more than satisfied by the performance of their Wisconsin graduate.

The University of Wisconsin Real Estate Alumni Club is having a special "1978 Fund Raising Drive," directly addressed to the employers of Wisconsin Real Estate graduates. The monies from this drive will be used to offer monetary support toward the Real Estate and Urban Land Economics Department's attempt to continue with their dynamic real estate education offered at Wisconsin (see brochure). Your contribution in 1978 is especially important due to the continuing spiraling inflation and the constant threat of a severe cutback with University funds.

The minimum contribution expected from satisfied employers is \$50 (tax deductible). Please make checks payable to the "Wisconsin Foundation, Fund 199," and mail to the following address:

University of Wisconsin Foundation Real Estate Alumni Fund Room 118 School of Business 1155 Observatory Drive Madison, Wisconsin 53706

Thank you in advance for your consideration. Your contribution will go a long way towards maintaining the quality of Real Estate education offered at Wisconsin and will be another exhibition of your perception of a quality Real Estate educational program.

Very truly yours,

Jeff Davis

Chairman, 1978 Fund raising drive

UNIVERSITY of WISCONSIN Real Estate Alumni Association

6402 Odana Road

Madison, Wisconsin 53719

August 15, 1978

Dear Fellow Alum:

Any discussion of dues and finance brings mixed emotions. Many of us enjoy a great feeling of self satisfaction and pride in our association with the University of Wisconsin Real Estate Program and recognize some degree of responsibility for improving the momentum of the program and the recruiting of future candidates, who will further enhance the program image.

The Board of Directors believes there should be no set dues amount. They would like to continue the minimum dues at the 1977 \$10 level (tax deductible with a receipt received from the University of Wisconsin Foundation). Last year many of you sent \$25 and the program can use the extra help. But there is no intent to discourage participation with whatever you can afford at this stage of your career. For those of you who just joined the association in '78, consider yourself paid up 'til next year.

About \$5 of your contribution supports the mailing costs and newsletter charges as well as tuition for the alumni organization administrator. All other funds are used for scholarships for students, for work study research hourly jobs, and for help with other expenses such as terminals and the printing of the program brochure which you recently received.

There is a multiplier effect from your dues contribution in several ways. For work study jobs for real estate majors, the federal government will subsidize 80% of the hourly wages for these programs. Thus, \$100 of alumni funds can create \$500 of student aid. If Alumni scholarships are tied to Counselor Scholarships, it is possible to waive non-resident tuition for summer school. If your employer has a matching grant program, as described in the enclosed brochure, then each dollar of your money will bring another dollar to real estate students at Wisconsin. Five alums at one insurance company who provide a \$25 contribution each can produce a \$250 scholarship for one student; if you indicate that as your wish on the dues card, the Chief will give the scholarship in the name of the company providing the matching grant. IF THE REAL ESTATE PROGRAM HELPED YOU WITH YOUR CAREER, HELP KEEP THE PROGRAM GOING. SEND YOUR DUES TODAY!