

JAMES A. GRAASKAMP COLLECTION OF TEACHING MATERIALS

IV. UW REAL ESTATE ALUMNI ASSOCIATION

C. Fieldtrips

1. Minneapolis, November 7-9, 1980. Includes  
Correspondence and Planning Materials



Gerald D. Hines Interests

2100 Post Oak Tower

Houston, Texas 77056

Area Code 713, 621-8000

September 18, 1980

Professor James Grasskamp  
University of Wisconsin School of Business  
Madison, Wisconsin 53706

Dear Professor Grasskamp:

I have been contacted today by Ms. Orbison regarding an opportunity to speak to you and a group from the University of Wisconsin School of Business in Minneapolis on the afternoon of Friday, November 14, concerning our Pillsbury Center development in downtown Minneapolis.

We appreciate your interest in our project, and I look forward to confirmation from you concerning the time of this presentation and to sharing with you and your group how the development of Pillsbury Center has been undertaken and the progress we have made to date. I am including for your information and for you to distribute to your students, if appropriate, several leasing brochures for Pillsbury Center which will provide some advance information to you concerning the scope and nature of this development.

Sincerely,

David T. Lawrence

DTL:jgs

Enclosures

September 25, 1980

David T. Lawrence  
Gerald D. Hines Interests  
2100 Post Oak Tower  
Houston, Texas 77056

Dear Mr. Lawrence:

Very much appreciate your rapid response to our inquiry as to whether approximately 30 of our graduate students might be briefed on the Pillsbury Center project.

In scheduling everybody it has been necessary to adjust to Friday, November 7 instead of the 14th as Ms. Orbison initially suggested. We very much hope that November 7 will still fit with your schedule and will call in a few days to confirm.

Our group will be in a Greyhound type bus and will be coming from the southwest side of town from meetings with Rauenhorst and Byerly's. Would 2:30 P.M. in downtown Minneapolis at a meeting point that you designate be acceptable? If 2:00 would be more convenient, we will tighten up our morning schedule.

The leasing brochures will be made available to the students on Thursday evening on the bus ride to Minneapolis along with a short briefing of downtown Minneapolis and St. Paul developments.

We will have a group of approximately 30 students most of which will have a sound background on real estate finance and commercial development. The great majority are in our MS degree program in Real Estate Appraisal and Investment Analysis; the balance are seniors majoring in real estate for a BBA or civil engineers and planners with a strong interest in the real estate development field. I think you will find them well rounded and career oriented in real estate.

Thank you for making this opportunity available to us.

Sincerely,

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

JAG/db

September 25, 1980

Don Adams, Manager  
Radisson Plaza Hotel  
411 Minnesota Street  
St. Paul, Minnesota 55101

Re: University of Wisconsin Real Estate Club Field Trip

Dear Mr. Adams:

This note should confirm and summarize various arrangements for the Real Estate Club foray to Minneapolis-St. Paul.

First of all we would like to reserve 18 rooms for the nights of Thursday, November 6, and Friday, November 7 of 1980. Myself and two students will check in before 6:00 P.M. on Thursday, the 6th, but the balance will arrive by chartered bus about 11:30 P.M., Thursday evening. We will forward to you a week in advance a listing by room of the students and I will make any corrections upon my arrival late Thursday afternoon. We will have the students fend for their own breakfast in the coffee shop.

On Saturday morning we hope that you will be able to reserve a meeting room for us so that yourself and your associates from Contract Services might discuss development and operation of the Radisson Plaza from 8:30 in the morning until approximately 10:00. At that point Richard Eichorn of Oxford Properties would join us to provide an initial briefing on Town Square before taking us on a walking tour of some of the developments in the area. We would have the students check out of their rooms at 8:30 in the morning and store their bags in the lobby for the bus at approximately 12:00 noon on Saturday, the 8th. We were discussing \$36 a night for the rooms, sounds very fair, particularly as you indicated we could use some of the rooms to house four people at \$9.00 per person.

We very much appreciate your great willingness to cooperate and we are excited about learning of the Carlson Company who otherwise maintain a low silhouette in development publications. We have talked to Ms. Richardson and a copy of my letter to her is attached.

Sincerely,

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

JAG/db

September 27, 1980

Steve Pauling  
St. Anthony's Main  
201 Main Street, S.E.  
Minneapolis, Minn. 55114

RE: University of Wisconsin Real Estate Club Field Trip

Dear Mr. Pauling:

As we discussed on the phone, a contingent of our real estate graduate program and some construction administration majors will be in Minneapolis November 7 and 8 to look at a number of innovative and major development projects. They will be traveling by chartered bus and will complete a session with David Lawrence of the Hines Company at approximately 3:30; at that time we would shift to your development at 201 Main Street or some more specific location that you would suggest.

Thus we would like to meet with you about 3:45 in the afternoon on Friday, November 7, for a briefing on origins, development strategy, problems and solutions in the development of St. Anthony's Main. These students are reasonably sophisticated and can be expected to ask some good questions. Please send us a sketch map as to the specific location and room number so that I can communicate with our bus driver. Should you have any questions or last minute emergencies, I can be reached at my University office at (608)-262-6378, or my business office at (608)-256-1090. We will all be staying at the Radisson Plaza in downtown St. Paul starting Thursday evening, November 6.

Very much appreciate your willingness to spend an hour with us and discuss your pacesetting project in Minneapolis.

Sincerely,

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

bjd

September 27, 1980

Ms. Anne Richardson, President  
Contract Services Associates  
12755 State Hwy. 55  
Minneapolis, Minn. 55441

RE: University of Wisconsin Real Estate Club Session at St. Paul Radisson

Dear Ms. Richardson:

As we discussed on the phone, the University of Wisconsin Real Estate Club, consisting primarily of graduate students or seniors in real estate in our programs identified in the enclosed brochure, will be staying at the Radisson Plaza Thursday and Friday nights, November 6, 7, and 8. The manager of the Plaza, Don Adams, is arranging for a meeting room on Saturday morning from 8:30 until 10:30. The subject of discussion would be the Radisson Plaza until 10:00 a.m., at which time Dick Eichorn of Oxford Properties will come in to brief the students on Town Square before leading them on a walking tour of that development area.

While Mr. Adams will talk about operations of the hotel, we were hoping that you or someone on your staff could discuss the problems and process of acquiring the site and designing the building. In particular the students would be interested in your macro scheme for separating and transporting crowds for meetings from operational activities and quiet guest areas, your solar water heating system, and the degree to which the hotel provides its own supporting system in terms of laundry, bakery, food processing, computerized accounting and control, etc. Certainly you can stress what seems appropriate to you in the time available. I would also like to sensitize the students to the intricate relationship between interior design of a hotel room and construction specifications as to electric outlet placement, choice of blowers and curtains, glass versus energy conservation, etc.

Eight-thirty to ten Saturday morning is an inconvenient hour but we hope you can find time to join us and to illustrate the interesting relationships between finance, real estate, physical design, and hotel operations.

Sincerely,

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

Enc.

cc: Don Adams, Radisson Plaza

September 27, 1980

Frank C. Dunbar  
Boisclair Corporation  
Calhoun Beach Club  
2925 Dean Parkway, Suite 350  
Minneapolis, Minn. 55416

Dear Frank:

The real estate students have corralled me into running my semi-annual travel agency for prospective real estate developers and have asked that we visit Minneapolis-St. Paul. You were one of our best speakers two years ago, and I wondered if you might provide an update on your riverfront development in St. Paul on Saturday noon, November 8. We will be staying at the Radisson Plaza where the hotel has knocked the rate down to \$9 a head and will be doing an hour and a half seminar on the development of the Radisson Plaza from 8:30 till 10:00 on Saturday morning. At that point, Rich Elchorn of Oxford Properties will join us for a walking tour of Town Square which we would finish at noon. At 2:00 we are due at Byerly's for both a tour of the store and the luncheon special.

If the weather is good, I thought you might brief us at the hotel at noon and ride past your site with us on the bus before we go to Byerly's; if the weather is bad, you could use your slides in our meeting room at the Radisson before we went to Byerly's.

Is there any chance we could also talk Boisclair Corporation into financing the luncheon special at Byerly's (\$3 per head for about 35 persons)? Or doesn't your company have a yen for recruiting good young junior executives?

I will give you a call.

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

bjd

September 27, 1980

Mr. Don Byerly  
7171 France Avenue S.  
Edina, Minn. 55435

RE: University of Wisconsin Real Estate Club Field Trip

Dear Mr. Byerly:

As we discussed on the telephone, the Real Estate Club would like to meet with you on Saturday, November 8, at your famous food store where food is both recreational and good real estate.

We will be coming over from St. Paul and will need to feed approximately 30 to 35 including the faculty. We will provide an exact count a day or two before our arrival. Subject to your proposed alternatives, we would buy the students the special of the day and allow the students to pay for their own beverage and extras that might catch their eye in the cafeteria line.

We could arrive at 1:30 if you wanted to talk to us before we had lunch at 2 p.m. about the store and its concept or we would visit with you at 2:30 after all the students have been seated and pretty well completed luncheon. In any event, following lunch we will have them visit the store as their last stop prior to loading up for a return trip to Madison.

We have enclosed a brochure describing our program. Not enough can be said for our strong cadre of graduates in Minneapolis and St. Paul who spot the worthwhile speakers and projects for us, and their unerring judgment is that you and your store are an excellent way to anchor two days of innovative and well-managed real estate in the Twin Cities.

Thanks for giving us the opportunity to visit.

Sincerely,

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

bjd

Enclosure



*BJE*

OFFICE OF THE PRESIDENT

October 1, 1980

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

Dear Mr. Graaskamp:

We will be delighted to have your group visit us on Saturday, November 8.

I will plan to be at the St. Louis Park store at 1 p.m. on that day. I would suggest that you plan on assembling your group in the School of Culinary Art in the store. This is located on your right as you enter the main door. There I can greet you, we can talk and I can answer questions if you so wish.

Your lunch will be better served to you after this short session as we will have to break you up into groups of 4 and 6. We do not have a cafeteria, it is a nice little restaurant.

After your lunch, the group can go on a tour of the store and I will be available to answer questions, if you wish. If you have any further questions, please feel free to write or call.

We are looking forward to seeing you on the 8th of November!

Sincerely,

*Don Byerly*  
Don Byerly

DDB/an



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October 3, 1980

Prof. James Graaskamp  
University of Wisconsin  
School of Business  
Madison, Wisconsin 53706

Dear Prof. Graaskamp:

I am pleased to hear that the real estate field trip is falling into place. The Twin Cities alumni that I have already spoken with are excited about seeing you and the troops again. Within the next few days, Bryant and I will make the menu selections at W. A. Frost's for the Friday evening student-alumni dinner. As soon as the selections are made, we will send the list to you.

Enclosed is the Byerly's article and a map to the John and Dianne Orbison residence. The Wangards and Orbisons will expect you and two students for Thursday dinner around 6:00 p.m.

If you need any further help, please do not hesitate to call.

Best Wishes,

Dianne Orbison

DO/mab  
Enclosure

Mailing address: P.O. Box 43035, St. Paul, Minnesota 55164  
Home Office: Two Pine Tree Drive, Arden Hills, Minnesota 55112 (612) 631-7000

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October 7, 1980

Professor James A. Graaskamp  
202-A Breese Terrace  
Madison, WI 53705

Dear Chief:

The Friday morning schedule is shaping up nicely for the Real Estate Club seminar. Rauenhorst is sponsoring the morning as well as providing lunch for the students. We will furnish box lunches from the Lincoln Del (the same place that we ate breakfast the last time you were here). Please let me know as the head count firms up so that we order enough to feed everybody.

The tentative schedule is as follows:

- 8:30 a.m.      Tour of Opus 2 guided by yours truly - note enclosed brochure. You should allow approximately 40 minutes driving time from downtown St. Paul.
- 9:00 a.m.      Move seminar indoors to UMAGA in Opus. Coldwell Banker will give a recruiting pitch as well as discuss the components of a marketing program.
- 9:30 a.m.      Rauenhorst Corporation will speak on a variety of topics. I will forward the exact schedule as it firms up.
- 12:00 p.m.     Lunch will be served at UMAGA.
- 12:30 p.m.     Frank Dunbar will speak on his river front project. Ken Stensby of United Properties will have to be moved to Saturday, I will confirm the exact time.

A short job note for those who are graduating. Steve Gage of the Garron Corporation (612-831-4000) is looking to fill a salaried sales position. Garron is a relatively small firm that does quality work in commercial brokerage. It would be a good job for someone interested in learning the brokerage business.